



Incentivizing “Shore Friendly” Projects in Puget Sound

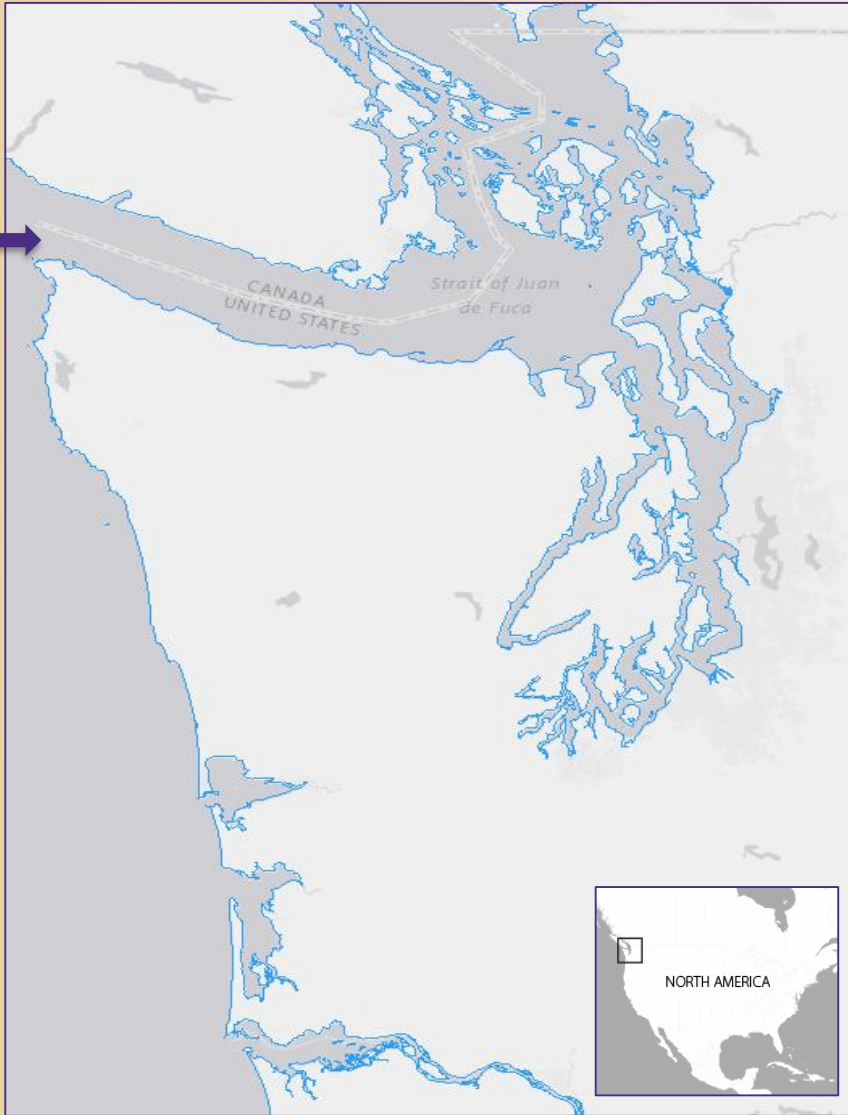
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Policy Lead

**Resilience along the West Coast
Environmental and Energy Study Institute Briefing
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PUGET SOUND INSTITUTE

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A very brief introduction to Puget Sound



Washington Department of Ecology Coastal Atlas



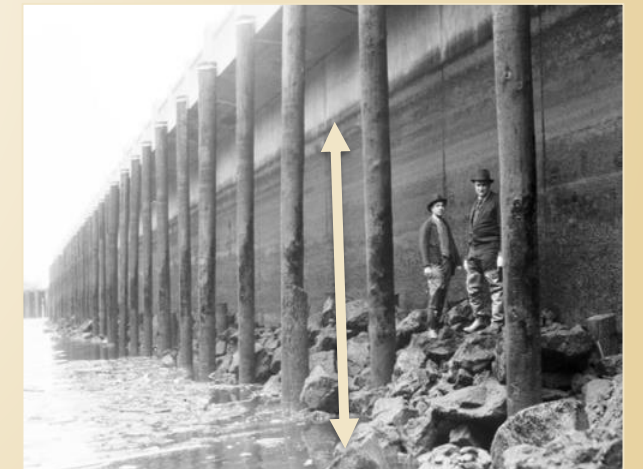
Kris Symer



Hugh Shipman



Windemere Real Estate



Seattle Municipal Archive (1935)

“Soft shore” stabilization

Engineered projects that utilize sediment, logs, and plants to slow erosion




Peter Hummel







USACE Seattle District

Seahurst Park Beach Restoration (Phase 2)

Pivot to residential projects



Washington State Aquatic Habitat Guidelines Program



Marine Shoreline Design Guidelines



MSDG

Johannessen et al. 2014

National Estuary Program partners recognized hundreds of small projects are needed to meet regional goals for reducing hard armor

Your Marine Waterfront

A guide to protecting your property while promoting healthy shorelines

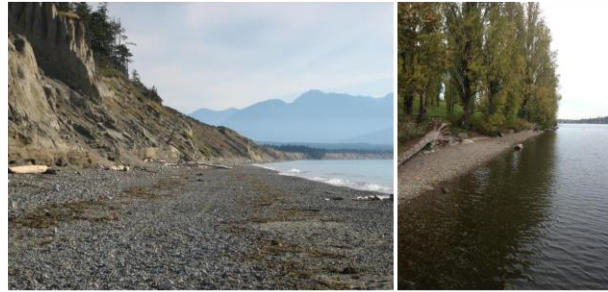


Enjoy the beach. Protect your home. Improve shoreline habitat.

Washington Department of FISH and WILDLIFE

WDFW 2016

Incentive strategy development



Shore Friendly Final Report

Prepared for: WA Department of Fish and Wildlife and WA State Department of Natural Resources

Prepared by: Colehour + Cohen, Applied Research Northwest, Social Marketing Services, Futurewise and Coastal Geologic Services

Prepared as part of the project: Social Marketing Strategy to Reduce Puget Sound Shoreline Armoring

COLEHOUR
+ COHEN
Photo: Wikimedia Commons

AR
APPLIED
RESEARCH
NORTHWEST

SOCIAL
MARKETING
SERVICES

futurewise
improving communities
promoting the future

CGS
COASTAL GEOLOGIC SERVICES

- > Employed social marketing techniques
- > Grouped and prioritized residential parcels
- > Identified target behaviors for each group
- > Identified barriers/motivators for each behavior
- > Developed incentive tools and messages to address key barriers/motivators

Shore Friendly program elements



Shore Friendly Mason



Coastal Geologic Services

- > Homeowner education
- > Influencer education
- > Technical assistance
 - Free on-site erosion assessments
 - Whole-property approach
 - Neighbors as program ambassadors
- > Design assistance
- > Permitting assistance
- > Financial assistance



Local implementation

Pilot campaigns (2012-2016)



Funding from:

Environmental Protection Agency
Washington Department of Fish and Wildlife
Washington Department of Natural Resources

Expansion (2019)



Funding from:

Estuary and Salmon Restoration Program
Environmental Protection Agency
Washington Department of Fish and Wildlife
Washington Department of Natural Resources

Outcomes 2012-2018



Shore Friendly Kitsap

- > In-person engagement with 870+ shoreline homeowners
- > 21 influencer trainings reached 480+ real estate agents, contractors, and consultants
- > 20 completed armor removal projects (1200+ linear feet)
- > At least 35 additional projects in the pipeline

Loan program feasibility study

- > **Create a Revolving Loan Fund to finance Shore Friendly projects**
 - Focus on properties with failing armor and low to medium erosion risk
- > **Incorporate coastal flood hazard mitigation as target behavior**
 - Elevating homes
 - Moving homes away from water or bluff edge



Shore Friendly Mason



Scott Smithson

Capitalizing a loan fund

State Appropriations?

State Clean Water RLF?

EPA Geographic Funds?

NOAA Coastal Resilience?

Foundations?

Impact Investors?

HUD Block Grants?

FEMA Hazard Mitigation?

Pacific Coastal Salmon Recovery?

Policy opportunities

- > Coastal Communities Adaptation Act (H.R. 1317)
- > Living Shorelines Act (H.R. 3115)



Kristin Williamson
Composite by Kris Symer

Thank you!
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