

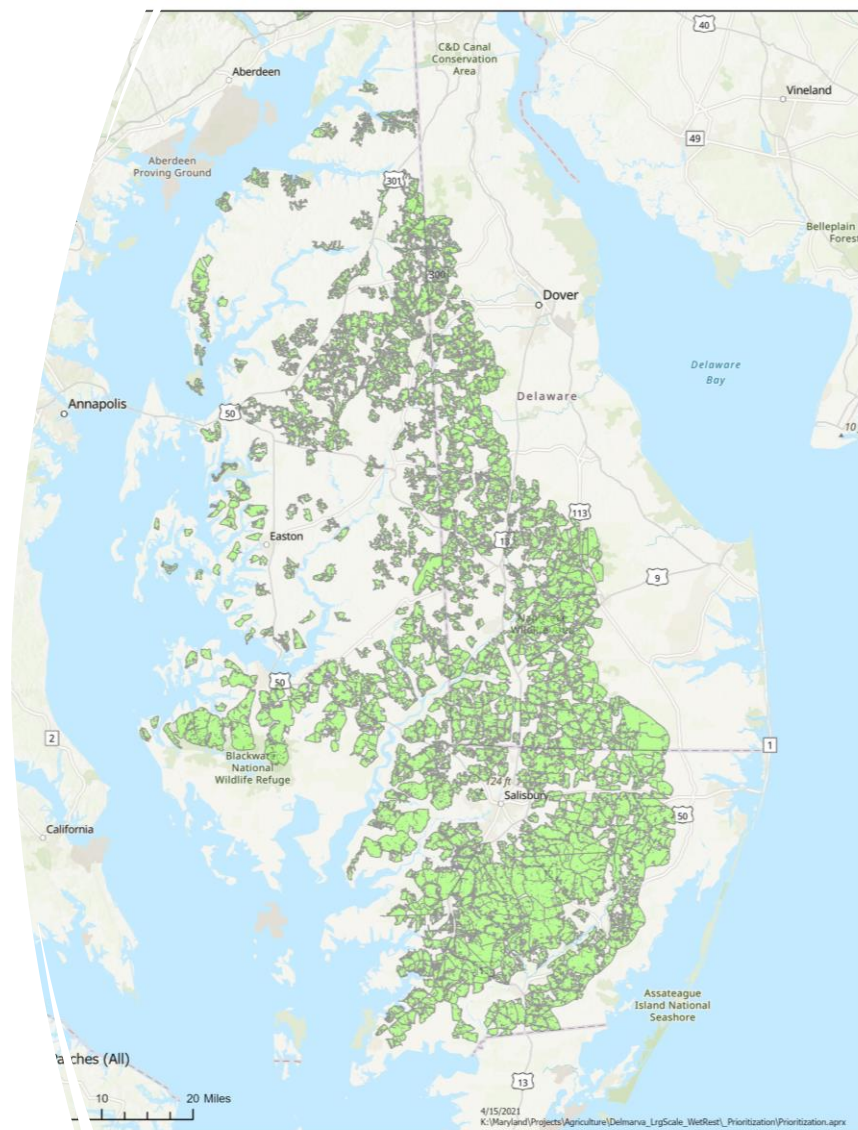


Delmarva Wetland Partnership

Targeting Large-Scale Wetland Restoration for Water Quality Benefits & Climate Resilience

Restoration Opportunities

- > 300 acres restorable land use (forest, agriculture [excluded prime ag lands], other)
- > 150 acres ecohydro-active areas
- > 2ft mean elevation
- 964 potentially restorable patches



Prioritizing Patches

Data Source

Improve
water
quality

Nutrient load
inputs

Nitrogen (lb/yr)

Phosphorus (lb/yr)

From Ag
sources

Contributing LU (%)

Wetland
function

Amount of EHA (%)

Floodplain
(presence/absence)

Chesapeake Assessment
Scenario Tool (CAST)

Chesapeake Conservancy
Land Use

EHA derived from
MDiMAP Lidar DEM

FEMA Effective 100-Year
Floodplain

Enhance
climate
resilience

Water storage
capacity

Storage potential (%
hydrologic soil group)

Species
movement

Climate flow index (%
“high” climate flow)

USDA SSURGO Soils:
Hydrologic Group A/D,
B/D, C/D *(Currently also
assessing using EHA)*

TNC Resilient &
Connected Landscapes

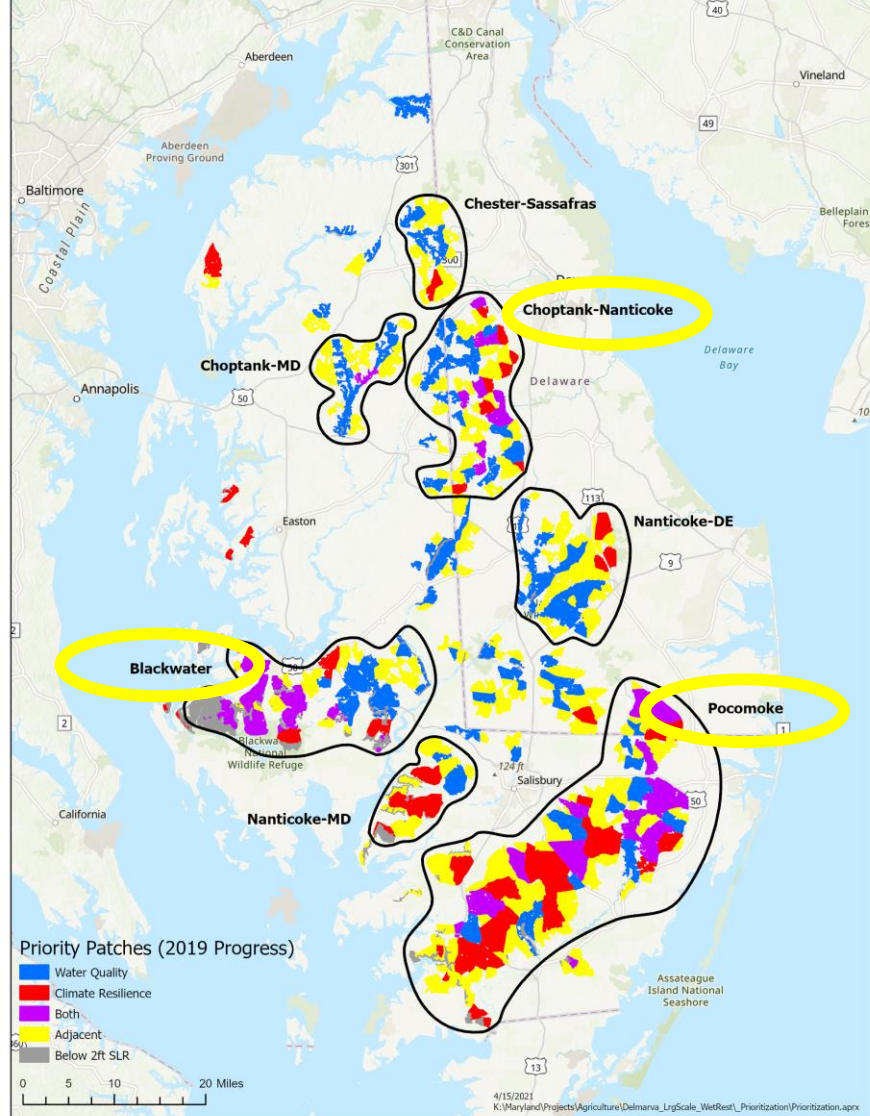
Why

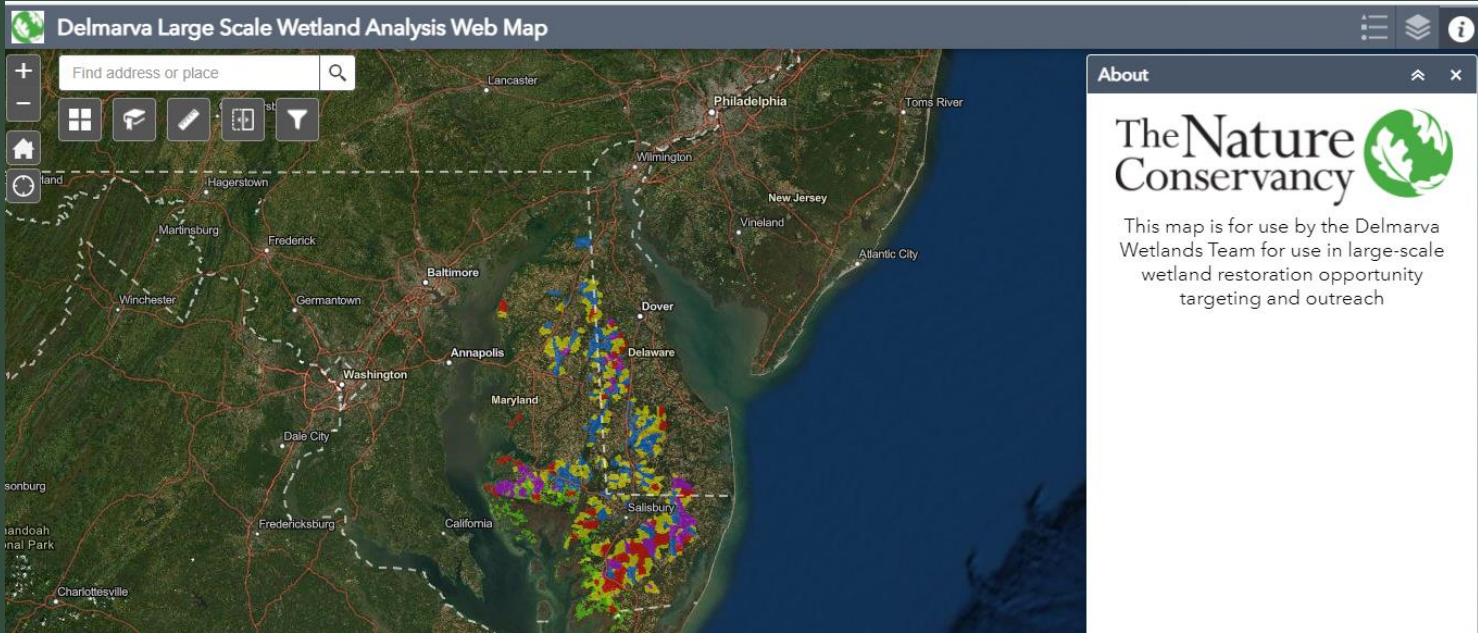
What

Priority Patches by Objective

- Water Quality
- Climate Resilience
- Both
- Adjacent patches

clusters with <300 ac above 2ft SLR
shown in grey

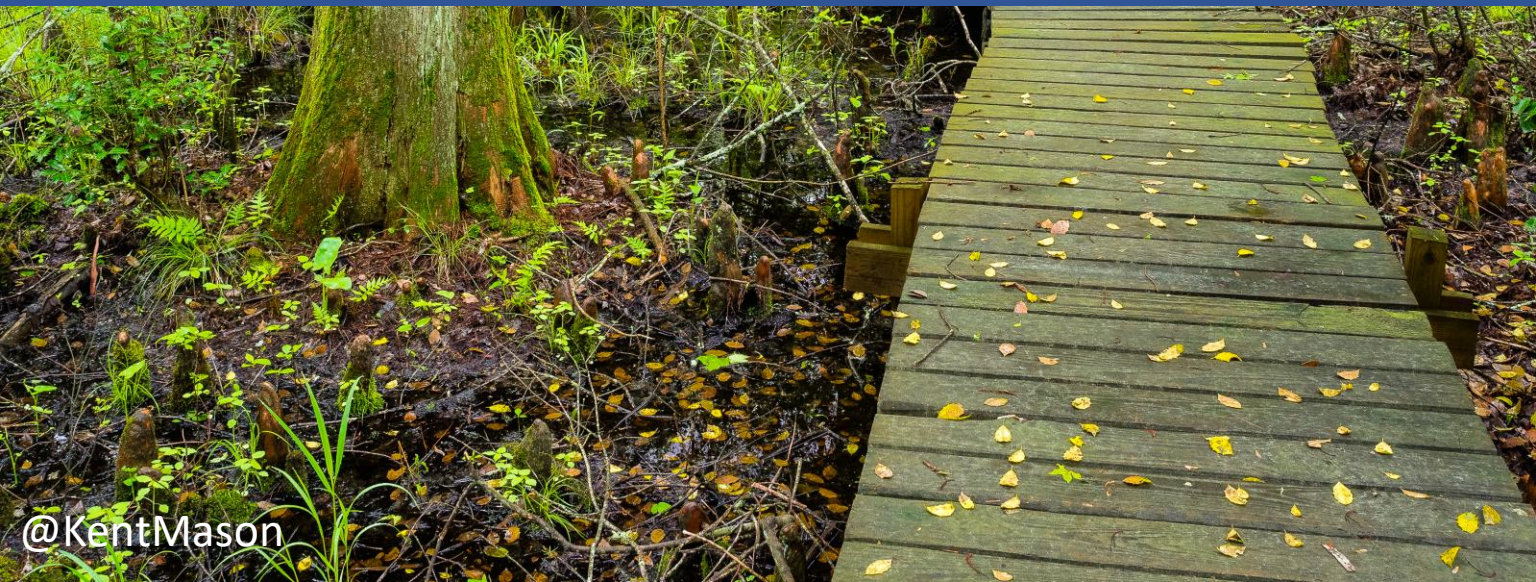




ArcGIS Online Mapping Tool

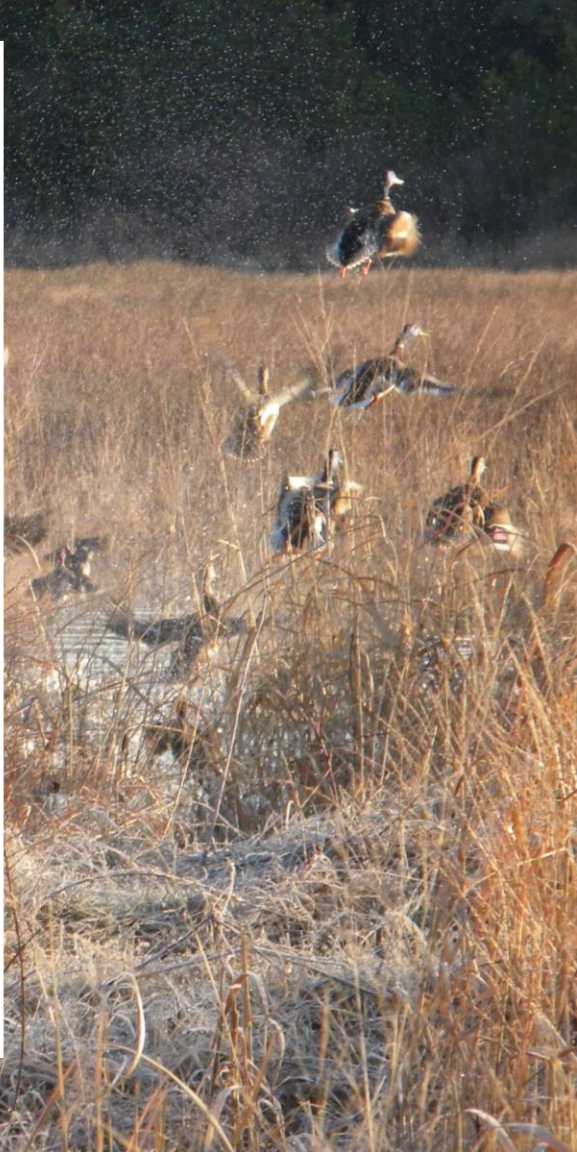


Targeted Outreach Strategy



Overall outreach approach

- 1. Incentive postcard delivered to 1/3 of landowners using generic message/design
 - 2. Survey delivered to all landowners
 - 3. Postcards redesigned to reflect survey results, target specific landowners/regions, send out to remaining landowners
 - 4. Document and assess landowner engagement via Survey 123
 - 5. Analyze overall project success, barriers and failure
-
- Total parcels in target area: 5,320
 - Total acreage: 37,585,885 acres
 - Total number of landowners: 2,443



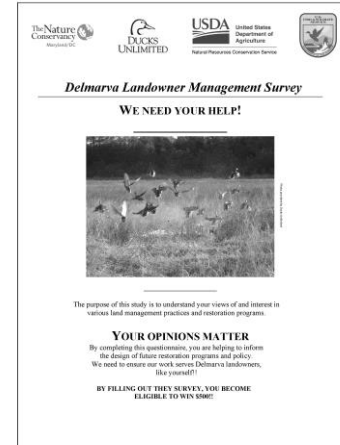
Outreach postcard

- We are piloting a novel “pre-incentive” approach
 - Pre-incentive = \$50 if landowner agrees to a site visit
- Currently sending out 300 per mailing wave (100 per outreach specialist)
 - First mailing went out January 19th, 2022
- Evaluating and adjusting mailing rate iteratively based on responses
- Will adjust design/language post-survey results and send out to remaining landowners
- First mailing wave = approx. 3% response rate (as of 2/1)



Landowner Survey

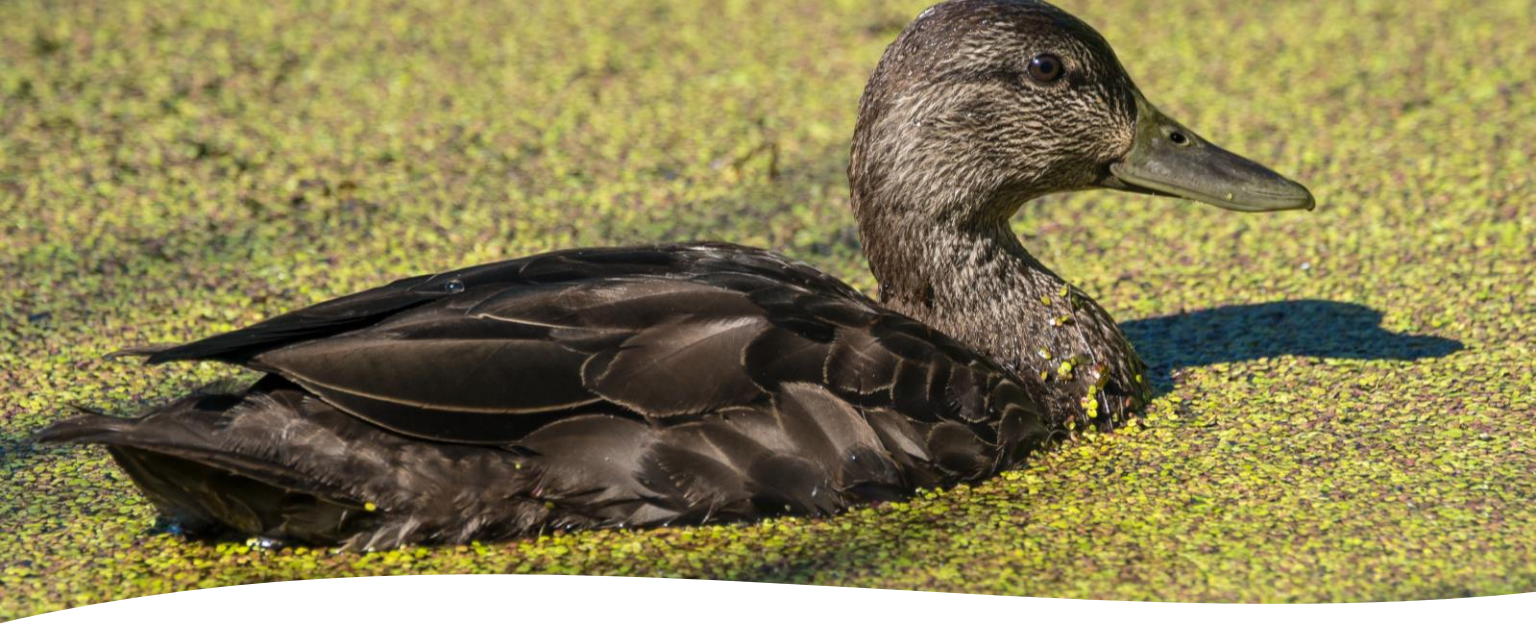
- Questions assess...
 - Perceptions/knowledge of restoration and restoration programs
 - Trust in our organizations
 - Perceived norms (how do others around them feel)
 - Motivations shaping willingness to participate in restoration programs
- Multi-wave design (Dillman et al. 2014)
 - All non-respondents receive a second survey packet 2-3 weeks after initial mass-mailing
 - Incentive: Respondents entered to win \$500
 - Survey scheduled to mail in mid February
- Post-cards will be re-designed based on responses



Delmarva Wetlands Partnership

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Tracking Outreach

- Survey 123
 - ArcGIS hosted online survey or questionnaire
 - Customized to reflect engagement timeline:
 - Initial contact
 - Site visit
 - Contract
 - Project implementation

Survey123 Tracking Tool

Delmarva Wetlands Outreach and Project Contact Tracker

This survey is intended for recording and tracking outreach efforts across Delmarva by The Nature Conservancy Maryland/DC Chapter and partner organizations.

Questions in this survey are grouped below, select the drop down arrow to view and record information in the appropriate location. This survey is intended to be revisited and edited over the duration of communications and project implementation with an individual landowner.

Outreach Conducted By:

Name, Job Title, Agency

| First Contact ▶

| Site Visit ▶

| Contract ▶

| Project Implementation ▶

General Notes

Please capture general notes and/or key information not captured in other fields in the survey below

Additional Learning Opportunities on Targeting

- February 23rd 10:00-11:30
- EHA Training: TBD

A photograph of two shorebirds, possibly sandpipers, standing in shallow water with green grass. The birds have brown and white speckled plumage and long, straight bills. One bird is slightly behind the other, both facing left. A dark blue banner with white text is overlaid across the middle of the image.

Results....coming soon