

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large blue speech bubble shape is centered on the page, containing the title and authors' names.

Landowner Gap Analysis for Tidal Wetland Conservation in the Chesapeake Bay

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Introduction

- Majority of tidal wetlands are in private ownership
- GreenFin contracted to add outreach capacity in the next 5 months
 - Education materials, outreach events
 - Action Network
 - Peer to peer strategies
- My task:
 - Investigate previous outreach efforts
 - Reach out to colleagues and partners to understand past or ongoing efforts
 - Determine what has been done, status of current efforts, and where this project can fill gaps

Identifying audience

Communication

Policy

Recommendations

Outline

A blue speech bubble with a white outline and a black shadow, pointing towards the bottom left. The text "Identifying audiences" is written in white, sans-serif font inside the bubble. The background features several thin, light gray concentric circles and dashed lines, creating a subtle pattern.

Identifying audiences

Types of landowners



Small

Large

Residential

Agricultural

May/may not have wetlands

Likely have wetlands

Active management

Passive management

Living shorelines

Conservation easements

Willingness spectrum



Wants
wetlands

Does not
wants
wetlands

- Opportunistically reach the people who are already interested in conserving wetlands
 - Does reaching this group occupy us for long enough or help us reach goals?
- Unwilling property owners (maybe experiencing marsh migration or prefer turf)
 - Have we built trust?
 - What's their motivation?



Lack of
knowledge

Unaware

Aware but need assistance

Aware but lack explanation

**Further scientific
understanding**

Residents and living shorelines

- What is a living shoreline?
- Why have one?
 - Aesthetics (e.g., framing one's view of the waterfront)
 - Access to the waterfront (e.g., ability to launch a kayak or paddleboard)
 - Overcoming failed gray infrastructure for flood protection
 - Connection building with family or neighbors
- Pride!
 - Be visible
 - Celebrate
 - Only works if neighbors can see it?

Farmers and easements

- Land is biggest asset
- Cost: benefit on tillable land in volatile markets
- Marginal lands framing: Do you want wetlands vs protect your farm
- Loss of control
- Lack of flexibility
 - Common sense
 - Dynamic coastlines

Mowing on
tidal wetlands

Why mow?

Is everyone mowing?

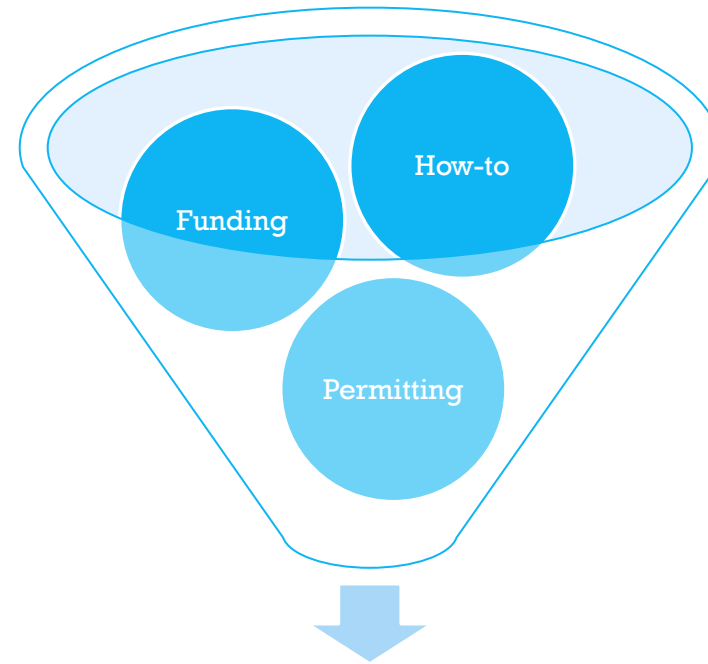
Can you mow?

Where are you mowing?

The image features a central blue speech bubble with a white outline, containing the word "Communication" in white, sans-serif font. The background is white with several thin, concentric circles, some solid and some dashed, radiating from the center. A thick, black, curved swoosh is positioned behind the bottom-left side of the blue bubble.

Communication

One-on-one technical assistance



Expert

“Midstream” audience serves to connect knowledge, programs, and resources to the downstream landowner or implementer

Why do you need expert consultation?

- Site specific
- Multiple options
- One stop shop
- Stay engaged
- Get connected

One-on-one technical assistance

- **Who?**
 - Regular, prolonged contact
 - Financial resources
 - Non-biased
 - Work towards one's desires
 - Trust (and distrust)
- **Capacity**
 - Do they know everything and everyone?
 - Time spent one-on-one, including travel
 - Extreme upfront labor for uncertain pay off
 - Small staffs

Peer-to-peer

- Family, friends, neighbors, local ambassadors
- Hugely influential. Make or break
 - “You only have to have one bad experience”
- Contractors, real estate agents, custom home builders
- Peer networks
 - But what are the strengths and weaknesses of collective action?

The image features a central blue oval containing the word "Policy" in white, sans-serif font. The background is white with several concentric circles, some solid and some dashed, radiating from the center. A thick, black, curved swoosh is positioned to the left and bottom of the blue oval, partially overlapping it.

Policy

Best practices

- **Communicating with stakeholders**
- **Simplify when possible**
- **Revise funding allocations**
- **Monitor and evaluate**

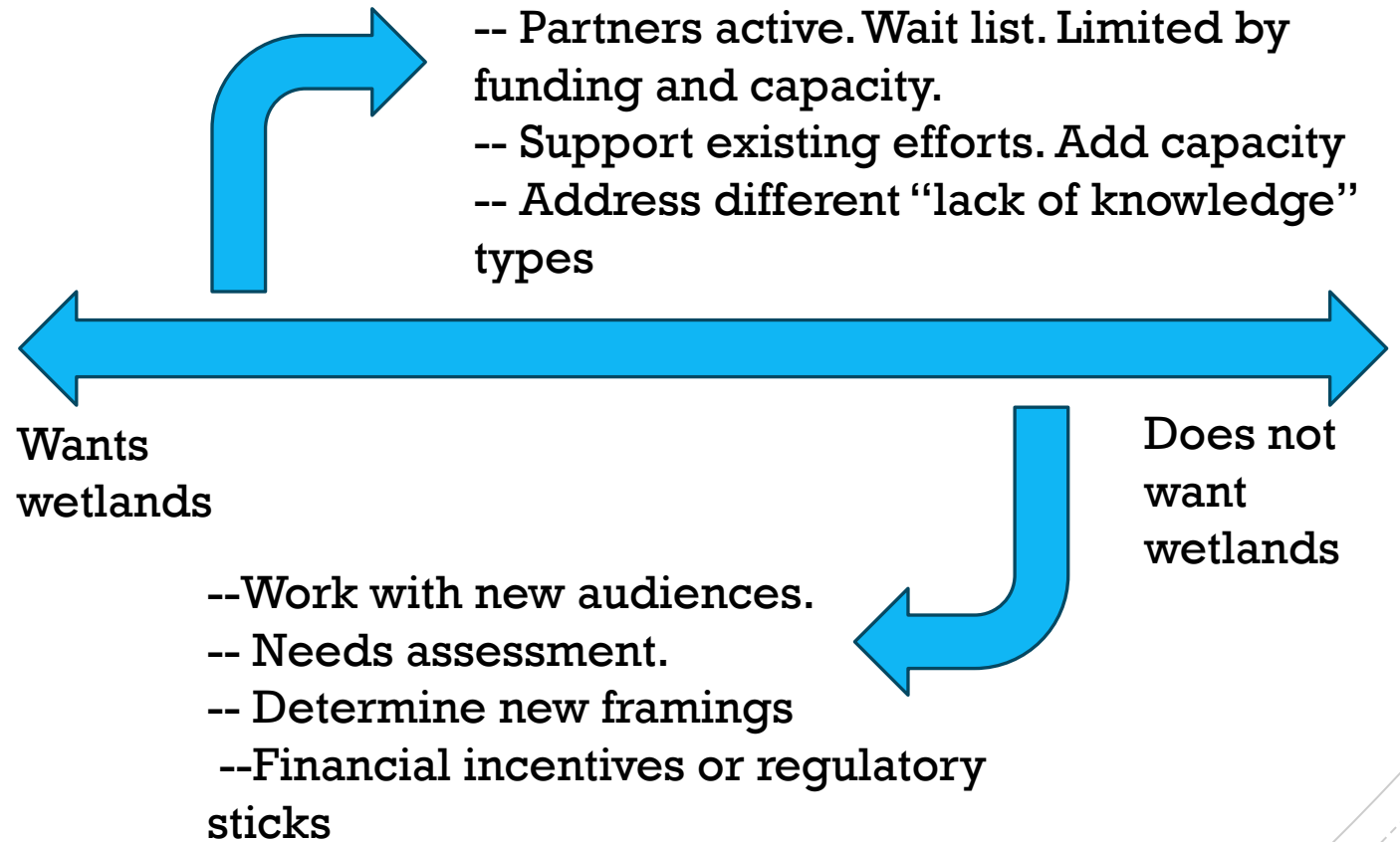
Problematic policies

- Keeping wetlands in place
- What needs a permit
- Lack of flexibility



Recommendations

Amplify or create?



Unaddressssed
gaps

Mowed Wetlands

Real Estate Agents

Added Capacity



Mid-Stream easement support



Marine contractors



Local government support



Broad wetland values sharing



Agricultural districts