Social Science in the Chesapeake

- Introduction
  - STAC discussion/workshop/report
  - questions raised

- Case studies
  - Puget Sound Partnership
  - Other?

- Discussion/potential next steps.

STAC/Social Science Question

"[T]here is increasing recognition [among scientists and policymakers in the Chesapeake Bay region] that

1. human dimensions need to be better integrated into efforts to restore ecosystem functions, reduce pollution, and manage the sustainable use of natural resources, and

2. our understanding of the interactions of these human dimensions with restoration choices requires a combination of social science approaches."   - STAC Report (2011).

Questions

- How do we create/incentivize change in a way that is scaled to the right decision-making timeframes (for individuals, industry, others)?

- How do we capitalize on the knowledge from the "social sciences" to inform decision making and change behavior?

One Example

- Puget Sound Partnership effort
  - Social Behavior Index
  - Social Capital Index

- Funded by EPA
  - http://yosemite.epa.gov/r10/ECOCOMM.NSF/Puget+Sound/psaa_tiia_rfp_2010

Human values count in Puget Sound recovery

New indicators are being developed by the Puget Sound Partnership, now in its fifth year, to measure human health and well-being.

By Christopher Dunagan

Posted November 24, 2012 at 4:24 p.m.

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Study: Pierce County residents not so green

Locals get lowest scores in survey designed to measure environmental attitudes, practices in Puget Sound area

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Environmental scientists have known for decades that what's killing Puget Sound comes from the indiscretions of the millions of people who live around it.

Tiny individual doses of spilled gasoline, lawn fertilizers, cleansers and other everyday toxics are poisoning marine life.

Now, thanks to a first-ever behavior study of residents in the 12 counties that surround the Sound, social scientists have managed to further personalize the polluters.

The study, presented this week to the Puget Sound Partnership, summarizes the demographic characteristics of those most likely to pollute and zeroes in on where they're most likely to live.

The results aren't flattering to Pierce County.

Of the 12 counties surveyed, Pierce County received the lowest score on what's being called the "Sound Behavior Index" scale.

According to the survey, Pierce County residents are more likely than most to use weed killers and fertilizers on their lawns and gardens, and they're more likely to wash their cars in their driveways.

Other examples?

- King County, Washington
  - Environmental Behavior Index
  - http://your.kingcounty.gov/dnrp/measures/performance/en-resident-stewardship.aspx

- Air Quality
  - Linkage between air quality & demographic patterns/transportation impacts

- Great Lakes?

- Other?

Discussion