

# Final Report

FY 2010 Task 1.03

Virginia Coastal Zone Management Program –  
Virginia Department of Environmental Quality

## ***Virginia CZM Program Outreach Activities***

October 2010 – September 2011

*(Grant extended through December 2012 – report reflects expenditures through January 2013)*



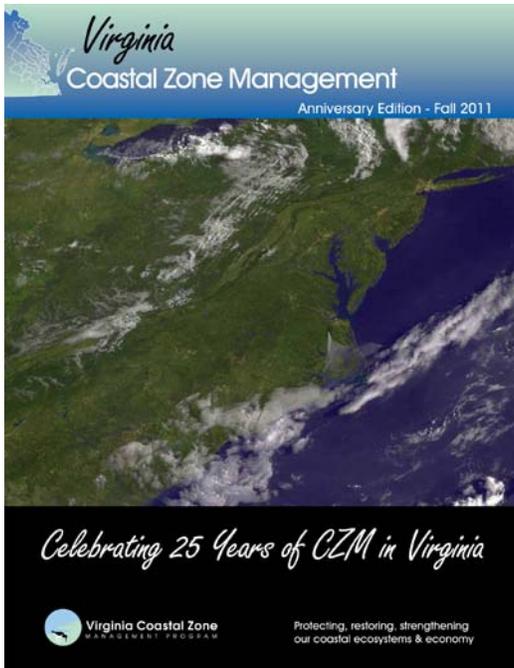
Funding for the Virginia CZM Program Outreach Coordinator staff position and the outreach products outlined in this report were funded by the Virginia Coastal Zone Management Program at the Department of Environmental Quality through Grant # NA10NOS419 of the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, under the Coastal Zone Management Act of 1972, as amended.

## FY 2010 Task 1.03 Virginia Coastal Program Outreach Final Report October 1, 2010 – December 30, 2012

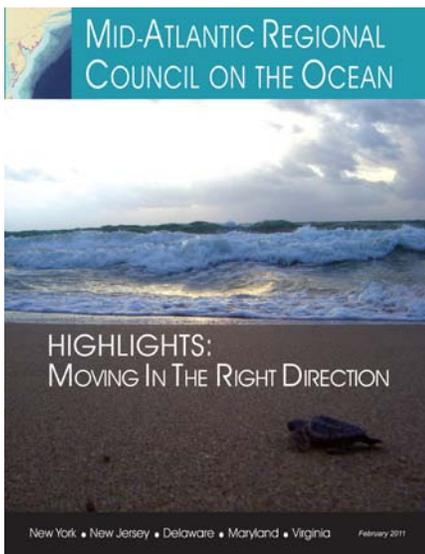
In addition to providing outreach support as needed to VA CZM Program Office staff, and partner agencies and organizations, FY 2009 grant funding for Coastal Program Outreach supported the following grant products:

### Product 1 - Virginia Coastal Zone Management Outreach Materials:

#### *Virginia Coastal Zone Management Magazine:*



An issue of the *Virginia Coastal Zone Management Magazine* was published (25<sup>th</sup> Anniversary edition) and released in December 2011 on-line and in hardcopy [www.deq.virginia.gov/Programs/CoastalZoneManagement/ReportsPublications/VACZMMMagazine.aspx](http://www.deq.virginia.gov/Programs/CoastalZoneManagement/ReportsPublications/VACZMMMagazine.aspx). Writing, editing and graphic design of this issue occurred during the FY 10 Task 1.03 grant year, while final production - print coordination and distribution – occurred during the first two months of the FY 11 Task 1.03 grant. Of the 2000 copies of the magazine printed, just over 1770 copies were mailed to VA Delegates and Senators, VA’s congressional delegation, VA CZM agency directors/boards/commissions, Tidewater local governments (*elected/appointed officials, SWCD Chairman, PDC and planning directors, planning commission chairmen, wetlands board chairmen*), Coastal Policy Team members, federal government staff (*NOAA and EPA*), other state CZM program managers, and conservation and education contacts. The remaining hardcopies are being judiciously distributed from the Virginia CZM Office during meetings and public events. *A PDF copy of the magazine is attached as final product and a hardcopy is available upon request.*



#### ***“MARCO Highlights: Moving in the Right Direction”:***

Graphic design and layout of this Mid-Atlantic Regional Council on the Ocean (MARCO) report began during the second half of the FY 09 Task 1.03 grant year but was completed during FY 10 Task 1.03. Printing of this publication was funded under this FY 09 Task 1.03 grant – 300 copies provided to the 5 mid-Atlantic states for distribution. The report is also available on the MARCO website at [www.midatlanticocean.org/](http://www.midatlanticocean.org/), and more about Virginia’s role on MARCO is provided on the Virginia CZM Program website at <http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/OceanPlanning/VirginiaRoleonMidAtlanticCouncilontheOcean.aspx>



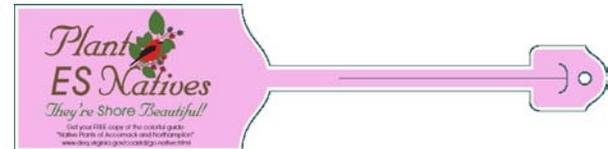
**Virginia Eastern Shore Barrier Island Beach Nesting Bird brochure – “Life on the Beach Isn’t Always Easy”:**

FY 10 Task 1.03 funds were used to print a revision of the educational brochure “Life on the Beach Isn’t Always Easy” to raise visitor awareness of beach-nesting bird habitat on Virginia’s Eastern Shore (graphic design and print coordination funded through FY 11 Task 1.03). This brochure is available on the Virginia CZM website at

<http://www.deq.virginia.gov/Portals/0/DEQ/CoastalZoneManagement/Virginia%20Barrier%20Island%20Beach%20Nesting%20Bird%20Brochure.pdf>

**Plant ES Natives Campaign - Plant Tag for Trees and Shrubs:**

FY 10 Task 1.03 funds were used to produce plant tags for use on native shrubs and trees being sold on Virginia’s Eastern shore in support of the Plant ES Natives Campaign (graphic design and print coordination funded through FY 11 Task 1.03).



**Plant ES Natives Campaign – Demonstration Site Signage:**

FY 10 Task 1.03 funds were used to produce signage installed at each of nine Plant ES Natives Campaign demonstration gardens acknowledging the sites as official campaign demos and to acknowledge those adopting maintenance of the garden (graphic design and print coordination funded through FY 11 Task 1.03).



**Plant ES Natives Campaign - Plant ID Markers for Demonstration Garden Species:**



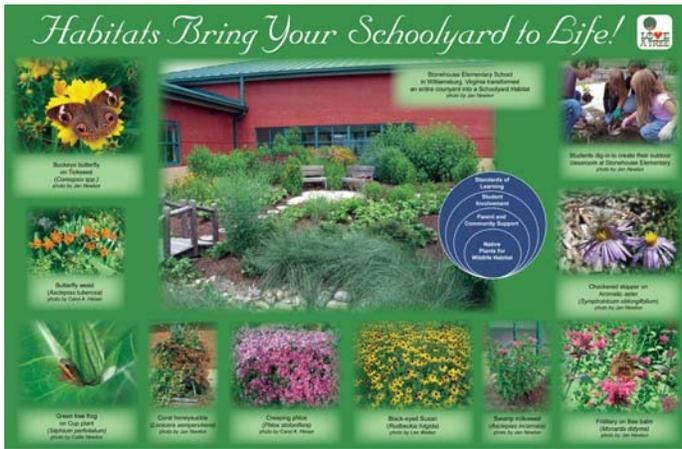
FY 10 Task 1.03 funds were used to produce plant ID markers for all 100 species currently planted in the Plant ES Natives official demonstration gardens – green marker can be seen in photo left (marker content development, print and distribution coordination funded through FY 11 Task 1.03).

**Plant ES Natives Campaign – Pencils:**

FY 10 Task 1.03 funds were used to produce a recycled newspaper pencil, to distribute during presentations, events and exhibits to help market the Plant ES Natives (print coordination funded through FY 11 Task 1.03).

**Plant ES Natives Campaign – Radio Ads:**

FY 10 Task 1.03 funding supported ad copy development and media buy for “Plant ES Natives” campaign ads on WESR Eastern Shore radio - Spring 2011 ads aired March-June and Fall 2011 aired September – November (#33 ads each season). Radio ads can be heard on the campaign website at [www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants/MediaRoom.aspx](http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants/MediaRoom.aspx)



**“Love-A-Tree” Native Plant Poster for Schools:**

FY 10 Task 1.03 funding supported design of a 2011 “Love-A-Tree” poster encouraging installation of native school yard habitats. Development of the poster was in partnership with the Virginia Office of Environmental Education and the Virginia Resource Use Education Council.

**2012 Eastern Shore Birding and Wildlife Festival Poster:**

FY 10 Task 1.03 funds were used to print the advertising poster for the 2012 Eastern Shore of

Virginia Birding and Wildlife Festival poster (poster design, and print/distribution coordination funded through FY 11 Task 1 and final product of that grant).

**Product 2 - Virginia CZM Program Website Development and Maintenance:**

The Outreach Coordinator maintained the Virginia CZM main website, including new and revised pages highlighting the program’s efforts in blue-green infrastructure mapping and planning, climate change adaptation, shoreline management, and the VACZM’s coastal needs assessment process and resulting strategies - <http://www.deq.virginia.gov/Programs/CoastalZoneManagement.aspx>. The Coordinator made needed revisions and navigational changes to the entire website as a result of conversion of the website to a CMS platform used to maintain the Department of Environmental Quality (DEQ) website. The Coordinator served on the DEQ Web Steering Committee, which provides the DEQ Management Team with guidance on decisions concerning web design, navigation and use of social media. The Coordinator developed a facebook to engage the public in the Plant ES Natives campaign - <http://www.facebook.com/pages/Plant-ES-Natives/148082101925811?sk=wall> and began contributing Virginia CZM Program information through partner social media sites, including the Plant More Plants and state parks blogs.

**Product 3 - Public Campaigns, Events, Presentations and Exhibits:**

**Plant ES Natives Social Marketing Campaign:**

The Outreach Coordinator continued coordination of the multi-year “Plant ES Natives” social marketing campaign and production of the campaign’s multi-media mix detailed under Product 1 above. The Coordinator focused on training and guiding local “Community Leaders” to help implement the campaign. The Coordinator designed and conducted, with members of Plant ES Natives Team, two ½ day training sessions for “Community Leaders”. Over 40 new leaders were trained and serving on teams to help implement the campaign – giving presentations, staffing exhibits, communicating with garden centers, planning campaign events and maintaining and providing tours of demonstration gardens. Twenty-six new “Community Leaders” received their official CL pin, and copies of the ES native plant guide, “Natives Plant of Accomack and Northampton”, to help distribute. The Coordinator provided leaders with a scripted PP module for to facilitate CL presentations on the campaign with their communities.

The campaign has drawn the attention of Virginia CZM partners and others interested in the application of social marketing to address environmental issues, and provided a number of opportunities to highlight the Virginia CZM Program’s efforts. The campaign is highlighted in a new book - “Social Marketing to Protect the Environment” released in May 2011. The Coordinator served on a review panel guiding development of social marketing metrics and protocols to be used by National Fish and Wildlife Foundation in their grant programs.

The Coordinator worked with the Virginia CZM Program Manager and Department of Conservation and Recreation staff to plan and conduct an October 2011 dedication event at Kiptopeke State Park for CZM/Taylor Tract acquisition and restoration, including unveiling of new native plant demonstration garden and educational signage.

The Coordinator worked with Community Leaders and the Town of Wachapreague to plan a Plant ES Natives public event in the fall of 2011 however the event was cancelled due to damage from Hurricane Irene to the town's demonstration garden where the event was to be held. (A dedication event has since been held for the garden (in September 2012 under FY 11 Task 1.03, highlighting the resiliency of the native plants in the site.).

All campaign radio ads and publications are downloadable from the campaign website at [www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants/MediaRoom.aspx](http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants/MediaRoom.aspx).

*A report providing an overview of campaign research, planning, design and implementation is available on-line at*

*[www.deq.virginia.gov/coastal/documents/plantesnativescampaignsummarystatusreportupdated2-2011.pdf](http://www.deq.virginia.gov/coastal/documents/plantesnativescampaignsummarystatusreportupdated2-2011.pdf) (this report was previously submitted as final product to FY07 Task 10.07 with campaign design, continued implementation and multi-media production supported under FY08 Task 1.03 and FY 09 Task 1.03.)*

#### **2010 Virginia Coastal Partners Workshop:**

Outreach Coordinator, along with CZM staff, finalized planning and logistics for the 2010 Virginia Coastal Partners Workshop in December 2010. The Coordinator presented an overview and status of the Plant ES Natives campaign and assisted in facilitating discussion of a new Virginia CZM Program focal area. All workshop presentations were posted on the Virginia CZM website at [www.deq.virginia.gov/Programs/CoastalZoneManagement/ReportsPublications.aspx](http://www.deq.virginia.gov/Programs/CoastalZoneManagement/ReportsPublications.aspx).

#### **Presentations:**

FY 10 Task 1.03 funding supported the Outreach Coordinator's participation in a Community-Based Social Marketing training workshop given by Doug McKenzie-Mohr during the annual Chesapeake Watershed Forum at the end of September, and travel and registration to present at the North American Association of Environmental Education Conference on social marketing and the Plant ES Natives campaign.

#### **Educational Exhibits:**

Virginia CZM Program exhibits appeared at the following October 2010 - September 2011 events.

- 2010 Eastern Shore Birding and Wildlife Festival (October; new exhibit on birds and wind energy)
- 2010 Dragon Run Day (Virginia CZM Projects in Middle Peninsula; October).
- 2010 Urbana Oyster Festival (November; 200+ visitors stopped by exhibit; Living Shorelines, Oyster Gardening)
- Winter Wildlife Festival, Virginia Beach (General Program, Oyster Gardening; January; DGIF sponsored event)

#### **Equipment and Software Purchases:**

FY10 Task 1.03 grant funds were used to purchase a digital camera with a GPS recorder, which will take the high resolution images needed for publication and aerial survey work. Funds also were used to maintain supplies to support outreach activities including plotter and color printer ink.