

Year: 2015

VIRGINIA COASTAL ZONE MANAGEMENT PROGRAM
Performance Report, Section A, for Cooperative Agreement No. NA15NOS4190164
for the period from # [redacted]?

Task: 1.01	Dept. of Environmental Quality - Virginia Coastal Zone Management Program	Federal Budget Total:	\$301,298.00
Coastal Program Management			
<u>Project status:</u>	<u>Current approved</u>		<u>Final deliverable(s) status:</u> Submit w/next Semiannual Report
Open	Start:	End:	Closeout:
	10/1/2015	3/31/2018	6/30/2018

During this period a small amount of funds were used for the Grants Coordinator's time in working on reports and management of tasks that remained open. This task will remain open until all tasks in the award are completed. About \$6,000 remains in this task.

Task: 1.02	Dept. of Environmental Quality - Virginia Coastal Zone Management Program	Federal Budget Total:	\$93,800.00
Virginia CZM Program Outreach & Social Marketing			
<u>Project status:</u>	<u>Current approved</u>		<u>Final deliverable(s) status:</u> Project Period Open
Open	Start:	End:	Closeout:
	10/1/2015	3/31/2018	6/30/2018

Funds were used for travel to June 2017 Back to the Bay event (exhibit), May 2017 photoshoot in Virginia Beach for Joyful Send-off campaign, and November 2017 Chesapeake Conservation Landscaping Conference (exhibit). Funds remaining in this task (\$5,789.30) will be used to print a new regional plant guide for the Virginia Capital Region, which will be ready for publishing in March 2018.

Final Products	% Completion	Anticipated Completion Date
Outreach and Social Marketing Strategies	100%	
Printed Media	100%	
Events and Training	100%	
Electronic Media	100%	

Task: 1.03	Virginia Institute of Marine Science - Chesapeake Bay National Estuarine Research Re	Federal Budget Total:	\$109,868.00
Coastal Management Support			
<u>Project status:</u>	<u>Current approved</u>		<u>Final deliverable(s) status:</u> Progress Reports Constitute Final Product
Closed	Start:	End:	Closeout:
	10/1/2015	9/30/2016	12/31/2016

Task: 1.04	Virginia Commonwealth University	Federal Budget Total:	\$110,130.00
Coastal Management GIS Support and Coastal GEMS Maintenance			
<u>Project status:</u>	<u>Current approved</u>		<u>Final deliverable(s) status:</u> Previously Submitted
Closed	Start:	End:	Closeout:
	10/1/2015	9/30/2016	12/31/2016

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Task: 2	Dept. of Environmental Quality	Federal Budget Total:	\$196,904.00
EIR and Federal Consistency			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Submit w/next Semiannual Report
Closeout	Start: 10/1/2015	End: 9/30/2017	Closeout: 12/31/2017

The Fiscal Year 2015 grant included a contractual amount of \$10,000 to allow the electronic scanning of historic federal consistency review files. The scanning of these files will result in more secure file retention. A contract with the Department of Corrections was executed for the indexing and scanning of 40 boxes of federal consistency files in April 2017. The first 15 boxes were indexed and scanned but the resulting electronic documents had significant errors and the completion time was not acceptable. It has been determined that the use of a contract to complete the scanning project is not the most efficient means, and scanning of files will be completed internally. Only \$3,320 of the approved \$10,000 amount was used.

Final Products	% Completion	Anticipated Completion Date
Contractual – File scanning <input type="checkbox"/>	37%	November 20, 2017

Task: 3	Dept. of Environmental Quality	Federal Budget Total:	\$0.00
Water Quality Improvement Fund (WQIF) Match- City of Hopewell Wastewater Treatment Plant Nutrient Removal Upgrade			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 10/1/2015	End: 1/31/2017	Closeout: 4/30/2017

Task: 4	Virginia Marine Resources Commission	Federal Budget Total:	\$160,000.00
Permit Review and Compliance			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 10/1/2015	End: 9/30/2016	Closeout: 12/31/2016

Task: 5	Dept. of Conservation & Recreation - Natural Heritage	Federal Budget Total:	\$50,000.00
Habitat Conservation/Locality Liaison			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 10/1/2015	End: 9/30/2016	Closeout: 12/31/2016

Task: 6	Virginia Institute of Marine Science - Center for Coastal Resources Management	Federal Budget Total:	\$42,000.00
Tidal Wetlands Management Technical Support			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 10/1/2015	End: 9/30/2016	Closeout: 12/31/2016

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Task: 7	Virginia Institute of Marine Science	Federal Budget Total:	\$60,000.00
2015 Submerged Aquatic Vegetation Distribution and Abundance Survey			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: End: Closeout:		
	10/1/2015 12/31/2016 3/31/2017		

Task: 8	Dept. of Conservation & Recreation - Natural Heritage	Federal Budget Total:	\$27,000.00
Healthy Waters Program in the Coastal Zone			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Attached
Closed	Start: End: Closeout:		
	10/1/2015 3/31/2017 6/30/2017		

Task: 9	Dept. of Environmental Quality - Virginia Coastal Zone Management Program	Federal Budget Total:	\$213,000.00
Eastern Shore Land Acquisition			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Project Pending
Proposed	Start: End: Closeout:		
	10/1/2015 3/31/2018 6/30/2018		

An appraisal was received on the targeted tract last June however, multiple errors were found and another appraisal had to be ordered. That appraisal came in a few weeks ago and unfortunately came in well below the seller's desired price and VA Department of General Services and Department of Conservation and Recreation staff believe it also was not a well done appraisal. An appraisal on a different but nearby parcel was ordered recently (from a better known and respected appraiser) and is due on Dec 4. It is hoped that appraisal, done according to federal standards, will result in a value acceptable to the seller.

Given these difficulties and delays, the CZM Program will be asking for an extension of the FY15 award through September 2018. It is hoped 306A documentation can be submitted sometime in January 2018. This 2nd tract is slightly smaller than the previously targeted tract but would still likely require all of the \$213,000 available in this FY 15 task as well as some portion of the FY16 land acquisition task.

In the meantime, the state is contracting for a 3rd appraisal on the originally targeted tract to be done after this 2nd tract is purchased so that there will be a reliable "comp" on the books which should settle the fair value of that tract and efforts could proceed again on the original tract using the remainder of FY16 funds as well as the FY17 land acquisition funds.

DCR has also secured funds from the Virginia Land Conservation Fund which can be used as match on either or both of these tracts. These tracts are very close to both DCR's Magothy Bay Natural Area Preserve and DCR's Kiptopeke State Park. They are primarily vacant farmland that is extremely well-suited for conversion to migratory songbird stopover habitat. The Southern tip of Virginia's Eastern Shore is a documented, hemispherically important stopover site (aka "rest stop") for songbirds during fall migration from the Northeast US and Canada to Central and S. America.

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Task: 10	Virginia Institute of Marine Science	Federal Budget Total:	\$161,000.00
Seaside Restoration			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Submit w/next Semiannual Report
Closeout	Start: End: Closeout:		
	1/1/2016 9/30/2017 12/31/2017		

Eelgrass Restoration: Seedling assessments of 12 of 27 plots seeded in Spider Crab in 2016 were conducted on April 18, 2017, and revealed an average percent establishment rate of 9.5 % (range of 3.0 – 14.0%). Faunal samples collected previously were sorted and identified to species level. Trawl data were analyzed for seasonal and inter-annual trends.

Water Quality Monitoring: Quality assurance reviews of the YSI water quality measurements (salinity, temperature, turbidity, chlorophyll fluorescence, pH, dissolved oxygen, depth) made during the eight monthly Dataflow cruises 2017 as well as the South Bay and Spider Crab Bay fixed, continuous monitoring stations for April-September 2017, were completed during this grant period and data will be stored in the VECOS database. Additionally, the water quality verification and calibration samples taken during each fixed station YSI switch out and at the five, verification stations sampled during each dataflow cruise made during April-September 2017 were analyzed and will be recorded and stored into the VECOS database. Telemetry of the 15 minute, fixed station data was also continuous during this period and current data can be viewed at: <https://stormcentral.waterlog.com/public/vims> through the www.VECOS.org website.

Scallop Restoration: The hatchery production exceeded nursery capacity: 6.518 million at ESL and 3 million at The Nature Conservancy in Oyster VA. The excess larvae (12.327 million) were taken out and released to the South Bay grassbeds 5/16/17 along a transect starting N37° 16.163'; W75° 49.142' and ending N37° 15.922'; W75° 49.260' in hopes of boosting the natural population. From the nursery production, >3 mm scallops were exported from the nursery system on 6/28/17 to cages for Restoration (165,000) and Broodstock (15,000), while 72,367 <3 mm scallops were released to the grassbeds along a transect starting N37° 16.465'; W75° 49.153' and ending N37° 16.313'; W75° 48.984'. Additionally, 56,000 scallops were released from the caged Spring 2016 spawn on 7/25/17 along a transect starting N37° 15.387'; W75° 49.95' and ending N37° 15.5793'; W75° 50.00734'. Total scallop releases for the period were thus: 12.327 million larvae, 72,367 juveniles, and 56,000 Adults.

Final Products	% Completion	Anticipated Completion Date
Final Report	0%	Jan. 31, 2018

Task: 11	Wetlands Watch	Federal Budget Total:	\$5,000.00
Cost-Benefit Analysis & Marketing of the CRS as Resilience Tool in Coastal Virginia			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Submit w/next Semiannual Report
Closeout	Start: End: Closeout:		
	4/15/2017 9/30/2017 12/31/2017		

Wetlands Watch analyzed the costs and benefits of participating in the National Flood Insurance Program's (NFIP) Community Rating System (CRS) Program in Virginia. The report examines interviews with Virginia localities at different levels of involvement in the program: those enrolled in the CRS, working to join the CRS, and interested in learning more about the CRS. The average yearly percentage of time spent administering the CRS was monetized through an estimated average salary for CRS Coordinators across the state. These reported costs were compared to the flood insurance premium reductions earned by participating CRS localities, creating an estimated benefit cost ratio for CRS localities in Virginia. The secondary benefits of enrollment in the CRS Program are reported, focusing on which benefits are most important to Virginia CRS localities. Wetlands Watch's report includes information about how the costs and benefits impact decisions to join or succeed in the CRS Program. The analysis also considers whether the CRS Program is currently or could be utilized as a tool for building resilience in the Coastal Zone and considers how marketing the CRS could increase participation and success in Virginia.

Final Products	% Completion	Anticipated Completion Date
White Paper / Report	80%	September 30, 2017

Task: 41	Accomack-Northampton Planning District Commission	Federal Budget Total:	\$30,000.00
A-NPDC Technical Assistance Program			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: End: Closeout:		
	10/1/2015 9/30/2016 12/31/2016		

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Task: 42	Crater Planning District Commission	Federal Budget Total:	\$30,000.00
Crater PDC Technical Assistance Program			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 10/1/2015	End: 9/30/2016	Closeout: 12/31/2016

Task: 43	Hampton Roads Planning District Commission	Federal Budget Total:	\$60,000.00
Hampton Roads Coastal Resources Management Technical Assistance Program			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 10/1/2015	End: 9/30/2016	Closeout: 12/31/2016

Task: 44	Middle Peninsula Planning District Commission	Federal Budget Total:	\$30,000.00
Technical Assistance Program			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 10/1/2015	End: 9/30/2016	Closeout: 12/31/2016

Task: 45	Northern Neck Planning District Commission	Federal Budget Total:	\$30,000.00
Northern Neck Planning District Commission Technical Assistance			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 10/1/2015	End: 9/30/2016	Closeout: 12/31/2016

Task: 46	Northern Virginia Regional Commission	Federal Budget Total:	\$30,000.00
NVRC Coastal Resources Technical Assistance Program			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 10/1/2015	End: 9/30/2016	Closeout: 12/31/2016

Task: 47	George Washington Regional Commission	Federal Budget Total:	\$30,000.00
George Washington Regional Commission Coastal Zone Management Assistance			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 10/1/2015	End: 9/30/2016	Closeout: 12/31/2016

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Task: 48	Richmond Regional Planning District Commission	Federal Budget Total:	\$30,000.00
Richmond Regional Technical Assistance			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 10/1/2015	End: 9/30/2016	Closeout: 12/31/2016

Task: 49	Virginia Aquarium and Marine Science Center Foundation	Federal Budget Total:	\$31,000.00
Virginia Sea Turtle and Marine Mammal Stranding Network			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 1/1/2016	End: 12/31/2016	Closeout: 3/31/2017

Task: 50	George Washington Regional Commission	Federal Budget Total:	\$65,000.00
Port Royal Water Trail, Pier Extension and Public Access			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: 10/1/2015	End: 9/30/2016	Closeout: 12/31/2016

Task: 51	Hampton Roads Planning District Commission	Federal Budget Total:	\$20,000.00
Carrollton Nike Park Canoe/Kayak Launch			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Submit w/next Semiannual Report
Closed	Start: 10/1/2015	End: 6/30/2017	Closeout: 9/30/2017

During this period, the HRPDC staff worked with Isle of Wight County to finalize all necessary documentation and complete contracting, construction, and installation of the canoe/kayak launch. Isle of Wight County also completed modifications to the existing pier and landing to provide access to the dock. The project was completed on or around June 26, 2017. A ribbon cutting was held with county officials on September 1, 2017.

Final Products	% Completion	Anticipated Completion Date
Construction of a Canoe/Kayak Launch	100%	June 30, 2017

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Task: 52	Hampton Roads Planning District Commission	Federal Budget Total:	\$20,000.00
Lavalette Ave. - Canoe/Kayak Launch and Fishing Dock			
<u>Project status:</u>	<u>Current approved</u>		<u>Final deliverable(s) status:</u> Submit w/next Semiannual Report
Closeout	Start:	End:	Closeout:
	10/1/2015	6/30/2017	2/15/2018

During this period, the HRPDC staff worked with Norfolk staff to finalize all arrangements for contracting, construction, and installation of the fishing dock and canoe/kayak launch.

Installation of the concrete pad for the project was completed on or around June 15, 2017. Installation of the gangway, dock, and launch was completed on or around June 23, 2017. Demolition of the existing dock and access area was completed as necessary as part of shoreline restoration work and the installation of the new gangway, dock, and launch.

Work on the living shoreline was conducted in February 2017. The city replanted some areas in summer, 2017 to restore it from the impacts of fishermen trampling on it before the dock was installed.

The HRPDC staff has coordinated with Norfolk staff on the development of an interpretive sign, which will be installed at the site. The sign contains information on the project, the Chesapeake Bay and its watershed and various species (fish, shellfish, and plants) which can be found in the Lafayette and its watershed. Installation of the sign is the only remaining task in this grant. Installation has been delayed because of the need for approval by the City of Norfolk on the sign's content and design.

A ribbon cutting with city officials and stakeholders has been scheduled for October 2017.

Final Products	% Completion	Anticipated Completion Date
Gangway, Floating Fishing/Crabbing Dock, and Canoe/Kayak Launch	100%	June 30, 2017
Demolition of Existing Dilapidated Dock	100%	June 30, 2017
Upland Shoreline Restoration and Signage	80%	December 31, 2017

Task: 53	Middle Peninsula Planning District Commission	Federal Budget Total:	\$40,000.00
Middle Peninsula Public Access Master Plan			
<u>Project status:</u>	<u>Current approved</u>		<u>Final deliverable(s) status:</u> Previously Submitted
Closed	Start:	End:	Closeout:
	10/1/2015	9/30/2016	12/31/2016

Task: 54	Middle Peninsula Planning District Commission	Federal Budget Total:	\$14,792.00
Local Government Planning Options to Address the Impacts of Flooding and Sea Level Rise in Coastal Communities			
<u>Project status:</u>	<u>Current approved</u>		<u>Final deliverable(s) status:</u> Previously Submitted
Closed	Start:	End:	Closeout:
	10/1/2015	9/30/2016	12/31/2016

Task: 55	Northern Neck Planning District Commission	Federal Budget Total:	\$10,208.00
Revision of the Chesapeake Bay and Northern Neck Guide to Rural Living Book and Northern Neck Environmental Education Regional Co			
<u>Project status:</u>	<u>Current approved</u>		<u>Final deliverable(s) status:</u> Previously Submitted
Closed	Start:	End:	Closeout:
	10/1/2015	12/31/2016	3/31/2017

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Task: 91	William & Mary - Virginia Coastal Policy Center	Federal Budget Total:	\$30,000.00
Routine Program Changes			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u> Submit w/next Semiannual Report	
Closeout	Start: End: Closeout:		
	4/1/2017 9/30/2017 12/31/2017		

Pursuant to the Virginia CZM Program's timeline, the Virginia Coastal Policy Center (VCPC) has drafted narrative enforceable policies based on substantive provisions in the Code of Virginia and Virginia Administrative Code regarding the Virginia Marine Resources Commission (VMRC) Fisheries Management, Wetlands Management and Dunes Management and Subaqueous Lands Management programs and the Virginia Department of Environmental Quality (DEQ) Wetlands Management Program. Based on recommendations from NOAA representatives John Kuriawa and Kerry Kehoe, VCPC strove for simplicity and clarity in drafting the narrative enforceable policies. After VCPC drafted policies based on VMRC and DEQ's respective substantive provisions, the Advisory Committee met for comment on, and discussion of, each draft to ensure that the policies met NOAA's criteria for approval and were faithful representations of the statutory and regulatory provisions upon which they were based. Comment and discussion of the enforceable policies resulted in multiple alterations to each draft, including changes in cited authorities, modified language that more accurately reflected the cited authorities, and removal of policies that did not meet NOAA criteria. After each meeting, VCPC drafted minutes of the meeting and incorporated suggested edits to the enforceable policies into a new draft, both of which were then sent to the Advisory Committee for approval. As in prior phases of the project, the question arose at Advisory Committee meetings of how to avoid incorporating by reference other policies or requirements into an enforceable policy. As the Committee was still unsure of how to resolve the issue, it was decided to just avoid reference by incorporation in future drafts as much as possible.

Final Products	% Completion	Anticipated Completion Date
Work Product #1 - VMRC, Fisheries Management	100%	
Work Product #2 - VMRC and DEQ, Wetlands Management	100%	
Work Product #3 - VMRC, Dunes Management and Subaqueous Lands Management	100%	

Task: 92	Middle Peninsula Planning District Commission	Federal Budget Total:	\$50,000.00
Virginia Working Waterfronts Master Plan and 2nd Virginia Working Waterfront Summit			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u> Previously Submitted	
Closed	Start: End: Closeout:		
	10/1/2015 3/31/2017 6/30/2017		

Task: 93	Virginia Institute of Marine Science	Federal Budget Total:	\$135,000.00
Shoreline Management Planning			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u> Previously Submitted	
Closed	Start: End: Closeout:		
	10/1/2015 9/30/2016 12/31/2016		

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Task: 94.01	Hampton Roads Planning District Commission	Federal Budget Total:	\$40,000.00
Integrating Coastal Resilience into Local Plans, Policies, and Ordinances			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Submit w/next Semiannual Report
Closed	Start: End: Closeout:		
	3/1/2016 6/30/2017 9/30/2017		

During this grant period, the HRPDC staff

- completed the identification and assessment of several case studies for localities addressing resiliency and/or coastal hazards in their local plans and policies
- identified a set of best practices or a "road map" for localities to integrate coastal resiliency into their various plans and policies
- planned and conducted a training workshop on the findings from the project in May 2017
- documented the research and findings from the project in a final report

Final Products	% Completion	Anticipated Completion Date
Assessment of Coastal Hazards in Current Local Plans and Policies in Virginia	100%	
Coastal Hazards Planning Case Study Identification and Analysis	100%	
Assessment of Best Practices for Addressing Coastal Hazards in Local Policies	100%	
Education and Training on Best Practices Addressing Coastal Hazards	100%	

Task: 94.02	Middle Peninsula Planning District Commission	Federal Budget Total:	\$60,524.00
Mathews County Ditch Mapping and Database			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Attached
Closed	Start: End: Closeout:		
	10/1/2015 3/31/2017 6/30/2017		

Task: 94.03	Northern Virginia Regional Commission	Federal Budget Total:	\$39,476.00
Northern Virginia Native Plant Social Marketing Campaign ("Plant NoVA Natives")			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Previously Submitted
Closed	Start: End: Closeout:		
	10/1/2015 9/30/2016 12/31/2016		

Task: 95.01	Virginia Commonwealth University	Federal Budget Total:	\$60,000.00
Virginia Ocean Plan			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Attached
Closed	Start: End: Closeout:		
	10/1/2015 3/31/2017 6/30/2017		

Task: 95.02	Dept. of Game & Inland Fisheries	Federal Budget Total:	\$20,121.00
Introductory Materials for update of the Virginia Marine Mammal Conservation Plan			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Attached
Closed	Start: End: Closeout:		
	10/1/2016 5/31/2017 9/30/2017		

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Task: 95.03	Longwood University	Federal Budget Total:	\$65,993.00
Virginia Marine Debris Reduction Plan Refinement and Implementation of Balloon Reduction Social Marketing Campaign			
<u>Project status:</u>	<u>Current approved</u>	<u>Final deliverable(s) status:</u>	Project Period Open
Open	Start: 10/1/2015	End: 12/31/2017	Closeout: 3/31/2018

Clean Virginia Waterways (CVW), its contractors, and partners along with CZM staff worked on the following activities this period:

Product #1. Refinement and Implementation of Phase 2 of the VA Marine Debris Reduction Plan

This grant supported travel and handout materials (including metal straws with a "Prevent Marine Debris" message) for the "Back to the Bay" public outreach event held in June 2017 at Mason Neck State Park. Copies of the Virginia Marine Debris Reduction Plan were printed and distributed to attendees of the Mid-Atlantic Social Marketing Workshop, the Mid-Atlantic Marine Debris Workshop, NOAA Virginia Marine Debris Emergency Planning Workshop, and the Garden Club of Virginia Annual Conference and mailed to others as requested.

Product #2. Balloon Release Reduction Campaign: Evaluation & Supplies.

This grant supported travel expenses for CVW staff to supervise photo and video shoots in Norfolk and Virginia Beach for the production of multi-media material for the Joyful Send-off community-based social marketing campaign. Assistance with one of the photo shoots was provided by Christina Trapani, contractor. Under this grant, Steve Raabe of OpinionWorks provided technical support, planning, review, and presentation of findings for the Joyful Send-off campaign. Supplies to support the Joyful Send-off CBSM campaign, including kits of materials for vendors (hotels, resorts, marinas and other places where weddings are held), were provided by this grant.

Product #3. Balloon Debris Monitoring Report.

Researchers Christina Trapani and Kathy O'Hara (sub-contracted by CVW to conduct monitoring of balloon litter on barrier islands) and others monitored False Cape State Park and Smith Island. A report of the balloon monitoring is nearly complete.

Product #4: Second VA Marine Debris Summit Report: completed

Product #5: Social Marketing Workshop: This grant paid the deposit for the "Introduction to Community-Based Social Marketing" workshop (June 5-6, 2017 in Richmond) taught by Dr. Doug McKenzie-Mohr, founder of community-based social marketing and author of *Fostering Sustainable Behavior*. The workshop was funded partly by this grant, partly by FY16 Task 94.03, and partly by a modest registration fee to cover meals. Representatives from MARCO states, NOAA Marine Debris Program, and other partners attended the workshop and/or a 90-minute executive summary.

Product #6: Final Report for A Rising Concern: Reducing Balloon Releases and Debris through a Social Marketing Campaign. This report, covering three years of research and development of a CBSM campaign, is nearly completed.

Final Products	% Completion	Anticipated Completion Date
Product #1: Refinement and Implementation of Phase 2 of the VA Marine Debris Reduction Plan	90%	12-31-17
Product #2: Balloon Release Reduction Campaign: Evaluation & Supplies	90%	11-1-17
Product #3: Balloon Debris Monitoring Report	90%	12-15-17
Product #4: Second VA Marine Debris Summit Report	100%	
Product #5: Social Marketing Workshop	100%	
Product #6: Final Report for A Rising Concern: Reducing Balloon Releases and Debris through a Social Marketing Campaign	95%	11-1-2017