

Marsh Restoration “Personas”



A project of Eco-Social Metrics of Marsh Restoration

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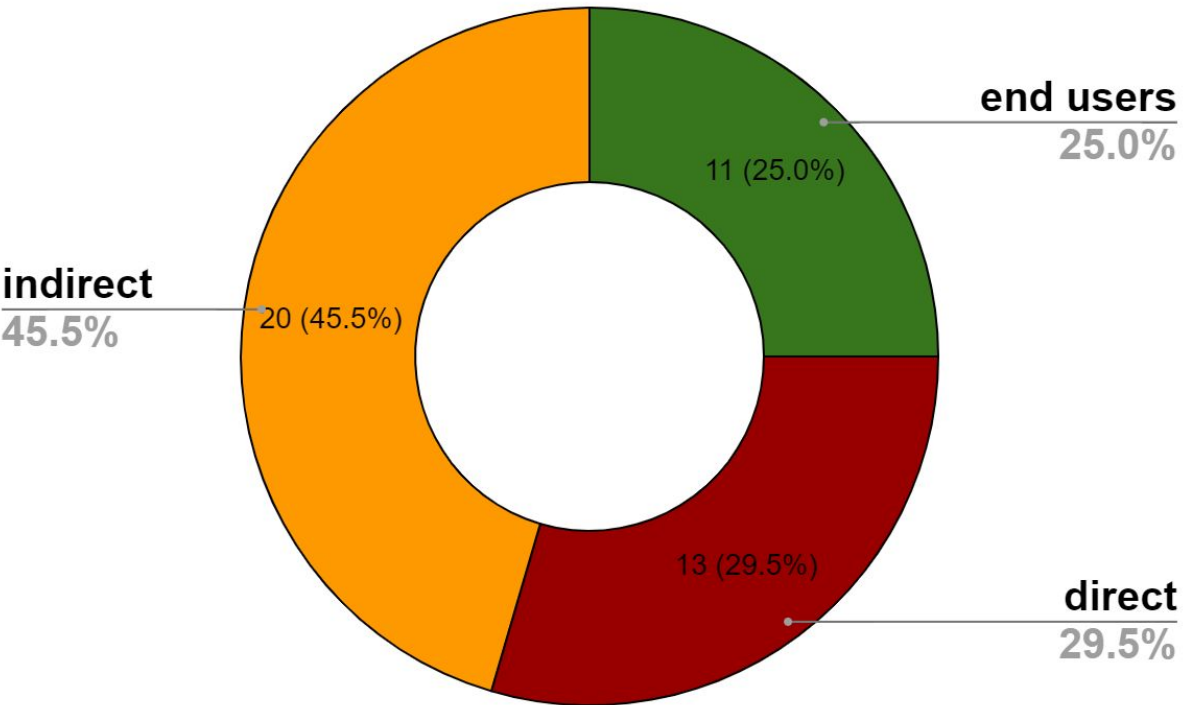
Focus Group Participants

- Natural resource managers
- Federal, state, and local employees
- Landowners, local residents

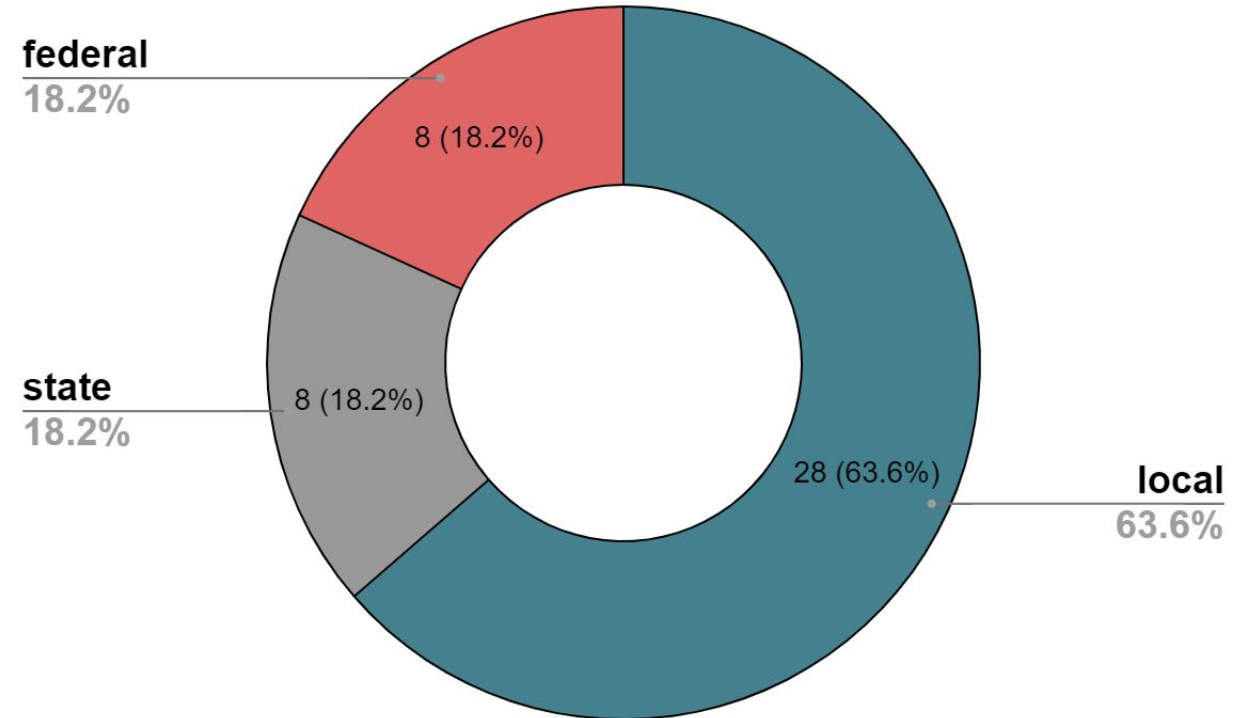


44 Total Participants: 40% response rate

Attendance by user group



Attendance by institutional level



Sites: Alsea, Coos, and Yaquina Bays

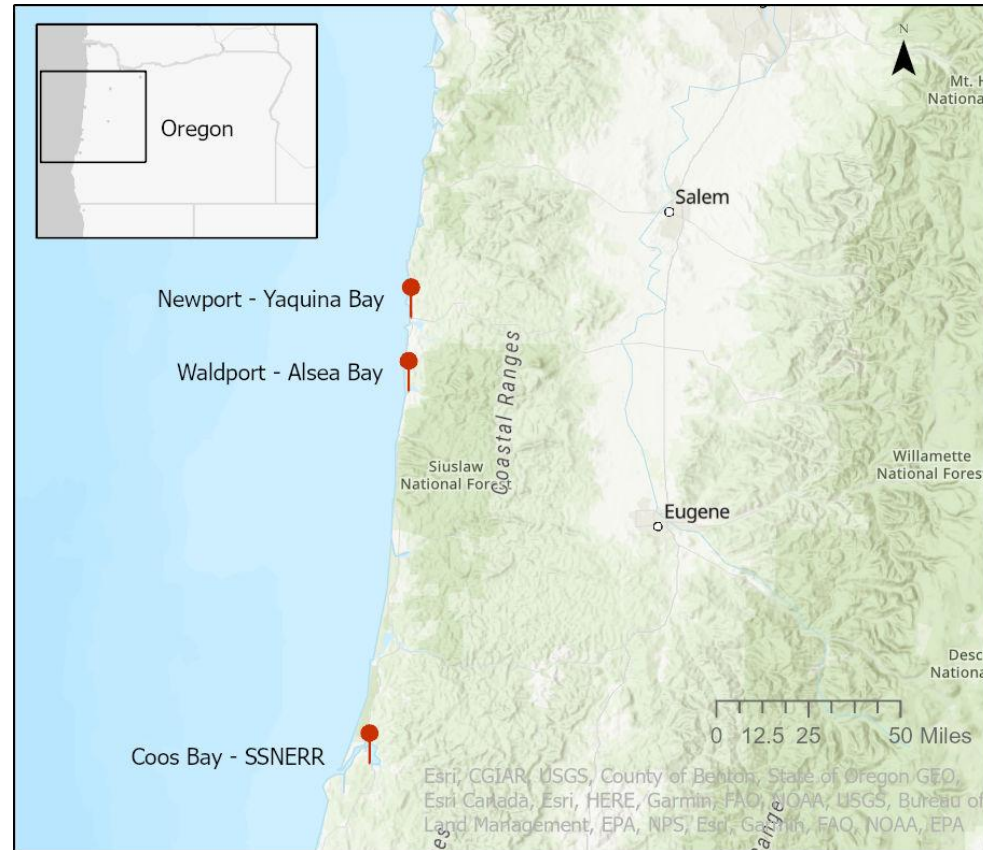


Figure 1. Map of focus group sites where estuarine restoration has been completed

Method: Q Sort

- Forced ranking exercise
- 34 statements
- Most important statements = 4
- Least important statements -4
- Factor analysis combines individual sorts
- Results: 6 common perspectives, or “personas”

Composite Q sort for Factor 1

| -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 |
|--|--|--|---|---|--|---|---|---|
| What the majority of my community votes for. | Having a mosquito-free environment. | Minimizing the impacts of sea-level rise. | Generating money for my community. | Promoting the historical & cultural values of the area. | Being able to catch native fish in local water bodies. | Reconnecting tidal channels. | Increasing ecological function in general. | Increasing habitat for fish and wildlife. |
| Reducing waterlogging of crops. | Projects that don't require heavy machinery. | Being able to harvest local oysters. | Reducing flooding along the coast. | An aesthetically pleasing environment. | Places that attract birds. | Increasing native vegetation. | Reducing the amount of pollution in water bodies. | Enhancing water quality. |
| Reducing flood damages to my property. | **◀ Reducing coastal erosion. | Increasing my community's resilience. | Generating long-term jobs. | Outdoor sites for physical well-being, exercise, or recreation. | The federal government's management of the ecosystem. | The state government's management of the ecosystem. | | |
| | Attracting tourists to the area. | My local government's management of the ecosystem. | Recognizing the original Indigenous caretakers. | Everyone benefits from natural places equally. | Places that attract beavers. | | | |
| | | Increasing storm protection for the community. | Being able to harvest local clams. | An outdoor place to go to for my mental well-being. | | | | |
| | | | Involving the community in decision-making. | | | | | |

| Legend | |
|--------|---|
| * | Distinguishing statement at P < 0.05 |
| ** | Distinguishing statement at P < 0.01 |
| ▶ | z-Score for the statement is higher than in all other factors |
| ◀ | z-Score for the statement is lower than in all other factors |

Completed Qsort Example

Total Conservationist

42% explained variance

Idealist

Quote

"My priority is restoring nature as much as we possibly can because we've just done so much damage for so long and it's the very thing that's supporting us to be here."

Top Values

- Increasing habitat for fish and wildlife
- Enhancing water quality

Messages for the Total Conservationist

- Use the words "habitat," "fish," "wildlife," and "water quality."
- Demonstrate trustworthiness.
- Show how your organization helps the environment.



Less Urgent Values

- What the majority of my community votes for
- Reducing waterlogging of crops

Higher Ranked Statements Than Other Groups

none

Lower Ranked Statements Than Other Groups

- Reducing coastal erosion

Local Sense of Community

8% explained variance

Guardian

Quote

"You have to build trust. Everyone pulls their expertise and funding. The only way you can get it done is if you have these partnerships."

Top Values

- Increasing ecological function in general
- My local government's management of the ecosystem

Messages for Local Sense of Community

- Emphasize working together.
- Describe how your project helps the community.
- Make it personal.



Less Urgent Values

- Having a mosquito-free environment
- Being able to harvest local oysters

Higher Ranked Statements Than Other Groups

- My local government's management of the ecosystem
- Involving the community in decision-making

Lower Ranked Statements Than Other Groups

None

Local Coastal Safety

7% explained variance

Artisan



Quote

"When I look out my window at the water...In addition to just feeling at peace and having something beautiful to look at, it's the whole balance issue of a healthy economy and ecosystem."

Top Values

- Increasing habitat for fish and wildlife
- Reducing flood damages to my property

Messages for the Local Coastal Safety

- Use emotional and sensory words.
- Emphasize security, safety, and health.
- Make it visual!

Less Urgent Values

- Being able to harvest local clams
- The state government's management of the ecosystem

Higher Ranked Statements Than Other Groups

none

Lower Ranked Statements Than Other Groups

- *Being able to harvest local clams
- *The state government's management of the ecosystem.

Globally Conscious Coastal Safety

5% explained variance

Guardian



Quote

"Other things cascade down from [ecological restoration] - increasing community resilience, healthy communities, healthy people - healthy ecosystems are all interconnected."

Top Values

- Minimizing the impacts of sea-level rise
- Increasing habitat for fish and wildlife

Messages for the Globally Conscious Coastal Safety

- Emphasize security, safety, and health.
- Use words like resilience and adaptation.
- Be detailed.

Less Urgent Values

- Being able to harvest local oysters
- Attracting tourists to the area

Higher Ranked Statements Than Other Groups

- **Minimizing the impacts of sea-level rise
- **Having a mosquito-free environment

Lower Ranked Statements Than Other Groups

- *Attracting tourists to the area

Economic Prosperity

5% Explained variance

Rational

Quote

"We want to be able to grow and prosper in our economy and not destroy the environment."

Top Values

- Increasing habitat for fish and wildlife
- Enhancing water quality

Messages for Economic Prosperity

- Highlight both economic and environmental benefits.
- Emphasize how solutions are "effective."
- Show how your project compares to other solutions.



Less Urgent Values

- Projects that don't require heavy machinery
- Having a mosquito-free environment

Distinguishing statements

- ** Being able to harvest local oysters.
(Higher than other groups)
- * The state government's management of the ecosystem (Lower than other groups)

Globally Conscious Sense of Community

4% explained variance

Guardian



Quote

"I think [a good thing about marsh restoration is] mitigating climate change, and actually as protection for our communities, especially with storm surges and rising sea level elevations."

Top Values

- Increasing my community's resilience
- Everyone benefits from natural places equally

Messages for Globally Conscious Sense of Community

- Describe how your project helps communities near and far.
- Emphasize resilience and adaptation.
- Be detailed.

Less Urgent Values

- Reducing flood damages to my property
- Having a mosquito-free environment

Higher Ranked Statements Than Other Groups

**Everyone benefits from natural places equally

Lower Ranked Statements Than Other Groups

**Increasing ecological function in general

Two Types of Messaging Strategies

Choose one persona to focus on.

Develop targeted messages for that perspective.

For example, the “Total Conservationist” resonated the most with our group.

Focus on the overlap to capture more perspectives.

Develop messages that will appeal to a wide range of perspectives.

For example, three of our groups appreciate detailed information and being able to compare solutions to understand the benefits.

Thank you!

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