

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.

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

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.