

Final Report

FY 2008 Task 1.03

Virginia Coastal Zone Management Program –
Virginia Department of Environmental Quality

Virginia CZM Program Outreach Activities

March 2011



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 #NA08NOS4190466 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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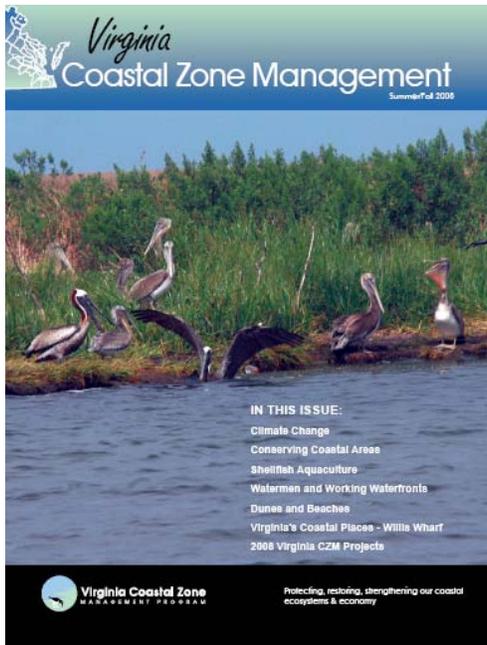
October 1, 2008 – March 31, 2011

In addition to providing outreach support as needed to VA CZM Program Office staff, and partner agencies and organizations, FY 2008 grant funding for Coastal Program Outreach supported the following grant products:

Multi-Media Materials -

Virginia Coastal Zone Management Magazine:

An issue of the *Virginia Coastal Zone Management Magazine* was published (Summer/Fall 2008) and released in December 2008 on-line and in hardcopy www.deq.state.va.us/coastal/magazine.html. Final



production of the magazine - design edits, print coordination and distribution – occurred during the first few months of the FY08 Task 1.03 grant. Of the 3500 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. Approximately 200 copies were provided to the Office of EE, DEQ's regional offices, and to partner agencies and PDCs for distribution to visiting public. Remaining copies continue to be distributed during public events. This was the only issue of the magazine released between the FY 07 and FY08 grant years due to VACZM staffing shortages and workload restraints which prohibited staff from contributing to content. However production of a Summer/Fall 2009 issue was initiated and the content later released in an expanded Summer/Fall 2010

published in November 2010. *A PDF copy of the magazine is attached as final product, and it is downloadable at www.deq.state.va.us/coastal/magazine.html. (A copy of the magazine also was previously submitted as FY07 Task 1.03 product since work on design and editing began under this grant – funds remaining in FY 06 Task 2 were used for printing.)*

“Natives Plants of Accomack and Northampton”:

The Outreach Coordinator researched, edited and designed a new guide to Eastern Shore Natives – “Natives Plants of Accomack and Northampton”. The guide is a multi-media component of the Plant ES



Natives social marketing campaign published in December 2009 (*design of the guide was funded under FY08 Task 1.03 and FY09 Task 1.03 and printing of the guide was funded under [FY07 Task 10.07](#) and [FY07 Task 1.03](#)*). The guide was distributed to a waiting list of over 300 residents who reserved a copy of the guide when they responded to the pre-campaign written survey. Over 2,200 of the 2,500 copies of the guide printed have been distributed to partner agencies, community organizations and select public venues for further distribution to gardeners throughout Accomack and Northampton counties. The guide is also downloadable from the Plant ES Natives campaign

website at <http://www.deq.virginia.gov/coastal/esnativeplantlist.html>. Response to the guide has been very positive. Residents who have received a copy have requested additional copies for friends and neighbors, helping validate the community-based social marketing approach as the right approach to take a native plant campaign on the Shore. *A PDF copy of the guide is attached as final product and is downloadable at <http://www.deq.virginia.gov/coastal/esnativeplantlist.html>. (Given the time expended in producing this guide, using funding from multiple grant years, a copy of the guide was attached as product under [FY07 Task 1.03](#) and [FY07 Task 10.07](#).)*

Funds in this grant were also used to support development of the following communication/marketing materials:

- *Virginia Oyster Gardening Guide* – reprint (5,400 of 7,500 copies distributed immediately to meet demand)
- MARCO posters for June 2009 Governors Summit – design concept and assistance
- *CSO funding fact sheet for FY2007* – writing and design; www.deq.virginia.gov/coastal/funding.html
- *2009 Eastern Shore of Virginia Birding and Wildlife Poster* – design and printing; 1,500 distributed)
- *2010 Eastern Shore Birding and Wildlife Festival poster* – printing
- *Student and school award certificates for the 2010 Eastern Shore Birding and Wildlife Festival Art Contest* student and school award certificates – framing
- *“Plant ES Natives” campaign ads on WESR Eastern Shore radio* – ad copy and media buy coordination in spring 2009 - #333 ads airing April 1 - May 30 and in fall 2009 - #333 ads airing September 19 - November 14. *Radio ads can be heard on the campaign website at <http://www.deq.virginia.gov/coastal/plantesnativesmediaroom.html>*

Virginia CZM Program Website:

The Outreach Coordinator maintained the Virginia CZM main website, including sub-sites for the Seaside Heritage Program (<http://www.deq.virginia.gov/coastal/vshp/>), Seaside Water Trail (<http://www.deq.virginia.gov/coastal/seasidewatertrail/homepage.html>) and Coastal GEMS (<http://www.deq.virginia.gov/coastal/coastalgems.html>); and, designed a new sub-site for the ‘Plant ES Natives’ social marketing campaign at <http://www.deq.virginia.gov/go-native.html>. A new web page was added to program’s main site for ocean management (MARCO). The Outreach Coordinator served on the Department of Environmental Quality’s Web 2.0 Committee to help draft the agency’s Web 2.0 use policy.

News Media:

In conjunction with development of the Plant ES Native campaign, in November 2008 the Coordinator collaborated with the Eastern Shore Environmental Education Council on an educational insert, “Shore Outdoors”, published in the Eastern Shore News focused on native plant benefits. The Coordinator provided consultation, an article and other material for the insert which is attached as final product. *A PDF of the insert is attached as final product to [FY 08 Task 1.03](#).*

In April 2009 the coordinator distributed a media advisory for the “Plant ES Natives” Campaign (<http://www.deq.virginia.gov/coastal/documents/pr-plantesnatives4-17-09.pdf>), which resulted in media presence by the Eastern Shore News and a front page photo spread in the April 29 Eastern Shore News. Members of the Plant ES Natives campaign Planning Team were also interviewed on WESR, the Shore’s only locally-owner radio station in conjunction with the launch of the campaign on April 20 (can be heard at <http://www.deq.virginia.gov/coastal/plantesnativesmediaroom.html>). A press release was issued in August 2009 (<http://www.deq.virginia.gov/coastal/documents/pr-plantesnatives8-6-09.pdf>) in partnership with the Fish and Wildlife Service highlighting the native plant demonstration garden at ESVANWR. An article on this story appeared in the August 12 issue of the Eastern Shore News. The news release and photo gallery are posted on the US Fish and Wildlife Service website at <http://recovery.doi.gov/press/bureaus/us-fish-and-wildlife-service/back-bay-national-wildlife-refuge/> and,

the project was also highlighted on the Department of the Interior Recovery Investments web page - <http://recovery.doi.gov/press/bureaus/us-fish-and-wildlife-service/back-bay-national-wildlife-refuge/> The Coordinator also reviewed and provided comments on a MARCO press release issued in June 2009 by the Virginia Governor's Office.

Workshops/Campaigns –

Plant ES Natives Social Marketing Campaign:

This grant supported design and coordination of the “Plant ES Natives” social marketing campaign and production of the campaign’s multi-media mix, and planned the April 24, 2009 “Plant ES Natives” campaign launch and media event.

The Outreach Coordinator completed the research phase of campaign development in the fall of 2008 including: an analysis of the qualitative research data gathered in the summer of 2008 through local focus groups and garden center/nursery interviews (under [FY07 Task 1.03](#) and [FY 07 Task 10.07](#)); and, collection and analysis of quantitative data, gathered through a written survey distributed in a November 2008 issue of the Eastern Shore News. With these research findings, the Coordinator worked with the campaign planning team to design the “Plant ES Natives” campaign and produce multi-media components, including:

- Campaign logo
- Campaign radio ads – airing in spring and fall 2009
- Campaign exhibit
- Community Leader” lapel pin
- Campaign website (www.deq.virginia.gov/coastal/go-native.html)
- Campaign garden center banner and plant tags
- Campaign facts sheets

All campaign radio ads and publications are downloadable from the campaign website at <http://www.deq.virginia.gov/coastal/plantesnativesmediaroom.html>.

The Outreach Coordinator and planning team members met with local garden centers and nurseries to establish partnership expectations.

During the FY08 Task 1.03 grant year, the Outreach Coordinator also facilitated installation of native plant demonstration gardens on the Eastern Shore in Willis Wharf, Chincoteague and the Eastern Shore of Virginia National Wildlife Refuge (ESVANWR).

A report providing an overview of campaign research, planning, design and implementation, is attached as final product (this report was previously submitted as final product to FY07 Task 10.07 – many of the multi-media products designed under FY08 Task 1.03 were printed under FY07 Task 10.07 – the report also is available on-line at <http://www.deq.virginia.gov/coastal/documents/plantesnativescampaignsummarystatusreportupdated2-2011.pdf>)

Presentations/Educational Tours:

During this grant period the Outreach Coordinator organized a tour of Living Shoreline demonstration sites in Norfolk for community educators as part of the Virginia Environmental Education Conference (September 10, 2009), and organized nature tour of new Chincoteague Island Nature Trail which includes an ES native plant demo and VSHP kiosk (tour canceled due to Nor’easter).

Educational Exhibits/Signage:

The Outreach Coordinator completed design of panels for an interpretive kiosk highlighting the unique ecological and economic resources of the Seaside of Virginia's Eastern Shore and the efforts of the Virginia Seaside Heritage Program partnership to restore, manage and protect these resources (*Printing and kiosk hardware was funded under [FY06 Task 10.20](#) and [photos of all signage submitted as final product](#)*). The kiosks were installed during



2009 at five high trafficked public access sites - Chincoteague Nature Trail and Park, Wachapreague Harbor, Oyster Harbor, Willis Wharf Observation Platform and the Eastern Shore National Wildlife Refuge. These areas also offer new public access amenities provided through the VSHP as well as native plant demonstration gardens. The kiosk includes three panels – two of which were designed under FY07 Task 1.03 and common to each kiosk, showcasing the economic and ecological value of the seaside's aquatic resources. Site specific panels for four sites – Willis Wharf, Chincoteague, Wise Point, and Oyster - were designed under this grant - FY08 Task 1.03. A photo of the kiosk installed in

Chincoteague is included above. This grant also supported coordination of the production of the kiosks by Pannier, and installation of the kiosks by the Accomack-Northampton Planning District Commission and Accomack and Northampton counties.

Virginia CZM Program exhibits appeared at the following October 2008 - September 2009 events.

- 2008 Eastern Shore Birding and Wildlife Festival – October 2008
- Dragon Run Day – October 2008 (Virginia CZM initiated and sponsored event)
- Virginia Aquarium Coastal Trends Event (April 09 – 2500 attended)
- “Plant ES Natives” Kick-Off (April 09)
- Chincoteague Flower and Garden Show (April 09 – Plant ES Natives exhibit – 100+ visitors engaged)
- Barrier Island Center Art on the Farm Event (May 09 – Plant ES Natives exhibit – comments from visitors were very positive about campaign – one said radio ads was a “media blitz”)
- Earth Day event at Mt. Trashmore in Virginia Beach – May 2009 (consistently one of the largest Earth Day events in Virginia's Coastal Zone)
- Urbana Oyster Festival – November 2009 (200+ visitors stopped by exhibit)
- 2009 Eastern Shore Birding and Wildlife Festival - September 09 - new exhibit highlighting Virginia CZM efforts on Seaside)

Funds from this grant were also used to sponsor the 2010 Eastern Shore Birding and Wildlife Festival.

Equipment and Software Purchases:

FY08 Task 1.03 grant funds were used to purchase two Adobe Creative Suite upgrades. This software is used by the Outreach Coordinator and Outreach Specialist to produce the program's outreach materials. A new license for Creative Suite 5.0 was also procured for the GIS Specialist to facilitate production of map images for the program's outreach materials and to print large-scale maps for policy development meetings and exhibits. Three (3) copies of Adobe Acrobat were purchased to allow all Virginia CZM staff to package (combine multiple PDF documents) and submit grant applications and final grant products to NOAA.