

Final Report

FY 2012 Task 1.03

Virginia Coastal Zone Management Program –
Virginia Department of Environmental Quality

Virginia CZM Program Outreach Activities

October 2012 – March 31, 2015



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 # NA12NOS4190168 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 2012 grant funding for Virginia CZM Program Outreach supported the following grant products:

Public Campaigns, Events, Presentations (Product 1 & 3):

Regional Native Plant Campaigns:

In addition to continuing coordination of the “Plant ES Natives” campaign, the Virginia CZM Outreach Coordinator facilitated expansion of the program’s regional native plant campaign work. This included setting guidelines for development and implementation of Virginia CZM Program sponsored campaigns, so that as these regional efforts spread in the coastal zone, they are connected and collaborative, and experiences and materials are shared. One of the ways this is visible is through shared design elements in campaign logos. The Coordinator guided design of the Plant NNK Natives campaign logo based on the Plant ES Natives campaign logo and designed the Plant NOVA Natives campaign logo. Many of the same organizations are participating on the regional campaign planning teams, including the Native Plant Society, Master Gardeners and Master Naturalists, and the work on these campaigns has been strengthening the Virginia Program’s visibility and relationship with these groups. Early results of the Plant NNK Natives campaign (funded through FY10 Task 50) are very promising with sales at a local garden center’s “Native Plants Day” described as “brisk”, and sales of plants at the Virginia Native Plant Society Northern Neck Chapter up 33%. The Plant NOVA Natives campaign (funded through FY11 Task 54) has also been showing initial signs of success, establishing partnerships with local providers and regional Nursery and Landscape Association, as well as attracting over 225 Community Leaders to help spread the campaign message and ensure its reach.



Collaboration with State Agencies and Other Partner Organizations on Native Plant Communication, Education and Marketing:

The Outreach Coordinator also focused on efforts to encourage communication and collaboration among the program’s partners engaged in native plant marketing through the Virginia Native Plant Marketing Partnership. A goal of the partnership is more consistent messaging to the general public and greater efficiencies in the use of limited resources. The Coordinator worked with the partnership to compile a directory of partners and resources. There is ever growing interest in native plants, spurred in part by TMDL requirements and the release of the Flora of Virginia, and the partnership’s membership has tripled since the Virginia CZM Program initiated the group in August 2011. To help inform the direction and priorities of the partnership, the Coordinator collaborated with staff of the Department of Game and Inland Fisheries to conduct a May 2013 forum – *Increasing the Use of Virginia Native Plants – Social Marketing, Collaboration and Coordination*.

As a result of its participation in the partnership, the Virginia Nursery and Landscape Association highlighted native plants for the first time in the 2014 Virginia Growers Guide. The Coordinator and other members of the partnership participated on a steering team for a Conservation Landscaping Symposium at Norfolk Botanical Gardens, and Virginia CZM was recognized for its native plant marketing efforts many times during the annual Native Plant Society meeting in September 2013. In

addition, the Virginia CZM and Coordinator's work on the regional campaigns has drawn the attention of others interested in applying social marketing to address environmental issues, particularly to encourage the use of native plants. CSC staff highlighted Virginia CZM's projects in a social marketing webinar.

A fact sheet overview of the regional native plant campaigns and the Virginia Native Plant Marketing Partnership is downloadable from the Virginia CZM website at:

www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants.aspx.



2012 Virginia Coastal Partners Workshop:

Outreach Coordinator, along with other Virginia CZM staff, to finalize planning and to conduct the December 2012 Virginia Coastal Partners Workshop including development of a theme focused on engaging stakeholders in coastal management. She contributed to developing the agenda and collaborated with DEQ Public Communication and Outreach office staff to develop and conduct a prioritization exercise to engage workshop attendees in generating possible next steps and action items on a variety of CZM issue areas. Virginia gave a presentation at the workshop on the Plant ES Natives campaign, and highlighted Virginia CZM's efforts to coordinate and collaborate with partners on native plant marketing. Virginia summarized the workshop prioritization exercise results with

review and input from Virginia CZM staff. 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 coordinated logistics including: development and distribution of a pre-summit survey; maintenance of the summit agenda and web pages; coordination of the registration process; design of the summit program; oversight of on-site registration. (Summit funded in FY11, Task 95.02). OC designed a new VACZM ocean management exhibit, which was debuted at the Virginia Marine Debris Summit.



In an effort to take better advantage of on-line technologies to communicate, the OC used Constant Contact and Eventbrite to facilitate announcements and registration for the Virginia Coastal Partners Workshop and Virginia Marine Summit, as well as an announcement on release of the magazine.

Other Events:

Outreach Coordinator gave a presentation on social marketing and the Plant ES Natives campaign at the National Natural Areas Conference in October 2012 and on the Virginia CZM native plant efforts at various events including the Mid-Atlantic Horticultural Short Course (February 2013) and Virginia Collaborative Summit: Protecting Water Quality through Actions on Urban-Suburban Properties (February 2013).

Other Coordinative Activities:

In an ongoing effort to coordinate and collaborate on communication, marketing and education efforts with state partners, the Outreach Coordinator continued to serve on the Virginia Resource Use Education Council (VRUEC) contributing to the council's strategic planning and advocating an expansion of membership to additional CZM agency/partner community outreach staff and an increased focus on community education efforts.

On the national level, Virginia participated on the CSO Communications Workgroup, and contributed to the production of three new factsheets which highlight Virginia CZM efforts – *Maintaining A Vital America Resource: Coastal Zone Management*, *Mitigating the Costs of Extreme Weather: The Role of Coastal Zone Management* and *State Coastal Programs: Partners for Coastal Management* (focused on habitat restoration).

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 – Fall 2012-Winter 2013*, was published in December 2012 on-line and in hardcopy (2,500 copies) - www.deq.virginia.gov/Portals/0/DEQ/CoastalZoneManagement/magfall2012-winter2013.pdf. This issue included stories on the following topics:

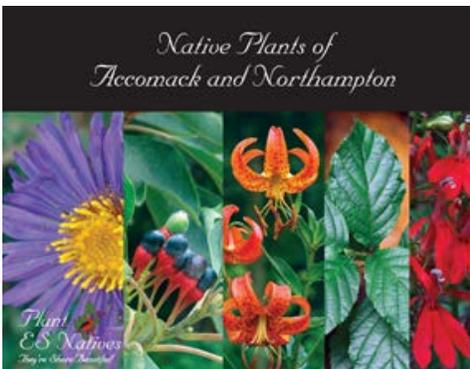
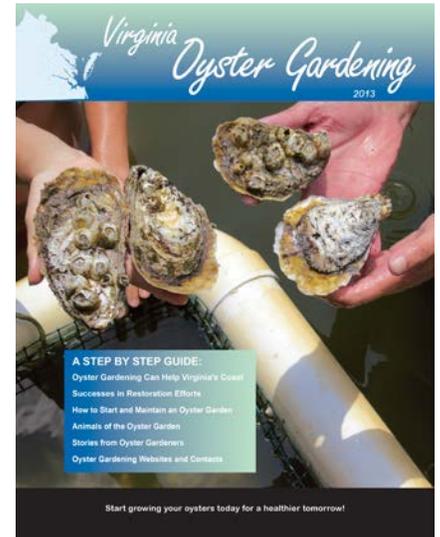
- Ocean planning in Virginia
- Shoreline management
- New version of Coastal GEMS
- Working waterfronts:
- Public access and the Virginia Outdoor Survey
- War of 1812 on Virginia's shores

(Design of this issue occurred under the FY12 Task 03 grant and this issue was printed with FY 11, Task 1.03 funds.)

Virginia Oyster Gardening Guide 2nd Edition:

The Outreach Coordinator worked with the Outreach Specialist and partners to revise and redesign the very popular Virginia Oyster Gardening Guide, including many testimonials from current oyster gardeners (printing funded through FY 11 Task 1.03). This guide is available on the Virginia CZM website at

www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/Oysters/Gardening.aspx



Regional Native Plant Marketing Campaign Guides:

The Outreach Coordinator redesigned and updated the guide "Native Plants of Accomack and Northampton" – a multi-media component of the Plant ES Natives campaign a strategy.

This publication continues to be in great demand, and is downloadable at

www.deq.virginia.gov/programs/coastalzonemanagement/czmissu esinitiatives/nativeplants/plantesnatives/nativeplantlist.aspx.

Signage:

Working with Town of Cape Charles staff, the OC began planning production of new interpretive kiosk at the Cape Charles Jetty Pier, dune crossovers and beach area (printing funded under FY 12 Task 56).

Virginia CZM Program Website Development and Maintenance:

The Outreach Coordinator maintained the Virginia CZM main website -

www.deq.virginia.gov/Programs/CoastalZoneManagement.aspx - including a new issue index which highlights the Virginia CZM Program's key initiatives -

www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives.aspx, and new ocean

management web pages –

www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/OceanPlanning.aspx.

OC continued to serve on the DEQ Web Steering Committee. .