

# DRAFT MANAGEMENT STRATEGY

## CITIZEN STEWARDSHIP

Estimated Percent Complete: 50%

**OUTCOME:** 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.

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### FACTORS INFLUENCING

#### Capacity Factors

- Many existing programs not designed for maximum impact
- Lack of financial and regulatory incentives for effective stewardship programs
- Need additional capacity to recruit and train volunteers and leaders
- Lack ability to measure impact and track progress of stewardship programs
- Lack strategic coordination of the many programs implemented at the local level
- Need region wide stewardship programs to help build a more robust and diverse movement for clean water

#### External Factors

- Public opinion, perception and attitude about Bay clean up varies and poses both challenges and opportunities
- Lack of Social norms that encourage adoption of helpful individual actions and behaviors
- Need to increase use of existing and expand access to water resources for all citizens
- Existing markets are the major drivers of consumer choices and often create disincentives for stewardship actions

### GAPS

- Systematic support and coordination between NGO's and local governments to develop and cooperatively implement effective stormwater outreach programs
- Common measures to evaluate stewardship program success
- Greater understanding of how to develop strategic behavior change programs that are audience oriented
- Creation a behavior change group or case study repository where NGOs can share outcomes of work categorized by specific behaviors

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### MANAGEMENT APPROACHES

#### Establish mechanisms to measure impact and track progress of citizen stewardship programs

- The Chesapeake Bay Program will develop a practical and value-added method to track changes in public attitudes, behaviors, and actions related to stewardship and use the results to guide future management strategies.

#### Provide assistance to help develop and implement programs for maximum impact on citizen stewardship

- Increase program effectiveness to achieve results from citizen stewardship programs targeting individual behaviors.
- Share best practices and successful models of citizen stewardship programs.
- Increase the communications capacity of the Bay community.
- Increase strategic coordination and collaboration among programs at the local level.
- Increase direct engagement of diverse organizations and communities.
- Increase local public access to natural resources.

#### Increase capacity to expand the number and diversity of citizen volunteers

- Invest in successful volunteer recruitment and engagement programs.
- Expand citizen participation in science and monitoring.

#### Recruit, Train, and Support more Citizen Leaders and local Champions

- Increase opportunities for training and empowerment of local champions.
- Provide financial investment for local leadership training and education in all States.
- Increase organizational capacity and effectiveness to build citizen leaders.
- Build capacity of organizations to cultivate leaders and build the movement.