

1. New CZM FTE: Coastal Resilience Liaison: *A new position within the CZM Office to support Resilience, Ocean/Coastal Planning, and other CZM network capacity needs.*

This proposal is to add a new full-time equivalent (FTE) position within the CZM office located at DEQ. The challenges of coastal management increase each year both in complexity, intensity, and scale. To date, CZM's existing office staff have taken on increasing responsibilities each year while maintaining the key responsibilities required of their positions. CZM proposes to use this opportunity to develop a new position that would allow CZM to continue evolving to meet these critical needs of our CZM partners, stakeholders, and the public, while not sacrificing current commitments. This position would be designed to focus on and support several key projects within the CZM office and support and act as liaison for agencies such as DCR, VMRC, and DEQ. The position would be managed by the CZM Program Manager with input from the CPT. Potential tasks for this position are addressed below but would be adjusted based on input from CPT, DEQ, and others.

A. State-Level Resilience Planning Support

1. Support CZM/CPT collaboration with the DCR Resilience Planning Office (RPO). Attend and participate in quarterly meetings of the Coastal Resilience Master Plan Technical Advisory Committee (TAC) and its four subcommittees as applicable. Provide guidance to the TAC, DCR staff, and DCR consultants regarding opportunities for coordination with CZM/CPT. This position would not provide administrative support for the TAC or four subcommittees.
2. Serve as point of contact for coastal PDCs for resilience related tasks and support coordination with CZM and DCR. Serve as a liaison between DCR, CZM, coastal PDCs, and localities. Provide technical assistance for proposal writing, stakeholder meetings, and project review.
3. Support DEQ programs involved in resilience planning including but not limited to the Chesapeake Bay Program and Office of Watersheds & Local Government Assistance. Specific tasks to be determined based on DEQ feedback.

B. Coastal & Ocean Planning Support

1. Support CZM Program Manager in coordination of Ocean Planning Committee and Stakeholder Outreach, as well as development of Virginia Ocean Plan.
2. Support VMRC's Director of Coastal Policy Restoration and Resilience in tasks related to CZM and CPT responsibilities. Specific tasks to be determined based on VMRC input.

C. CZM Resilience Partners Support

1. Provide staff support to various CZM projects and related partner working groups such as the Living Shoreline Community Based Social Marketing (CBSM) Pilot(s), Shoreline Stakeholders Group (SSG), Living Shoreline Collaborative (LSC), Chesapeake Program's Climate Resilience Working Group (CRWG), and the Chesapeake Bay Sentinel Sites Cooperative (CBSSC).

D. Support State-Level IRA & BIL Competitive Funding Opportunities

1. Support the development and submittal of competitive NOAA Inflation Reduction Act (IRA) coastal resilience proposals. Serve as lead point of contact for CZM on competitive IRA resilience projects CZM is participating in. Liaise to other state and regional IRA funded resilience projects as assigned to ensure consistency and sharing of information.
2. Coordinate habitat restoration efforts with the CZM Coastal Conservation Coordinator, VMRC, DCR Natural Heritage Program, and DWR to promote green infrastructure resilience.

Budget – ~\$40K, or 110,000 per year for five years

To: Ryan Green, Program Manager, Coastal Zone Management Program

From: Matt Dalon, Program Manager, Office of Resilience Planning

Date: September 12, 2023

Subject: NOAA IRA 2023 Proposal – CZM Staff Capacity to Support Coastal Resilience TAC

The Office of Resilience Planning (ORP) supports the CZM Office's suggestion to seek non-competitive NOAA IRA 2023 funding to increase its staff capacity. ORP proposes that, should the CZM Office utilize the funding to hire additional staff, a portion of gained staff capacity be used to provide support to the Coastal Resilience Technical Advisory Committee (TAC) in developing and implementing the Coastal Resilience Master Plan (CRMP) Phase II.

The CZM Office and ORP share a goal of increasing the resilience of Virginia's coastal communities. There is significant opportunity to coordinate the CRMP and CZM's coastal hazards strategies. This opportunity is reflected in the Code of Virginia, which states that the CZM Program shall provide staff support to the TAC.¹ However, current staff resources make this infeasible. Additional participation of CZM Staff in the TAC and CRMP Phase II would create opportunities to better align coastal resilience activities across the two programs. Staff support would:

1. **Aid the state in furthering its 2021-2025 CZM strategies.** Coastal hazards are the highest priority strategy identified in the current Section 309 document. The strategy goal directly relates to the purpose of the CRMP.
2. **Advance flood resilience priorities of the current administration.** One of Governor Youngkin's four principles for flood resilience planning is to create comprehensive, cohesive plans to ensure our programs work together.
3. **Align with the NOAA IRA grant guidelines.** Development and implementation of the CRMP supports the stated purpose of the funds to implement projects, initiatives, and programs that increase the climate resilience of coastal communities through planning, coordination, and partnership building.

ORP proposes that, once new CZM Office staff are on board (on/about April 1, 2024), a staff member be assigned to support the TAC upon anticipated award. During plan development, the staff member would attend and participate in all quarterly meetings of the TAC and its four subcommittees. This individual would provide guidance to the TAC, DCR staff, and DCR consultants regarding opportunities for coordination with CZM/CPT, and input on their areas of professional expertise. Input may include:

- Defining, identifying, and assessing critical natural infrastructure flood risk in coastal Virginia.
- Identifying gaps, trends, and opportunities for building coastal resilience through projects and initiatives planned or in-progress by localities, PDCs, state agencies, and others.
- Providing information on federal grant and other funding opportunities available to localities and PDCs for coastal resilience to be input into the Coastal Resilience Web Explorer Funding Tool.
- Building partnerships with other stakeholders with an interest in coastal resilience, including to gather their input to incorporate into the plan.

The expected level of effort is approximately 32 hours per month (15% FTE EWP) between April 1, 2024-December 31, 2024. Beginning in January 2025, to advance plan implementation, the staff would continue to support the TAC in its meetings, providing updates to the TAC on any progress made toward projects, initiatives, or recommendations in the plan that the CZM/CPT is advancing. This staff member could also help draw links between future Section 309 assessments and strategies and the CRMP. Expected level of effort in this phase is approximately 16 hours per month (5% FTE EWP) from January 2025-April 2029.

¹ § 10.1-659. Flood protection programs; coordination, subpart C.6 states: "The Department, the Special Assistant to the Governor for Coastal Adaptation and Protection, and the Coastal Zone Management Program shall provide staff support to the Committee."

Piloting and Implementing a CBSM Campaign for Living Shorelines and Native Buffer Vegetation Installation

CZM proposes to use IRA capacity building funds to help develop and coordinate an adaptable and evidence based [community based social marketing \(CBSM\) campaign](#) to promote the installation of living shorelines and native buffer vegetation. So far this effort has been discussed with 18 different organizations with strong interest and support. This project will support a pilot campaign to test the strategy in 1 location, and once the pilot is deemed successful, the campaign will be implemented by local organizations throughout the coastal zone who can adapt the campaign into their existing programs or implement a new program using the campaign. CZM will lead the coordination of this effort from the piloting stage to its broadscale implementation throughout the coastal zone.

This project will begin with 1 pilot of the campaign in a TBD location (currently in discussion with Friends of the Rappahannock) where messages and strategies recommended by the Chesapeake Bay Program's Bay Protector's strategy will be worked into existing outreach campaigns. The pilot will run for one year and consist of a control and a treatment area where the control area receives the existing outreach campaign, and the treatment area receives an outreach campaign augmented by the recommended strategies that use social science tools (e.g., commitments, social norms, trusted messengers, etc.) to further promote the installation of living shorelines and/or native buffer vegetation (**\$80-\$100k**). Funds will be used to support the incorporation of the Bay Protector's strategy into existing outreach campaigns and the increase in the level of effort necessary to run the pilot for the implementing organization. Additionally, **CZM staff time (5-10% FTE)** will be leveraged to help support, evaluate, and communicate this effort to the broader coastal zone where future organizations will take the results of this pilot and implement the campaign in their areas. The results of the pilot campaign will be reviewed to evaluate campaign success and identify any tweaks that need to be made to the campaign. If the campaign is not successful, CZM and the implementing organization will discuss areas for improvement and adjust as necessary.

Once the pilot is deemed successful, CZM will lead the coordination of the campaign throughout the coastal zone. While the campaign is adaptable to each organization and location's unique circumstances, CZM will play a continuing and supportive role that helps facilitate the transfer of knowledge between implementing organizations, evaluates the strategy throughout broadscale implementation, identifies areas where improvements can be made, and helps to identify ways that the effort can continue after funding runs out. This portion of the effort is estimated to leverage **5-10% FTE for CZM staff time** throughout the remaining 4 years of the funding.

Budget:

- **\$80-\$100k (1-2 years)**
- **Leveraged: 5-10% FTE staff time for 5 years**

The [Living Shoreline Collaborative \(LSC\)](#) is seeking \$300,000 for 1.5 years of CZM IRA capacity building funds. Through the proposed effort, partners will build on the substantial progress and momentum made since its launch with a shared vision of building “healthy, connected, and abundant living shorelines through practitioner, local government, and community partnerships to increase resilience.”

The mission of the LSC is to provide access to best practices, information and data to ensure thriving living shorelines through education, outreach, monitoring, training and implementation with a network of partners and communities in the James River Watershed and beyond. Convened by JRA, with facilitation services provided by Dialogue + Design (D+D), the LSC is governed by a Steering Committee (SC) and has four Action Teams led by key partners: Planning, Monitoring, Training, and Implementation & Outreach, which carry out the five primary goals of the LSC. The achievements of the LSC towards these goals thus far demonstrate the value of a well-organized collaborative in scaling up implementation of resilient shoreline practices.

- Goal 1: To Build and share knowledge about project performance to learn what best practices have greatest success for shoreline stabilization and water quality protection.
- Goal 2: Increase capacity of all collaborative partners and practitioners to implement living shorelines through a community of practice with consistent training, mentoring and shared resources. Establish a consistent professional development workshop series through the Chesapeake Bay Landscape Professional Shorelines (CBLP-Shorelines) certificate program.
- Goal 3: Build relationships, increase awareness, and identify and respond to community concerns where shoreline protection, resilience and SLR adaptation needs are greatest, particularly in high-risk areas.
- Goal 4: Elevate acceptance and implementation of living shorelines among citizens, local governments and shoreline professionals through increasing outreach, awareness, and filling funding gaps.
- Goal 5: Increase collaboration and strengthen partnerships through developing an effective network of Living Shoreline Collaborative members.

Since its launch in 2019, the LSC continues to evolve and adapt to the needs of partners. These activities have resulted in several key areas of growth including: a thriving and effective network of LSC members; increased collaboration and strengthened partnerships in the tidal James River Watershed; engaging regulators, state agencies, private contractors, local government, non-profits, Soil and Water Conservation Districts, and community members to achieve a more rapid and aligned funding and implementation of living shorelines in the Watershed; development of a replicable and consistent living shoreline professional training program for general permit group 1 and 2 living shorelines; living shoreline monitoring protocol, videos, infographics, and other outreach and engagement materials and strategies; meetings and summits to keep other aligned and share successes and knowledge; and is informing resilience planning and implementation throughout Tidewater, into Maryland, and North Carolina.

In August, the LSC submitted a letter of intent (LOI) to the highly competitive Track 1 of the NOAA Climate Resilience Regional Challenge and is pursuing other sustainable funding sources and strategies. This CZM funding would deepen the work for the LSC and allow for the continuation of the implementation of the Action Plan, and planning and implementation from the Steering Committee and the full LSC partnership. This would include the continued facilitation of the LSC by D+D and ongoing partner engagement, collaboration and implementation.

The grant would enable an evaluation of the progress of the LSC as a collaborative, ways to deepen partnerships and effectiveness, and potentially evaluation of the metrics of success for living shorelines by LSC partners. An important component of the evaluation would be to develop a “Resilient Collaborative Model” for the LSC that includes a sustainable funding strategy for the LSC, with multiple, diverse funding streams.

Additionally, the grant would enable the LSC to explore the possibility of expanding the geography of the LSC, including interviews with key stakeholders, developing a Key Issues Report and an exploration of how the LSC model might be expanded to or replicated in other geographies.

Septic Collaborative

This proposal draws on multiple stakeholders to engage in a coordinated effort to share best practices from different parts of the Commonwealth. Suggested stakeholders include localities and PDCs running septic cost-share programs (such as NNPDC and MPPDC) as well as SWCDs running septic cost-share programs (such as Culpeper SWCD) and other recipients of wastewater infrastructure improvement funds in Virginia; State agencies involved in permitting and water quality/ resiliency work such as VDH, DEQ, MRC, DCR; academic institutions with researchers modeling septic and resilience such as VIMS; as well as others. The Septic Collaborative would meet quarterly over the course of a year and then re-evaluate the need and opportunity to continue. Proposed topics for the 4 meetings are as follows: (1) Septic Funding Sources; (2) Data Gaps; (3) Flooding / Sea Level Rise and Decentralized Wastewater Management; (4) Potential for a CBSM campaign to increase homeowner awareness of septic and resiliency. The purpose of this group would be to share best practices of administering and collecting septic data from different jurisdictions within the state as well as to identify where potential data gaps and educational opportunities exist to better administer these and future funds.

GWRC is open to additional ideas for how to make this proposed Collaborative as functional and effective as possible. Staff at GWRC could run this collaborative. However, as this is an issue that spans the coastal zone, we believe it would be most effective for the management of this group to be centralized at Virginia CZM. For this reason, we are proposing the budget for this proposal go towards CZM hiring a new planner or coordinator who could (among other job responsibilities) take on staffing this collaborative.

Budget:

\$62,500 to cover 50% of one person's time to staff the Septic Collaborative.

Commonwealth Coastal & Marine Policy Fellowship

The Commonwealth Fellowship gives post-graduates on-the-job training by partnering them with a state or local government host office for a 12-month fellowship. The Commonwealth fellows work alongside a professional mentor at the host agency to address pressing coastal and marine resource issues while learning about the policy and management process occurring at the state level. The fellow will also receive access to VASG's professional development program.

Fellow Eligibility/Compensation: The Commonwealth Fellowship is open to Virginia graduate students who have recently completed, or are nearing completion of, a graduate, professional or Ph.D. program. Selected fellows are William & Mary employees paid a salary of \$43,000, plus \$5,000 for critical expenses and professional development activities, plus benefits.

Host Offices: Participating host offices will provide opportunities including involvement in substantive projects that contribute to the fellow's professional development, education and career goals, as well as productive adequate and appropriate mentorship. Participating host offices must provide a work space, supplies, travel expenses, etc., necessary for the fellow to succeed on their assigned projects and are expected to contribute \$20,000 to support the program during the fellowship year. Lastly, host offices shall allow the student time to attend VASG sponsored professional development workshops and conferences.

Timing: Host office applications, with project descriptions, are due January 19, 2024. Host offices must name a professional mentor at the time of application. The student application period runs from March 1st through May 3rd. VASG will run internal interviews with all candidates and select finalists in May-June. All finalists will interview with each host office. The finalists and host offices will then rank their top preferences. VASG will use these preferences to match fellows with selected host offices. Fellows will be notified of their placements in July-August. Fellowships will begin on October 1, 2024 and run until September 30, 2025. Each host office is not guaranteed a matched fellow. VASG intends to fund 2-3 Commonwealth fellows per year.

Outcomes: Commonwealth Fellows provide capacity to host offices and enhance the state's ability to attract and retain workforce. Among past Commonwealth Fellows, 78% have remained at state agencies after their fellowship.

APPROACHES TO GET CZM AND/OR CPT STATE AGENCY MEMBERS A FELLOW:

➤ Fellow at CZM: Two Options

Option 1. CZM submits a host office proposal to VASG and competes with the other participating state agencies for one of VASG's 2-3 Commonwealth Fellows per year. If selected, VACZM would provide **\$20,000** toward the Fellow's salary. The \$20,000 does not need to be non-federal match for VASG, and could be CZM's federal dollars. The Fellow is part of the VASG cohort (i.e., with current

and alumni of DC-based Knauss Fellows, Graduate Fellows, and internships and fellowships with private and non-profit sector partners) and receives professional development support.

Option 2. CZM pays for the full cost of the fellow's salary and benefits. CZM would not compete with other state agencies for VASG's limited funding, but would still compete for a student's interest and placement. So as long as a student selected the CZM office, CZM would be guaranteed a Fellow. The cost to CZM would be **\$60,000** per fellow. The Fellow is part of the VASG fellowship cohort and receives professional development support and services; VASG would cover these costs.

➤ **Fellows at CPT members:**

With additional BIL funding, we could provide CPT members with a Commonwealth Fellow and enhance CPT member capacity (and future workforce) to engage with CZM and advance coastal and marine resilience and sustainability, consistent with our strategic plans and NOAA workplans.

VASG and CZM would develop the RFP for host offices. VASG would run the competitive process among CPT (non-academic) members and match-making between students and hosts, and the fellows would be William & Mary employees. A CPT member would be asked to contribute **\$20,000** toward their Commonwealth Fellow's salary – VASG has found that this buy-in has been important to ensure full engagement of the Fellow and enable to the host office to obtain the greatest benefits from the Fellow's work products. All Fellows are part of the VASG fellowship cohort and receive professional development support and services.

This is a scalable option, depending upon how much BIL funding CZM would like to contribute, i.e., e.g., **\$40,000/fellow** plus the \$20,000 contribution from the CPT host. The cost to CZM for:

- *Four CPT members: \$160,000*
- *Five CPT members: \$200,000*
- *Six CPT members: \$240,000*

VASG currently funds 2-3 Fellows per year, at CPT member state agencies, although the projects our host offices have proposed over the years may or may align with CZM and CPT priorities. We could explore that with CZM and whether VASG could further supplement Fellows at CPT hosts.

VIRGINIA SEA GRANT PARTNER UNIVERSITIES
