

Final Report

FY 2011 Task 1.03

Virginia Coastal Zone Management Program –
Virginia Department of Environmental Quality

Virginia CZM Program Outreach Activities

October 2011 – September 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 # NA11NOS419 of the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, under the Coastal Zone Management Act of 1972, as amended.

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In addition to providing outreach support as needed to VA CZM Program Office staff, and partner agencies and organizations, FY 2011 grant funding for Virginia CZM Program Outreach supported the following grant products:

[Outreach Strategies, Public Campaigns, Events, Presentations \(Product 1 & 3\):](#)

Regional Native Plant Campaigns:

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 increasing the capacity of the “Community Leaders” (CLs) to help implement the campaign, including new leader training in February 2012, bringing the number trained leaders to 43; and, focused on organizing leaders into 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. Two campaign feedback meetings were held in December 2011 and February 2012, and although open to the public were primarily attended by the CLs bringing observations and comments from their community. This feedback helped inform discussion during a March 2012 campaign planning team review and strategy meeting, and helped guide decisions on where to tweak the campaign strategy. This grant also funded campaign radio ads in the spring and fall of 2012 – these can be heard at <http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants/PlantESNatives/MediaRoom.aspx>.

The Coordinator worked with Community Leaders and the Town of Wachapreague to conduct a Plant ES Natives demonstration garden dedication in September 2012. It was a perfect opportunity to highlight the resiliency of native plants. The site had been inundated and covered with wrack during Hurricane Irene in the late summer of 2011. The Eastern Shore News attended the event and published an article about the event -

<http://www.delmarvanow.com/article/20120912/ESN01/209120359/Wachapreague-dedicates-garden-native-plants-Seaside-Park>.

A report providing an overview of campaign research, planning, design and implementation, including updates to the campaign strategy, is available on-line at

<http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants/PlantESNatives/MediaRoom.aspx> (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, FY 09 Task 1.03 and FY 10 Task 1.03.)



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 Coordinator presented on Virginia CZM's experience with social marketing at the North American Association of Environmental Education in October 2011. The Outreach Coordinator served on a panel to review communication and social marketing proposals to the Chesapeake Trust in January 2012. As a result of a webinar on social marketing and the Plant ES Natives campaign given by the Outreach Coordinator in March 2012, the Northern Neck Chapter of the Native Plant Society initiated a partnership with the Northern Neck Planning District Commission to apply for a Virginia CZM grant which led to the creation of the Plant NNK Natives campaign. The Coordinator consulted extensively with the Native Plant Society and NNPDC staff on development of the scope of work for the new campaign (FY10, Task 50). The Coordinator also continued to consult with staff at the Northern Virginia Regional Commission on pre-campaign planning for the Plant NoVA Natives campaign (FY 11 Task 54).

NOAA State Partner Coordination:

In an ongoing effort to coordinate and collaborate on communication, marketing and education efforts with other NOAA supported state programs, the Outreach Coordinator suggested to Sea Grant and CBNERRS communication staff the idea of using Virginia CZM's multi-media messaging and communication strategy framework as a tool to facilitate collaboration on shared issues and projects. Staff from the programs also expressed an interest in developing with VACZM a "Story Development Forum" to be more proactive in collaborating on coastal management stories, consistent messaging and improved visibility and credit for our programs' efforts and investments. Sea Grant staff set-up a proposed site using Wiki – software available to the program - however due to staff changes the program was forced to postpone continued involvement and the Outreach Coordinator is pursuing other software options to go forward with the effort. In the interim, staff from the programs continue to regularly communicate via the traditional stand-bys – phone and e-mail. The Outreach Coordinator participated on a Sea Grant communication focus group in June 2012.

The Virginia Resource Use Education Council (Outreach Coordinator has represented the VACZM on the council) presented the 2012 Otter Award to the Virginia CZM Program for its many years of support to environmental education.



2012 Virginia Coastal Partners Workshop:

Outreach Coordinator, along with other Virginia CZM staff, began planning the December 2012 Virginia Coastal Partners Workshop including development of a theme focused on engaging stakeholders in coastal management and identifying next steps on coastal issues. OC designed a workshop logo illustrating this theme, and included the new logo on a save the date developed and distributed through Constant Contact. All workshop presentations are posted on the Virginia CZM website at www.deq.virginia.gov/Programs/CoastalZoneManagement/ReportsPublications.aspx.

Virginia Marine Debris Summit:

Outreach Coordinator served on a planning committee for the multi-partner Virginia Marine Debris Summit in February 2013, and played a leading role in communications – designing the summit logo, distributing save the date and other summit communications through Constant Contact, and working with summit partners to draft a pre-summit survey to help guide agenda development. Summit funded in FY11, Task 95.02.



NOAA Partner Events:

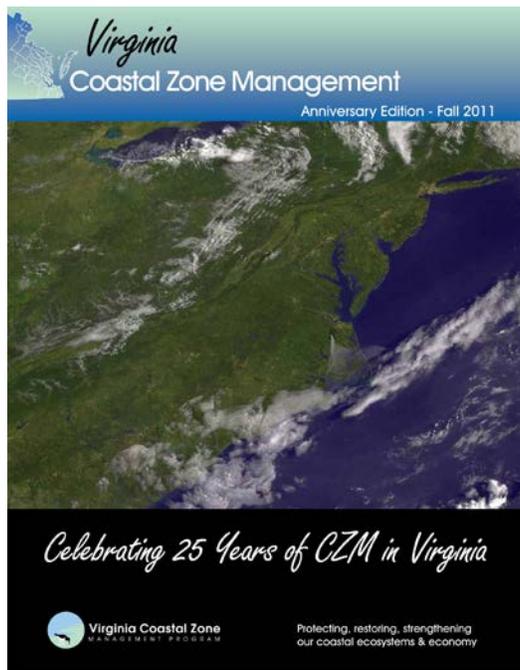
Outreach Coordinator assisted in logistics for two events held in collaboration with NOAA partners: a tour of the NOAA Okeanos research vessel arranged in collaboration with Virginia Sea Grant in May

2012 and a CZMA 40th anniversary event with CBNERRS at VIMS in June 2012. The CZMA 40th event resulted in articles in three newspapers which credited Virginia CZM's efforts – Richmond Times-Dispatch (<http://www2.timesdispatch.com/news/2012/jun/18/tdmain01-low-profile-program-aids-tidal-areas-from-ar-1994679/>), Daily Press (www.dailypress.com/news/gloucester-county/dp-nws-gloucester-vims-coast-work-0612-20120612_0_1701215.story) and Gloucester Mathews Gazette Journal (http://www.gazettejournal.net/index.php/news/news_printme/6987/).

Educational Exhibits:

OC coordinated an exhibit schedule for the program, and displays at over a dozen events, including a large exhibit at the CZMA 40th event; and, coordinated purchase of new display hardware with a professional and eye-catching header featuring the Virginia CZM logo.

Virginia CZM Program Multi-Media Materials Print and Electronic (Products 2 & 4):



Virginia Coastal Zone Management Magazine:

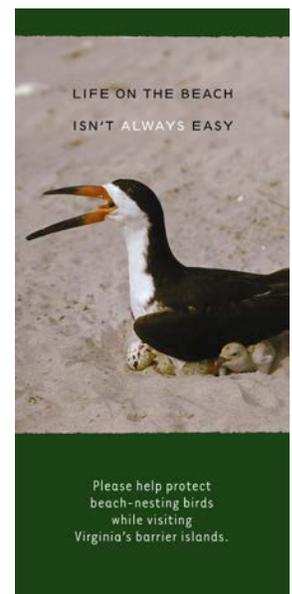
An issue of the *Virginia Coastal Zone Management Magazine* was published (25th Anniversary edition) and released in December 2011 and January 2012 on-line and in hardcopy www.deq.virginia.gov/Programs/CoastalZoneManagement/ReportsPublications/VACZMMagazine.aspx. Writing, editing and graphic design of 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. The magazine drew the interest of Virginia Secretary of Natural Resources, who requested that an Op-ed be drafted on his behalf highlighting the program's accomplishments. The Coordinator drafted the Op-ed which appeared in the Daily Press on April 22, 2012, and later the language from the Op-ed later appeared in the SNR's talking points at events - http://www.dailypress.com/news/opinion/dp-nws-oped-domenech-0422-20120421_0_704673.story.

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

The Outreach Coordinator designed and distributed 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 (printing funded through FY 10 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>

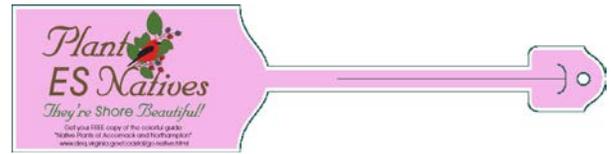
Virginia CZM Program Accomplishments Fact Sheet Series:

The Outreach Coordinator worked with Virginia CZM and CBNERRSVA staffs to produce a series of fact sheets highlighting the programs' accomplishments particularly as they related to water quality – the fact sheets are downloadable from <http://www.deq.virginia.gov/Programs/CoastalZoneManagement/DescriptionBoundary/Goals/Accomplishments.aspx> (sidebar on right).



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

The Outreach Coordinator designed and distributed plant tags for use on native shrubs and trees being sold on Virginia's Eastern shore in support of the Plant ES Natives Campaign (printing was funded through FY 10 Task 1.03).



Plant ES Natives Campaign – Demonstration Site Signage:

The Outreach Coordinator designed and distributed 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 (printing was funded through FY 10 Task 1.03).



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



The Outreach Coordinator developed and distributed, including content, native plant ID markers for 100 species currently planted in the Plant ES Natives demonstration gardens – green marker can be seen in photo left (printing funded through FY 10 Task 1.03).

Plant ES Natives Campaign – Pencils:

The Outreach Coordinator procured and distributed a recycled newspaper pencil to distribute during presentations, events and exhibits to help market the Plant ES Natives.

Other publications:

Other publications produced, or contributed to, by the Outreach Coordinator included: the Virginia 2010 CSO Funding Fact Sheet (return on investment section highlighted how oyster restoration support has helped dramatically increase landings); a Section C Report to NOAA on the results to date of the Plant ES Natives campaign; a Coastal Chapter focused on the program's habitat restoration projects in the Virginia Department of Environmental Quality 305b water quality report; and, an educational poster on schoolyard habitats, focused on the use of natives, including creation of a list of species suitable for use by schools state-wide. Funding under this grant enabled printing of a revised edition of the Virginia Oyster Gardening Guide - <http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssues/Initiatives/Oysters/Gardening.aspx> and the Fall 2012-Winter 2013 Virginia Coastal Management Magazine (which was designed under FY12 Task 2012) - www.deq.virginia.gov/Portals/0/DEQ/CoastalZoneManagement/magfall2012-winter2013.pdf. FY11 Task 1.03 grant funds were used to purchase an upgrade to Creative Suite – software used for publishing and graphics design – for the Outreach Coordinator, Outreach Specialist and GIS Coordinator.

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 -

<http://www.deq.virginia.gov/Programs/CoastalZoneManagement.aspx>. A significant portion of the Outreach Coordinator's time was spent on redesign of the Virginia CZM Program's website, including navigation and content revisions, driven by the redesign and conversion of DEQ's website to new content management software. Staff served on a team given a two-week time period (full-time) to transfer all web pages from the old to the new website (Virginia CZM pages make up about 1/3 of DEQ site). Staff serves on the DEQ Web Steering Committee, which provides DEQ management with guidance on decisions concerning web design, navigation and use of social media.