

Engaging Shoreline Residents in Mason County



Bob Simmons
April 2012

Program Objectives

Increase the awareness of shoreline homeowners of shoreline functions, values, and protection strategies including the Shoreline Master Program and other regulatory processes.

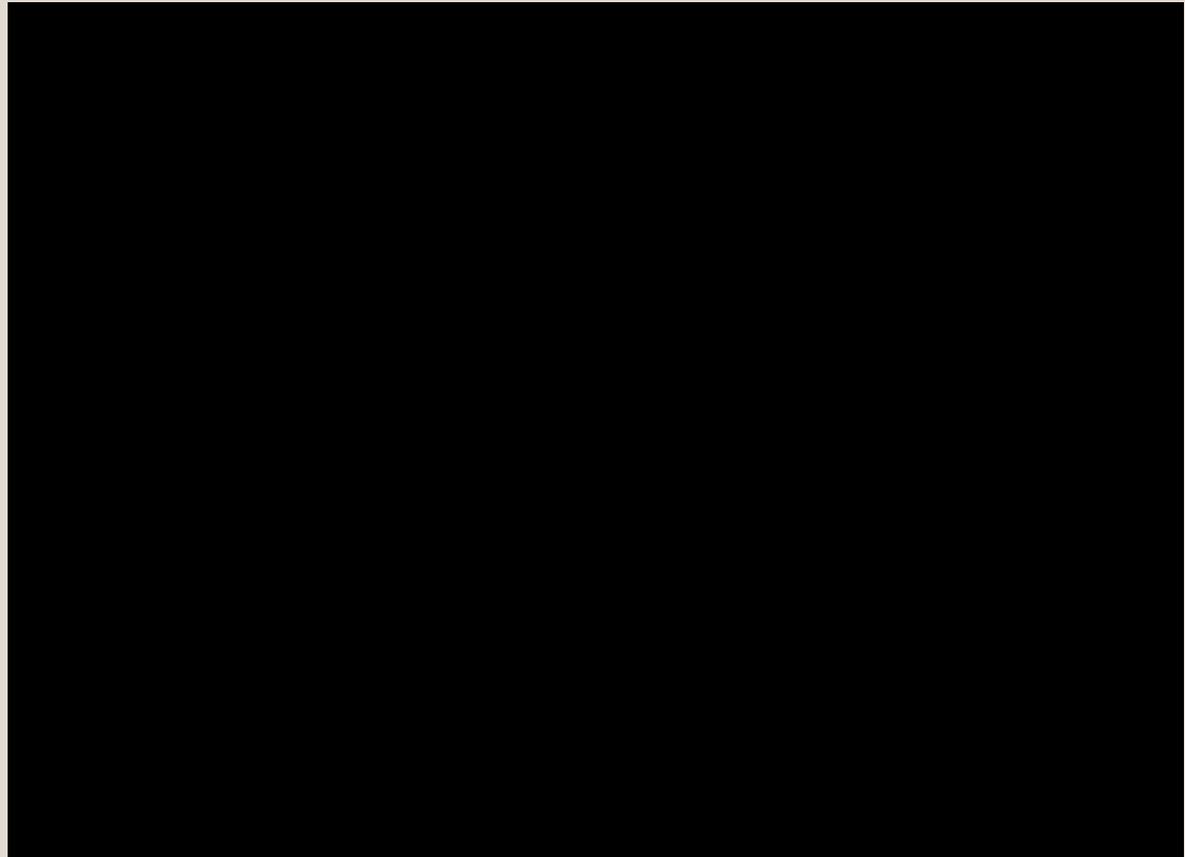
Understanding your Audience: Shoreline Landowners/Managers

Utilize Audience Research

- Use existing information – past surveys, key informants and interviews
- Conduct a focus group of shoreline landowners/managers of various types

Understanding your Audience: Shoreline Landowners/Managers

Knowledge of shoreline ecology and geologic processes (eelgrass, invasive species, shoreline drift and stability, and what do these mean to me)



Understanding your Audience: Shoreline Landowners/Managers

Values as they relate to living or doing business on shorelines



Understanding your Audience: Shoreline Landowners/Managers

Knowledge of potential land use impacts on shorelines (docks, bulkheads, etc.)



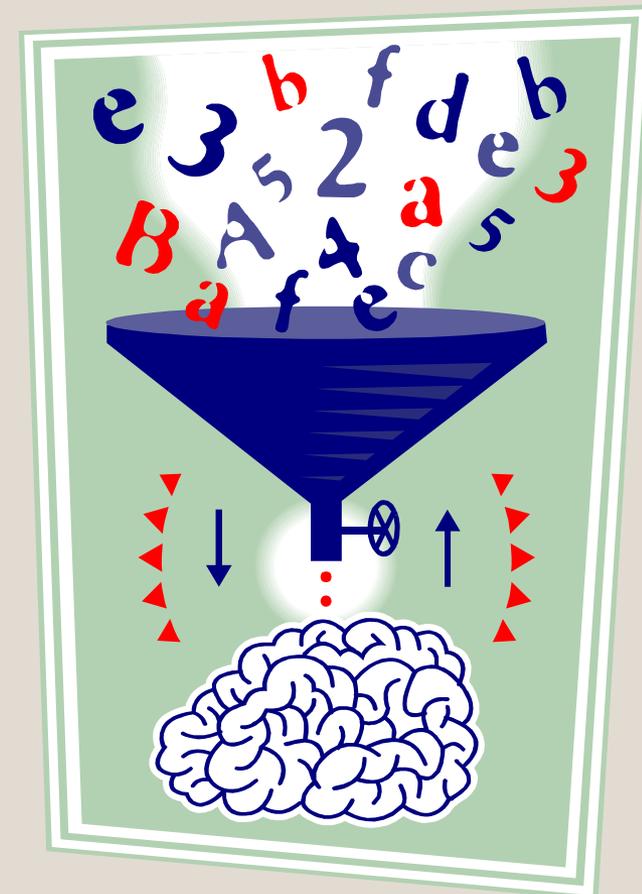
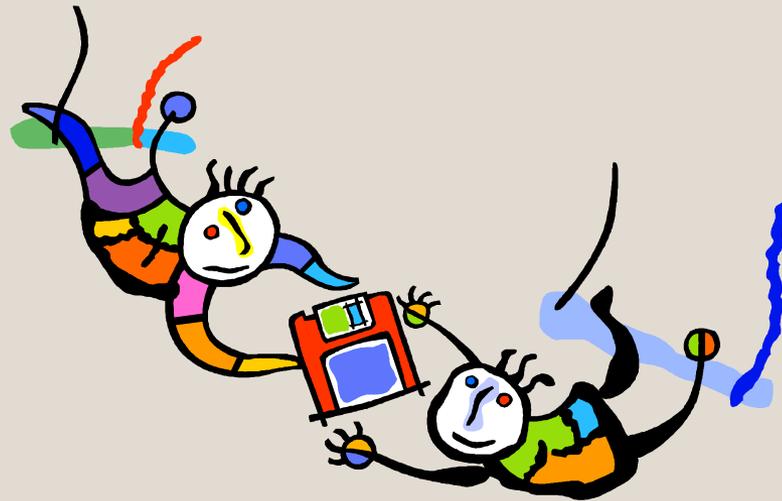
Understanding your Audience: Shoreline Landowners/Managers

Knowledge of Regulations (ie. removal vegetation, shoreline armoring, dock modification)



Effectively Reaching Residents

- How they like to get information



Initial Strategies

- Outreach at community events
 - Shellfish Seed Sales
 - Allyn Days/Geoduck Festival
 - Mason Area Fair
 - Oysterfest
- Direct mailings— tie in with county mailings
- E-newsletters – Shore Stewards

Shore Stewards Newsletters

[February/March 2012 - Five Easy Steps to a Cleaner Puget Sound](#)



Initial Strategies

- Expand Shore Stewards Program

Voluntary, social
marketing based program

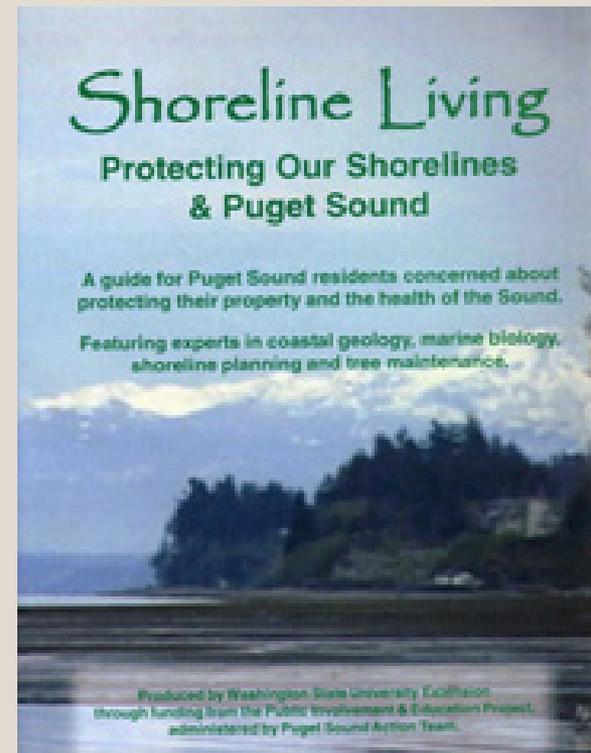
Landowners commit to
following guidelines

600 current members



Shore Steward Program

Guide for Shoreline Living
30 minute DVD and sign



Shore Steward Program

Monthly E-Newletters and special announcements:

[February/March 2012 - Five Easy Steps to a Cleaner Puget Sound](#)

[January 2012 - Salmon Friendly Gardening Practices](#)

[November/December 2011 - Marine Microplastics](#)

[October 2011 - Beach Debris and How to Get Rid of It](#)



Initial Strategies

- Newspaper articles
 - Shelton Life, North Mason Life
 - Shelton-Mason County Journal
- Newsletters – Squaxin, Skokomish, Allyn
- Websites – WSU, County, My Puget Sound
- Radio programming



Tying into SMP Activities

- Get the word out about SMP open houses
- Collaborate with mailings
- Utilize the Citizen Advisory Committee for feedback and outreach

Tying into SMP Activities

- Get the word out about Issue Papers
 - Agriculture
 - Aquaculture
 - Bulkheads
 - Breakwaters, Jetties and Groins
 - Dredging
 - Flood Protection
 - Mining
 - Archeology

Tying into SMP Activities

MASON COUNTY SHORELINE MASTER PROGRAM UPDATE

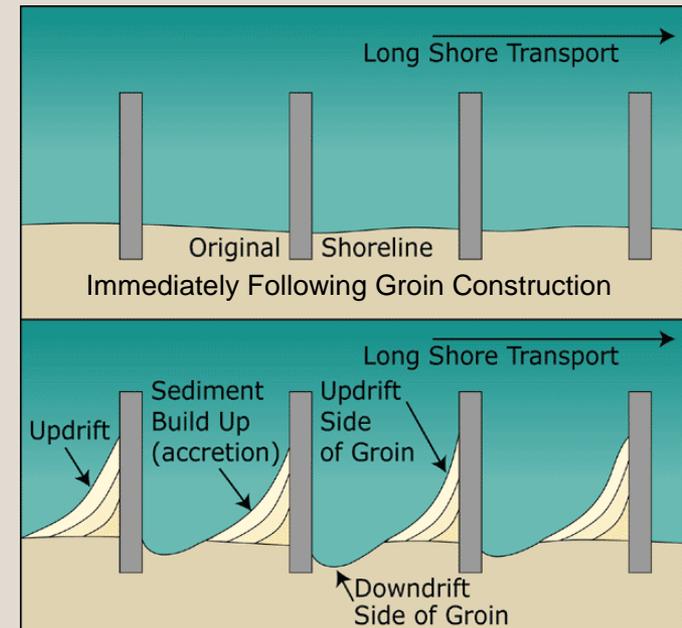
Shoreline Modification Activities: Breakwaters, Jetties and Groins

INTRODUCTION

The Mason County SMP defines breakwaters, jetties and groins as follows:

Breakwaters. Offshore structures which may or may not be connected to land. Their primary purpose is to protect harbors, moorages and navigation activity from wave and wind action by creating still water areas. A secondary purpose would be to protect shorelines from wave-caused erosion.

Jetties. Structures generally perpendicular to shore extending through or past the intertidal zone. They are built singly or in pairs at harbor entrances or river mouths mainly to prevent shoaling or accretion from littoral drift. Jetties also serve to protect channels and inlets from storm waves or cross currents.



Thank You

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