

Climate Risk Reduction & Resilience



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Social Coast
Forum 2/9/16

TNC Goal: *Mainstream the Use of Nature*

What do we want?

This?



Seawall at Galveston, Texas

Or This?



Cape May, New Jersey



Why Do Local Communities Invest In Natural Infrastructure?



Research conducted by Sheila Reddy, Behavioral Economics Scientist, TNC

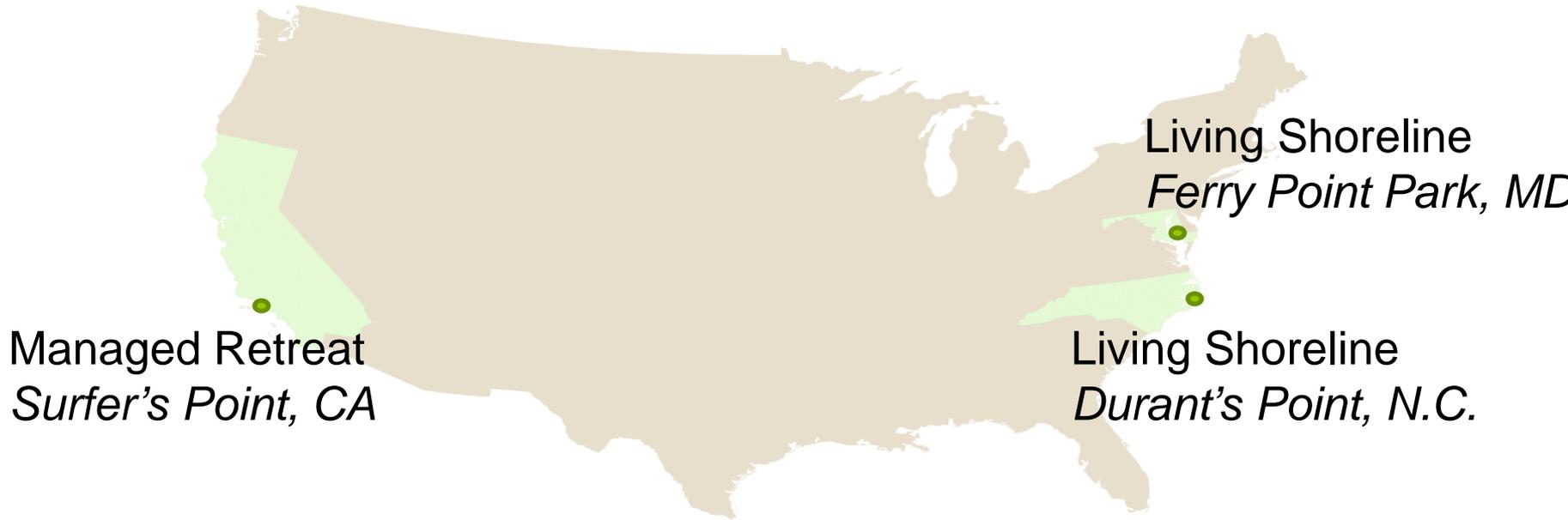
Citation:

Kochnower, D., S.M.W. Reddy, R. Flick. 2015.
Factors influencing local decisions to use habitats
to protect coastal communities from hazards.

[Ocean and Coastal Management.](#)



Case Studies → Interviews → Themes



Before (2009)



After (2012)

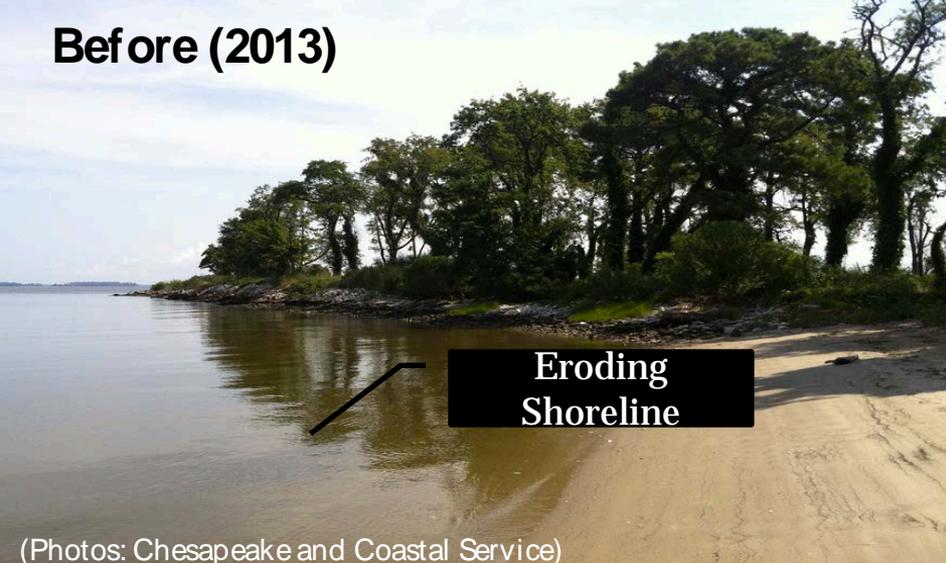


**Living Shoreline
Durant's Point, Hatteras
Dare County, N.C.**

Two Years After (2014)



Before (2013)



**Eroding
Shoreline**

After (2014)



**Marsh
Restoration**

(Photos: Chesapeake and Coastal Service)



**Constructed
Headland**

**Living Shoreline
Ferry Point Park
Queen Anne's County, MD**

Before (1994)



Eroding Bike Path

(Photos: venturariver.org)

During (2010)



Back Beach Restoration with Cobble Berm

After (2011)



Completed Bike Path

Cobble Beach

Managed Retreat
Surfer's Point, Ventura
Ventura County, CA

Factors Affecting Implementing Natural infrastructure projects



Innovators (N=34)

Local Champions (N=46)

Social Networks & Norms (N=30)

Perceived Multiple Benefits, Linked to Local Values & Emotions (N=46)

Perceived Costs (N=31)



Successful Implementation of Natural Infrastructure

Harness heuristics

Harnessing heuristic or mental short-cuts in places where science shows effectiveness.

- Show success through demonstration projects
- Enlist trusted messengers, champions
- Promote emotional support

Control biases

- Advance policies to facilitate permitting



Thank You!



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The Nature Conservancy

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