

Final Report

FY 2015 Task 1.02

Virginia Coastal Zone Management Program –
Virginia Department of Environmental Quality

Virginia CZM Program Outreach & Social Marketing

October 2015 – September 2018
(extension to September 2017)



Virginia Coastal Zone
MANAGEMENT PROGRAM



Funding for the Virginia CZM Program Outreach Coordinator staff position and the outreach and social marketing products outlined in this report were funded by the Virginia Coastal Zone Management Program at the Department of Environmental Quality through Grant # NA14NOS4190141 of the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, under the Coastal Zone Management Act of 1972, as amended. The Virginia Coastal Zone Management Program is a network of state agencies and coastal localities. The Virginia Department of Environmental Quality serves as the lead agency for the network.

FY 2015 Task 1.03

Virginia Coastal Program Outreach and Social Marketing Final Report

October 1, 2015 – September 30, 2018

The FY 15 Virginia CZM Program Outreach and Social Marketing grant supported the following products:

Social Marketing to Reduce Marine Debris:

One of the near term actions identified in the Virginia Marine Debris Reduction Plan was design and implementation of a social marketing campaign targeting behaviors that will reduce balloon litter in the marine environment. Balloons were identified as one of the most harmful items to wildlife. The Virginia CZM Program received \$50,000 grant from the FY14 NOAA Marine Debris Program to pursue this work. The first step was to conduct research to better understand who plans balloon release events – and, most importantly, why.

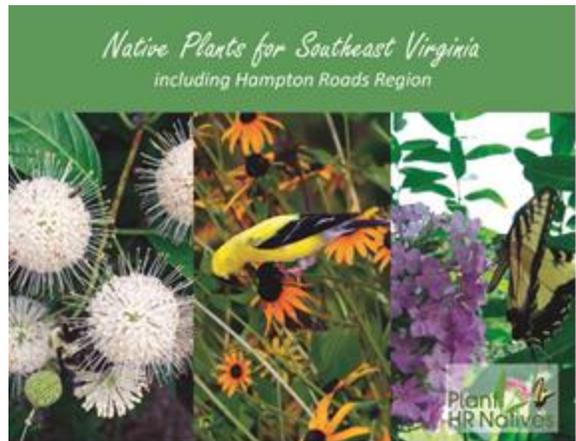
This grant enabled the Virginia CZM Outreach Coordinator to work with Clean Virginia Waterways and other Virginia CZM partners and a marketing research firm, OpinionWorks (through the NOAA MD Program grant), to complete the pre-campaign research needed to identify the target audiences for a pilot social marketing campaign and to inform design of the campaign strategy. This included three general public focus groups – two groups in December 2015 in Virginia Beach and one in Roanoke in January 2016. OpinionWorks provided participant recruitment and the Outreach Coordinator and Clean Virginia Waterways staff facilitated. One of the regional partners observing a focus group was impressed by how much valuable data is collected through this qualitative research. The Outreach Coordinator co-produced and presented the initial research and results on a NOAA Marine Debris Program web-ex in December 2015. The Outreach Coordinator also co-produced an analysis report and presented a June 2016 webinar to brief partners on the findings, prior co-leading a meeting to discuss target audiences and messaging for a campaign strategy. (This research, which began in early 2015 under FY14 Task 1.03, is documented in a final report to the NOAA MD Program - [Balloon Release Research in Virginia & Reducing Balloon Debris through Community-Based Social Marketing](#) - which will be submitted as a Virginia CZM grant product under FY16 Task 1.03.)



Social Marketing to Increase Native Plant Use:

The Outreach Coordinator continued to work closely with the coordinators and steering teams of the current regional native plant campaigns to provide assistance where needed and to encourage communication and sharing of resources between the campaigns.

- Collaborated with 24 regional partner organizations to produce a native plant guide for Southeast Virginia, including design of a new logo for the Plant HR Natives campaign. Partnership on development of the guide strengthened the regional partnership, heightened appreciation of Virginia CZM among the partners and the public. It also is a precursor to a more comprehensive approach to drive native plant use and increase vegetative cover in the Hampton Roads area. The guide was distributed to landscapers and other providers who completed the pilot Chesapeake Bay Landscape Professional Certification course.



- Assisted **Plant NNK Natives Campaign** coordinator in designing a survey to gage the campaign's effectiveness and help inform future direction of campaign (deliverable of FY 14 Task 54 grant to the Northern Neck PDC.)



- Co-organized with the Eastern Shore Resource Conservation and Development Council Project Director an Earth Day Event, tree planting and presentation by author Doug Tallamy on the Eastern Shore in April 2016 in support of the **Plant ES Natives Campaign**. Attendees shared how appreciative and moved to action they felt at participating in the events. The events also resulted in the Town of Exmore's interest in installing a native plant demonstration garden and interpretive signage at the newly renovated town park. The Outreach Coordinator worked with the ESRC&D director on a successful DEQ proposal for funding to the ES Watershed Roundtable for the garden and signage, and she designed the interpretive signage as well as helped plan design and installation of the garden.



- Guided pre-campaign research for the **Plant Central Rapp Natives Campaign**, including design, distribution and analysis of a public survey and focus group facilitation. Coordinator also guided the regional steering team on design of the campaign strategy (deliverable of FY 2015 Task 47 and FY16 Task 50 CZM grants to the George Washington Regional Commission.)

An overview of the regional marketing efforts is available at

<https://www.plantvirginiannatives.org/virginia-regional-native-plant-campaigns/>

The Outreach Coordinator continued to co-chair and coordinate the activities of the Virginia Native Plants Marketing Partnership, working with members to implement an Action Plan, including a Communications Workgroup in April 2016 to discuss communication priorities focused on consistency in member messaging to various audiences. The plan describes the activities that partners are collectively taking, or can take, to leverage resources and the diversity of our partnership to advance the mission of the partnership. The mission is *to identify and prioritize opportunities to collaborate on Virginia native plant communication and marketing efforts and form cohesive and coordinated messaging and strategies to increase local availability and use of native plants state-wide for their many ecological benefits*. An outline of the goals and actions in the plan are provided in the table below, and the plan can be viewed at www.plantvirginianatives.org/virginia-native-plant-marketing-partnership-action-plan/

Below are highlights of this work:

- Coordinated with the Natural Heritage Program and Virginia Native Plant Society staff to produce and staff a native plant exhibit at the Executive Mansion during a 2016 Garden Week event. The Outreach Coordinator designed the display panels, worked with DRC staff to produce a brochure highlighting a new native plant demonstration garden at the mansion, and coordinated production of plant ID markers for the site.
- Teamed with DGIF staff to plan and conduct a February 2016 forum - Habitat Conservation Forum: Practices that Sustain Virginia's Wildlife and Native Plant Communities - attended by almost 200 attendees representing many organizations.
- Secured DGIF funding support to install native plant demo garden at Alexandria Library, and to screen the new national film "Hometown Habitat," as part of a **Plant NOVA Natives Campaign** PR event in September 2016.
- Designed ads in the 2016 Virginia Growers Guide to highlight Virginia CZM's regional marketing efforts as well as the habitat benefits of natives. The collaboration fostered by the Partnership has helped lead to decision by the VA Nursery and Landscapers Association to encourage its nurseries to focus on propagation of native plants needed for the growing number of vegetative BMPs being installed to meet local, state and federal water quality standards.



2016 Guide to Virginia Growers

<i>Rubus cuneifolius</i> (Southern Raspberry or Huckleberry)	800-542-4811	X	<i>Urtica dioica</i> (Nettle)	800-542-4811	X
Bassett's Creek Nursery	804-224-7111	X	<i>Chryseis virginiana</i> (American Aphid)	804-224-7111	X
Virginia Plantation Nurseries	703-448-1448	X	Bassett's Creek Nursery	800-542-4811	X
Lylee Farms & Nursery	804-662-0208	X	Virginia Plantation Nurseries	703-448-1448	X
Toddler Nurseries	804-662-0208	X	Toddler Nurseries	804-662-0208	X
			Virginia Plantation Nurseries	703-448-1448	X
<i>Rubus percheronensis</i> (Northern Raspberry)	800-542-4811	X	Virginia Plantation Nurseries	703-448-1448	X
Bassett's Creek Nursery	800-542-4811	X	Virginia Plantation Nurseries	703-448-1448	X
David's Nursery	703-448-1448	X	Virginia Plantation Nurseries	703-448-1448	X
Bassett's Creek Nursery of VA	800-542-4811	X	Virginia Plantation Nurseries	703-448-1448	X
Virginia Plantation Nurseries	703-448-1448	X	Virginia Plantation Nurseries	703-448-1448	X
Toddler Nurseries	804-662-0208	X	Virginia Plantation Nurseries	703-448-1448	X
Virginia Plantation Nurseries	703-448-1448	X	Virginia Plantation Nurseries	703-448-1448	X
Toddler Nurseries	804-662-0208	X	Virginia Plantation Nurseries	703-448-1448	X
			Virginia Plantation Nurseries	703-448-1448	X
<i>Asclepias tuberosa</i> (Black Milkweed)	800-542-4811	X	Virginia Plantation Nurseries	703-448-1448	X
Bassett's Creek Nursery	800-542-4811	X	Virginia Plantation Nurseries	703-448-1448	X
David's Nursery	703-448-1448	X	Virginia Plantation Nurseries	703-448-1448	X
Bassett's Creek Nursery of VA	800-542-4811	X	Virginia Plantation Nurseries	703-448-1448	X
Virginia Plantation Nurseries	703-448-1448	X	Virginia Plantation Nurseries	703-448-1448	X
Toddler Nurseries	804-662-0208	X	Virginia Plantation Nurseries	703-448-1448	X
			Virginia Plantation Nurseries	703-448-1448	X
<i>Asclepias speciosa</i> (Pink Milkweed)	800-542-4811	X	Virginia Plantation Nurseries	703-448-1448	X
Bassett's Creek Nursery	800-542-4811	X	Virginia Plantation Nurseries	703-448-1448	X
David's Nursery	703-448-1448	X	Virginia Plantation Nurseries	703-448-1448	X
Bassett's Creek Nursery of VA	800-542-4811	X	Virginia Plantation Nurseries	703-448-1448	X
Virginia Plantation Nurseries	703-448-1448	X	Virginia Plantation Nurseries	703-448-1448	X
Toddler Nurseries	804-662-0208	X	Virginia Plantation Nurseries	703-448-1448	X
			Virginia Plantation Nurseries	703-448-1448	X
<i>Asclepias syriaca</i> (White Milkweed)	800-542-4811	X	Virginia Plantation Nurseries	703-448-1448	X
Bassett's Creek Nursery	800-542-4811	X	Virginia Plantation Nurseries	703-448-1448	X
David's Nursery	703-448-1448	X	Virginia Plantation Nurseries	703-448-1448	X
Bassett's Creek Nursery of VA	800-542-4811	X	Virginia Plantation Nurseries	703-448-1448	X
Virginia Plantation Nurseries	703-448-1448	X	Virginia Plantation Nurseries	703-448-1448	X
Toddler Nurseries	804-662-0208	X	Virginia Plantation Nurseries	703-448-1448	X
			Virginia Plantation Nurseries	703-448-1448	X

We all need pollinators, and they need more Virginia natives!

Plant species that are native to Virginia support a much greater diversity of wildlife species than the non-native plants we typically see installed in our landscapes. This is because native insects, which are a fundamental part of complex food webs and healthy ecosystems, are uniquely adapted to the native plants with which they co-evolved.

When you design with native plants, you create beneficial habitat for pollinators like bees and butterflies. The future of our human food sources, and the success of our agriculture and horticulture industries, depends on the services of these invaluable insects.

Visit www.dgif.virginia.gov/habitat

As coordinated by the Virginia Coastal Zone Management Program with funding from NOAA and the Virginia Department of Game and Inland Fisheries. Members of the pollinator-friendly Virginia Native Plant Marketing Partnership.

- Reached out to the USFWS to request that they share Virginia specific resources on their “Native Plant Center” website, resulting in the addition of links to Virginia websites.
- Compiled and distributed a Virginia Native Plant Marketing E-News to highlight the collaborative efforts and resources available from the partnership.
- Worked with Natural Heritage staff and Virginia CZM’s GIS Coordinator to create a state-wide native plant region map to guide expansion of the regional campaign model.

The Outreach Coordinator worked with Virginia CZM staff and partners to produce the following publications:

Virginia Coastal Zone Management Magazine:

The Outreach Coordinator designed and coordinated production of the Spring 2016 issue of *Virginia Coastal Zone Management* magazine (July 2016; printing and mailing were possible with funds remaining in FY 2014) -

www.deq.virginia.gov/Portals/0/DEQ/CoastalZoneManagement/magspring2016.pdf.



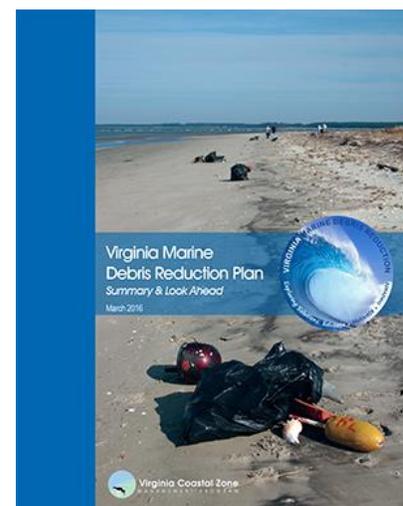
This grant also supported printing and mailing of the Spring/Summer 2018 issue of the Virginia Coastal Zone Management magazine -

www.deq.virginia.gov/Portals/0/DEQ/CoastalZoneManagement/Publications/Virginia%20CZM%20Magazine/Virginia%20Coastal%20Zone%20Managment%20Magazine-Spring-Summer%202018.pdf (August 2018; staff time for design and production were funded under FY18 Task 1.02).

Virginia Marine Debris Reduction Plan Summary:

The Outreach Coordinator also designed and coordinated production of a new publication to summarize the Virginia Marine Debris Reduction Plan, and to highlight the sources and impacts of marine and projects being funded by and conducted -

<https://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/MarineDebris.aspx>.



FY 2016 - 2020 Coastal Needs Assessment and Strategies:

The Outreach Coordinator contributed to the development of the Coastal Needs Assessment and Strategy Report to NOAA. Specifically, the Coordinator wrote the stakeholder and public input section, assisted in compiling the report, and coordinated the public comment period requirements and communication with partners on availability of the document. -

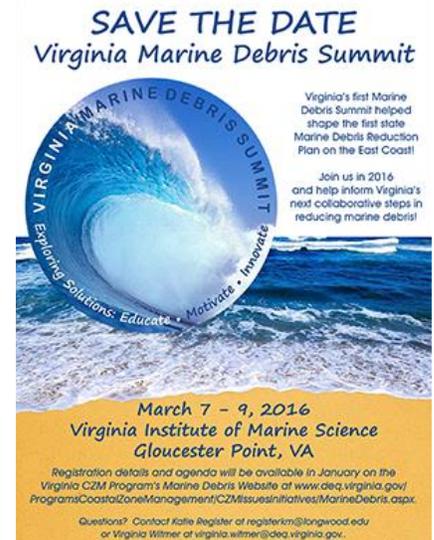
<https://www.deq.virginia.gov/Programs/CoastalZoneManagement/Funding/CoastalNeedsAssessment.aspx>

The Outreach Coordinator worked with Virginia CZM staff and partners to coordinate the following events, trainings and exhibits between October 2015 and September 2016:

- Began coordinating publicity and registration for the 2016 Virginia Coastal Partners Workshop, including design and distribution of a pre-workshop survey. The Outreach Coordinator secured speakers for a session on native plant marketing.
<https://www.deq.virginia.gov/Programs/CoastalZoneManagement/ReportsPublications/2016VirginiaCoastalPartnersWorkshopPresentations.aspx>



- Participated on the March 2016 Virginia Marine Debris Summit planning team, and worked closely with staff at Clean Virginia Waterways on summit communication, a media plan and registration as well as on-site logistics. Also assisted in securing speakers for a social marketing plenary and co-led a session on social marketing. As follow-up to the summit, the Outreach Coordinator worked with Clean Virginia Waterways staff to develop and distribute post-summit survey and post summit proceedings and presentations on the Virginia CZM website -
www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/MarineDebris/



The Outreach Coordinator maintained the Virginia CZM Program website, including a review and refresh of all main pages with up-to-date content -

www.deq.virginia.gov/Programs/CoastalZoneManagement.aspx. The coordinator also provided content for DEQ Twitter and Facebook posts highlighting Virginia CZM's efforts in ocean planning, marine debris reduction, and native plant marketing.