

The Citizen Stewardship Index

Communications Workgroup Meeting | 11-01-2017

What is the Citizen Stewardship Index?

A score that indicates what individuals are doing at home and in their communities to improve water quality and environmental health, from **personal actions** to **volunteering** and **advocating** for the environment.

A prediction of **future stewardship**.

Where does this data come from?

Landline and mobile **phone interviews** conducted in English and Spanish with 5,200 randomly selected residents between March and May of 2017.

Why is it important?

It shows us what individuals are doing and are willing to do to protect and restore clean water.

It can reveal findings about different segments of the region's population and watershed residents as a whole.

It can serve as a resource for agencies and organizations that lead data-driven behavior change campaigns.

What does it reveal about current stewardship?

Watershed residents scored a **24** out of 100 on the Citizen Stewardship Index.

To score a 100, everyone in the region would need to do everything they could in their daily lives to improve water quality and environmental health.

What does it reveal about future stewardship?

Are people willing to take environmentally responsible actions? Watershed residents received a **Likely to Take Personal Actions** score of **22**.

Do people want to participate in community efforts to improve water quality and environmental health? Residents received a **Likely to Volunteer and Advocate** score of **63**.

Do people hold common perceptions that can motivate environmentally responsible behavior? Residents received a **Motivating Attitudes** score of **65**.

The closer each score is to 100, the more individuals are likely to take actions in the near future to improve water quality and environmental health.

What does it reveal about watershed residents?

Some actions that have a significant impact on clean water—like using a rain barrel or rain garden to collect rainwater—have not been adopted to their fullest potential.

What does it reveal about watershed residents?

Several actions with low adoption rates have a significant likelihood of becoming more common. Actions like this one could serve as focal points for agencies and organizations working to expand environmental stewardship.

What does it reveal about watershed residents?

About one-third of residents have volunteered their time or donated their money to a charitable organization, but less than one in ten residents have done so for an organization that works to protect and restore clean water or environmental health.

What does it reveal about watershed residents?

While a small percentage of watershed residents are civically engaged on behalf of the environment, this engagement has the potential to expand: 43 percent of residents could see themselves attending meetings or publicly speaking out in support of clean water.

What does it reveal about watershed residents?

Most watershed residents believe strong federal and state action is needed to help clean up the Chesapeake Bay.

What does it reveal about watershed residents?

Most residents want to improve the environment around them, but many don't see themselves as part of the problem. This suggests organizations advancing environmental stewardship should emphasize the power of personal action and community engagement in cleaning up local waters feeding into the Chesapeake Bay in order to capitalize on the individual motivation that exists.

