

| Segment Priority Behaviors, Barriers & Motivators |                  |                   |              |                                                                                                                                                                                                                                                                                                                |                       |                                                                                    |                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                              |
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| Armor status                                      | Home on property | Erosion potential | Segment Name | Audience Description                                                                                                                                                                                                                                                                                           | Priority Behaviors    | Primary Barriers                                                                   | Primary Motivators                                                                                                                                                         | Recommendations                                                                                                                                                                                                                                                                                                              |
| No Armor                                          | No Home          | No                | Segment 1    | <b>Segment Specific Characteristics:</b><br>Tend to live elsewhere<br>3% of parcels<br>Armor addition decisions happen near timing purchase of property or after an erosion event                                                                                                                              | Leave shore unarmored | Concern with erosion (59%)<br>Storms, waves, or tides might change shoreline (50%) | Property protected or enhanced (54%)<br>Natural look of it (46%)<br>Health habitat for fish and wildlife (42%)<br>Tax break (36%)<br>Lower maintenance time and cost (31%) | New regulations will mostly take care of the desired behavior change in this segment: leave shore un-armored. Due to this, this segment is less of a priority that segments 5-8. However, this segment should be addressed in terms of DIY efforts and working to change the social norm of property owners around armoring. |
|                                                   |                  | Low-Mod-High      | Segment 2    | <b>Segment Specific Characteristics:</b><br>Tend to live elsewhere<br>11% of parcels<br>Armor addition decisions happen near timing purchase of property or after an erosion event                                                                                                                             | Leave shore unarmored | Concern with erosion (59%)<br>Storms, waves, or tides might change shoreline (50%) | Property protected or enhanced (54%)<br>Natural look of it (46%)<br>Health habitat for fish and wildlife (42%)<br>Tax break (36%)<br>Lower maintenance time and cost (31%) | New regulations will mostly take care of the desired behavior change in this segment: leave shore un-armored. Due to this, this segment is less of a priority that segments 5-8. However, this segment should be addressed in terms of DIY efforts and working to change the social norm of property owners around armoring. |
|                                                   | Home             | No                | Segment 3    | <b>Segment Specific Characteristics:</b><br>Older homes (built pre-1980)<br>Split fairly evenly between living on parcel and living elsewhere<br>9% of parcels<br>Armor addition decisions happen near timing purchase of property or after an erosion event                                                   | Leave shore unarmored | Concern with erosion (59%)<br>Storms, waves, or tides might change shoreline (50%) | Property protected or enhanced (54%)<br>Natural look of it (46%)<br>Health habitat for fish and wildlife (42%)<br>Tax break (36%)<br>Lower maintenance time and cost (31%) | New regulations will mostly take care of the desired behavior change in this segment: leave shore un-armored. Due to this, this segment is less of a priority that segments 5-8. However, this segment should be addressed in terms of DIY efforts and working to change the social norm of property owners around armoring. |
|                                                   |                  | Low-Mod-High      | Segment 4    | <b>Segment Specific Characteristics:</b><br>More in Kitsap, Mason, Pierce & King counties<br>Older homes (built pre-1980)<br>Split fairly evenly between living on parcel and living elsewhere<br>29% of parcels<br>Armor addition decisions happen near timing purchase of property or after an erosion event | Leave shore unarmored | Concern with erosion (59%)<br>Storms, waves, or tides might change shoreline (50%) | Property protected or enhanced (54%)<br>Natural look of it (46%)<br>Health habitat for fish and wildlife (42%)<br>Tax break (36%)<br>Lower maintenance time and cost (31%) | New regulations will mostly take care of the desired behavior change in this segment: leave shore un-armored. Due to this, this segment is less of a priority that segments 5-8. However, this segment should be addressed in terms of DIY efforts and working to change the social norm of property owners around armoring. |

| Segment Priority Behaviors, Barriers & Motivators |                  |                   |              |                                                                                                                                                                                                                                                                                                                     |                                                                                                   |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                            |
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| Armor status                                      | Home on property | Erosion potential | Segment Name | Audience Description                                                                                                                                                                                                                                                                                                | Priority Behaviors                                                                                | Primary Barriers                                                                                                                                                                                                                                                            | Primary Motivators                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Recommendations                                                                            |
| Armor                                             | No Home          | No                | Segment 5    | <b>Segment Specific Characteristics:</b><br>Tend to live elsewhere<br>.4% of parcels<br>Most parcels have armor                                                                                                                                                                                                     | Remove all armor                                                                                  | Concern with erosion (64%)<br>Expense (62%)<br>Regulatory & permitting process (33%)                                                                                                                                                                                        | Property protected or enhanced (60%)<br>Tax break (31%)<br>Loan, grant, or reduced fees (28%)                                                                                                                                                                                                                                                                                                                                                                                                            | Small number of parcels so not a large priority.                                           |
|                                                   |                  | Low-Mod-High      | Segment 6    | <b>Segment Specific Characteristics:</b><br>Tend to live elsewhere<br>5% of parcels<br>Most parcels have armor<br>Include armored parcels on feeder bluffs and forage fish spawning areas                                                                                                                           | Remove all armor<br><br>Remove a portion of armor<br><br>Replace armor with soft shore protection | Concern with erosion (64%)<br>Expense (62%)<br>Regulatory & permitting process (33%)<br><br>Concern with erosion (61%)<br>Regulator & permitting Expense (54%)<br>process (28%)<br><br>Concern with erosion (60%)<br>Expense (56%)<br>Regulatory & permitting process (30%) | Property protected or enhanced (60%)<br>Tax break (31%)<br>Loan, grant, or reduced fees (28%)<br><br>Property protected or enhanced (60%)<br>Tax break (46%)<br>Streamlined permitting (30%)<br>Healthy habitat for fish and wildlife (21%)<br>Loan, grant, or reduced fees (20%)<br><br>If there were substantial changes in erosion of shore or bluff (44%)<br>Property protected or enhanced (40%)<br>If storms, waves or tides changed shore or bluff (40%)<br>Free advice without sales focus (33%) | Priority segment.                                                                          |
|                                                   | Home             | No                | Segment 7    | <b>Segment Specific Characteristics:</b><br>Older homes (built pre-1980)<br>Split fairly evenly between living on parcel and living elsewhere<br>3% of parcels<br>Most parcels have armor                                                                                                                           | Remove all armor<br><br>Replace armor with soft shore protection                                  | Concern with erosion (64%)<br>Expense (62%)<br>Regulatory & permitting process (33%)<br><br>Concern with erosion (60%)<br>Expense (56%)<br>Regulatory & permitting process (30%)                                                                                            | Property protected or enhanced (60%)<br>Tax break (31%)<br>Loan, grant, or reduced fees (28%)<br><br>If there were substantial changes in erosion of shore or bluff (44%)<br>Property protected or enhanced (40%)<br>If storms, waves or tides changed shore or bluff (40%)<br>Free advice without sales focus (33%)                                                                                                                                                                                     | Priority segment.                                                                          |
|                                                   |                  | Low-Mod           | Segment 8    | <b>Segment Specific Characteristics:</b><br>More in Island, San Juan & Kitsap counties<br>Older homes (built pre-1980)<br>Split fairly evenly between living on parcel and living elsewhere<br>38% of parcels<br>Most parcels have armor<br>Include armored parcels on feeder bluffs and forage fish spawning areas | Remove all armor<br><br>Remove a portion of armor<br><br>Replace armor with soft shore protection | Concern with erosion (64%)<br>Expense (62%)<br>Regulatory & permitting process (33%)<br><br>Concern with erosion (61%)<br>Expense (54%)<br>Regulator & permitting process (28%)<br><br>Concern with erosion (60%)<br>Expense (56%)<br>Regulatory & permitting process (30%) | Property protected or enhanced (60%)<br>Tax break (31%)<br>Loan, grant, or reduced fees (28%)<br><br>Property protected or enhanced (60%)<br>Tax break (46%)<br>Streamlined permitting (30%)<br>Healthy habitat for fish and wildlife (21%)<br>Loan, grant, or reduced fees (20%)<br><br>If there were substantial changes in erosion of shore or bluff (44%)<br>Property protected or enhanced (40%)<br>If storms, waves or tides changed shore or bluff (40%)<br>Free advice without sales focus (33%) | #1 priority segment for armor removal. 38% of parcels.                                     |
|                                                   |                  | High              | Segment 9    | <b>Segment Specific Characteristics:</b><br>More in Island, San Juan & Kitsap counties<br>Older homes (built pre-1980)<br>Split fairly evenly between living on parcel and living elsewhere<br>1% of parcels<br>Most parcels have armor<br>Include armored parcels on feeder bluffs and forage fish spawning areas  | Remove a portion of armor                                                                         | Concern with erosion (61%)<br>Regulator & permitting Expense (54%)<br>process (28%)                                                                                                                                                                                         | Property protected or enhanced (60%)<br>Tax break (46%)<br>Streamlined permitting (30%)<br>Healthy habitat for fish and wildlife (21%)<br>Loan, grant, or reduced fees (20%)                                                                                                                                                                                                                                                                                                                             | Not a priority target due to high erosion potential and high barriers. Only 1% of parcels. |