



Narrative Analysis

[CITIZEN STEWARDSHIP FEBRUARY 13, 2020]

The narrative analysis summarizes the findings of the logic and action plan and serves as the bridge between the logic and action plan and the quarterly progress meeting presentation. Based on what you learned over the past two years from your successes and challenges, you will describe whether the partnership should make adaptations or change course.

Use your completed pre-quarterly logic and action plan to answer the questions below. After the quarterly progress meeting, your responses to these questions will guide your updates to your logic and action plan. Additional guidance can be found on [ChesapeakeDecisions](#).

1. Examine your red/yellow/green analysis of your management actions. What lessons have you learned over the past two years of implementation?

Summarize what you have learned about what worked and what didn't. For example, have you identified additional factors to consider or filled an information gap?

There are many challenges in developing effective stewardship. Long-standing partnerships in the Chesapeake Bay watershed have engaged thousands of residents in stewardship of the region. Over the past two years the Citizen Stewardship Workgroup has strategically focused on advancing behavior change approaches to building stewardship. The Citizen Stewardship Workgroup has made significant accomplishments by collecting the first comprehensive survey of stewardship actions and attitudes in the Chesapeake Bay watershed. Most recently, access to this groundbreaking information is now being developed that will enable social science practitioners to utilize this information in developing more effective behavior change campaigns. The workgroup recognizes that additional stewardship efforts need to be addressed and elevated but workgroup capacity challenges exist.

2. Regardless of how successful your short-term progress has been over the past two years, indicate whether we are making progress at a rate that is necessary to achieve the outcome you are working toward. The example graph below illustrates this concept.

There is not currently a numeric target to measure citizen stewardship. The outcome states, "Increase the number and diversity of trained and mobilized citizen volunteers with the knowledge and skills needed to enhance the health of their local watersheds." When data are collected in the future, the trajectory will be measured.

However, there have been many accomplishments as a result of the Citizen Stewardship Outcome.

Increased social science relevance in partnership. Social science is more relevant to the Partnership today than it ever has been. Because of Citizen Stewardship Workgroup sponsored efforts

including collecting stewardship actions and attitudes in the Chesapeake Bay watershed; developing the stewardship indicator; conducting behavior change training and technical assistance to CBP workgroups, there is an increased awareness in social science that did not exist before. There is now a recognition among CBP staff that information and education are important, but alone do not change behavior. In addition, efforts continue to evolve that incorporate social science approaches within other goal teams and workgroups including communications and SAV workgroup. While social science does not garner the same level of priority as the natural sciences, improvements are being made to recognize its importance in the partnership.

Progress in developing website that will share data with practitioners. A website is in development that will make the stewardship behavior data accessible to practitioners who are developing education and outreach campaigns. The data will be able to be scaled by geography, behavior or demographic.

Significant accomplishments leveraging the stewardship outcome by partners. Many partners have utilized the power of the citizen stewardship outcome to make improvements to their programs.

- Anne Arundel Watershed Stewards Academy utilizes county resident behavior data to enable volunteers to most effectively select behaviors and design most effective outreach programs.
- A number of practitioners are seeking to access this dataset or create their own similar datasets to advance their own social science-based behavior change efforts.
- Baywide Stormwater Partners Retreat and Chesapeake Watershed Forum included training on community-based social marketing for behavior change, focusing on behavior and audience selection and campaign development.
- Elizabeth River Project in Virginia created a partnership with HBCU Norfolk State University partnership to get the students engaged in STEM in the SEC³URE Program (Spartans Engaged in Community-focused, Collaborative, Course-based Undergraduate Research Experiences) which aims to support course-based undergrad research and collaboration between multiple courses across the curriculum. They work to tie students research directly to issues in our local community.
- Chesapeake Bay Trust uses citizen stewardship goal and outcome to advance consensus around funding and justify investment in DEIJ plan for Funders Network.

Increased social science relevance within the partnership. Because of recent efforts by the partnership on the behavior data collection, through the community-based social marketing training, and technical assistance to several workgroups on implementing community-based social marketing to help achieve their outcome, there is a general awareness now that did not exist before.

3. What scientific, fiscal and policy-related developments will influence your work over the next two years?

This may include information learned at the previous biennial SRS meeting or more specific information about your outcome such as an increase or decrease in funding, new programs that address gaps, and new scientific data or research. Describe how these developments are likely to impact your recommended measure(s) of progress, the factors you believe impact your ability to succeed, and newly created or filled gaps. These changes should be reflected in the first three columns of your revised logic and action plan after your quarterly progress meeting.

Increased investment in social science from the CBP. Increased investment from the Bay Program on the use of collaboration models and social science to accelerate stewardship as well as

enhanced technical assistance to ensure social science integration into grant programs and work plans to achieve Watershed Agreement outcomes.

Continued funding for data collection. The existing work in progress to develop an Information Collection Request in order to collect a second round of stewardship actions and attitudes from residents in the Chesapeake Bay watershed. The existing contract in place that will support fielding data collection of multiple stewardship outcomes including diversity, local leadership, and environmental literacy.

Environmental impact data on behaviors. Ability to connect water quality impact scores with behavior adoption will affect the public sector investment in behavior change and increase our ability to quantify scientific impact of individual practices.

Political atmosphere and makeup of federal and state administrations. The priorities of federal, state and local governments will impact further investment and implementation of programs that advance stewardship.

Stewardship efforts becoming normalized. As we push this work out in local communities across the watershed, we anticipate that stewardship actions will increasingly become visible and ultimately normative, which will accelerate their adoption and further leverage private effort and expenditure, amplifying the Bay Program’s investment in this work.

4. Based on your response to the questions above, how will your work change over the next two years?

Describe the adaptations that will be necessary to more efficiently achieve your outcome and explain how these changes will lead you to adjust your management strategy or the actions described in column four of your logic and action plan. Changes that the workgroup, GIT or Management Board consider significant should be reflected in your management strategy.

Develop plan for incorporating social science into partnership. Utilize energy, knowledge and resources to develop a broader strategy for incorporating social science into the partnership.

Incorporate other valuable components of stewardship. There is a plethora of federal / state agencies as well as local groups striving to increase stewardship through education, interpretation, outreach, assistance, and public access. The last several years we have honed the workgroup based on behavior change approach but in near future, we would like to be more inclusive and build a group that represents a broader network of efforts that build stewardship.

Develop accurate behavior scores that include environmental impact. The ability to connect water quality impact scores with behavior adoption will affect the public sector investment in behavior change and increase our ability to quantify scientific impact of individual practices.

$$\text{Behavior Score} = \text{Environmental Impact} \times \text{Likelihood of Future Adoption} \times \text{Current Adoption/Opportunity}$$

Supporting more information sharing and training of local government and NGO practitioners in social science as well as replicate successful stewardship models that we see operating locally throughout the watershed.

5. What, if any, actions can the Management Board take to help ensure success in achieving your outcome?

Please be as specific as possible. Do you need direct action by the Management Board? Or can the Management Board direct or facilitate action through other groups? Can you describe efforts the workgroup has already taken to address this issue? If this need is not met, how will progress toward your outcome be affected? This assistance may include support from within a Management Board member's jurisdiction or agency.

Make social science a priority. Almost all of the Watershed Agreement goals and outcomes boil down to success in engaging and motivating humans, therefore embracing social science is key to successful implementation of the Watershed Agreement and restoration of the Bay. We would like the Management Board to increase its engagement in and support of social science practices and create a home for social science within the CBP structure. Changing behavior norms is a long-term project, patience is vital, but will ultimately be key in meeting our goals and outcomes and reaching a restored Bay.

Utilize social science frameworks and stewardship data to better design public engagement, education and behavior change programs.

More than 18 million people take actions each day that affect the health of the Bay. New data and resources exist to help us apply the principles of behavior change to engage this vast audience in our Bay restoration work. Applying the principles of social science and behavior change to improve our outreach programs is crucial through:

- Increasing the knowledge, understanding and use of social science frameworks and strategies that can be applied to change the behavior of priority audiences, and
- Fostering understanding of best practices, tools, and technical assistance in order for the CBP workgroups to develop projects and programs that more effectively change behaviors that are based in social science research.

Support future data collections. It is critical to continue collecting stewardship behavior data to (1) assess trends, (2) also to learn more about how behavior adoption, volunteerism, and civic engagement changes over time and (3) to measure the effectiveness of programs and campaigns.