

QUARTERLY PROGRESS MEETING – February, 2022

*Chesapeake Bay Program*



# [Citizen] Stewardship

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*Workgroup*

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*National Park Service -*

*Chesapeake*

*Coordinator, Fostering*

*Chesapeake Stewardship*

*Goal Team (GIT 5)*

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*Chesapeake Research*

*Consortium*

*Staffer, Fostering*

*Chesapeake Stewardship*

*Goal Team (GIT 5)*

*Through the Chesapeake Bay Watershed Agreement, the Chesapeake Bay Program has committed to...*

## Goal: *Stewardship*

### 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.



*photo credit: Britt Slattery*



Stewardship



# What is our Expected and Actual Progress?

*Tree Planting data from Chesapeakebehaviorchange.org*

## Chesapeake Bay Watershed

% IN THIS SUBGROUP  
100% (5815/5815)

OPPORTUNITY ⓘ



LIKELIHOOD OF ADOPTION ⓘ



ENVIRONMENTAL IMPACT ⓘ



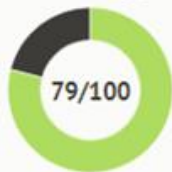
BEHAVIOR SCORE ⓘ



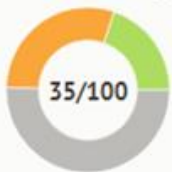
## Prince George's County - Maryland

% IN THIS SUBGROUP  
100% (145/145)

OPPORTUNITY ⓘ



LIKELIHOOD OF ADOPTION ⓘ



ENVIRONMENTAL IMPACT ⓘ



BEHAVIOR SCORE ⓘ



Scores (%)

80 to 100 (Very Good)

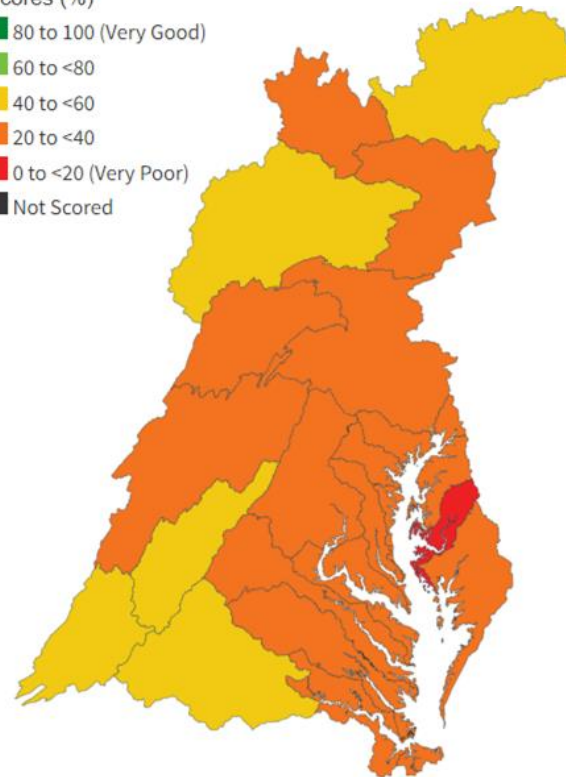
60 to <80

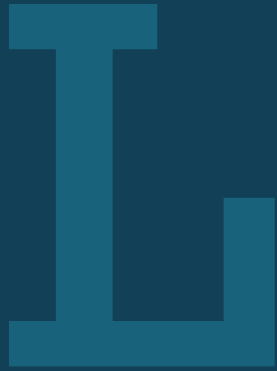
40 to <60

20 to <40

0 to <20 (Very Poor)

Not Scored





# Learn

*What have we learned in the last two years?*



## Successes and Challenges

### Successes:

- Elevating social science within CBP. More work underway will inform this:
  1. Behavior Change Forum 2/10/2022
  2. Social Science Assessment project (GIT-funded)
- Sharing stewardship data as an indicator for Bay health helps to bring attention to the importance of and progress toward stewardship. The new indicator was incorporated into the Chesapeake Bay Report Card, available at <https://ecoreportcard.org/report-cards/chesapeake-bay/> and [Stewardship | EcoHealth Report Cards \(ecoreportcard.org\)](#)
- Workgroup has begun reconvening with lots of energy.



## Successes and Challenges

### Challenges:

- Capacity / staffing changes.
- Stewardship Index and behavior change website took a lot more resources and time than anticipated. This was foundational, so other actions were delayed.
- Need to discontinue using the word ‘citizen’ in favor of a more inclusive term.
- Missed opportunity to coordinate with Diversity Workgroup – will going forward!
- Federal restrictions on surveying / collecting data are a barrier to measuring progress and tracking impact. The approval process is very slow.



## On the Horizon

- **New or increased funding sources** (Federal, some state) will be available that can support stewardship efforts, particularly on the ground efforts.
- **Cross-Outcome opportunities:** Can connect stewardship strategies to assist with reaching targets for forest, riparian buffer, tree canopy, wetlands and land conservation Outcomes.
- Increased awareness of and emphasis on **diversity, equity, inclusion and justice (DEIJ)** has and will continue to demand improved approaches to stewardship that are more effective at engaging watershed residents.
- Exploring possibility of offering **stormwater credits for behavior change.**

A large, stylized, blue letter 'A' is centered on a dark blue background. The letter has a thick, blocky font with a slight shadow effect. The background is divided into horizontal bands of color: a dark blue band at the top, a medium blue band in the middle, and a light green band at the bottom.

# Adapt

*How does all of this impact our work?*



# Stewardship Framework

*Increasing actions for watershed health*

## Adapt

- Establishing the baseline focused more on individual actions.
- Now need to do more to build community leaders or champions to help inspire and mobilize community action.
- Aiming to work from the bottom up and from the top down.
- Increase diversity at all levels.





## Based on what we learned, we plan to ...

Focus on building collective action, programmatic efforts, building desired behaviors among individuals, increasing community involvement.

### *Main categories of activity:*

- **Building Stewards**
  - Train practitioners/local governments to use [chesapeakebehaviorchange.org](https://chesapeakebehaviorchange.org)
  - Utilize other existing tools, e.g. mapping resources to prioritize where to work
  - Increase emphasis on DEIJ best practices, coordination with Diversity WG
- **Gaining Champions**
  - Define, identify, successfully engage with and build more “**champions**” (community leaders and mobilizers, role of local governments, others).
- **Network Development**
  - Build the professional community among stewardship practitioners
  - Share best practices, scale up successful models



## Equitable and inclusive restoration ...

- Recommend to discontinue using the word ‘citizen’ in favor of a more inclusive term. Considering formal request of CBP.
- Employ best practices regarding diversity, equity, inclusion and justice (DEIJ) for improved approaches to stewardship that are more effective at engaging watershed residents.
- Coordinate regularly with the Diversity WG.
- Assure representation from all watershed jurisdictions and coordination with Local Leadership Workgroup, to stay in touch with local needs and issues.
- Encourage use of existing tools to help focus efforts (CBP Equity Dashboard, etc.)



# Help

*How can the Management Board  
lead the Program to adapt?*



## Help Needed

**Further integrate social science at CBP,** fostering the idea that developing stewardship is the work of everyone within the CBP.

### *(Preface)*

How social science should be integrated within CBP work is being figured out through this project:

- **CBP Social Science Assessment and Integration Road Map** (FFY20 GIT-funding)
- Recommendations are expected ~ summer 2022
- **Future decisions needed to aid implementation of the recommendations.**

*Meanwhile, what we still need help with is...*



## Help Needed

**Further integrate social science at CBP,** fostering the idea that developing stewardship is the work of everyone within the CBP.

### **1. Help promote use of the behavior change website (science-based tool to identify audiences and impactful stewardship actions):**

- Encourage your agency staff to **attend training and use the site/ data.**
- **Advise a mechanism** for local government buy-in to 2022 data collection **[urgent]**.

### **2. Direct staff to identify cross-Outcome opportunities to engage people in stewardship.**

- tree canopy / forest, riparian buffers, wetlands, streams, etc.

### **3. Provide advice on changing the terminology used in the Stewardship goal and Outcome statement.**





## Help Needed

**Further integrate social science at CBP,** fostering the idea that developing stewardship is the work of everyone within the CBP.

### RECAP:

1. Steps to assure use of the behavior change website
2. Cross-Outcome opportunities to engage people in stewardship
3. Formally drop 'citizen' from the Stewardship goal and Outcome statement?



# Discussion