**Table 1: Project Description**

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| **Your Name:** | Wetland Workgroup Co-Chairs  Amy Jacobs and Erin McLaughlin |
| **Goal Implementation Team:** | Habitat GIT |
| **Project Title:** | Increasing landowner participation in wetland programs through improved information access and program staff cross-training. |
| **Project Type** (See Section IV above)**:** | Workplan Implementation |
| **Goal/Outcome:** | To further enhance outreach to landowners and increase implementation of wetland restoration projects |
| **Estimated Cost:** | $50,000 |
| **Justification:** Provide a 2 paragraph description of the work and why it is needed. It is recommended that you draw upon one or more work plans. | In support of our workplan to advance and accelerate wetland restoration in the Bay Watershed, the Wetland Workgroup has collaborated with partners to identify major obstacles to implementing wetland restoration projects. Multiple studies and facilitated discussions have identified obstacles from the perspective of both landowners and practitioners including a The Nature Conservancy and Ducks Unlimited NFWF-funded survey of wetland practitioners, FY14 GIT-funded survey of agricultural landowners, and the Delaware Wetland Conference workshop on marketing to private landowners. This proposal was developed from the results and recommendations of these efforts. One of the key obstacles identified was a universal understanding of all the programs available to private landowners who are interested in restoring wetlands. Often, individual agencies interact with landowners, but are only knowledgeable about their program and if it does not meet the needs of the landowner, an opportunity to restore a wetland may be lost. Having a central location/website for each region would allow practitioners from any organization or private landowners to review all the available options for a property and identify a program that works best for individual landowner interests. Additionally, training on the use of the website, program eligibility requirements, specifications, and enrollment process would be critical to bring awareness to the new tool and direct practitioners to broaden their knowledge about the variety of programs.  To bridge the gaps identified by the Wetland Workgroup efforts, we propose to hire a contractor to establish a website with all available wetland programs per region, develop a marketing and outreach plan for each region, and provide training to wetland practitioners including Soil Conservation District and other implementation staff. These objectives will help the Wetland Workgroup achieve Key Action Four (Develop solutions to address barriers and improve outreach), under Management Approach Two (Identify barriers to wetland restoration and develop solutions to address them) in the Wetland Outcome Two-Year Work Plan. Our goal is to provide accurate wetland program information to both landowners and restoration implementation staff, and to develop marketing and outreach plans for each region in the Chesapeake Bay Watershed to increase participation in wetland restoration programs and thus increase the number of acres restored. In the landowners surveys completed last year, 31% of landowners were definitely or probably interested in restoring wetlands on their property illustrating the untapped opportunity if they have access to more information on programs that match their interests. |
| **Methodology:** Provide a 1-2 paragraph description of how the work is likely to be accomplished. | Using the recommendations from the OpinionWorks survey and report, the contractor will advance a marketing and outreach strategy to increase participation in wetland restoration programs.   1. The contractor will develop a website that provides information on wetland restoration programs by jurisdiction/watershed in an easy to follow format for practitioners and landowners. Contacts for each area will be provided for more information. 2. The contractor will develop printed brochures that appeal to landowners in different regions on the opportunities to restore wetlands and programs and other assistance that is available. 3. The contractor will facilitate regional training opportunities via webinar trainings or in person for wetland practitioners and implementation staff (i.e. Soil Conservation District employees, etc.). These trainings will also be used to gain feedback on the regional brochures and the audience to send the information. 4. The contractor will finalize and distribute the brochures through multiple media outlets (mail, offices, farmer groups etc.). |
| **Cross-Goal Benefits:** What other goals may be advanced through this work? | This project will serve as a demonstration for other Outcomes with similar obstacles – landowner willingness and training of middle managers. |
| **Are you willing to serve as GIT lead** (see description of the role in Section VI above) If no, suggest other GIT lead | Yes. |