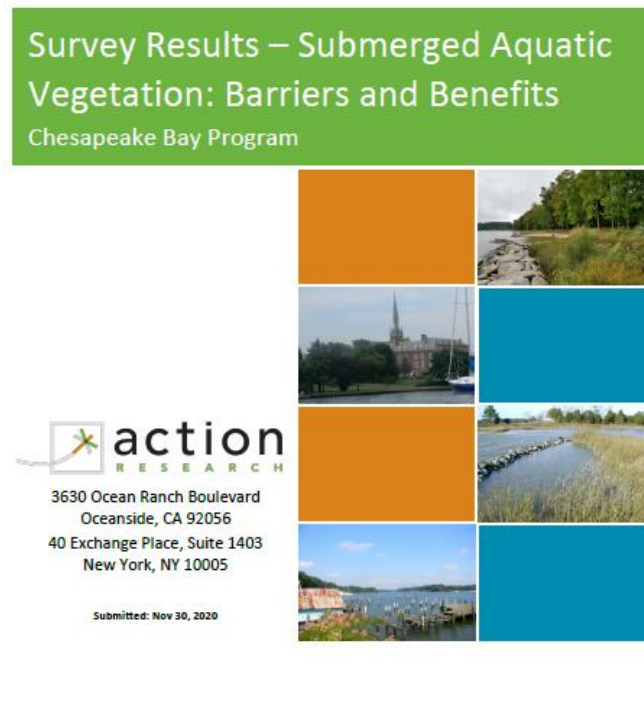


The use of Community Based Social Marketing to advance the Chesapeake Bay Program's SAV Restoration Goals



J. Brooke Landry
Chair, CBP's SAV Workgroup

Rachel Felver
CBP Communications Director

SAV Goal Outcome, Management Strategy, and Approaches



SAV Outcome

Sustain and increase the habitat benefits of SAV in the Chesapeake Bay. Achieve and sustain the ultimate outcome of 185,000 acres of SAV Bay-wide necessary for a restored Bay. Progress toward this outcome will be measured against a target of 90,000 acres by 2017 and 130,000 acres by 2025.

SAV Management Strategy and Approaches

1. Support Efforts to Conserve and Restore Current and Future SAV Habitat and Habitat Conditions in the Chesapeake Bay
2. Protect existing SAV
3. Restore SAV
4. Enhance SAV Monitoring and Research
5. Enhance Citizen Involvement, Education, and Outreach

SAV Goal Outcome, Management Strategy, and Approaches



SAV Outcome

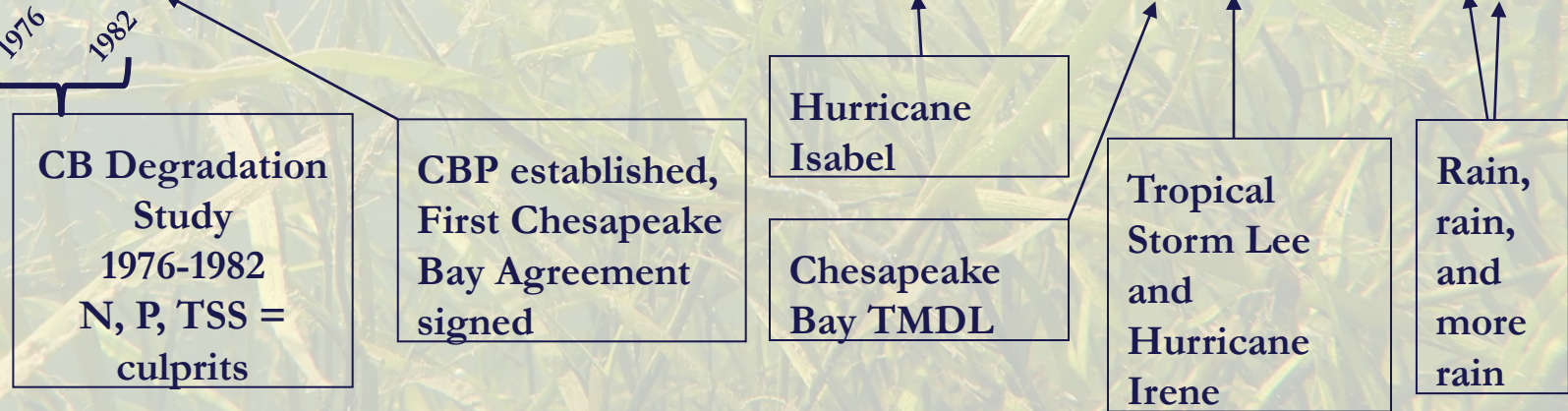
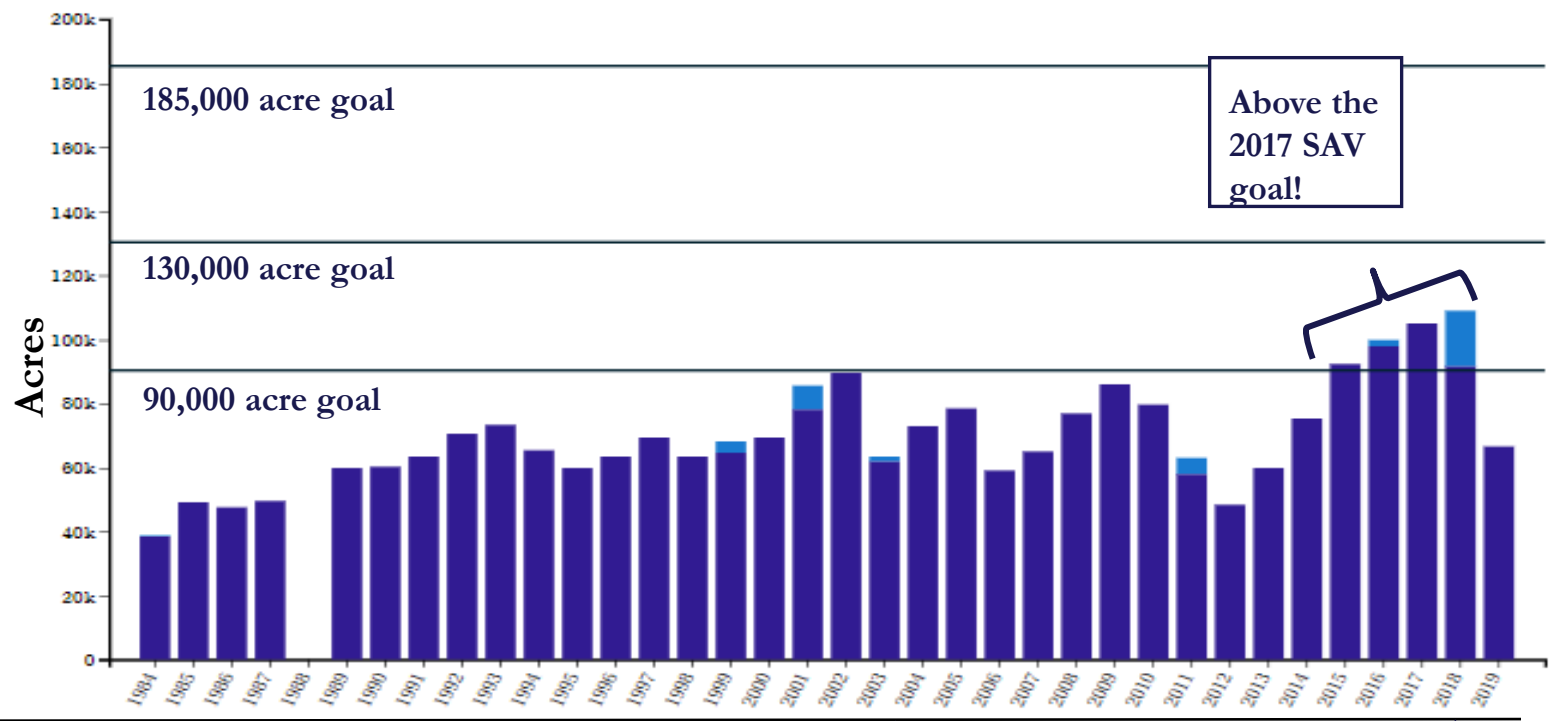
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Progress towards the 185,000 acre Bay-wide SAV goal

Submerged Aquatic Vegetation (SAV) Abundance (1984-2019)



The Problem:

Some people just do not like SAV



Common complaints

1. I can't get my boat in and out of my slip without SAV wrapping around my prop
2. SAV has taken over our swim area and might drown my kids if they get wrapped up in it
3. SAV washes up on my shoreline and stinks when it rots
4. SAV collects trash and is ugly
5. It's creepy, I just don't like it.

Common denominator: Waterfront property owners
-Specific demographic that might respond to CBSM

Targeted Behavior:

Removal of SAV at docks, piers, and marinas



**2013 Maryland Code
NATURAL RESOURCES
§ 4-213 - Submerged aquatic vegetation -- Removal or
eradication**



CBSM:

Steps taken




1. Gather steering committee
2. Discuss problems and decide on problems to focus on
3. Conduct literature Review
4. Conduct survey of waterfront property owners
5. Analyze data and complete report of survey outcomes
6. Develop marketing materials
7. Develop implementation plan and add as addendum to survey report.

SAV Marketing Materials: Posters



WHEN BAY
GRASSES ARE
GREEN,

OUR
BAY IS
CLEAN




Help Protect & Restore the
Bay's Underwater Grasses

TO LEARN MORE GO TO CHESAPEAKEBAY.NET

CHESAPEAKE BAY
NOA

WHEN BAY
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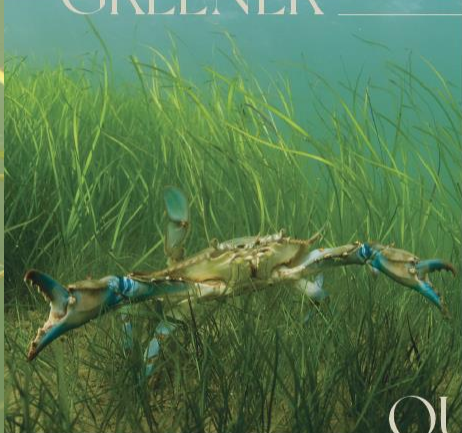


TO LEARN MORE GO TO CHESAPEAKEBAY.NET

SAV Marketing Materials: Commitment Cards



WHEN BAY
GRASSES ARE
GREENER



OUR
BAY IS
CLEANER

Chesapeake Bay is my Community.
I commit:

- To not removing my Bay grasses
- To trim my motors in shallow waters
- To fertilizing my lawn less, or using a Bay-friendly fertilizer
- To following posted speed limits while boating



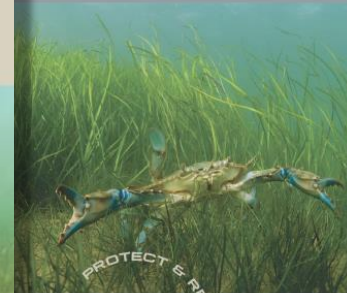
Join your neighbors and help restore the Chesapeake
Bay by protecting your Bay grasses.

SIGN HERE

CHESAPEAKEBAY.NET



WHEN BAY
GRASSES
ARE GREEN,
OUR BAY
IS CLEAN



PROTECT & RESTORE
UNDERWATER GRASSES



SAV Marketing Materials: Door Hangers



WHEN BAY GRASSES ARE GREEN, OUR BAY IS CLEAN

THE CHESAPEAKE BAY IS PART OF MY COMMUNITY.

Bay grasses are a critical part of the Chesapeake Bay ecosystem. These grasses provide food and habitat for countless species and help keep the water clean. Your efforts today ensure a cleaner, greener, healthier Chesapeake Bay for years to come.

Ways to Help Restore and Preserve Bay Grasses:

- Let Bay grasses grow along your shoreline
- Fertilize your lawn less, or use a Bay-friendly fertilizer
- Follow posted speed limits and trim your boat's motor in shallow water
- Keep your shoreline as natural as possible

The Chesapeake Bay is my Home. I protect Bay grasses because they:

- Provide food and habitat for wildlife
- Absorb nutrient pollution and trap sediment
- Help reduce erosion and protect shorelines
- Improve water clarity and increase oxygen

Help protect Bay grasses and get involved with your community. Join your local watershed group's efforts to help monitor Bay grasses.

Go to chesapeakebay.net for more information

Chesapeake Bay Program
State of Maryland

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SAV Marketing Materials: Door Hangers



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SAV Marketing Materials: Shore Signs



CHESAPEAKE BAY
I PROTECT
BAY GRASS
BEDS.

TO LEARN MORE GO TO
CHESAPEAKEBAY.NET



CHESAPEAKE BAY
I PROTECT
BAY GRASS
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TO LEARN MORE GO TO
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SAV Marketing Materials: Implementation Strategy



4: Conclusions and Recommendations

This research sought to better understand how shoreline property owners perceive and make decisions about the SAV on their shoreline. The results of this research will assist organizations in the Chesapeake Bay region to successfully motivate property owners to leave their SAV alone and build piers that protect SAV. In this section, we provide a strategy table with a summary of key findings and associated recommendations for motivating property owners. One key finding the channel respondents reported using for information (above all) About half reported using web searches, local government, and M Environment.

Leave SAV Alone

Overall, respondents perceive low to moderate benefits to leaving barriers. The health of the Bay, encouraging more wildlife, and pre benefits to the full group, and protecting the health of the Bay was had considered for protecting or restoring SAV. Those who consider lower, suggesting the need to enhance benefits across the board. SAV is perceived to create challenges with boating and swimming, considered removing SAV. In addition, those who had considered barriers highly including concerns about smell, disagreement that property value. Finally, respondents who had considered removing concerns about erosion, and liking how their shoreline looks significant. Respondents who had considered removing SAV had moderate to high shoreline. However, overall, all respondents highly valued protect recreational water activities, and shoreline access.

Other Considerations

Several other important findings should be noted regarding outreach leave SAV alone:

- Longer-term property owners were less concerned about more benefit from SAV in terms of looking attractive and if property owners were more likely to report they were can know all options to maintain their shoreline. Overall, longer (easier to motivate), but also may be less likely to seek info options to maintain their shoreline.
- Respondents who do more activities on their shoreline like recreational water activities and like how their shoreline is want their shoreline to look natural. As the top barriers to based, those who do more activities have more barriers (h About half of respondents were unaware they would need

Action Research Target Audience

Based on the results, we recommend the strategies initially focus on targeting longer-term residents, as they reported fewer barriers and more benefits to leaving SAV alone. We also recommend focusing on areas that have higher levels of SAV, either increasing or already established, as they were more likely to consider removing SAV.

Leave SAV Alone Strategy Table

In the strategy table below, we list relevant research findings, link marketing tools, and suggest pathways for operationalization.

Research Outcome	Tools	Strategy Options/Operationalization
SAV negatively impacts shoreline usage	Education/Communication	<ul style="list-style-type: none"> Outreach will include and other waterfront how to accommodate could highlight exte behavior that barrier this work – see next SAV. Boats can also avoid getting SAV ca boat. If there are situation specifically (e.g., if it should be cut) Since SAV, especially particularly helpful ski wakes, this can waterfront activities
Low motivation to protect SAV	Normative feedback	<ul style="list-style-type: none"> Communicate that owners leave their S Show simple metric due to the actions o Highlight well-know area that already let "lawn" signage (poc This can be linked to referenced in the B Management: Impa diffusion message to distribute through it that those without a Bay Protector am their SAV alone, give

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Lack of knowledge about permitting	Education/Communication	<ul style="list-style-type: none"> Include simple information on when the removal of SAV requires a permit. Consider providing simple information on where state owned land starts.
Protecting the health of the Bay; Wildlife	Education/Communication / Cognitive Dissonance	<ul style="list-style-type: none"> Provide c protects t that the t to usage messages and abilit waterfront Respond general e Bay was t Outreach protect ti the sequ even mor Cognitive consisten their valu speaking values le

Build Piers that Extend Beyond SAV

Respondents reported both moderate benefits and mo beyond SAV. The primary barrier respondents reported with moderate agreement to it would not make sense benefit of a longer pier was allowing access to deeper Bay, wildlife, and SAV. About a quarter of respondents beyond the SAV, and for those who did not, they report action.

Target Audience

As above, we recommend focusing on longer-term prop already established SAV. We recommend focusing on o extend beyond SAV to avoid incentivizing additional pier to deeper water to protect their boat and increase the we also recommend initially focusing on property own pier without additional grants.

Build Piers that Extend Beyond SAV Strategy Table

In the strategy table below, we list relevant research fi marketing tools, and suggest pathways for operational

Action Research

Research Outcome	Tools	Strategy Options/Operationalization
Expensive	Incentive	<ul style="list-style-type: none"> Either correct misperceptions about expense, provide grants for pier extension, or focus on property owners with the financial means to extend their piers.
Not make sense/look out of place – difficult to motivate	Convenience/Communication	<ul style="list-style-type: none"> Create a website or other information source that provides information quickly and easily for residents to build longer piers. This could include who do this kind of work and other important info work. Consider vivid info, either or via virtual reality, to a look like on their property
Look out of place/ Moderate likelihood	Social Norms	<ul style="list-style-type: none"> Highlight that other shor of the Bay. Create testimonials that owners have overcome t extending piers beyond t swimming when the wat This is linked to the mess Table. Highlight well-known an that already leave SAV a sense (social diffusion) This can be linked to the referenced in the Bay Pn Implementation Plan as identified ambassadors c channels. The results sup is part of the criteria to b be more likely to leave ti and higher benefits. Alternatively, this progr to identify members of t property owners in area extended their pier, and willingness to distribute channels. Communicate the benef for the resident's use of
Allow access to deeper water	Education/Communication	<ul style="list-style-type: none"> Use cognitive dissonance to motivate actions that are consistent with individual's values by reminding them of their values (protecting the Bay is very important) and speaking to what behaviors are consistent with those values (leaving SAV alone). Respondents reported valuing the health of Bay as a general attitude. However, when asked if the health of the Bay was a benefit of SAV, it was not valued as highly. Outreach should connect extending a pier beyond SAV as a way to protect the Bay. Provide credible, vivid information about how more SAV protects the Bay and brings wildlife to their property.

Messengers and Communication Channels

Given the substantial preference for MD DNR, we recommend that any outreach be branded under MD DNR and the local governments. Outreach could be co-branded with water-activities organizations, such as boaters or anglers.

There are a variety of communication channels that are appropriate for this outreach, including door-to-door (as possible with local COVID-19 restrictions), mailers, websites, and social media. Based on results of other shoreline management work with the Chesapeake Bay Program, Bay Protectors for Shoreline Management: Implementation Plan, we recommend leveraging social networks when possible, such as visual signage that faces the water and Maryland DNR branded outreach that can be distributed between social networks of shoreline property owners. The final communication channels will be determined in conjunction with the steering committee.

Next Steps

After receiving feedback from the steering committee on strategies, Action Research will develop outreach to assist with motivating property owners to leave SAV alone and build piers that extend beyond SAV. We will identify styles, color, tone, and communication mediums collaboratively based on the expected resources and messengers to motivate shoreline property owners to leave their SAV and extend their piers beyond where SAV grows, creating a healthier Chesapeake Bay.



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CBSM: Next Steps



1. Find money to print materials and actually implement the strategy.....
2. Collaborate with Riverkeeper and watershed groups.