

Using Social Marketing to Reduce the Impact of Armor

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Here is where I live



This is what we want to do

Restore Puget Sound
by 2020

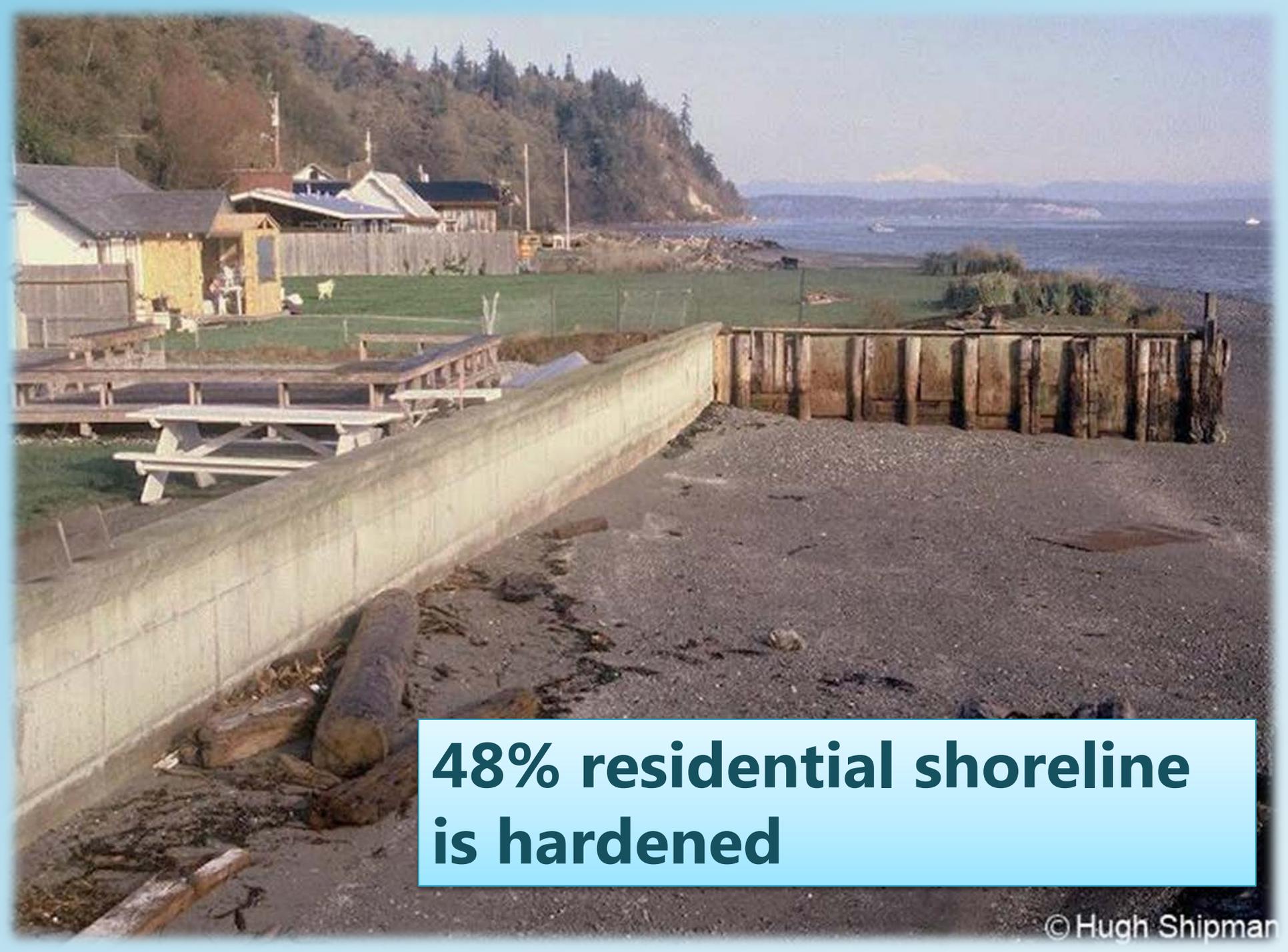


Reduce shoreline
armor



50% shoreline residential





**48% residential shoreline
is hardened**

You
want

me

to do

What?



What behaviors do you want them to do?

- Take out armor
- If armor is needed, replace with softshore techniques
- Don't put it in!

Gather information on the parcels

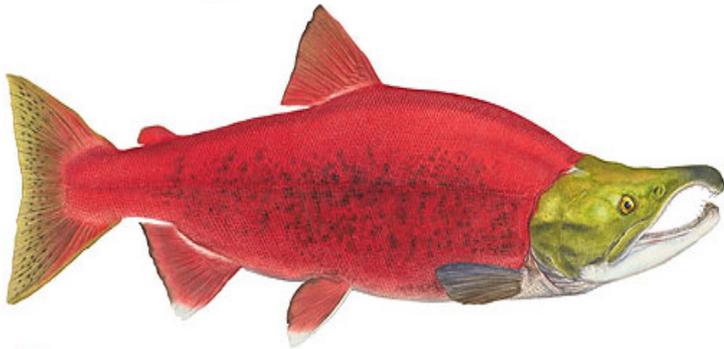
- Erosion risk
- Is there a home on the parcel
- Is armor present?



Find out who they are



Ask them what they care about



Find out what they are worried about



Hugh Shipman, WA Ecology

Implement Your Strategy!

- Had to use the body of work created
- Had ability to adapt for local conditions
- Grants allowed them resources to provide
- Required to do performance evaluation plans
- Allowed to adaptively manage

Some of the techniques being used



Workshops for Landowners

Site visits/TA

Assistance with permits

Free designs

Cost share for removals

Trainings for influencers

Tips for Success!

1. Be as targeted as you can
2. Do your research
3. Hire professionals
4. Don't make assumptions
5. Provide incentives
6. Evaluate performance
7. ADAPT!



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Website for shoreline homeowners:

www.shorefriendly.org

Social marketing documents

http://wdfw.wa.gov/grants/ps_marine_nearshore/results_products.html

Shoreline restoration video

<https://www.youtube.com/watch?v=sP0zUwKUBEs&feature=youtu.be>