

Living Shoreline Survey Report

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Elizabeth River Project
Making restoration a reality



Living Shoreline Survey

Overview

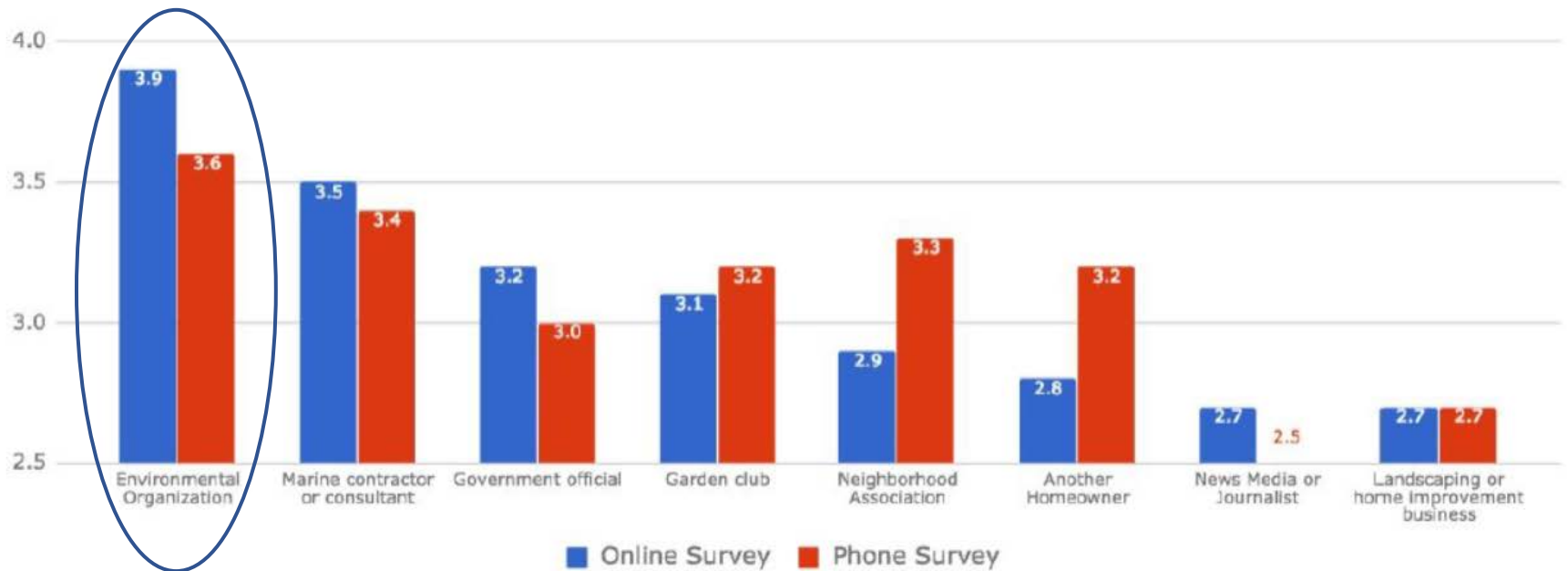
Water Words that Work Waterfront Homeowner Survey Report

To help the restoration community gain insights into how to best persuade landowners to put living shorelines in place, Water Words that Work conducted a pair of surveys:

- ✦ **Survey #1:** An “opt in” email survey of Elizabeth River Project supporters & members. 191 responses from individuals who have a relationship with the Elizabeth River Project and/or the River Star Homes program. After screening, 58 also commented on living shorelines
- ✦ **Survey #2:** Telephone survey of Elizabeth River waterfront homeowners with 213 responses from list of 3,200 homeowners provided by HRSD focusing solely on living shorelines

Living Shoreline Survey

🦅 Finding: Environmental groups are the most trusted source of information about living shorelines



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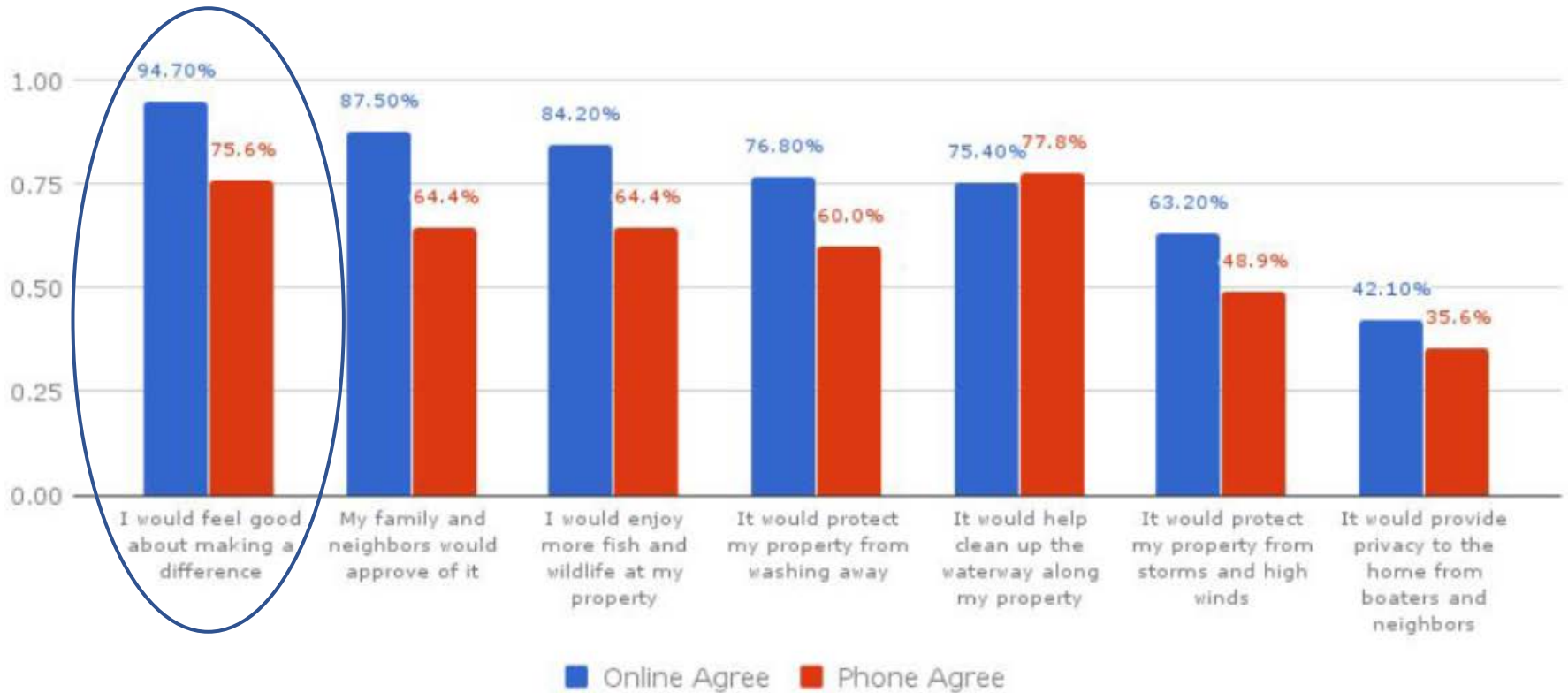
Recommendations

- 🦅 **Public agencies should continue to work through environmental group partners to promote living shorelines.** Waterfront homeowners reported lower trust in government officials than most other sources. This suggests government agencies can expect more success by having environmental groups, marine contractors, and other organizations serve as homeowners first and primary point-of-contact.



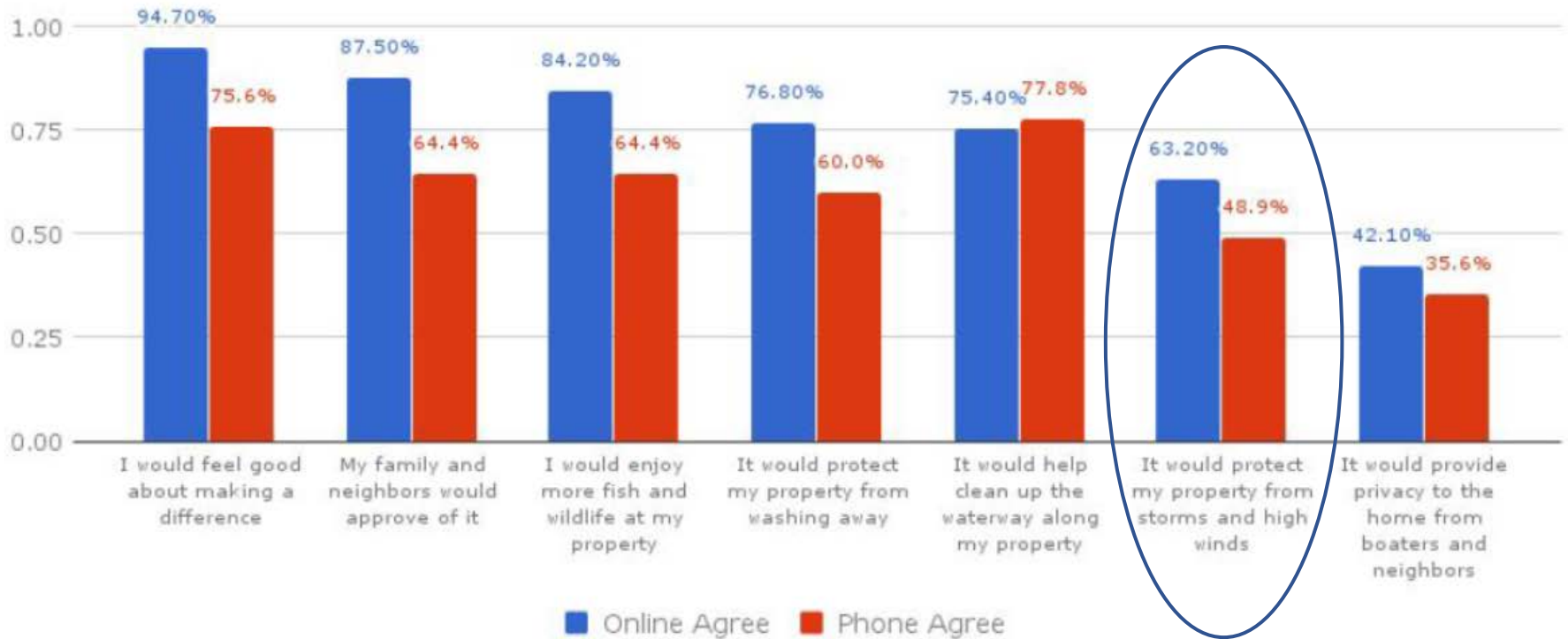
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🦅 Finding: "Feel good" messages are the most persuasive



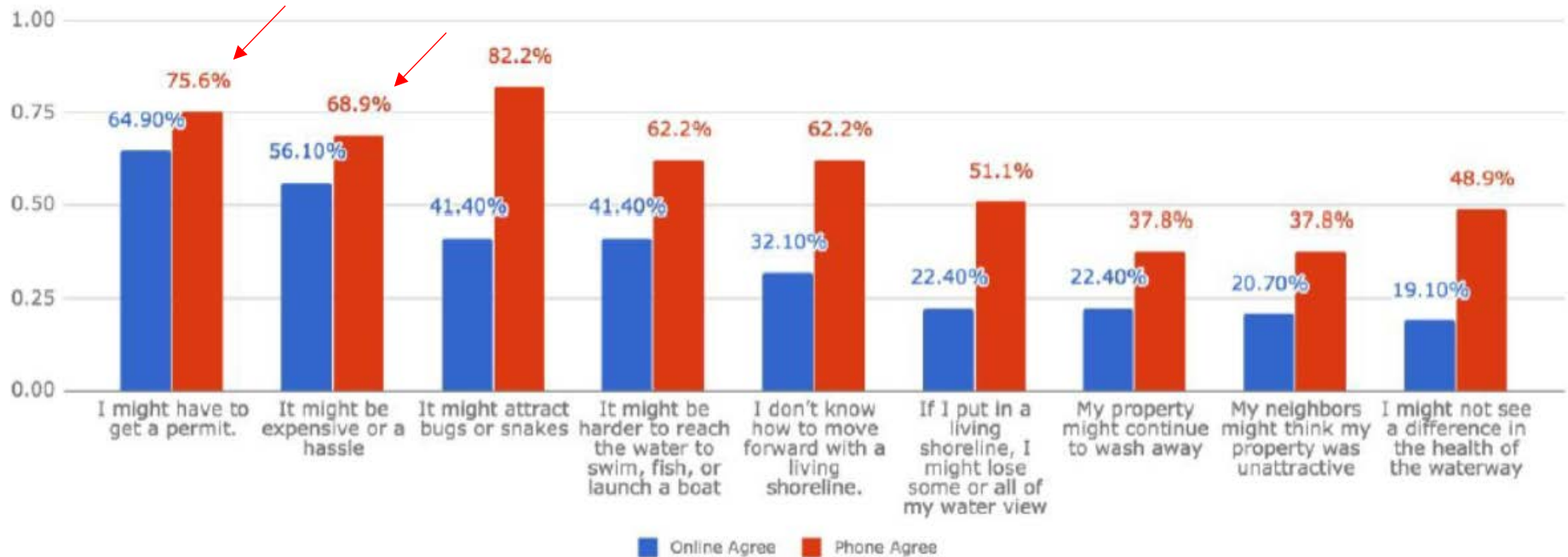
Living Shoreline Survey

🦅 Finding: "Feel good" messages are the most persuasive



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🦅 Finding: ...while cost and hassle are big barriers



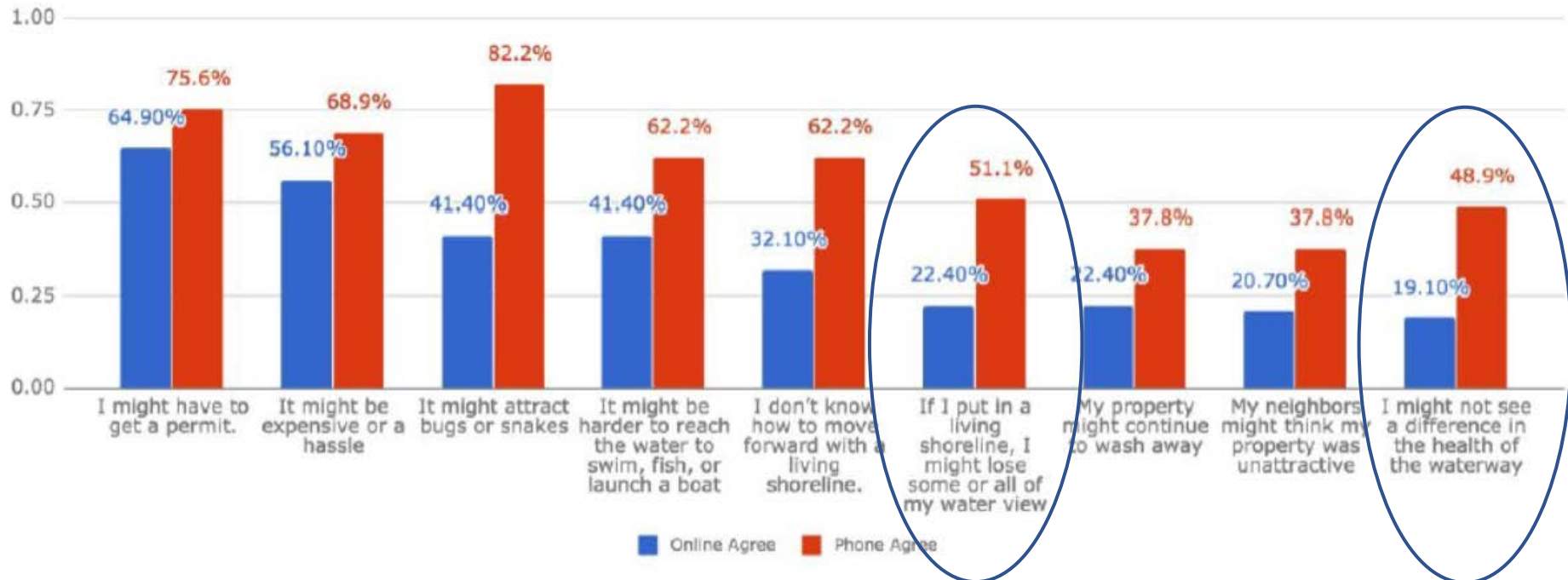
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Recommendations

- ✈ **Environmental groups should emphasize assistance with permits as part of its offer of assistance.** Living shoreline advocates recognize they need to offer both help pay for and help install the shorelines. For waterfront homeowners, these are major considerations. However, waterfront homeowners expressed substantially more dread at the permit process! As it prepares to approach future homeowners, environmental groups should emphasize that they will assist, or even lead, with the pursuit of appropriate permits.

Living Shoreline Survey

🦅 Finding: ...while cost and hassle are big barriers



Living Shoreline Survey

Recommendations

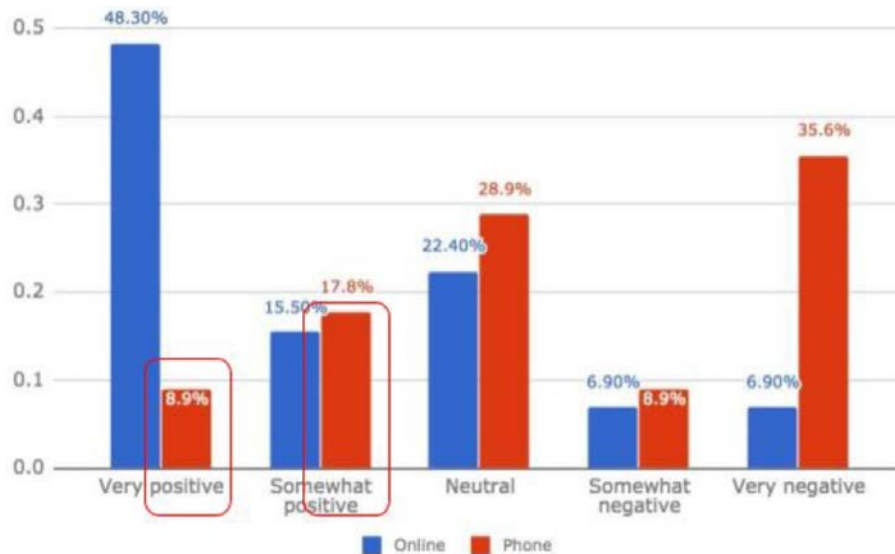


- 🦅 **Living shoreline advocates should stress success, flexibility** Compared to environmental group supporters, waterfront homeowners express more doubt that they will notice any difference in the waterway after going to the trouble of putting the living shoreline in place. With these homeowners, it will also be helpful to emphasize that you will work with them to preserve access and views.

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Recommendations

- **Environmental groups should explore highly targeted outreach to waterfront homeowners**



- Skeptical homeowners outnumber receptive homeowners by almost 2:1.
- Rough estimate 800 of 3,200 waterfront homes would be receptive
- ID these homeowners vs. casting wide net

Thank You

Questions? Contact Information

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