

April 2025

Middle Peninsula Planning District Commission

TECHNICAL ASSISTANCE AND RESILIENCE PROGRAM



Virginia Coastal Zone
MANAGEMENT PROGRAM



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The views expressed herein are those of the authors and do not necessarily reflect the views of the U.S. Department of Commerce, NOAA, or any of its subagencies.

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Executive Summary

The Technical Assistance (TA) Program, funded through the Virginia Coastal Zone Management Program (Virginia CZM), provides Middle Peninsula Planning District Commission (MPPDC) staff the opportunity to create and implement adaptive management techniques, enhance communication between local, regional, and state stakeholders, and inform planning decisions by local, regional, and state coastal managers. The TA Program has been the backbone of coastal zone management in the Middle Peninsula by providing a resource that allows local governments to address coastal zone issues that may otherwise go unanswered. Specifically, the TA Program provides the MPPDC with the necessary administrative framework to assist rural Middle Peninsula coastal localities (i.e., staff, elected officials, and community level groups) in the enhancement of coastal zone management tools and techniques that balance economic development while protecting coastal resources.

Middle Peninsula localities rely annually on MPPDC staff to provide professional and technical coastal zone management planning assistance on national, regional, and local coastal issues, and associated policy and legislation. Over the past year, the MPPDC has made significant strides in providing education and technical assistance on issues such as the regional impacts of dredging, nature-based flood mitigation solutions, and resiliency. For the Federal FY23 grant, there were five tasks outlined and completed under the work program:

Coastal Management Analysis and Policy Support. MPPDC staff provided coastal management support to local government elected officials, chief administrative officers of local governments, local planning staff, local planning commissions, and wetlands board staff.

Local and State Planning Coordination. MPPDC staff attended, convened, and participated in various monthly and quarterly meetings with local government planners, government administrators, and other appropriate government and NGO committees to assist with improved coastal planning. Through these meetings, Coastal Planners illuminate choices which policy makers can use to help inform local and regional decisions. Also, MPPDC staff provided five (5) trainings throughout the year.

Middle Peninsula Chesapeake Bay Public Access Authority (MPCBPAA) Work Plan & Support for Online Facility Reservation System. MPPDC staff assisted the MPCBPAA in the implementation of their annual work plan. Four (4) MPCBPAA meetings were held throughout the year.

Benefits Accrued from Ongoing and Prior CZM Grants. MPPDC contracted with Consociate Media to develop an ongoing strategic outreach and awareness initiative to inform localities and stakeholders of the PDC and MPCBPAA's work and the benefits of Virginia CZM funding.

Enhancing Regional Resiliency and Supporting State Level Resiliency Efforts. MPPDC staff continued to enhance and expand the Middle Peninsula Fight the Flood (FTF) Program with upgrades to the database and website to ultimately encourage citizens to register for the program and connect them with contractors offering resiliency or mitigation solutions and financial incentives. During this project period, MPPDC staff submitted 33 resiliency grant applications requesting more than **\$36,128,281** to various funding agencies. MPPDC staff also contracted with Consociate Media to develop and execute a communication strategy to share pain points of living within a coastal area.

Introduction

With funding through the Virginia CZM Program, MPPDC staff were able to provide coastal management support and coordination to local governments, their local planning staff, and elected officials. MPPDC staff were also able to collaborate and provide guidance to other planning district commissions (PDCs) on coastal issues, including resiliency planning and mitigating for flooding with nature-based solutions, dredging and beneficial use, and public land access. This report will touch on the five (5) products of this project.

Product #1: Coastal Management Analysis and Policy Support

MPPDC's Coastal Resources Technical Assistance (TA) Program provides the necessary administrative framework to assist rural coastal local governments across the Middle Peninsula with access to enhanced coastal zone management tools and techniques that balance economic development with protecting coastal resources.

The nine (9) local governments of the Middle Peninsula region relied upon MPPDC staff for ongoing analysis and policy support for emerging issues to assist and improve local and regional planning efforts. Technical policy assistance focused on a variety of topics including dredging, coastal resiliency, water supply planning, and septic pump out. For a list of staff activities throughout the grant year, please see **Appendix A**.

Example of Coastal Management Support

MPPDC staff worked with Delegate Keith Hodges, Virginia General Assembly 98th, District concerning the development of approximately three bills focusing on addressing key issues impacting rural coastal localities. MPPDC staff coordinated with Delegate Hodges on HB 1058 to create a singular duck blind license for the MPCBPAA which passed 98-1 in the house and unanimously in the Senate. MPPDC staff assisted with the following bills:

- **HB1135 / SB 402.** Requires the Department of Agriculture and Consumer Services to convene a work group of relevant stakeholders in order to support and encourage coordination regarding efforts to create a robust and resilient market for blue catfish. The work group shall (i) review past and ongoing efforts to promote the creation of a market for blue catfish, (ii) identify and explore potential sectors for the blue catfish market, and (iii) identify any actions that the Commonwealth can take to promote and expand the market for blue catfish.
- **HB 1056.** Requires the Secretary of Natural and Historic Resources and all relevant agencies, when setting coastal resilience policies, issuing permits, and evaluating grant proposals to seek input and consultation from the Commonwealth's research university collaborative. Current law permits the Secretary to seek input and consultation from such collaborative when setting coastal resilience policies. The bill removes the Virginia Coastal Policy Center from such collaborative and provides that such collaborative may include any other institution in the Commonwealth conducting coastal resilience research. The bill also requires the Secretary to utilize such collaborative's expertise, research, and data analysis for the implementation of water management techniques and coastal resilience strategies.

Product #2: Local and State Planning Coordination

MPPDC staff hosted monthly and quarterly meetings as a forum and information exchange between the local planning staff, local government administrators, and local government appointed committees. This forum provided for continued coordination of coastal local planning efforts, specialized training opportunities and the impetus for leadership in progressive coastal zone planning techniques. Training topics revolved around assisting with implementation of existing state and federal regulations including, but not limited to Chesapeake Bay Preservation Area (CBPA) septic pump out; water supply management and FTF Program (i.e. projects and financial tools). Forums, training, and meeting activities served as a conduit for information exchange between various user groups about state/federal initiatives and to solicit input from localities on state/federal initiatives. Coordination occurred at the local level for administrators and planners (monthly, bimonthly, and quarterly), and other appropriate committees, as necessary.

MPPDC staff convened ten meetings of the local government administrators on the following dates: 10/13/23; 12/8/23; 1/12/24; 2/9/24; 3/8/24; 4/12/24; 5/10/24; 6/14/24; 7/14/24; and 9/13/24.

Additionally, four meetings of the MPCBPAA were convened to discuss ongoing and new issues related to coastal zone management (Meeting Dates: 10/13/23; 1/12/24; 3/8/24; 7/12/24). Additionally, MPPDC staff hosted five trainings throughout the grant year, including the following:

1. **2/22/24 – Water Supply Planning: Recent Changes to Plan Requirements.** At the February local planners meeting MPPDC staff invited Virginia Department of Environmental Quality (DEQ) to provide updates on the Local and Regional Water Supply Planning (WSP) Regulation. The regulation changes shift the planning areas to be defined by watersheds. It includes a new emphasis on stakeholder inclusion and requirements regarding water supply resilience. Plans are due 5 years from the effective date of the regulation with an anticipated due date in 2029. There were 14 people at this training.
2. **4/10 & 4/11/24 – Water management industry via the MPPDC FTF program.** At the Environment VA conference in Lexington regarding the MPPDC's efforts to organize and launch a water management industry via the MPPDC FTF program. There were 20 people at this training.
3. **6/26/24 – MPPDC FTF Presentation & Training (PART 1).** At the June Local Planners meeting MPPDC staff shared basic information and updates to the FTF website. It was noted that the program has now resulted in over \$44 M in grant and loan funding for flood protection and water management activities in the region since the program's inception in 2020. There were 10 people at this training.
4. **8/28/24 – Available financial Tools through the MPPDC FTF (PART 2).** At the August local planners meeting MPPDC Staff provided a brief overview of FTF Program and financial tools available through the program. Planners were provided information on available loan funding for septic and living shoreline with details about rates and terms. An explanation was offered for how loans offer more immediate assistance for emergent needs. The availability of living shoreline plant insurance was also conveyed. There were 9 people at this training.
5. **9/19/24 – Chesapeake Bay Preservation Area (CBPA) Septic Pump out Reporting Transition Coordination Meeting.** In place of the September local planners meeting MPPDC staff invited Virginia Department of Health (VDH) to the MPPDC office to discuss the progress in transitioning CBPA Septic Pump out Reporting from localities to VDH. There were 13 people at this training.

Product #3: MPCBPAA Work Plan & Support for Online Facility Reservation System

MPPDC staff assisted the MPCBPAA with project facilitation, research, and data collection to support implementation of the MPCBPAA annual work plan. MPPDC staff assisted the Virginia Interactive with Online Facility Reservation system design by providing technical planning assistance including but not limited to outdoor trail planning, public access use capacity assessment, site mapping, improved social media awareness, and other aspects of coastal recreational planning to enhance the user's interactive experience with the reservation system. MPPDC staff convened four meetings of the MPCBPAA throughout the project year. Meeting dates were 10/13/23; 1/12/24; 3/8/24 and 7/12/24. In conjunction with the meetings, MPPDC staff also worked to advance the work of the MCBPAA, including:

- **Land management and facilitation of land donations.** MPPDC staff continued to oversee management MPCBPAA lands. MPPDC staff also worked with two property owners in the region interested in donating lands to the MPCBPAA; however, no properties were acquired.
- **Go Virginia Region 5/6 Rural Challenge.** This project leverages MPCBPAA properties to bring new businesses providing innovative coastal resiliency services to the Middle Peninsula and beyond. This is a unique opportunity to utilize publicly owned waterfront properties as field stations for research and development and collaborated work research to test new approaches and build businesses. VASG partnered with the United States Department of Agriculture's Rural Innovation Stronger Economy (RISE) program and conducted a \$1.5M Rural Coastal Community Resilience Challenge. Four winning proposals were selected and address septic systems, building rehabilitation, flood mitigation, and beneficial reuse of dredged material. Each proposal has received \$200,000 to implement their solution using MPCBPAA owned property. During this project period the first elevated septic system in Coastal Virginia arrived and was installed at the Captain Sinclair's brick rancher, owned by the MPCBPAA. Also, seven different shoreline technologies have been installed at the Captain Sinclair's Canal illustrating coastal innovation incorporating geo textiles, concrete formed products, dredge spoil material management. More details can be found in the Accrued Benefits Report in **Appendix B**.
- **Virginia Housing Development Authority (VHDA) Grant.** The MPCBPAA continued to implement the \$1M housing grant awarded in 2022 to rehabilitate and construct seven affordable public workforce housing units for low-income people that need to live and work near the water as well as create new revenue streams to serve as sustainable funding to support the work of the MPCBPAA. MPCBPAA worked with MPPDC staff to contract with Balzer and Associates to handle development of required permits, final designs and project management for rehab-construction activities associated with the Pool House and Big House at Captain Sinclair's. In part, MPPDC staff coordinated a Veteran workday at the property which included participation of Knott Alone, Mulberry Island Veteran Team, That Damn Mary Brewing Company, Gumbeau's Catering, and Fulcrum Concepts LLC. They provided volunteer labor for demolition work in the big house for eventual veteran maritime workforce housing for MPCBPAA land holdings as well as a long-term therapy program. Construction began at the Captain Sinclair's Recreational Area.
- **Marketing and Branding.** MPPDC staff also continued to work with Consociate Media to develop a Coastal Wilds i-frame virtual marketplace to launch an e-commerce store front: [Virginia's Coastal Wilds](#) | [Official Merchandise](#) | [Bonfire](#).

Product #4: Benefits Accrued from Ongoing and Prior CZM Grants

The challenges faced by residents and businesses on the Middle Peninsula, in the heart of rural coastal Virginia, are complex and diverse. Years of regulatory overlap, combined with a strong need to maintain

clean waters and a resilient shoreline, created an environment that made it difficult for businesses to grow, homeowners to protect their property and the economy to thrive. With the support of the Virginia CZM for the last nine years, MPPDC staff have made strategic and focused decisions to view water management in the rural coastal communities as an asset. **Appendix B** provides the full report of benefits accrued and where the investment by Virginia CZM showcases results today. With continued investment, these benefits can be even further realized and built upon into the future.

Product #5: Enhancing Regional Resiliency & Supporting State Level Resiliency Efforts

MPPDC staff provided professional planning, strategic thinking, marketing, community outreach, and technical assistance to expand and promote the FTF program within the region and beyond. FTF projects continued to be entered into the internal FTF database. MPPDC staff continued to work directly with businesses and FTF participants on flooding solutions and project on their property. MPPDC staff also continued to work with Consociate Media to build resources and information on the FTF website. The website now has a “Solutions” page that reviews solutions to flooding including dredging, structural, water monitoring, shoreline, stormwater, and insurance. Each one of these solutions offers a short description and visuals that can assist property owner’s understanding these topics and how it may apply to their property.

Development and Execution of a Communications Strategy

MPPDC staff contracted with Consociate Media to develop and execute a communication strategy around deliverable 5 from project last year’s Virginia CZM project (Task #44 NA22NOS 4190187) that developed a new methodology for conducting a community flood inundation assessment and strategic alternatives analysis for Bavon in Mathews County, Virginia. Consociate Media reviewed the white paper and used their marketing expert to tell the story for the findings that is easily digestible for the public. A copy of the MPPDC Coastal Resilience Story is included in **Appendix C** while **Appendix D** provides the overall communication strategy for the key take aways from their deliverable. To execute part of this strategy, Consociate Media published an article on the FTF website titled, [Assessment: Pain points of Living in a High-Water Hazard Area](#) and produced a teaser video to share on the FTF website, social media outlets, and during presentations by MPPDC staff. See the teaser video here: <https://f.io/IHYWPtoN>.

Contributions to Resilience

As MPPDC staff gathered information and worked directly with citizens and regional stakeholders to find funding opportunities that might fund their mitigation or resiliency need, MPPDC staff spent a substantial amount time writing and submitting resiliency and mitigation proposals to a variety of entities (Table 1). Throughout this grant year MPPDC staff requested a total of **\$36,128,281** for coastal-related and resilience projects from a variety of entities (i.e. Federal Emergency Management Agency (FEMA), National Fish & Wildlife Foundation (NFWF), and National Oceanic and Atmospheric Administration (NOAA)). MPPDC staff was awarded a total of **\$4,270,365** within this Virginia CZM grant period grant period.

Table 1:
Opportunities Identified to Implement Commission Priorities
Proposals Status for Grant Applications

Service Center	Project Title and Description	Date Applied	Funding Requested	Status
MPCBPAA	FEMA Public Asst. Sinclairs Pool House Elevation preapplication	Oct. 2023	\$164,580	Not Awarded
Environmental	DEQ 319(h) Septic Repair – Mod 2	Oct. 2023	\$95,340	Awarded
Environmental	DEQ 319(h) Septic Repair – Mod 3	Oct. 2023	\$36,902	Awarded
Environmental	FEMA BRIC Preapplication - VA low water state project scoping	Nov. 2023	\$150,000	Submitted
Environmental	NOAA Transformational Hab. Rest. & Coastal Resilience FTF Capacity Building	Nov. 2023	\$2,097,581	Not Awarded
Environmental	DCR CFPF Middlesex Bushy Park Shoreline Design & Phase 1 Construction	Nov. 2023	\$1,000,000	Not Awarded
Environmental	DCR CFPF Mathews Haven Beach Breakwaters Construction	Nov. 2023	\$1,134,897	Not Awarded
Environmental	DCR CFPF Aberdeen Creek Dredge Material Spit Reconstruction	Nov. 2023	\$1,742,637	Awarded
Environmental	DCR CFPF Gloucester Point Beach Living Shoreline Construction	Nov. 2023	\$2,622,466	Not Awarded
Environmental	DCR CFPF Fight the Flood Parametric and Flood Insurance	Nov. 2023	\$1,000,000	Not Awarded
Environmental	DCR CFPF Fight the Flood Marketing and Staffing Capacity	Nov. 2023	\$362,566	Awarded
Environmental	DEQ – IJJA Shoreline BMP Construction	Dec. 2023	\$1,800,170	Awarded
Environmental	DCR Resilient VA Revolving Fund - MPPDC Resilience Loan Funding Program launch	Dec. 2023	\$500,000	Submitted
Environmental	FEMA BRIC Preapplication – Essex Coleman Island Rd. Flooding Study	Jan. 2024	\$100,000	Submitted
MPCBPAA	GO VA – VA Sea Grant Resilience Economy (Amendment #2)	Jan. 2024	\$43,750	Awarded
Environmental	Mathews Community Foundation Gwynns Island Septic Repair	Feb. 2024	\$10,000	Awarded
Environmental	NFWF INSR – Sinclairs West Living Shoreline Construction	Feb. 2024	\$1,039,910	Not Awarded
Commun. Dev.	Virginia CZM Pub Financing Strategies for Coastal Resilience/Dredging Projects	Feb. 2024	\$50,000	Awarded
Environmental	Virginia CZM Coastal Program Tech. Asst. FY2024	Feb. 2024	\$129,000	Awarded
Transportation	VPA Timberneck Creek Dredging Project	Feb. 2024	\$4,000,000	Not Awarded
Environmental	VPA MidPen/E. Shore Dredge Material Management Initiative	Feb. 2024	\$4,000,000	Not Awarded
Environmental	DEQ Ches. Bay WIP Technical Assistance FY25	Mar-24	\$72,500	Submitted
Emergency Management	Congressionally Directed Spending – Emergency Generators	Apr-24	\$942,574	Not Awarded
Local/Reg	Congressionally Directed Spending - Parametric Tide Gauges	Apr-24	\$801,583	Submitted
Environmental	NFWF SWG – Sinclairs West Living Shoreline Construction	Apr-24	\$999,953	Not Awarded

Local/Reg	DOD REPI West point Airport Acquisition	May-24	\$697,000	Submitted
Local/Reg	NOAA BIL Middlesex Co. Bushy Park Farm Acquisition LOI (Try #2)	Jul-24	\$5,971,248	Submitted
MPCBPAA	NOAA BIL West Point Airport Property Acquisition LOI (Try #2)	Jul-24	\$797,000	Not Awarded
MPCBPAA	NERRS BIL West Point Airport Property Acquisition LOI (Try #2)	Jul. 2024	\$797,000	Not Awarded
MPCBPAA	NOAA BIL West Point Airport Property Acquisition LOI (Try #2)	Jul. 2024	\$797,000	Not Awarded
MPCBPAA	DCR VLCF Robinson-Bakers Creek Acquisition	Aug. 2024	\$303,975	Submitted
Local/Red	US EDA Technical Assistance 2025	Sept. 2024	\$70,000	Submitted
Environmental	DEQ IIJA Shoreline BMP Construction FY25	Sept. 2024	\$1,798,649	Submitted
	Total Requested		\$36,128,281	
	Awarded Total (October 2023– September 2024)		\$4,270,365	
	Request Award Potential Total		\$10,629,535	

Appendix A: MPPDC Staff Activities

October 2023

- Discussed Public Access Authority Americans with Disabilities Act, master plan, grant application concepts, to be submitted to the National Park Service in Chesapeake Bay program.
- Developed analysis of low-income areas based on the definition provided by Virginia Department of Conservation and Recreation (DCR) for Round 4 of the Community Flood Preparedness Fund (CFPF).
- Submitted 14 projects focused on the implementation of Best Management Practices to DEQ to be considered for Infrastructure, Investments and Jobs Act (IIJA) funding to Virginia.
- Submitted preapplication to FEMA for Public Assistance funding for the elevation of the Middle Peninsula Chesapeake Bay Public Access Authority (MPCBPAA) owned pool house structure at the Captain Sinclair's Recreation Area.
- Drafted and submitted a pre-application to FEMA's Building Resilient Infrastructure and Communities (BRIC) program to explore legal questions associated with low-water states receiving federal and state funding for the implementation of resiliency projects.
- Resubmitted two applications for NPS Chesapeake Network Grant funding. One application is for the development of experiential video footage of MPPDC water trails for inclusion on the VA Water Trails website. The other is for the development of an ADA Accessibility Plan for the MPCBPAA Captain Sinclair's Recreational Area.
- Submitted a NOAA Climate Resilience Challenge letter of intent in partnership with VIMS. Proposal includes over \$15M in funding requests for construction of living shoreline BMPs at Gloucester Point and many MPCBPAA owned sites.
- Submitted a NOAA Climate Resilience Challenge letter of intent requesting \$25 M in partnership with Virginia Sea Grant (VASG)SG to assist with further development and expansion of the Water Management and Coastal Resilience Industry within the Middle Peninsula.
- Submitted a VA Tourism Corporation application for Marketing Leveraging funding to support an ecotourism promotional campaign for MPCBPAA properties entitled "Pier Pressure".
- Consulted with locality staff regarding the Virginia Outdoors Foundation-Get Outdoors Program for several local government expressing need for recreational access master planning.
- Consulted with representatives from VASG, Virginia Marine Resources Commission (VMRC), and Virginia CZM concerning numerous National Oceanic and Atmospheric Administration (NOAA) grant opportunities for submission of shoreline restoration projects on publicly owned property.
- Consulted with a Virginia Department of Emergency Management (VDEM) regarding FEMA BRIC scoping grant to better understand the relationships between FEMA and low water property ownership.
- Consulted with Gloria Henderson, Chief Executive Officer for New Paradigm underwriter insurance company offering parametric insurance regarding tide gauge data requirements. Set a meeting for New Paradigm staff to discuss technical requirements with VIMS for a 22 possible grant submission under the DCR Flood Fund to provide parametric insurance across the Mobjack Bay area and tributaries.
- Convened the bi-monthly meeting of the MPCBPAA. The primary focus of the meeting was a presentation by Meridian Health on their behavioral services program proposal to the MPCBPAA. An unsolicited presentation on the concept of providing behavioral health for veteran assistance by using public access and outdoor recreation was provided. The MPCBPAA motioned to continue negotiating with Meridian Health to establish a partnership or a lease arrangement at the Captain Sinclair's property.

- Consulted with the Bill Goldsmith, Mayor of Urbanna concerning software application, allowing for GPS data collected through mobile phones to help understand where and how people are visiting the Middle Peninsula.
- Participated in the final James Madison University (JMU) Coastal Resilience Class review on designs for living with the water from a form and function perspective for projects on MPCBPAA lands.
- Met with DCR Shoreline Erosion Advisory Service (SEAS) to educate SEAS staff on how to connect Middle Peninsula property owners with the MPPDC FTF Program when SEAS is working to advise local citizens regarding shoreline solutions.
- Met with marina owner in Deltaville regarding living shoreline design.
- Assisted Middlesex County citizen with design and financing for living shoreline solution.
- Met with Chesapeake Bay Trust staff to discuss prospects for future MPPDC grant applications for Trust funding.
- Coordinate with FTF business, Portadam, regarding prospective projects within the region and developed concept for new regular FTF public informational webinar series where FTF businesses can educate and demonstrate their products and services to the greater public. Portadam is committed to conduct the first webinar during 2024.
- Convened the October LGA meeting. Continued the discussion of Data Centers and infrastructure needs to attract centers. Timmons Group and Dominion Energy presented on the technical and policy barriers.
- Overall management of the FTF program this period included 19 administrative tasks, 36 phone calls, and 19 correspondences.

November 2023

- NOAA Climate Resilience Challenge letter of intent submitted in partnership with VIMS was approved with NOAA requesting full proposal by January. Continued to coordinate with VIMS staff regarding proposal requests for over \$15M for construction of living shoreline BMPs at Gloucester Point Beach Park and 11 MPCBPAA owned sites.
- NOAA Climate Resilience Challenge letter of intent requesting \$25M in partnership with VASG to assist with further development and expansion of the Water Management and Coastal Resilience Industry within the Middle Peninsula did not receive an invitation to submit a full proposal.
- The VA Tourism Corporation application for Marketing Leveraging funding to support an ecotourism promotional campaign for MPCBPAA properties entitled “Pier Pressure” was selected for award.
- DCR Flood Fund Round 4 Applications:
 - Drafted support letter and match commitment letter templates for CFPF Round 4 applications.
 - Drafted authorization to request funding letter template for CFPF Round 4 applications.
 - Updated document titled “Relationship to Other Projects” that was added to all scopes of work.
 - Parametric and Flood Insurance: Developed and submitted proposal in partnership with VIMS to purchase and launch a new network of tide gauges around Mobjack Bay to pilot what will be the first area in the state to have access to parametric insurance policies. Proposal also will develop educational materials for parametric and flood insurance, provide free flood insurance consultation services for three years for FTF participants as well as purchase and provide one free year of parametric insurance premiums for low-income citizens within the Mobjack Bay service area.

- MPPDC Staffing and FTF promotion – Project will result in new FTF administrative staff hires and funding to promote and solicit additional participation in the FTF program.
- Gloucester Point Beach Park Living Shoreline Construction
- Mathews Haven Beach Breakwaters Construction
- Middlesex Bushy Park Farm Living Shoreline Design and Phase 1 Construction
- Gloucester Aberdeen Creek Dredged Material Land Reclamation and Flood Protection Design and Construction
- Virginia Department of Transportation (VDOT) Rt. 17 at Mount Landing Creek crossing study and improvements design - Staff partnered with VDOT regarding development of a proposal for DCR Flood Fund funding for pre-scoping, alternatives analysis, and design of improvements at Route 17 crossing of Mount Landing Creek in Essex County. Proposal was not submitted due to additional internal VDOT approvals being needed for VDOT to commit matching funds as part of the proposal. MPPDC staff will initiate the VDOT match approval process and hopefully submit the application during the next DCR Flood Fund round or for another grant program when an opportunity arises.
- West Point Flood Solution Strategy Development - Staff partnered with VDOT regarding development of a proposal for DCR Flood Fund funding for development of flood protection strategies for the Town of West Point including strategies for road flooding and inundation. Proposal was not submitted due to additional internal VDOT approvals being needed for VDOT to commit matching funds as part of the proposal. MPPDC staff will initiate the VDOT match approval process and hopefully submit the application during the next DCR Flood Fund round or for another grant program when an opportunity arises.
- Fight the Flood Program Management:
 - Overall management of the FTF program this period included 11 administrative tasks, 9 phone calls, and 7 correspondences.
 - Vetted two new businesses and added them to both sides of the FTF website.
 - Conducted a full review of the FTF webpage and survey and began implementing improvements meeting a deliverable. Numerous refinements were made to the survey to correct data collection issues and capture a stronger data set moving forward.
 - Developed GIS Filters for surveys to compile contact information for those FTF participants that expressed interest in learning more about insurance alternatives. This list was requested by a FTF insurance solution provider and was disseminated to the provider.
 - Living Shoreline Assistance:
 - Utilized GIS tools to filter applicable FTF participants and email an announcement about a grant opportunity with the Soil Water and Conservation District, available only in Gloucester, Mathews, and Middlesex Counties.
 - Met onsite with a FTF participant waterfront business owner, along with the owner of a registered FTF solutions business to facilitate progress to develop a second living shoreline desired to be installed on the participants property. The participant has already completed one project in a different location and shows strong interest in financing a new living shoreline in a separate area of the property.
 - Met in the office with two representatives from a civic association from a waterfront cottage neighborhood that is low lying, with a sandy beach, with no protective measures. They are seeking alternatives to a SEAS suggestion of needing an offshore breakwater with an estimate of \$1.25 Million, seeking less expensive alternatives, design work, and grant funds.

- Met with Placer.ai company regarding potential purchase of data analytical tools to support MPPDC/ MPCBPAA economic development, transportation and community development programs.
- Developed draft service agreement for emergency and targeted dredging of Broad Creek to address public safety shoaling hazards that have occurred in the creek. Presented draft service agreement to Middlesex Board of Supervisors during their November meeting with project and agreement being approved unanimously. Initiated full execution of agreement with Middlesex County Administrator and will kick project off in the near future.
- Attended the Community Disaster Resilience Zone webinar hosted by FEMA to review this 5-year designation to boost resilience in selected areas throughout the United States. Within the Middle Peninsula Census, Tract 951100 in Middlesex County and Tract 950700 in Essex County were identified as a Community Disaster Resilience Zone. More designations are expected by the end of the year.
- Consulted with a series of students from JMU conducting research on coastal resiliency.
- Consulted with numerous Middle Peninsula residents interested in hunting land owned by the MPCBPAA. Directed interested citizens to the Virginia Coastal Wilds website and the online reservation system.
- Consulted with Susan Hale, Chesapeake Bay Grants Administrator, DEQ regarding EPA funding for Rappahannock River EPA Impacted Basin Areas and the ability for the Middle Peninsula FTF program to deliver funding to property owners for living shoreline owners on the Rappahannock river. Continued negotiations with DEQ staff to formalize a contract.
- Consulted with Claire Retter Northbridge Environmental Management Consultants interested in lessons learned while administering Virginia Clean Water Revolving Loan fund and program development.
- Attended the Stanford Undergraduate Research Association (SURA) 2023 Conference held in Washington DC. Provided updates on FTF program development as well as explored research projects in gulf coastal states.
- Consulted with various FTF business owners struggling with receiving clear guidance from the Virginia Institute of Marine Science (VIMS), Advisory Service Joint Permit Application (JPA) program review process for shoreline designs and permitting questions. Businesses have requested that VIMS no longer be part of any informal review or comment on shoreline designs due to perceived bias against certain technologies or techniques.
- Agreed to serve on the Virginia Economic Development Partnership, rural task force, focusing on economic development needs for rural communities.
- Consulted with Fauquier County administrative staff regarding water access easements. Provided examples of MPCBPAA documents.
- Provided assistance to the Virginia Waterman's Association regarding blue catfish grant application meeting. Arranged for a representative from the Virginia Department of Agricultural and Consumer Services to attend the meeting and answer questions of local interest.
- Consulted with Donna Fletch, VDEM for Region 1. Discussed the exclusion of Native American tribes from the Middle Peninsula All Hazard Mitigation Plan as of 2023 update. The Tribes are Sovereign Nations within the Middle Peninsula and will not be included with the plan as no formal arrangement between FEMA or VDEM has materialized or negotiated terms for inclusion. MPPDC's responsibility lies with protecting citizens of the Middle Peninsula first and remains ready to assist the Tribes if and when the request materializes.
- Consulted with a member of the Gloucester County Board of Supervisors requesting the average cost for septic system and well installations across the region. Provided most recent installation cost estimates.

- Coordinated Go Virginia Region 6 meeting between Middle Peninsula local government officials and the Region 6 staff to discuss future economic development grant funding opportunities.
- Hosted meeting between Delegate Hodges, MPPDC staff, and MPPDC lobbyists, Advantus Strategies to initiate preparation of draft legislation for the 2024 General Assembly session.
- Attended the 2-day (11/16/23-11/17/23) Virginia CZM Coastal Partners Workshop and presented on FTF. Audience discussion focused on how the program could be replicated in other regions.

December 2023

- Participated in the November 18, 2021, Rappahannock River Basin Technical Committee meeting; the meeting including a presentation on the City of Norfolk's coastal resilience efforts.
- Drafted letter to DCR regarding the Middlesex County Mill Creek boat landing Flood Fund award.
- Virginia CZM Reporting - FY21 Final Report: Prepared the final report and final report summary and submitted to Virginia CZM staff by the November 15, 2021, deadline.
- Attended the Virginia Coastal Resilience Master Plan (VCRMP) Stakeholders Phase 2 planning meeting. Received an update on the status of the plan and future efforts anticipated to happen under the next administration.
- Attended the General Assembly Joint Subcommittee on Coastal Flooding meeting. Received updates regarding the DCR Flood Fund and prospective flood-related legislative ideas.
- Consulted with an absentee landowner in Middlesex County regarding severe erosion and flooding issues and the need to access revolving loan funds for a potential repair.
- Convened the November meeting of the local government administrators meeting. Dr Rich Williams, Three Rivers Health District Directors gave an update on the pandemic. General discussion revolved around opioid settlement deadlines and the need for local govt to submit the required documentation.
- At the request of Dr. Rich Williams, Director for the Three Rivers Health District provided an update to the VDH leadership team on the status of the Middle Peninsula and its interactions with the VDH during the pandemic. Provided additional background on how MPPDC and Three Rivers Health District collaborate on coastal hazards public health matters, such as flooded septic systems.
- Discussed potential draft legislation with staff from the Virginia Resource Authority regarding creating a line of credit for PDCs which need short term cashflow associated with grant reimbursement requirements from a state or federal grant.
- Consulted with David Nunley, Caroline County Environmental Planner regarding Common Plan of Development and stormwater regulations.
- Coordinate with NOAA staff regarding joint permit application for living shoreline design construction at the MPCBPAA Hog Island property.
- Coordinate with Chesapeake Bay Program staff regarding a future presentation of the FTF Program to the Mid-Atlantic chapter of the American Planning Association.
- Provided input to a NERRS Science Collaborative Project Related to Carbon Sequestration proposal which, if funded, would develop a new methodology for modeling carbon sequestration and inundation vulnerability of tidal wetlands in the Middle Peninsula. Submitted intergovernmental reviews in support for infrastructure projects in Urbanna and Tappahannock at the request of each town's staff.
- Received questions regarding the use of the Brown Tract for hunting from an Essex County resident.

- Received an inquiry from the US Maritime Marine Highway program coordinator regarding the recent US DOT Working Waterfront award to the MPPDC.

January 2024

- Completed the VCRMP end-user survey and agreed to meet with DCR staff during January for further discussions.
- Coordinated with VMRC and Virginia CZM staff regarding a grant application for NOAA federal infrastructure bill funding titled “Coastal Harmony” which, if funded, would result in the construction of approximately 12 shoreline protection and habitat restoration projects around the coastal zone. The proposal included request for \$4.3 M for the following projects in the Middle Peninsula: Hog Island, New Point Comfort Natural Area Preserve, Captain Sinclair’s Recreational Area West, Haven Beach, and Gloucester Point Beach.
- Developed and submitted a preapplication for FEMA BRIC funding requesting \$100,000 to advance a study of Coleman Island Road in Essex County, which is a flood-prone roadway in need of an engineered solution.
- Developed and submitted public comments to DEQ regarding the inclusion of the development and expansion of concrete manufacturing using dredged materials among the state’s various climate pollution reduction strategies.
- Sent a list of deliverables, budget, and timeline for this project to Consociate Media to develop a subcontract.
- VA Water Trails Website Maintenance and Management:
 - Met with Virginia CZM staff to discuss possible funding for improvements to the website and longerterm ownership and management of the site.
 - Coordinated with the Northern Neck PDC (NNPDC), Accomack-Northampton PDC (ANPDC), and PlanRVA regarding the recently executed MOU.
 - Submitted application for \$500,000 in VDCR Resilient VA Revolving Funding for the capitalization and launch of MPPDC Resilience Loan Funding Program which, if funded, would provide financing options for all flood mitigation activities eligible under the CFPF, which would include living shorelines and stormwater BMPs.
- DCR Flood Fund Round 4 Applications:
 - Parametric and Flood Insurance: Proposal in partnership with VIMS for \$1M was declined by the Review Team. Discussion has ensued with DCR staff regarding the future direction of the proposal which was to purchase and launch a new network of tide gauges around Mobjack Bay to pilot what will be the first area in the state to have access to parametric insurance policies. Proposal also will develop educational materials for parametric and flood insurance, provide free flood insurance consultation services for three years for FTF participants as well as purchase and provide one free year of parametric insurance premiums for low-income citizens within the Mobjack Bay service area.
 - MPPDC Staffing and FTF promotion – Proposal for \$362,556 was conditionally approved by the Review Team. If funded, the project will result in new FTF administrative staff hires and funding to promote and solicit additional participation in the FTF program.
 - Gloucester Aberdeen Creek Dredged Material Land Reclamation and Flood Protection Design and Construction – Proposal for ~\$1.7M was conditionally approved by the Review Team. If funded, the project will result in the restoration of land near the mouth of the creek which has eroded away using dredged material in geotubes and other fill, shoreline protection structures, and plants.
 - Gloucester Point Beach Park Living Shoreline Construction – Proposal for ~\$2.5M was flagged as needing further discussion before decision is made by the Review Team. If

- funded, the project will provide gap funding for the beach renourishment and dune elevation, breakwater system construction and dune grass planting at the site.
- Mathews Haven Beach Breakwaters Construction – Proposal for ~\$1.1M was flagged as needing further discussion before a decision is made by the Review Team. If funded, the project will provide gap funding needed to complete the breakwater system, planting of dune grasses, and dune fencing at Haven Beach.
 - Middlesex Bushy Park Farm Living Shoreline Design and Phase 1 Construction – Proposal for \$1M was flagged as needing further discussion before decision is made by the Review Team. If funded, the project will design a multi-phase living shoreline with construction of what will become Phase 1 along the highest erosion shoreline areas.
 - VDOT Rt. 17 at Mount Landing Creek crossing study and improvements design - Staff partnered with VDOT regarding development of a proposal for DCR Flood Fund funding for pre-scoping, alternatives analysis, and design of improvements at Route 17 crossing of Mount Landing Creek in Essex County. Proposal was not submitted due to additional internal VDOT approvals being needed for VDOT to commit matching funds as part of the proposal. MPPDC staff will initiate the VDOT match approval process and hopefully submit the application during the next DCR Flood Fund round or for another grant program when an opportunity arises.
 - West Point Flood Solution Strategy Development - Staff partnered with VDOT regarding development of a proposal for DCR Flood Fund funding for development of flood protection strategies for the Town of West Point including strategies for road flooding and inundation. Proposal was not submitted due to additional internal VDOT approvals being needed for VDOT to commit matching funds as part of the proposal. MPPDC staff will initiate the VDOT match approval process and hopefully submit the application during the next DCR Flood Fund round or for another grant program when an opportunity arises.
 - Fight the Flood Program Management:
 - Overall management of the FTF program this period included 23 administrative tasks, 11 phone calls, and 11 correspondences.
 - Added two surveys for MPCBPAA Structures with flood risk to FTF.
 - Added a survey for a SWAP D2PI project that needs a living shoreline installed to facilitate a replacement septic for a qualified low-income qualified Essex County resident.
 - Added 3 additional layers to FTF GIS to assist with screening surveys for upcoming grant opportunities.
 - Added FEMA Community Disaster Resilience Zones for screening FEMA BRIC Grant to identify public infrastructure surveys in the eligible area.
 - Added Disadvantaged Communities within Most Effective Basins Layer for screening for a DEQ shoreline Grant.
 - Added VDEM 911 Layer to be able to identify number of residences that would be assisted by different grant proposal scenarios.
 - Added translation software to FTF website.
 - Added new participating FTF business, Danos, to the business database and the website.
 - Updated tally of investments made through the FTF from program inception in 2020 through December 2023. The total now stands at over \$31 M in investments via grants and loans for flood mitigation and coastal resilience activities within the region.
 - Attended a virtual DCR Dam Grant Training. One older FTF survey is for a private dam. No new grant opportunities were identified at the training. Corresponded with the individual that completed the dam survey.

- Corresponded with two businesses that have applied to FTF in the past and have not been added. The companies are not yet established, and ready to be forward facing to consumers.
- Living Shoreline Assistance:
 - Assisted a commercial campground owner in Middlesex County that completed a FTF survey by contacting them to speak at length about their specific issues.
 - Drafted a new survey on survey123 for an anticipated grant to screen for Disadvantaged Communities within Most Effective Basins.
- Consulted with four new citizens that completed a survey on FTF, 1 Mathews, 1 Essex, 1 Gloucester, and 1 Middlesex. Two were referred to our Loan Program needing immediate living shoreline assistance.
- Developed draft subcontract with Consociate Media for FY23 services.
- Continued to meet with Placer.ai company regarding potential purchase of data analytical tools to support MPPDC/ MPCBPAA economic development, transportation and community development programs.
- Executed service agreement for emergency and targeted dredging of Broad Creek to address public safety shoaling hazards that have occurred in the creek and will kick project off in the near future.
- Coordinated with CBNERR to promote flood resiliency community workshop in February 2024.
- Agreed to participate in Virginia Economic Development Partnership (VEDP) rural economic development taskforce meeting to identify key rural areas for economic development opportunity which VEDP may have an interest in supporting. Advocated for water management jobs.
- Advised Derek Aday, Dean and Director VIMS that DCR requested more information related to CFPF grant applications submitted and would representatives from Parametric Insurance industry to better understand what Parametric Insurance is and why tide gauges are needed.
- Participated in several interviews by university researchers interested in knowing more about how MPPDC administers its living shoreline revolving loan program and how FTF program is structured.
- Attended a Wetland Watch speaking engagement. Spoke on the utility of FTF and public access donations related to recurrent flooding and consumer preference to not live in a higher hazard area.
- Participated in an interview with Katherine Hafner, of National Public Radio who is doing a story on water management and efforts within the Middle Peninsula to create new innovative economic development approaches and solutions. Toured Catpain Sinclair's to discuss elevated septic and shoreline solutions.
- Convened the monthly meeting of the Middle Peninsula Local Government Administrators. Agenda Items discussed included:

Local Issues Submitted for Discussion

- VDH-ODW site regarding the Lead Service Line Inventory: West Point
- HB 636- *Siting of energy facilities; approval by the State Corporation Commission:* King and Queen
- EDA's- Regional Catfish Initiative: Middlesex
- Regional Grant Positions Discussion- Open Discussion Participation and Billing
- Local budgets/COLA
- Other Issues

Regional Issues to Discuss

- General Assembly Session: Open Discussion
 - Dredging Update
 - Other Regional Issues
- Provided assistance to numerous hunters across the Middle Peninsula interested in reserving land managed by the MPCBPAA for public hunting.
 - Met with Delegate Mark Sickles to discuss dredging needs across the Middle Peninsula. Meeting resulted in a budget amendment to increase funding for dredging to \$8 million.
 - Consulted with Middlesex County Economic Development Director, Trent Funkhouser, regarding blue catfish, processing and feasibility study for Flash Freeze.
 - Attended Wetland Plant Production and Coastal Resilience Workshop held at ODU. Spoke on the work of the MPCBPAA and native plant harvesting and the MPPDC FTF program.
 - Consulted with a representative from Boat U.S. regarding insurance claim for a vessel which has damaged Perrin Wharf. The vessel which caused the damage had insurance by Boat U.S. The Company is attempting to find the policyholder.
 - Convened the January meeting of the MPCBPAA. Agenda items included an update on Captain Sinclair redevelopment, tidal wetland plant and grass harvesting policy to help encourage new eco-businesses to expand into the tidal plant harvesting market.
 - Advised on the addition of a 100-acre Green Way Farm donation in Gloucester.
 - Consulted with retired Delegate Harvey Morgan regarding working waterfront infrastructure preservation within Mathews County. Provided copies of legislation for working waterfront preservation, which authorizes the use of an overlay zoning district to provide regulatory relief.
 - Coordinated with DEQ staff on a possible \$1.6 million grant for the Rappahannock River EPA Impacted Basin. Developed draft scope of work and legal approach to expedite the expenditure of funds.
 - Attended the Gloucester General District Court as a witness for a VMRC case to remove a sunk vessel from Perrin Wharf. The owner removed the vessel before the court date, subsequently the case was dismissed.
 - Consulted with NOAA staff regarding oyster restoration projects within the Mobjack and interest by NOAA to partner with the MPCBPAA.
 - Updated the new town manager in Urbanna, Ted Costin on initiatives underway by the MPPDC as well as the MPCBPAA.
 - Consulted with Ingrid Bauer, Senior Associate Engineer for Wetland Studies and Solutions, Inc. regarding MPCBPAA BMP warehouse designation for Natrx, Flexamat and traditional living shoreline.
 - Consultant with Delegate, Keith Hodges and MPPDC lobbyist, Robert Crockett regarding draft legislation related to the Middle Peninsula legislative needs.
 - Consulted with Meridian Health representatives on a draft lease agreement for Veteran services at the Captain Sinclair complex.

February 2024

- Attended the Climate Pollution Reduction Grant (CPRG) Steering Committee hosted by PlanRVA. The Committee provided updates to community engagement activities, including the survey requesting information from citizens about greenhouse gas emissions.
- Began to draft the Virginia CZM FY24 scope of work to submit to Virginia CZM by March 1st.
- Meet with Jeff Flood, Virginia CZM Coastal Planner, to review the MPPDC scope of work.
- Met with USDOT Maritime Administration (MARAD) staff on January 25 to explore prospects for MARAD funding for regional dredging and working waterfront improvement opportunities.

- Met with VDCR Office of Resilience Planning staff on January 29 to discuss VCRMP Phase 2 updates and implementation strategies.
- Participated in the Virginia CZM Coastal Policy Team (CPT) meeting in Richmond on January 30 to discuss NOAA/Virginia CZM funding priorities and present project ideas for parametric insurance needs and VA Water Trails website enhancements.
- Participated in the VA Resilience Reception at the General Assembly on January 30.
- Participated in the VCRMP Funding Subcommittee meeting in Richmond on February 1. Topics addressed included FTF, parametric insurance, and flooding and sea-level rise impacts on the tax base of localities.
- Participated in a meeting on February 7 called by VMRC, DWR, and USACE staff regarding prospects for dredged material beneficial reuse for Davis Creek.
- Met with Virginia CZM staff regarding proposal for NOAA/Virginia CZM funding for development of template local ordinances for establishing local finance districts to support maintenance dredging and/or coastal resilience/flood protection infrastructure. Will submit proposal during March with inclusion of pilot project for Broad Creek in Middlesex County.
- Presented to the Eastern Shore Navigable Waterways Committee on January 18 regarding a joint proposal to the VA Port Authority (VPA) Waterway Maintenance Fund for the development and initial implementation of dredged material disposal/reuse master plans for the Middle Peninsula and Eastern Shore. Presented the same proposal concept to the MPPDC Board during its meeting on January 24, where the MPPDC actioned unanimous support for the proposal. Presented to VPA staff on February 15 and will submit the full application requesting \$4M prior to March 1.
- At the request of the MPPDC Board, application for dredging of Timberneck Creek in Gloucester County will be submitted as a secondary option to the dredged material management initiative proposal. Presented the Timberneck proposal VPA staff on February 15 and will submit the full application prior to the March 1 deadline.
- In response to a request from Congressman Wittman's office, a list of dredging and navigation needs for consideration for future Water Resources Development Act funding was developed, presented to the MPPDC Board on January 24, and submitted to Congressman Wittman's office.
- At the request of the Middlesex County Economic Development Authority, provided a presentation on January 18 regarding MPPDC dredging and working waterfront improvement activities and associated economic development opportunities.
- Met with USDOT Maritime Administration (MARAD) staff on January 25 to explore prospects for MARAD funding for regional dredging and working waterfront improvement opportunities.
- Consulted with Matt Campbell, President of NATRX concerning approaches for post-monitoring of shoreline installations.
- Attended the NOAA Social Coast Conference held in Charleston SC. Presented on how FTF program works and how the program protects the tax base of the Middle Peninsula as well as encourages and supports business innovation.
- Consulted with Advantus Strategies on various coastal zone management bills important to the work of the MPPDC that are being heard at the General Assembly.
- Continued discussion with Meridian Health, Knott Alone, and the Gloucester Crew Team on the redevelopment of Captain Sinclair's.
- Attended the Virginia CZM CPT meeting held at DEQ Central Office, Richmond Virginia.
- Met with the new owners of Virginia Interactive (Tyler Technologies) to discuss the next upgrade to the MPCBPAA on-line reservations system. Requested conceptual ideas and cost estimates to modernize the reservation system.

- Convened the February meeting of the Local Government Administrators. Agenda items included: General Assembly update, dredging funding update, grant writer position status, water supply mandate and Chesapeake Bay program review by DEQ.
- VA Water Trails Website Maintenance and Management:
 - Met with Virginia CZM staff to discuss proposal for NOAA/Virginia CZM funding for improvements to the website and longer-term ownership and management of the site. Will submit proposal for funding during March.
 - Coordinated with the NNPDC, ANPDC, and PlanRVA regarding payment for website maintenance and subscriptions.
- Fight the Flood Program Management:
 - Overall management of the FTF program this period included 10 administrative tasks, 6 phone calls, and 12 correspondences.
 - The Regional Living Shoreline Incentive Funding Program survey and the Regional On-Site Wastewater Treatment and Disposal Funding Program survey were redrafted by staff with numerous work sessions. These changes were implemented by Timmons Group and are in final draft phase. Once approved both surveys will be live on the FTF website and linked to other various resources including the MPPDC website. These surveys are a significant improvement and will work to flow participants into appropriate programs.
 - Presented an in-person overview of FTF at the February Mathews Master Gardeners Club roundtable on living shorelines.
 - Submitted a Virginia Outdoors Foundation preapplication for the Development of an ADA Master Plan for Captain Sinclair Recreational Area.
 - Staff participated in a kickoff meeting for a NOAA grant funded project that has been awarded to Lynnhaven River Now that aims to remove 100 abandoned or derelict vessels (ADVs) from Virginia waterways.
 - Participated in the Guinea Marsh Tidal Wetland Project Kickoff meeting with Natrx and DWR.
 - Coordinated and conducted pre-construction site visit with FTF business, Native Shorelines, regarding construction of a ~100 linear foot living shoreline at the MPCBPAA Captain Sinclair's Recreation Area.
 - Presented overview of FTF program at a public workshop hosted by the Chesapeake Bay National Estuarine Research Reserve in Virginia (CBNERR-VA) for King William County, Town of West Point, and King and Queen County property owners. Individually assisted several property owners with the completion of FTF surveys related to their specific flooding needs.
- Finalized subcontract with Consociate Media for FY24 services.
- Continued to meet with Placer.ai company regarding potential purchase of data analytical tools to support MPPDC/ MPCBPAA economic development, transportation, and community development programs.
- Hosted a meeting with John Sanderson of Tyler Virginia to discuss potential updates to the MP-MPCBPAA reservation site. Tyler Virginia will organize ideas and associated expenses over the next couple of weeks.

March 2024

- Participated in the VCRMP TAC meeting in Richmond on March 13. Topics addressed included FTF, parametric insurance, and flooding and sea-level rise impacts on the tax base of localities.
- Developed and submitted a proposal for NOAA/Virginia CZM funding for development of template local ordinances for establishing local finance districts to support maintenance

dredging and/or coastal resilience/flood protection infrastructure including a pilot project for Broad Creek in Middlesex County.

- Developed and submitted application to the VPA Waterway Maintenance Fund for the development and initial implementation of dredged material disposal/reuse master plans for the Middle Peninsula and Eastern Shore.
- Developed and submitted application to the VPA Waterway Maintenance Fund for dredging of Timberneck Creek in Gloucester County.
- Submitted a proposal for NFWF Innovative Nutrient and Sediment Reduction Grant funding to construct a living shoreline at the MPCBPAA Captain Sinclairs West property.
- Consulted with Advantus Strategies on various coastal zone management bills important to the work of the MPPDC that are being heard at the General Assembly.
- Convened the March meeting of the Local Government Administrators. Agenda items included: VCRMP Phase 2 updates and local grant writing program updates.
- Submitted a proposal for Mathews Community Foundation funding for onsite septic system repairs at Gwynns Island in Mathews County.
- Submitted proposal for NOAA/Virginia CZM funding for improvements to the VA Water Trails website and longer-term ownership and management of the site.
- Reviewed proposals received under the VMRC's request for proposals to develop expanded guidance for the beneficial reuse of dredged material for Virginia.
- Developed and submitted proposal to the Virginia CZM for the development of public financing solutions for dredging and coastal resilience activities at Broad Creek in Middlesex County.
- Developing 4 Congressional Directed Spending (earmarks) applications for acquisition of regional dredge; purchase of generators to support local emergency services; implementing FTF living shoreline projects; and providing low-income homeowners with elevated septic systems.
- Met with Rep. Wittman and Sen. Kaine's staff to discuss Middle Peninsula project needs and provide brief on Congressional Directed Spending (earmarks) requests.
- Met with Gloucester County to discuss LWCF grant opportunity (2025 application cycle).
- Met with the new Assistant Provost for Coastal Resilience and Director of the Virginia Coastal Resilience Collaborative for William & Mary, Thomas Ruppert, to discuss MPPDC's coastal resilience programs and initiatives and to explore prospects for collaboration on legal and regulatory matters.
- Consulted with Elizabeth Andrews, Practitioner Fellow, Environmental Institute, University of Virginia, Jonathan Gonzalez CEO and Founder of Raincoat, a company looking to improve data associated with insurance claims and ways to improve parametric insurance with automated software and data analytics.
- Continued consultation services with Robert Crockett President of Advantus Strategies and Kyle Shreve, Director, Government Relations for Advantus Strategies regarding legislative and state budget initiatives important to the Middle Peninsula.
- Consulted with Ryan Cox, owner of Camp Cardinal Campground located in Gloucester Virginia regarding ongoing septic challenges. Coordinated with VDH Three Rivers staff and Gloucester County staff regarding Pump and Haul. MPPDC is also financing system upgrades.
- Consulted with Betsy Hnath, Chief Strategy & Communications Officer with RISE, regarding National Public Radio septic interviews. Discussed various approaches to illustrating and conveying the importance of the Elevated Septic project to coastal communities.
- Provided Ryan Green, Virginia CZM Program Manager, a letter of support for a multi-state Climate Pollution Reduction Grant (CPRG) proposal which would result in 50 million in federal funding to each state plus 250 million in regional funding for projects focused on restoration

that will reduce greenhouse gas emissions and/or increased carbon sequestration. Middle Peninsula projects in the project are shoreline projects at the Guinea Marsh Islands.

- Consulted with Anne M. Durica, CPSS Environmental Specialist II/ Fredericksburg Environmental Virginia Department of Transportation regarding ongoing complications of VDOT Shoreline restoration projects and the process which VIMS uses to review and advise on impacts associated with emerging shoreline technologies.
- Convene the March meeting of the MPCBPAA. Primary agenda item included discussion of ongoing conflict between the Gloucester Rowing Association and various veteran programs proposing to concurrently operate within the Captain Sinclair recreational area at the March meeting, the MPCBPAA directed that the Gloucester Rowing Association and the two veterans assistance programs enter into a conflict resolution process to determine how best all use your groups can enjoy public access opportunities provided by the MPCBPAA.
- Convened the March meeting of the local government administrators. Coordinated for Matt Dalon, PE, CFM Program Manager of DCR's Office of Resilience Planning to present on Phase 2 of the VCRMP.
- Consulted with Steve Berkowitz, wastewater engineer from SERCAP requesting information as to how the MPPDC septic revolving loan program operates.
- Consulted with Gloucester County waterfront business owner regarding working waterfront zoning issues and the need for ensuring that certain commercial uses are recognized within commercial seafood areas of traditional operation.
- Consulted with numerous Gloucester County shoreline owners experiencing enhanced erosion after recurring March rain and northeaster events. Directed homeowners to the Middle Peninsula FTF program for business and financial assistance.
- Consulted with a parametric insurance provider operating out of New York with an interest in providing low-cost Parametric insurance policies, utilizing rainfall as a trigger, to help communities cope with rain induced flooding and lack of drainage. The insurance would help to provide homeowners with funding to purchase dirt to elevate their yard.
- Assisted DEQ and Lynnhaven River Now with stakeholder inclusion, and regulatory input, in reference to the ADV NOAA grant funded project that has been awarded to Lynnhaven River Now.
- Met with staff from the U.S. Bureau of Ocean Management regarding dredging and reuse of dredged materials on March 11.
- Drafted and submitted the FY24 Coastal TA scope of work to Virginia CZM.
- Reached out to Jon Sanderson, Tyler Communication, requesting a progress update on developing a plan to update the MPCBPAA reservation site.
- VA Water Trails:
 - Submitted proposal for NOAA/Virginia CZM funding for improvements to the website and longer-term ownership and management of the site.
 - Received and booked payments from NNPDC and ANPDC for website maintenance costs.
- Fight the Flood Program Management:
 - Overall management of the FTF program this period included 12 administrative tasks, 14 phone calls, and 29 correspondences.
 - FTF registered business, Portadam referred Rasmussen Equipment Company and Poseidon Barge Ltd. Rasmussen is headquartered out of Washington state, with a service hub in Virginia. Rasmussen provides dredge rental equipment and sales. Rasmussen is affiliated with Poseidon Barge Ltd out of Indiana. Poseidon is a sectional barge manufacturer that also sells and rents other marine and dredging equipment. FTF staff connected with both.

Poseidon's marketing department has completed a FTF Business Registration and staff are working to onboard them into FTF.

- On February 21 a staff meeting around FTF was held to discuss the entire program and new drafted changes. Staff concluded that the Regional Living Shoreline Incentive Funding Program survey and the Regional On-Site Wastewater Treatment and Disposal Funding Program survey needed to be incorporated differently and to redraft them. Numerous improvements to the Financial Assistance Survey were identified. Staff began implementing changes to the Financial Assistance Survey on March 5 and are still in the process of implementing changes. Many changes are already live inside of the survey.
- The Regional Living Shoreline Incentive Funding Program survey and the Regional On-Site Wastewater Treatment and Disposal Funding Program survey were completed by staff with numerous work sessions. These changes were incorporated into the original financial assistance survey, directing applicants into the new surveys. The implementation was rejected as it wasn't cohesive. The surveys will be redrafted and built as a standalone survey that is accessed through the FTF webpage. Once approved both surveys will be live on the FTF website and linked to other various resources including the MPPDC website. These surveys are a significant improvement and will work to flow participants into appropriate programs.
- Staff attended follow up meetings for the Greenfin Guinea Marsh Tidal Wetland Project with Natrx and DWR. Staff identified the design only had DWR owned shorelines and edits were made by Natrx to incorporate some MPCBPAA shoreline properties in the Guinea Marsh area.
- FTF staff have worked to provide location data without the underlying financial assistance survey data to DCR and are still in the process of capturing this data in an appropriate format.
- The Virginia Outdoors Foundation (VOF) preapplication for the Development of an ADA Master Plan for Captain Sinclair Recreational Area was rejected because the MPCBPAA has an active grant with VOF making the MPCBPAA ineligible to submit for another grant with VOF.
- Monthly maintenance, backup and security scans for FTF website.

April 2024

- Coastal Management Analysis and Policy Support:
 - Consulted with Advantus Strategies on various coastal zone management bills important to the work of the MPPDC that are being heard at the General Assembly.
 - Developed and submitted 3 Congressionally Directed Spending (earmarks) requests
 - Regional Dredging Program: Acquisition of dredge and support equipment - \$4,085,500
 - Emergency Operations Centers Capital Improvements: Acquisition and installation of 6 generators in Gloucester, Middlesex, Essex & Mathews counties - \$942,574
 - Water Level Monitoring Program: Acquisition and installation of monitoring stations - \$801,585
 - Met with Sen. Kaine's Richmond Regional Director to discuss Middle Peninsula project needs and provide brief on earmarks requests.
 - Continued consultation services with Robert Crockett President of Advantus Strategies and Kyle Shreve, Director, Government Relations for Advantus Strategies regarding legislative and state budget initiatives important to the Middle Peninsula.
- Local and State Planning Coordination:

- Convened the April meeting of the Local Government Administrators. Agenda items included: USDOT RAISE project coordination for improvements to local publicly owned working waterfronts, Title VI compliance, discussion of water management companies and compliance with local zoning, and local grant writing program updates.
- Participated in the VIMS Shoreline Inventory Stakeholder meeting on March 20.
- Participated in the Chesapeake Bay Preservation Act (CBPA) Resilience Updates webinar hosted by DEQ and VIMS on April 3 where an overview of the proposed guidance, model ordinance, and planning tools were covered.
- Consulted with Anne M. Durica, CPSS Environmental Specialist II/ Fredericksburg Environmental Virginia Department of Transportation regarding ongoing complications of VDOT Shoreline restoration projects and the process which VIMS uses to review and advise on impacts associated with emerging shoreline technologies.
- Attended the Spring 2024 Resiliency Academy Session 1 — Understanding Climate in Virginia hosted by Resilient Virginia.
- Attended a webinar hosted by DEQ to review the CBPA and accompanying Regulations that were amended to address resiliency in the performance criteria required to be implemented by the 84 Tidewater localities under the Bay Act.
- Enhancing Regional Resiliency and Supporting State Level Resiliency Efforts:
 - Participated in the Living Shoreline Design Work Group meeting on April 8 where discussions regarding living shoreline design and construction best practices continued.
 - Presented at the Environment VA conference in Lexington during April 10 and 11 regarding the MPPDC's efforts to organize and launch a water management industry via the MPPDC FTF Program.
 - overview of FTF program at a public workshop hosted by CBNERR-VA for King William County, Town of West Point, and King and Queen County property owners. Individually assisted several property owners with completion of FTF surveys related to their specific flooding needs.
 - Presented on March 19 at VIMS to The Coastal Society's Coastal Career Path workshop for students and graduate students. Presentation covered MPPDC programs and opportunities within local and regional government.
 - The previously submitted proposal for Mathews Community Foundation funding for onsite septic system repairs on Gwynn's Island in Mathews County was awarded to MPPDC on April 12, 2024.
 - Conducted a second round of review for proposals received under the VMRC's request for proposals to develop expanded guidance for the beneficial reuse of dredged material for Virginia.
 - Participated in a meeting for the Greenfin Guinea Marsh Tidal Wetland Project with Natrx and DWR on March 19. This project is slated to design living shorelines, one of which is owned by the MPCBPAA.
 - Drafted and submitted an application to the National Fish and Wildlife Foundation (NFWF) Small Watershed Grant to construct 1,200 linear feet of living shoreline on the western shore of the Captain Sinclair Recreational Area.
 - Attended the VIMS Shoreline Inventory stakeholder meeting. Continued to advocate for both shoreline structures which provide protection as well as resiliency and water quality benefits.
- Drafted and submitted the semi-annual report to the Virginia CZM.
- Provided letter of support for a grant application to be submitted by Friends of Dragon Run under the Chesapeake Wilds program for land acquisition.

- Participated in the DEQ Chesapeake Bay Resiliency webinar. Discussed various issues and concerns related to the draft resiliency guidance documents.
- Consulted with a Gloucester County business owner with a working waterfront zoning issue.
- Consulted with Ryan Cox, owner of Cardinal Campground in Gloucester County regarding progress on septic repair and pump and haul requirements.
- Continued discussions with FEMA and DCR related to man-made impacts within the floodplain. Provided Tappahannock with background and compliance aspects. Discussed the development of the “RAD” process under development by HRPDC to assist local governments with managing floodplain impacts.
- Consulted with VDEM’s Debbie Messner regarding various adoption processes associated with the Middle Peninsula All Hazard Mitigation Plan. Discussed the new requirement for greater than local adoption of the plan for grant application submission.
- VA Water Trails:
 - Prepared to submit request for payment for FY24 website maintenance costs to partnering PDCs.
 - Responded to request for various fixes to broken links on the website.
 - Received and booked payment from PlanRVA for website maintenance costs.
- Fight the Flood Program Management:
 - Overall management of the FTF Program this period included 10 administrative tasks, 12 phone calls, and 9 correspondences.
 - FTF registered business, Portadam referred Rasmussen Equipment Company and Poseidon Barge Ltd. Rasmussen is headquartered out of Washington State, with a service hub in Virginia. Rasmussen provides dredge rental equipment and sales. Rasmussen is affiliated with Poseidon Barge Ltd out of Indiana. Poseidon is a sectional barge manufacturer that also sells and rents other marine and dredging equipment. MPPDC staff have completed onboarding for Rasmussen and they are now live on the FTF webpage.
 - Staff worked with Golden Oyster Shoreline Restorations to improve their listing on FTF and many of those changes have been implemented and are live on the FTF website.
 - Two additional businesses have completed a registration on FTF, Permit Division LLC, and Carolina Marine Structures. Staff are beginning to move them through the vetting process.
 - The Regional Living Shoreline Incentive Funding Program survey and the Regional On-Site Wastewater Treatment and Disposal Funding Program survey continue to be redrafted and built as a standalone survey that is accessed through the FTF webpage. Once approved both surveys will be live on the FTF website and linked to other various resources including the MPPDC website. These surveys are a significant improvement and will work to flow participants into appropriate programs more efficiently.
 - FTF staff have delivered survey location data without the underlying financial assistance survey data to DCR.
 - Monthly maintenance, backup and security scans for FTF website.

May 2024

- Coastal Management Analysis and Policy Support:
 - Received notice that Senator Kaine would carry the Congressionally Directed Spending (earmarks) requests submitted for emergency generators and water level monitoring equipment to support parametric insurance but will not be carrying the request for the regional dredging program equipment.
 - Continued consultation services with Robert Crockett President of Advantus Strategies and Kyle Shreve, Director, Government Relations for Advantus Strategies regarding legislative

- and state budget initiatives important to the Middle Peninsula. Reviewed final state budget and implications for Dredging funding.
- Local and State Planning Coordination:
 - Coordinated with local governments and DEQ regarding draft materials published by DEQ for informal comment regarding recent legislation for incorporating Coastal Resilience into the CBPA. Submitted comments to DEQ for consideration during May.
 - Coordinated with member jurisdictions regarding local government contacts for DEQ's Land Use Data distribution list.
 - Received notice that the VPA intends to award Waterway Maintenance Funds (\$~3M) to MPPDC for the development of dredged material master plans for the Middle Peninsula and Eastern Shore. The MPPDC's proposal to dredge Timberneck Creek in Gloucester was not awarded.
 - Consulted with Gloucester County environmental staff inquiring if an adjacent property owner at Captain Sinclair's can remove dying and decay trees from the canal at Whitaker Creek. To the extent that trees are on MPCBPAA parcels, we appreciate any assistance private property owners can provide to keeping the canal open for maritime navigation.
 - Consulted with Zack Filch Ameri Vista intern working with Bay Aging, studying coastal workforce housing across the Middle Peninsula. Updated Mr. Filch on the work of the MPCBPAA and veteran housing.
 - Participated in a data center meeting called by dominion power to further answer questions regarding various locations across the Middle Peninsula, which may support a data center.
 - Convened the May meeting of the local government's administrators. Discussed DEQ resiliency guidance documents, data centers land use and fiber needs, FEMA Flood Plain compliance issues and other related coastal issues.
 - MPCBPAA Work Plan & Support for Online Facility Reservation System
 - Reached out to John Sanderson with Tyler Technologies regarding a reservation error that was received by a citizen.
 - Convened the conflict resolution team, staffed by UVA Institute for Engagement and Negotiations to seek agreement between the Gloucester Rowing Association and two veteran assistance programs all utilizing Captain Sinclair's to ensure a constructive and prosperous partnership moves forward. The process resulted in a draft MOU which is being reviewed and signed by all parties involved.
 - Consulted with Drew Robins, P. E., Senior Staff Engineer WPNSTA Yorktown and REPI program lead on the York River regarding partnering with the Town of West Point on a grant application to acquire adjacent land for recreational use under a partnership between the Town of West Point and the MPCBPAA for the recreational benefit of the numerous DOT facilities on York River.
 - Enhancing Regional Resiliency and Supporting State Level Resiliency Efforts:
 - Presented an overview of the FTF program to the Mathews Rotary Club on April 25 and coordinated with numerous citizens regarding participation in the program and projects on their properties.
 - Participated in a site visit for the Greenfin Guinea Marsh Tidal Wetland Project with DWR and VMRC on April 26th. This project is slated to design living shorelines, one of which is owned by the MPCBPAA.
 - VA Water Trails:
 - Submitted notice for anticipated FY25 website maintenance costs to partnering PDCs.
 - Fight the Flood Program Management:

- Overall management of the FTF program this period included 28 administrative tasks, 4 phone calls, and 8 correspondences.
- FTF staff drafted and distributed a detailed listing of all approved businesses to all approved businesses. This provided essential information such as business names, service descriptions, locations, websites, and contact details. This initiative aims to enhance collaboration among businesses, fostering a more coordinated response to citizens' needs and enabling the scaling up of smaller companies for larger projects. Several businesses have provided positive feedback.
- Staff continued working with Golden Oyster Shoreline Restorations to improve their listing on FTF and many of those changes have been implemented and are live on the FTF website.
- Staff drafted a new one-page onboarding letter to send out via USPS when onboarding new assistance requests.
- Created a workgroup and provided ARCGIS bathymetric data to Vanasse Hangen Brustlin, Inc. (VHB) consultants.
- Began design work on automated processes with a program called “make”. Once completed this will automate processes that usually are accomplished manually by FTF Staff.
- Two additional businesses, Permit Division LLC and Carolina Marine Structures previously completed registration with FTF. Staff have initiated contact with Permit Division to gather more information for vetting purposes. Carolina Marine Structures has been successfully vetted and approved. Presently, it is listed on the GIS side of the website; however, efforts are ongoing to incorporate them onto the solutions side.
- The redrafts of the Regional Living Shoreline Incentive Funding Program survey and the Regional On-Site Wastewater Treatment and Disposal Funding Program survey have been finalized and are currently awaiting approval and final implementation. These surveys are designed as standalone entities accessible through the FTF webpage. Once approved, both surveys will be live on the FTF website and will be linked to various resources, including the MPPDC website. These revamped surveys represent a significant improvement and are intended to efficiently guide participants into the appropriate programs.
- Conducted an onsite visit in Mathews County after receiving numerous FTF entries in the same area where it was unclear from desktop review what the issue was.

June 2024

- Coastal Management Analysis and Policy Support:
 - Continued consultation services with Robert Crockett President of Advantus Strategies and Kyle Shreve, Director, Government Relations for Advantus Strategies regarding legislative and state budget initiatives important to the Middle Peninsula.
- Local and State Planning Coordination:
 - Sen. Kaine and Warner’s offices updated they will support two earmarks requests submitted by MPPDC:
 - Commerce, Justice, Science, and Related Agencies bill for FY25: \$801,585 to purchase, deploy and operate for one year water level monitoring stations in the Middle Peninsula
 - Homeland Security bill for FY25: \$942,574 to purchase and install generators providing backup power to emergency operations centers in Gloucester, Mathews, Middlesex, and Essex counties
 - Updates on full or partial funding of earmarks requests will be shared as the appropriations process takes place in the second half of 2024.

- Developed and submitted grant application to DOD's Readiness & Environmental Protection Integration Program: \$942,574 for MPCBPAA to acquire 450 acres near Middle Peninsula Regional Airport for the recreational benefit of the numerous DOT facilities on York River.
- Assisted one Gloucester County in applying VDOT's Ready, Set, Go! Program: Technical Assistance preparing pre-application & application materials for VDOT's Transportation Alternatives Program grant to construct a walkway connecting Tyndall's Point Park and Gloucester Point Beach.
- Coordinated with Consociate Media, and VIMS developing potential NOAA Saltonstall- Kennedy Grant Competition application to support blue catfish fishery.
- Developed an updated scope of work for the VPA Waterway Maintenance Funds award (\$~3M) to MPPDC for the development of dredged material master plans for the Middle Peninsula and Eastern Shore. The award was not funded at the full requested level and certain aspects were scaled back or removed.
- Coordinated and completed marketing partnership with Camp Cardinal RV Resort to promote Va Coastal Wilds in its camp store and sell GET WILD merchandise.
- Convened the June meeting of the local government administrators. Public working waterfront improvements and resilience, regional economic development, Data Centers land use and fiber needs, FEMA Flood Plain compliance issues and other related coastal issues were discussed.
- Participated in and presented at the Technology for the Coast event hosted by Titan America, Fort, Roanoke Cement, and Natrx at Fort Monroe on June 4. The symposium focused on bringing key stakeholders and regulatory agencies together from Virginia to discuss advancement of technologies and nature-based solutions in coastal restoration with a special emphasis on the Middle Peninsula and Hampton Roads areas.
- Participated in the May 23 quarterly Coastal PDC meeting hosted by the ANPDC on the Eastern Shore. Topics covered included flood resilience, floodplain management, and other coastal management topics.
- Participated in the May 23 meeting of VCRMP Technical Advisory Committee (TAC)'s Funding Subcommittee where recommendations for the upcoming second edition of the VCRMP were discussed.
- Presented a grants training to the York River and Small Coastal Basin Roundtable (YRSCBR) Board Meeting. The presentation focused on tips on how to create a successful grant proposal.
- MPCBPAA Work Plan & Support for Online Facility Reservation System
- Reached out to John Sanderson with Tyler Technologies regarding a reservation error, an estimate to update the reservation website, and for a list of property reservation since the start of the reservation system. Mr. Sanderson has not responded.
- Received a copy of the lease agreement template developed by Legal Counsel. This template will facilitate business interactions between eco-businesses and the MPCBPAA and use of MPCBPAA properties.
- Enhancing Regional Resiliency and Supporting State Level Resiliency Efforts:
- Met with staff from The Nature Conservancy (TNC) on June 10 regarding prospects for expanded partnership and advancement of specific shoreline restoration and habitat enhancement projects at TNC and MPCBPAA properties in the Middle Peninsula.
- Reviewed scoresheets from CFPF proposals that were not funded.
- Fight the Flood Program Management:
 - Continued design work on automated processes with a program called "make". Once completed this will automate processes that usually are accomplished manually by FTF staff.

- Two additional businesses, Permit Division LLC and Carolina Marine Structures previously completed registration with FTF. Staff have initiated contact with Permit Division to gather more information for vetting purposes and are awaiting a response. Carolina Marine Structures has been successfully vetted and approved. It was previously listed on the GIS side of the website, and they are now incorporated onto the solutions side.
- The redrafts of the Regional Living Shoreline Incentive Funding Program survey and the Regional On-Site Wastewater Treatment and Disposal Funding Program survey have been finalized and are awaiting final implementation. These surveys are designed as standalone entities accessible through the FTF webpage. An in-person meeting was held with Consociate meeting to discuss implementing both surveys on the FTF website and will be linked to various resources, including the MPPDC website. These revamped surveys represent a significant improvement and are intended to efficiently guide participants into the appropriate programs.
- Added businesses to FTF database.
- Completed ongoing FTF website updates.
- Compiled analysis of program investments leveraged through June 2024 and updated total on the program website. Investments awarded through grants and loans from program inception in 2020 now stands at over \$44 M and counting.

July 2024

- Coastal Management Analysis and Policy Support:
 - Continued consultation services with Robert Crockett President of Advantus Strategies and Kyle Shreve, Director, Government Relations for Advantus Strategies regarding legislative and state budget initiatives important to the Middle Peninsula.
- Local and State Planning Coordination:
 - Assisted VASG staff with coordination of event scheduled for August 12 to showcase constructed aspects of the project at Captain Sinclair's to key local, state, and federal elected and appointed officials.
 - Sen. Kaine and Warner's offices submitted two requests for earmarks submitted by MPPDC:
 - ☐ Commerce, Justice, Science, and Related Agencies bill for FY25: \$801,585 to purchase, deploy and operate for one year water level monitoring stations in the Middle Peninsula
 - ☐ Homeland Security bill for FY25: \$942,574 to purchase and install generators providing backup power to emergency operations centers in Gloucester, Mathews, Middlesex, and Essex counties
 - ☐ Updates on full or partial funding of earmarks requests will be shared as the appropriations process takes place in the second half of 2024.
 - Developed and submitted three Letters of Intent for NOAA's Climate Ready Coasts Grant Competition:
 - ☐ Coastal Zone Management (CZM) Habitat Protection and Restoration Competition: \$797,000 for Middle Peninsula
 - ☐ MPCBPAA to acquire 450 acres near Middle Peninsula
 - ☐ Regional Airport for conservation in perpetuity and recreational use.
 - ☐ Virginia CZM Habitat Protection and Restoration Competition: \$4,000,000 for Middlesex County to acquire 118 acres at Bushy Park Farm for conservation in perpetuity and to establish a new public park.

- CBNERR-VA Habitat Protection and Restoration Competition: \$797,000 for MPCBPAA to acquire 450 acres near Middle Peninsula Regional Airport for conservation in perpetuity and recreational use.
 - Attended Virginia CZM CPT meeting to summarize and answer scorer questions about three projects above.
- Provided materials and site visits requested by DCR to support of REPI grant proposal is for MPCBPAA to acquire 450 acres near Middle Peninsula Regional Airport for conservation in perpetuity and recreational use. Proposal is advancing from state to federal agency review for funding by DOD and NPS.
- Researched grant opportunities to fund public water access at Spring Cottage Road in King & Queen County. Working with VDOT to develop Recreational Access Program Resolution to request funds for the project.
- Coordinating with Consociate Media and VIMS to develop NOAA Saltonstall-Kennedy Grant Competition application to promote and market blue catfish industry.
- Assisted Gloucester County researching Virginia Clean Water Revolving Loan Fund for Cardinal Campground sewer designs. Continuing to research potential grants to fund this project.
- Continued to coordinate with Consociate Media, and VIMS developing potential NOAA Saltonstall-Kennedy Grant Competition application to support blue catfish fishery.
- Continued to develop an updated scope of work for the VPA Waterway Maintenance Funds award (\$~3M) to MPPDC for the development of dredged material master plans for the Middle Peninsula and Eastern Shore. The award was not funded at the full requested level and certain aspects were scaled back or removed. Requested confirmation from VPA staff regarding eligible use of funds for purchase or lease of property for upland management of dredged material.
- Convened the July meeting of the local government administrators. Regional economic development, Data Centers land use and fiber needs, state drug kit change out program, charging and fueling infrastructure grant opportunities, and other related coastal issues were discussed.
- Participated in the June 24 meeting of the State Water Commission. Topics covered included non-living shoreline stabilization structures, American Rescue Plan Act grant funding for water/sewer issues, and Water Quality Improvement Fund methodology and effectiveness were addressed.
- Met with Resource Environmental Solutions (RES) staff on July 9 regarding advancement of dredging and beneficial reuse projects in the Middle Peninsula.
- MPCBPAA Work Plan & Support for Online Facility Reservation System
 - Corresponded with the Town of Urbanna Mayor to discuss the Urbanna Historic Trail. MPPDC staff made added to public access locations to the Urbanna Creek and made the trail visible when the Middle Peninsula map is opened.
 - Published and scheduled social media marketing content to drive awareness of Virginia's Coastal Wilds as part of efforts to enhance facility reservations.
 - Coordinated with Virginia Tourism to map out strategy for applying for additional marketing grant to further enhance the online facility reservation system and awareness of public access properties.
- Enhancing Regional Resiliency and Supporting State Level Resiliency Efforts:
 - Participated in the June 18 virtual meeting of VCRMP TAC where recommendations for the upcoming second edition of the VCRMP were discussed.
- Fight the Flood Program Management:

- The redrafts of the Regional Living Shoreline Incentive Funding Program survey and the Regional On-Site Wastewater Treatment and Disposal Funding Program survey have been finalized and are awaiting final implementation. These surveys are designed as standalone entities accessible through the FTF webpage. An in-person meeting was previously held with Consociate to discuss implementing both surveys on the FTF website and will be linked to various resources, including the MPPDC website. These revamped surveys represent a significant improvement and are intended to efficiently guide participants into the appropriate programs.
- Developed and implemented new website navigation for the FTF website. This update and user experience enhancement was needed as the program site continues to grow.

August/ September 2024

- Coastal Management Analysis and Policy Support:
 - Held legislative strategic planning session on September for the 2025 VA General Assembly Session. Legislative priorities centered around coastal resilience and flood protection, dredging and beneficial reuse, and incentives for retaining local government staff positions.
 - Convened the September Local Government Administrators meeting. Agenda items included discussion of FEMA All Hazard Mitigation plan update; DEQ Groundwater Management plan development; FEMA Floodplain Permitting; Municipal Dredge Operating Agreement; and lack of sewage disposal sites and the need for a possible regional wastewater treatment facility.
- Local and State Planning Coordination:
 - Participated in and hosted event on August 12 to showcase constructed aspects of the project at Captain Sinclairs to key local, state, and federal elected and appointed officials.
 - Met with DEQ surface water program staff to discuss regulations pertaining to concrete manufacturing utilizing dredged materials on July 25.
 - Initiated application to the National Park Service Chesapeake Gateways program for funding to enhance the website and Certified Ecotour Guide Course.
 - Initiated development of multiple proposals for submittal under Round 5 of the CFPF.
 - Participated in the August 20 kickoff meeting for the development of new VMRC guidance pertaining to the beneficial reuse of dredged materials.
 - Participated in the August 27 meeting of the Bay PDCs hosted by DEQ staff where administrative matters pertaining to PDC Technical Assistance grants and forthcoming grant opportunities were discussed.
 - Attended a webinar hosted by DCR related to Round 5 of the CFPF on September 13.
 - Developed and submitted Virginia Land Conservation Fund application for \$303,975 for MPCBPAA to acquire 450 acres near Middle Peninsula Regional Airport for conservation and public recreation.
 - Developed and submitted NOAA Saltonstall-Kennedy Grant Competition pre-proposal for \$148,500 to promote and market Middle Peninsula blue catfish industry.
- NOAA notifies applicants encouraged to submit full proposal Sept. 25, 2024.
- Advanced two Letters of Intent from state to federal level in NOAA's Climate Ready Coasts Grant Competition:
- Virginia CZM Habitat Protection and Restoration Competition: \$4,100,000 for Middlesex County to acquire 118 acres at Bushy Park Farm for conservation and to establish a new public park.
- CBNERR-VA Habitat Protection and Restoration Competition: \$797,000 for MPCBPAA to acquire 450 acres near Middle Peninsula Regional Airport for conservation and public recreation.
- NOAA notifies applicants invited to submit full proposals in October 2024.

- Updated REPI grant proposal for MPCBPAA to acquire 513 acres near Middle Peninsula Regional Airport for conservation and public recreation, based on UASFLA Appraisal completed Aug. 23, 2024. Working with DCR to submit all updated supporting documents.
 - Attended webinar & coordinating with West Point to develop Virginia Brownfields Restoration & Economic Redevelopment Assistance Fund proposal for environmental remediation at West Point Airport Industrial Site.
 - Attended Town of West Point Airport Industrial Site strategic planning session. Exploring grants and matching funds to advance plans outlined in recently completed site Master Plan.
 - Met with DCR to review 3 Recreation Trail Program applications (Essex Rotary Poor House Tract, West Point Riverwalk Park, Gloucester Beaverdam Park) submitted but not funded.
 - Working with localities to advance project readiness for 2025 RTP grant cycle.
 - Met with Gloucester County to discuss sewer project needs & funding. Continuing to research funding opportunities.
 - Researched FHWA Low-Carbon Transportation Material Grant as potential funding source to advance dredged material concrete transportation infrastructure at West Point's Airport site.
 - Researched ACOE Water Infrastructure Finance and Innovation Act funding as potential source to establish a regional wastewater treatment center.
 - Funding from Sen. Kaine and Warner's offices for two earmark requests submitted by MPPDC is still pending the federal budget process:
- Commerce, Justice, Science, and Related Agencies bill for FY25: \$801,585 to purchase, deploy and operate for one-year water level monitoring stations in the Middle Peninsula.
- Homeland Security bill for FY25: \$942,574 to purchase and install generators providing backup power to emergency operations centers in Gloucester, Mathews, Middlesex, and Essex counties.
- Updates on full or partial funding of requests will be shared as the appropriations process takes.
- MPCBPAA Work Plan & Support for Online Facility Reservation System
 - Submitted application to the USEDPA which if awarded will provide funding to support an overhaul of the online reservation system and development of new content for MPCBPAA properties.
- Enhancing Regional Resiliency and Supporting State Level Resiliency Efforts:
 - Participated in the August 15 meeting of the VCRMP Funding Subcommittee where draft recommendations were developed for consideration for inclusion in the update to the state master plan.
 - Met on September 12 with George Mason University professor Dr. Celso Ferreira of George Mason University who's environmental and infrastructure engineering students will be conducting pluvial and tidal flooding analysis of roads in the region using new DCR flood models to better understand where closures currently and are projected to occur in response to precipitation and tidal flooding events. The students will be studying Rt. 17 at the crossing of Mount Landing Creek in Essex County and road flooding issues around Mathews County.
 - Coordinated a DEQ-USFW meeting to determine how best to proceed with assisting Mathews County with citing a parking lot on top of the dunes at Haven Beach.
- Fight the Flood Program Management:
 - The redrafts of the Regional Living Shoreline Incentive Funding Program survey and the Regional On-Site Wastewater Treatment and Disposal Funding Program (septic) survey have been finalized. The septic survey has been implemented. The living

shoreline survey has not yet been implemented. These surveys are designed as standalone entities accessible through the FTF webpage. An in-person meeting was previously held with Consociate to discuss implementing both surveys on the FTF website and will be linked to various resources, including the MPPDC website. These revamped surveys represent a significant improvement and are intended to efficiently guide participants into the appropriate programs.

- Continued development and implementation of new website navigation for the FTF website. This update and user experience enhancement was needed as the program site continues to grow.
- Two new businesses in the septic space have registered and been added to the FTF webpage, including Soils-Inc and EcoJohn.
- Updates were made to businesses Ready Reef, Reeftek, and Golden Oyster's pages.
- Site navigation was added for septic related businesses.
- An Invitation for Bids for the New Point Observation Deck Replacement was disseminated to all FTF businesses.
- Four new homeowners registered in FTF and staff have connected with them.
- Numerous phone calls, emails, and inquiries have also come in from previous registrants.

Appendix B: Accrued Benefits to the Virginia Middle Peninsula Community as a Result of Investment by the Virginia Coastal Zone Management Program – Annual Update

**Middle Peninsula Planning District Commission
Accrued Benefits of the Virginia Coastal Zone Management Program
FY23 Narrative, October 2024
Prepared by Consociate Media**

Living on the Middle Peninsula of Virginia, a rural coastal community, means learning to live with the water and the single largest problem facing the coastal world – sea level rise and coastal flooding.

Today, there's more water getting introduced into communities from all different directions – down from the sky, up from the groundwater, in from the rivers and the oceans, and across from stormwater moving.

As a result, water challenges manifest themselves across vast areas, not just waterfront properties.

But just as water poses an ever-present challenge, there are also solutions to help mitigate it.

Nine years ago, with the support of an investment from the Virginia Coastal Zone Management Program (Virginia CZM), the Middle Peninsula Planning District Commission (MPPDC) made a strategic and focused decision to view water management in the rural coastal communities it serves as an asset. And it's worked. The data shows it.

That hasn't been easy given the history of the region.

Years of regulatory overlap, combined with a strong need to maintain clean waters and a resilient shoreline, created an environment that made it difficult for businesses to grow, homeowners to protect their property and the economy to thrive.

That shift to viewing water as an asset, though, has added up to real dollars – tens of millions of dollars – and real accrued value and benefits to the residents of the region.

That accrued value has come in ways that residents can see – loans and grants that build more resilient properties. As of July 1, 2024, the Fight the Flood (FTF) program (fightthefloodva.com) has distributed \$44, 506, 804 in direct loans and grants to residents of the Middle Peninsula.

It's also come in ways that you can't – advocating for changes in legislation to help reduce some of the regulatory burden on property owners hindering them from building more resilient shorelines.

In Fiscal Year 2023 (FY23), though, more and more of those benefits became visible than ever before. Narrative updates in this accrued benefits report delivered for FY23 will focus on the establishment of a living laboratory on the Middle Peninsula that's now able to test and showcase possible solutions to the water issues plaguing the Middle Peninsula. This living laboratory, while created in partnership with other organizations, comes as a direct result of the MPPDC understanding and working in the coastal resiliency space since 1994 and the Virginia CZM's investment in the region, which enables the MPPDC planning staff to focus on coastal resiliency planning.

A Living Laboratory

It's not just us at the MPPDC that recognizes the impact water is having on the Middle Peninsula region.

"Rising sea levels combined with a high rate of land subsidence make Virginia one of the most vulnerable locations on the East Coast for coastal flooding, endangering communities across the Commonwealth," Virginia Sea Grant (VASG) writes, explaining why it's working alongside the MPPDC and other organizations to create the Coastal Resilience and Adaptation Ecosystem.

Funded by a \$2.9 million grant through GO Virginia, VASG and this ground-breaking project established a living laboratory to support the development of innovative technologies and solutions to challenges associated with flooding and sea level rise facing the Middle Peninsula and beyond. Bringing together state and municipal government agencies, universities, nonprofits and private businesses, the project took a cross-disciplinary approach to solving these challenges.

The Coastal Resilience and Adaptation Ecosystem is made up by VASG, MPPDC, Middle Peninsula Chesapeake Bay Public Access Authority (MPCBPAA) and RISE Resilience Innovations. Together the group established a living laboratory and support system for developing technologies designed to protect coastal communities.

The project specifically focuses on establishing public-private partnerships between businesses and state universities to design and test resilience solutions under real-world conditions on a network of donated,

publicly-owned coastal properties managed by the Middle Peninsula organizations, both the MPPDC and the MPCBPAA.

Businesses participating in the living laboratory were selected through a challenge competition hosted by RISE Resilience Innovations. Winning projects were matched to university partners through a competitive process administered by VASG. The business and university teams then worked together to find suitable test sites.

The MPCBPAA provided the network of public, coastal properties for that real-world testing and validation. The MPPDC further supports the businesses with regulatory and permitting support and guidance. While there are approximately 70 properties available on the Middle Peninsula that offer a variety of environmental conditions for companies and universities to work and study in, Captain Sinclair's Recreation Area became the epicenter for much of the work.

Research at Captain Sinclair's Recreation Area



Locals and visitors alike know one thing about the Captain Sinclair's Recreation Area – check the tides before you go. Access to the secluded piece of land along the Severn River can be limited during extreme high tides given that the lone road in is prone to getting inundated with saltwater from the surrounding marsh.

However, what may make the property challenging at times for visitors makes it perfect for coastal research and development, and the ultimate living laboratory for testing solutions for property owners.

A small ranch house along Whittaker Creek on the Captain Sinclair's property is home to several demonstration sites, including the following:

- North Carolina-based Triangle Environmental Health Initiative. This company, which creates wastewater treatment systems typically used in developing communities internationally, is piloting a wastewater filtration system for non-potable reuse for rural communities that will reduce strain on wells and help septic systems stay functional as sea level rise and flooding have a greater impact. This system is vertically elevated above the base flood elevation and eliminates the need for a drain field.



methods.

- Biogenic Solutions Consulting. Specializes in shoreline restoration and mitigation management in the Middle Peninsula and the Hampton Roads region, this company was started by Christopher Newport University senior lecturer Russel Burke, and is testing multiple shoreline stabilization techniques along three separate banks of a channel off Whittaker Creek. Their work includes combining artificial concrete-based shoreline structures with geotextile shoreline stabilization methods to test how the various stabilization methods affected wave action, turbidity and marsh vegetation.
- Natrx. Through their Adaptive Infrastructure, Natrx is creating 3D-printed concrete structures that can be used in shoreline restoration to help establish oyster reefs. Initially interested in studying how mud from dredge projects could be used Natrx found a high amount of clay in the spoils and investigated it as a replacement for some of the cement in concrete, finding that results in more cost-efficient and stronger concrete than traditional methods.
- Knott Alone – Hold Fast. This Gloucester-based nonprofit that works to prevent veterans from committing suicide by engaging them in hands-on commercial fishing and restoration activities is working to study whether marsh grasses can be sustainably harvested and used on living shorelines.

Solutions to Fight the Flood



While all of the solutions being tested will continue the journey to officially come to market, when they are ready, they will have a pre-built market to come to thanks to FTF, another MPPDC program supported by year over year Virginia CZM investment.

In 2020, after many years of ongoing financial support from a variety of federal and state partners including the Department of Conservation and Recreation (DCR) Flood Plain Management Program; Virginia Resource Authority; Virginia

Department of Environmental Quality (DEQ); Virginia CZM through NOAA Coastal Technical Assistance investment, the MPPDC launched FTF, an online marketplace connecting property owners facing rising flood waters with tools and funding to contract with specialized businesses who can help evaluate, design and build solutions to build more resilient shorelines and protect properties.

Today, nearly five years later, the MPPDC FTF program (fightthefloodva.com) remains the only online flood resiliency marketplace in existence in the U.S. Simply put, Fight the Flood connects property owners to contractors who can help them protect their property from rising flood waters and the financial tools available to fund those projects.

Over those five years the program has grown in its impact and its ability to serve the community.

In 2021, following its initial launch, the MPPDC started its first wave of FTF enhancements by refining the financial assistance application to collect detailed property information from residents. The MPPDC developed more sophisticated mapping software to showcase those financial assistance applications in a visual way, helping MPPDC staff members see more clearly what financial tools may be more readily available to support property owners while also seeing where property owners are located in the hopes of developing joint applications. That year, the MPPDC submitted two rounds of grant applications on behalf of property owners to the CFPF.

By 2022, the FTF investment in the Middle Peninsula's flood protection had topped over \$18 million in direct loans and grants.

By 2024, the website portal to the FTF Program had further expanded to include a robust media center, property owner in-take forms for specific grant and loan funds to address targeted challenges, such as septic, and providing detailed information on solutions available through the program to address specific problems.

Those solutions include the following:



- Dredging: FTF companies are finding uses for dredge material, turning it into shoreline protection structures, concrete products and more to help homeowners.



- Shoreline: As the space most under attack from erosion, FTF businesses have developed protection options for property owners.



- Stormwater: FTF businesses can help fight rain-induced erosion with thoughtful property and landscape design.
- Insurance: FTF businesses help property owners manage their traditional insurance policies and explore emerging ones.
- Water Monitoring: Property owners who want to know at any given time what level the water is near their home, on their dock or at a certain point of their property can do so with emerging water monitoring technology available through FTF connections.
- Structural: Property owners suffering from frequent flooding issues can look to FTF businesses for guidance and support on raising a house or moving a house to protect it from rising water.

By July 2024, the FTF program on the Middle Peninsula had provided over \$44 million in direct loans and grants, further solidifying FTF as the nation's leading flood program.

Coastal Cancer



It's true.

There is a slow demise happening on the land in rural coastal Virginia because of the threat of water.

Rising water wins each and every time.

However, there is another truth now more widely understood on the Middle Peninsula thanks to these accrued benefits notes.

There is real movement in the quest to find solutions that both protect water quality and promote property resiliency against the threat of rising water.

The MPPDC will continue to do community wide analyses to look ahead and determine what property owners may face as sea level rises, stay on the forefront of the innovative solutions being developed to address it, and educate community leaders and elected officials about the opportunities to modernize regulations to ensure they align with current realities.

It is through these continued efforts, thanks to the funding support from Virginia CZM, that the MPPDC can lead the community to help fight the flood.

Appendix C: Reporting Coastal Resiliency Story to MPPDC

Middle Peninsula Planning District Commission
Reporting Coastal Resiliency Story to MPPDC
Compilation of Efforts
2024
Prepared by Consociate Media

The objective of this document is to outline and report on the various ways Consociate Media supported the Middle Peninsula Planning District Commission (MPPDC) in 2023-2024 to continuously enhance the strategic outreach and awareness initiatives concerning the essential work of the MPPDC, and especially the work supported by Virginia CZM's direct and indirect investment to rural coastal communities.

PRESENTATION TO MPPDC: BRANDING A REGION

To inspire people to care for something, they first need to love it. This connection, rooted in admiration and appreciation, motivates individuals to protect and nurture what they value. When people develop a sense of love or affinity—whether for nature, a community or a cause—they're more likely to invest time, energy and resources into its wellbeing.

Consociate Media developed and presented to the MPPDC a report on efforts across the Middle Peninsula to more effectively brand the region.

This presentation and report highlighted the importance of the work completed over time – and the benefits accrued from that work – to develop high-level branding for communities within the region, programs within communities and initiatives led by the MPPDC (funded by Virginia CZM).

Of note, this report included specific initiatives funded in part by Virginia CZM, but also included research on other initiatives funded by other organizations as a way to present the complete story and brand of the region.

Put simply, high-level community branding plays a key role in fostering a deep connection and love for a place. By creating a unified, compelling identity, branding can highlight a community's unique qualities, culture and values, helping residents and visitors alike feel a sense of belonging and pride.

When a brand captures the spirit of a place—its history, people and aspirations—it strengthens local identity and creates a shared vision. This sense of pride and attachment often translates into a stronger commitment to preserve, enhance and support the community.

Effective branding – an element of storytelling – builds emotional ties, helping people see a place not just as somewhere to visit or live, but as part of who they are.

MONTHLY REPORT OUTS TO MPPDC

Consociate Media provided a public relations and communications report as part of the MPPDC's Executive Director's Monthly Report to the Commission. Consociate Media regularly attended MPPDC meetings to provide further verbal context to the written report.

PETITION TO VIRGINIA TOURISM TO NAME THE MPPDC THE DMO FOR THE MIDDLE PENINSULA

Consociate Media led the charge to petition the Virginia Tourism Corporation (VTC) to name the MPPDC Commission the regional Destination Marketing Organization (DMO) for the Middle Peninsula. A DMO is an entity that promotes a location to attract tourists and enhance the local economy. A DMO associated with VTC works to promote tourism in Virginia's regions, leveraging VTC's resources, marketing programs and expertise to reach broader audiences and strengthen local tourism initiatives. This partnership helps local DMOs align with statewide tourism strategies, access funding and participate in campaigns that drive visitation and economic growth across Virginia.

This effort as part of the annual CZM communications support is directly tied to accrued benefits in the region.

Tourism is a large part of the economy of the Middle Peninsula, with outdoor recreation leading the charge of what attracts visitors here.

Much of the accrued benefits from CZM over time has resulted in better access to waterfront properties, resiliency of waterfront properties and promotion of environmental stewardship of those properties.

Thanks to the strides made over time, the region was primed for becoming a DMO.

The MPPDC unanimously voted to petition the VTC to become a DMO following a Consociate Media presentation.

DMO status pending as of this report.

SHARING OF VISUAL ASSETS

As part of MPDDC's efforts across this and other grant funded projects, Consociate Media has photographed many of the assets across the region, from tourism destinations to coastal resiliency projects. Those visual assets have been shared with media, state agencies, neighboring regions and regional localities for use in their own communications. Use of these assets is an important part of the regional storytelling.

GRAPHIC DESIGN OF MASTER PPT FOR MPPDC

A branded, master PowerPoint template is crucial for any organization, especially the MPPDC, because it ensures consistency, professionalism and brand recognition across all presentations. Consociate Media designed a master PowerPoint template for the MPPDC staff and Commissioners to use to effectively communicate its identity, mission, program updates, initiative launches and more to diverse audiences, from local stakeholders to state agencies. A cohesive design reinforces credibility, making complex information more accessible and memorable. Additionally, a branded template saves time, allowing staff to focus on content rather than design, and supports clear messaging.

ACCRUED BENEFITS REPORT TO MPPDC

Presentation of the annual accrued benefits report to the MPPDC.

Appendix D: Communications Strategy

Communications Plan:

Coastal Inundation Report Results

Objective: Effectively communicate the results of the Coastal Inundation and Parcel Assessment for Bavon, Mathews County, VA, raising awareness and encouraging action among property owners, local government officials and the wider community.

Target Audience:

1. Bavon community property owners (primary residents, second homeowners and undeveloped parcel owners)
2. Local government officials (Mathews County representatives)
3. State government officials
4. Public service providers (utilities, emergency services, etc.)
5. General public in Mathews County and surrounding areas
6. Environmental advocacy groups and local planners

Key Messages:

1. Inundation Risks:

- By 2040, the only access road will be inundated twice daily.
- By 2060-2080, many properties and the only access road will experience daily flooding to a point where hours a day where areas are under water, ultimately increasing to underwater up to 24 hours per day.

2. Economic and Property Impacts:

- Inundation will impact property values, utility services and daily living, causing long-term socioeconomic changes.
- Decisions around insurance, property improvements and selling will become more urgent.

3. Community and Government Response:

- Property owners must consider mitigation options, including structural elevation, shoreline management or property abandonment.
- Government support and policy decisions are critical in mitigating risks and ensuring safety.

Tactics:

Community Meetings:

- **Host public forums** to present the report's findings, explain the methodology and offer potential mitigation solutions, including encouraging more property owners to begin taking part in the Fight the Flood program.
- Utilize **visual aids** such as maps and timelines of predicted flooding (e.g., 2020-2080 projections).

Channels:

- In-person meetings at community centers, public libraries.
- Virtual meetings for remote participants.

Timing:

- Schedule two meetings: one within a week of the report release and another within two months for follow-up.

Direct Communication:

- **Mailers** to property owners summarizing their specific risks based on the report's findings, offering guidance on next steps (e.g., floodproofing, selling, or donation to Middle Peninsula Chesapeake Bay Public Access Authority).
- **Email newsletters** to Mathews County residents providing a digest of the report's key points, including access to the full report online.

Channels:

- Direct mail, email, local newspapers.

Timing:

- Send out within 1-2 weeks after report release.

Digital Campaign:

- **Creation of landing page** on the MPPDC website to showcase the report, key findings, enable downloads and promote available resources for property owners. Landing page will also showcase upcoming events, survey results, etc.
- **Website updates** with a dedicated section on the Mathews County website for the report, its results and available resources for property owners.
- **Social media posts** across county and community group platforms (e.g., Facebook, Nextdoor) highlighting critical findings and inviting the community to meetings.

Channels:

- County website, Facebook, Nextdoor.

Timing:

- Launch updates within the first week after report release and post consistently for 4 weeks.

Media Outreach:

- **Press release** to local media (newspapers, TV, and radio) highlighting key findings and inviting media coverage of community meetings.
- Arrange interviews with local leaders and experts to provide context and insight.

Channels:

- Local newspapers (e.g., Gloucester-Mathews Gazette-Journal), regional TV news stations (e.g., WVEC) and local radio (e.g. WXGM).

Timing:

- Send press release on the day of report release and engage media over the following 2-3 weeks.

Partnership with Local Organizations:

- Collaborate with local civic organizations to disseminate information, host webinars and provide property owners with further information for resiliency planning (e.g., MPPDC).
- Encourage these groups to share the information with their networks.

Channels:

- Partner websites, local events and organizational newsletters.

Timing:

- Begin outreach upon report release and maintain partnerships for ongoing support.

Evaluation and Feedback:

1. **Attendance and Engagement:**
 - Track attendance at public meetings and online engagement (web traffic, social media interaction).
2. **Surveys:**
 - Distribute post-meeting surveys to gather community feedback and identify concerns for future planning.

3. Follow-up:

- Monitor the impact of communications on property owners' decisions and provide additional support based on feedback.

By implementing this plan, the community will be informed, empowered and supported to address the significant challenges posed by coastal inundation, fostering proactive responses at both the individual and government levels.

This communications plan was prepared with funding from the Virginia Coastal Zone Management Program.

Bavon Community Study Teaser VIDEO + FTF Web Page Creative Plan

The objective of this video is to drive people to download the full community study. Please use stock video of flooding scenes edited together with music and voiceover, ending with QR code.

https://stock.adobe.com/video/flooded-home-interior-generative-ai/848632243?prev_url=detail

https://stock.adobe.com/video/kitchen-flooded-with-water-generative-ai/817212107?prev_url=detail

https://stock.adobe.com/video/flooded-living-room-in-a-home-insurance-claim-for-water-damage-generative-ai/1003469344?prev_url=detail

https://stock.adobe.com/video/flooded-room-causing-damage-in-home-insurance-claim-process-generative-ai/1003468970?prev_url=detail

https://stock.adobe.com/video/water-flooded-kitchen-floor-with-open-door-generative-ai/817211996?prev_url=detail

https://stock.adobe.com/video/flooded-hallway-generative-ai/823647827?prev_url=detail

VOICE OVER

“What does it mean to live in a high-water hazard area?

To live in a place where you know that's it's not just a possibility, rather a probability, that you won't be able to physically access your home one day.

That the road leading to your home will be under water for hours a day, keeping you from returning or trapping you in.

That your flood insurance premiums will continue to rise.

Or that you have to continuously replace expensive assets on your house – like septic systems and heating and cooling units – due to saltwater intrusion or high ground water.

Not to mention the devaluation of your home, personal safety due to impacts of storm surge (or if there will be a time that government services are no longer able to provide service to the area due to safety risk to personnel), or the emotional distress associated with the impacts of all these issues.

In the Bavon community in Mathews, Virginia, residents are facing all of this and more.

Property owners must consider mitigation options, including structural elevation, shoreline management or property abandonment.

But how will each individual make their decisions about when to leave, if to leave or how to leave.

In a recently published study by the Middle Peninsula Planning District Commission, funded by the Virginia Coastal Zone Management Program, we've reframed the conversation about what it means to live in a high-water hazard around the pain points, what those pain points mean and the realities of how residents need to make decisions.

Scan the QR code now to download the full report.

<<<ALTERNATE ENDING>>>

Visit link in caption to download the full report.

<<<QR CODE DYNAMIC TO COME UP ON SCREEN>>>

<<<END WITH FIGHT THE FLOOD ANIMATED LOGO>>>

WEBSITE PLAN

The final report will be posted on the FYI feed on the Fight the Flood website, which will be there the QR Code will direct.

Pain Points of Living in a High-Water Hazard Area

What does it mean to live in a high-water hazard area?

To live in a place where you know that's it's not just a possibility, rather a probability, that you won't be able to physically access your home one day.

That the road leading to your home will be under water for hours a day, keeping you from returning or trapping you in.

That your flood insurance premiums will continue to rise.

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Download the full report [here](#)."