Coastal habitats provide numerous ecosystem services that benefit livelihoods, culture, and quality of life for coastal communities. However, balancing societal desires to live and work along coastlines with the sustained delivery of ecosystem services has been challenging. For instance, the armoring of shorelines with vertical walls and similar engineered structures is often conducted to address coastal erosion or achieve some other socially desirable outcome (e.g., vessel navigation, docking). However, shoreline armoring is also a widely recognized cause of natural habitat loss and ecosystem degradation. While the increasingly popularity of “living shorelines” provides beneficial alternatives for recovering declined or lost services, transitioning towards more sustainable coastlines requires substantial societal support and investments. My talk will highlight recent and ongoing efforts to understand the diverse social, ecological, and economic factors that promote sustainable decision-making along coastlines, as well as how these decisions scale-up to affect the overall resilience of coastal ecosystems.