

# *Our Living Shorelines*

*A statewide shoreline education, outreach and stewardship strategy*

**SMP Planners Meeting**

**October 27, 2011**



# The Team

- Team Members
  - Justine Asohmbom (C+E – NWRO)
  - Cathy Angell (SEA – Padilla Bay)
  - Brook Beeler (C+E – ERO)
  - Cedar Bouta (SEA – HQ)
  - Lynne Geller (Water Resources – HQ)
  - Zelma Zieman (ORA - NWRO)

# Impetus for strategy



**Initiated by Ecology senior management**

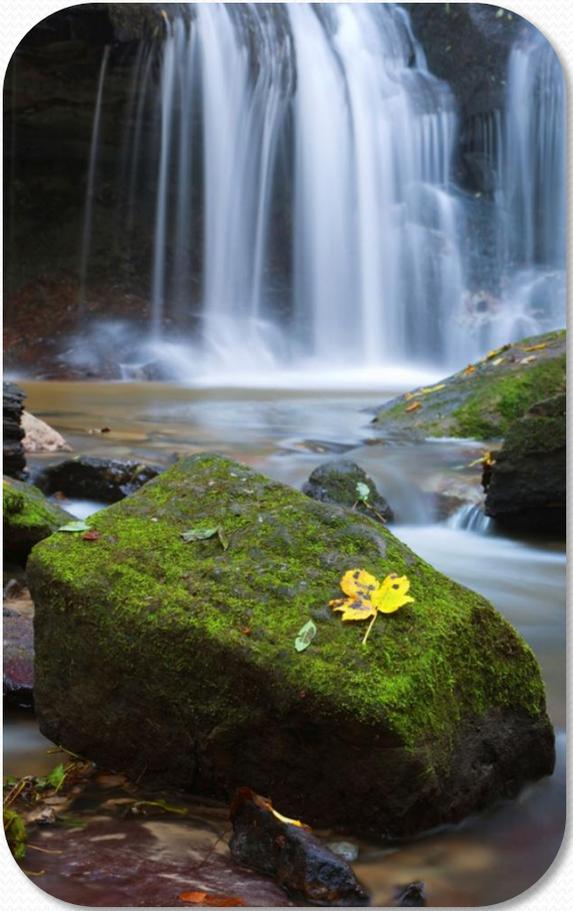
**Respond to opportunities**

- Shape outcome of Puget Sound Partnership's EPA grant funds (\$6M)
- Support SMP updates; sustain raised awareness

**Fill existing gap**

- Need for a coordinated and collaborative effort affirmed by survey respondents

# Work completed to date



- Initial framework
  - Web portal
  - Values survey
- Market analysis survey
  - Scientist interviews
  - Topic prioritization
- Ecology management review

# Results: Initial Framework

- Initial framework was developed and sent to Puget Sound Partnership (September 2010)

- Goal:

*“Develop and implement a collaborative shorelines education, outreach and stewardship strategy to raise public awareness and increase citizen’s engagement in restoring and protecting Washington’s shorelines.”*

# Results: Web Portal

## Our Living Shorelines

<http://www.ecy.wa.gov/livingshorelines/index.html>

Launched February 2011

1,959 visits to date

# Results: Values Survey



- Identified stakeholders
  - 635 respondents from all parts of the state
  - Urban (38%), suburban (30%), rural (30%)
- Based on Ecology's prior shoreline public opinion surveys; data on terminology, taglines, values
- Confirmed that "*Our Living Shorelines*" resonates with service providers

# Results: Market Analysis

- Conducted April-May 2011
- 189 respondents
  - Most from local governments (36%) and non-profits (23%)
  - Most from west (69%); no significant difference between west and east responses
- Very positive response to creating a strategy

# Results: Market Analysis

- Top three topics potential partners see “needing more attention”
  - Stewardship actions people can take
  - Low impact development
  - Climate change/sea level rise
- Good clarity on topics not needing our attention
- Full report available on “Our Living Shorelines”

# Results: Scientist Interviews

- Review of top 30 topics identified through Market Analysis
  - Twenty-two Ecology scientists from six programs
  - Top five topics:
    - New development
    - Homeowner actions
    - Conservation/preservation
    - Shoreline processes/values (“shoreline 101”)
    - Structures – armoring, docks

# Results: Priority Topics

1. Low impact development
2. Conservation/preservation
3. Shoreline stabilization
4. Climate change/sea level rise



# Key findings to date



- High level of interest in strategy
- Personal stewardship actions are top priority
- Shoreline 101 level education needed
- Need for shoreline educational resources that can be used with confidence
- Most effective approach = Build capacity of existing providers and replicate successful work through grants, partnerships, and resource sharing

# Next steps



Develop funding proposal for management (Nov. 3)  
IF FUNDED:

Meetings with partners and scientists to:

- Refine topics
- Identify audiences, desired behaviors, and science that supports behaviors
- Viable partnerships

Detailed review of existing research to identify services, materials, messages, tools, behaviors

# Next steps



- Develop and test or pilot specific messages, products and program models
- Identify partners and funding options for implementation
- Present strategy to management

**TIMELINE:** 12-18 months

Some potential for short-term actions focused on capacity building

# Capacity building examples

- WSU Shore Stewards outreach program to shoreline property owners: <http://shorestewards.org/>
- WSU Beachwatchers program for volunteer educators and property owners:  
<http://www.beachwatchers.wsu.edu/regional/index.php>
- Conservation Districts' technical assistance capacity for shoreline property owners:  
[http://www.kingcd.org/pro\\_fis.htm](http://www.kingcd.org/pro_fis.htm)
- South Sound Estuary Association's lecture series model:  
<http://sseacenter.wordpress.com/events/speakerseries/>

# Feedback/comments/suggestions

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