



Communications and Guidance for Shoreline Protection Options for Coastal Landowners GIT Funded Project (Action 4.4)

Kickoff meeting: February 2021. Deliverables due October 31, 2021.

Deliverables:

- Database of grant and funding options to install natural shorelines.
- Infographic of permitting process in each jurisdiction.
- Database of ambassadors and organizations involved in this work.
- Inventory of MD/VA/DE training and outreach for owners and contractors.
- Communications and outreach plan how the the resources should be used to increase the adoption of living shorelines and/or keeping existing shorelines natural.



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Communication Product Deliverables (Messaging for target audiences):

- PowerPoint presentation that can be tailored and given by state agencies representatives, CBP representatives or even local ambassadors to their communities about the benefits and process of installing a living shoreline.
- ‘Run-of-show’ and talking points for holding a living shoreline demonstration event.
- Four case studies of successful living shoreline installations on private property (two in Maryland and two in Virginia). Word documents.



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Communication Product Deliverables:

- Communication Tool kits for DE, MD & VA. Tool kits will contain:
- Talking points on the benefits of living and/or natural shorelines.
- List of state agency, NGO and academic resources for living shorelines.
- List of native plants that they can grow and where they can be bought locally.
- List of local contractors that install living shorelines.
- List of questions homeowners can ask a contractor regarding living shorelines.
- Permitting process and available funding resources for living shoreline installation.
- Two customizable flyers—one on keeping your shoreline natural and one on installing a living shoreline. (contact X or Y for more info on living shorelines)
- Commitment card to hand out to neighbors, community members, etc. if they commit to leaving their shoreline alone and/or installing a living shoreline.

Communication:

- GIT Funded Project: Planning for Clean Water: Local Government Workshops (Action 4.5)
 - Local government planners are often one of the trusted sources that local officials look to for information and guidance on clean water issues.
 - Identify Local Planner Needs
 - Convene three workshops for Local Government Planners
 - Workshops will touch outcomes related to land use, water resource management, and include blue economy (linking water issues (resilience, fish production, commerce to economic development)