**Citizen Stewardship Kick Off Meeting Summary**

**Tuesday, November 18th**

**9:30 – 12:30**

**Chesapeake Bay Foundation**

**Purpose:** To bring together a team to guide the development of the Citizen Stewardship Management Strategy

**Welcome / Introductions (Kristin Saunders, Stewardship Goal Implementation Team Chair)**

**Review of Our Task: Management Strategy Development (Kristin Saunders)**

*Background:*

The [2014 Chesapeake Bay Watershed Agreement](http://www.chesapeakebay.net/chesapeakebaywatershedagreement/page) states that the Chesapeake Bay Program’s Goal Implementation Teams (GITs) will develop Management Strategies for the Outcomes that support the Agreement’s goals by June 2015. The Stewardship GIT is responsible for the development of a management strategy and baseline indicator for the Stewardship goal and outcomes. The Management Strategy will summarize the decision framework, and the collective work of the Bay Program Partnership. The management strategy will also outline steps for monitoring, assessing, reporting, and adaptively manage progress towards the outcome of citizen stewardship. This meeting is focused specifically on the development of a draft Citizen Stewardship Outcome management strategy and method to measure progress.

*Stewardship Goal:*

“Increase the number and diversity of local citizen stewards and local governments that actively support and carry out the conservation and restoration activities that achieve healthy local streams, rivers and a vibrant Chesapeake Bay.”

*Citizen 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.”

Kristin provided an overview and offered her perspective on the goal and outcome and management strategy development process.

* The goal of Citizen Stewardship is new to the Bay Agreement, because it is so new, it does not have the existing framework and infrastructure that other goals in the agreement do
* Our goal for this meeting is to bring together identified stakeholders in the field of citizen stewardship to develop the management strategy for citizen stewardship as well as develop action items to be included in a biannual work plan
* Drafts of the Management Strategies will be presented to the Management Board on Dec. 15th
* Since we do not have the background framework that other goals do, the Citizen Stewardship management strategy will look more like a working plan for moving forward
* Jurisdictions signed onto each outcome, indicating that they are committing to participate in actions to progress toward that outcome
* MS will include factors influencing reaching the outcome, current efforts underway, gaps, local engagement
* MS will be living documents implementing adaptive management, and a two- year work plan
* Management Strategy Timeline
  + Dec. 15th - Draft MS due - updates to the PSC
  + March 15th- Released for public review
  + June- Final MS due

See Management strategy supporting documents on meeting on [webpage](http://www.chesapeakebay.net/S=0/calendar/event/22193/):

* 2014 Chesapeake Watershed Agreement
* Management Strategy Development Timeline
* Management Strategy Framework: Key Elements Document

**What is Citizen Stewardship? (Al Todd, Alliance for the Chesapeake Bay)**

Al Todd provided context for the question, “What is Citizen Stewardship?” and shared a framework for thinking of the levels of citizen engagement and how this could be used as a framework for discussing the management strategy.

* Stewardship goal has three parts / outcomes : Citizen stewardship, Local leadership , Diversity
  + Stewardship goal is about increasing the number of people and diversity of people who become stewards; by increasing their knowledge, training, and mobilization of their skills with in their community.
* New Bay Watershed Agreement recognizes long term success cannot happen without citizen stewardship.
* The idea of the Citizen Stewardship has been largely championed by NGOs, which is why it is important to have these NGOs at the table to guide the development of the management strategy.
* Al provided a framework for thinking about Citizen Stewardship and the different levels of engagement.



Increased Level of Engagement

Increased Knowledge, training and skills

* Moving from personal action to citizen leadership is dependent on increasing knowledge and skills

Participants engaged in small group discussions to answer the following three questions:

1. Who are the citizen stewards within this framework?
   * Primarily non-professionals
     + Individual Citizen Actions and Behaviors
       - Churches
       - Residents
       - Citizens
       - Community Members
       - HOAs
       - Reusable bag programs, scoop the poop programs
       - Reflection of demographic of region, ethnicity, socioeconomically
       - Trash clean up
     + Volunteerism and Collective Community Action
       - Citizen Scientist
       - K-12 environmental education programs
       - Project Clean Stream
       - Earth conservation corps, other conservation corps
       - Oyster growing programs
     + Citizen Leadership
       - Watershed Academy
       - Water Keepers
       - NGOs
       - Local Champions (not always experts in the field)
2. What are examples of successful actions on each of these levels of stewardship action?
   * Actions can be organized by sector, for example, landscape, transportation, energy, waste, water use, etc.
   * Behavior changes is dependent upon the community and what they are willing to do, ground work to develop a relationship and assess the needs of the community
   * Puget sound metrics example- focus on universal behaviors, with specific end states
   * Targeting to specific groups of people, or people that are not typically targeted- seniors, young adults, private sector (recreation providers, lawn care companies)
   * Place emphasis on longer term engagement to lead to the behavior change
   * Build upon the programs that already exist
   * Increasing public access, to increase citizen engagement and interest in the water
   * Hands on volunteer activities- trash clean –ups etc.
   * Formal education programs targeted at adults – or activities that engage adults with their children together
3. What are example programs or actions that increase the number of stewards and actions at each level?
   * Watershed Stewards Academy
   * Ready Program
   * Alice Ferguson Foundation – developing targeted programing at millennials
   * Find the point of entry – meeting people where they are- and how to best engage them- some may already have an interest, some may not even know they have a stream in their back yard
   * Emphasis the local context, to make it relevant to public
   * Engage local businesses- may be willing to implement
   * Somehow tie the increase in stewardship to the improvement of water quality and watershed
   * Exploring options besides self-selection of stewards- Reactive behavior change (reactions to bag bans, storm water management fee ,etc.), social marketing , identify how it effects the individual
   * To avoid double counting number of stewards, we need to make sure that we are not preaching to the choir and reaching previously
   * Training and support mechanism for people who only have a more compressed
   * Citizen Monitoring Programs (VA example)
   * Sojourns
   * Water Keepers – look for violations
   * LID that engages citizens (Seattle example, social norm)
   * Faith community
   * Targeting out of college aged citizens – lack of programs for that age group – Alice Ferguson Foundation – Kacey.
   * Conservation Corps
   * Schools – environmental literacy – school aged education

General observations on framework and discussion:

* Citizens can enter in at any level
* Not pyramid, rather concentric circles
* Single action without longer engagement does not make large difference, cultivation is key.
* Support for stewards academies, creating citizen leaders that are catalysts
* Meet a community where they are, be locally relevant
* Education is not enough, social marketing
* Encourage businesses to become citizen leaders
* Cultivate private sector leaders
* Crossover activities that link seniors/grandparents with children and grandchildren

**Opportunities and Barriers to Increasing Citizen Stewardship (Jamie Baxter, Chesapeake Bay**

**Trust)**

Using the proposed framework the participants identified opportunities and barriers to increasing the number and level of engagement of citizen stewards. The participants also generated recommendations on how the Bay Program Partnership could help advance efforts to overcome barriers and seize opportunities.

**Barriers**

*Lack of consistent messaging of benefits in order to incentivize actions*

* There is a need for consistent messaging across groups
* We are not messaging well to increase the value ($) of environmental work
* Translation of science to meet people where they are
* Broaden idea of stewardship, show how activities connect
* Lots of NGOs branding programs, need for umbrella brand
* Don’t know how to incentivize actions

*Sustained investment in effective programs*

* Lack of sustained outreach and engagement programs
* Lack of consistent funding and technical support for programs
* Funders do not always see the value because they cannot see immediate results from the work; they are looking for immediate reductions in N levels
* Lack of time and funding to design targeted outreach; know audience, design programs on what is needed, not what they think they need
* Current techniques of reaching people are not effective
* A need to translate science to meet people and politicians where they are

*Lack of incentive for behavior change because of:*

* People make decisions based on money. We are not messaging well to increase value of what we are doing
* People don’t see how their individual actions can make a difference in their community
* People see narrowly defined benefits
* Money is a main factor for decision making
* Time constraints, fast pace of life

*Lack of Awareness / Access to Issue*

* Not all people are engaged in the communities that they live in
* Lack of access and connection to the outdoors
* Lack of awareness of the multiple benefits (jobs, local improvements, etc)
* Lack of stewardship jobs in minority communities
* Environmental restoration and protection has become to a democratic party issue need to make it seen as human issue
* Language barriers

**What can CBP do?**

* CBP cannot go out on the ground-but can invest in successful programs NGOs / extension / programs
* Recognize value of and invest in NGOs, locals are doing that result in stewardship
* Can develop template for successful programs
* Regional social marketing campaign – branding
* Communicating success to help the visualize the change and successes
* Help to prioritize actions that will best benefit local communities
* Develop model programs of collective efforts – multiple groups to work together
* Provide technical assistance for setting up programs – ex. NEMO?
* Seed capital - energy and resources
* Regional vs. local messaging? Audience based communication?
* Facilitate collaboration for greater efficiency within groups- not exhausting or competing against each other for resources to do similar work
* Strategic annual social marketing campaign
* Create efficiencies for local groups, everyone doing themselves
* Great integration of whats out there that’s related, bringing together – collective impact
* CB can do this on bay wide that feed in at local level

**Measuring Progress (Jaime Baxter)**

There are several examples of efforts around the watershed to measure stewardship efforts. A few examples measurement efforts were highlighted, including:

* Individual Stewardship Actions – Kacey Wetzel (Chesapeake Bay Trust) provided an overview of the Puget Sound Behavior Index, Baysurvey.org
* Participation in Community Actions – Mary Ellen Olsese (River Network) provided an overview of NGO capacity metrics (volunteers, members, etc)
* Community Leadership – Suzanne Etgen (Anne Arundel Watershed Stewards Academy Program) provided an overview of their Watershed Stewards Academy and how they track project implementation.

Participants engaged in a discussion of other measurement/tracking methods within the watershed or nationwide. Participants discussed what value would be gained from measuring progress in citizen stewardship? Where should we focus initial baseline development work?

* Indicator could simply be just tracking people and local government engaging in stewardship activities
  + Outcome does not hold us to the measuring environmental factors, just people
* Data mining- to see what kind of data are already available, and also mining what kind of metrics other evaluators are using
  + Ex. Cornell ornithology lab
* Would be good to measure number of people, and diversity (age, race, socioeconomic) of people and how we reached those diverse audiences?
* Use tools like GIS to track location, number, leaders , diversity of stewards
  + Track stewards on the sub watersheds , and neighborhood level
* Calculate a cost analysis of stewardship programs (ex. Steward lead storm water retrofitting versus typical unit cost) to ramp up support /funding?
* Support or expand the smart tool?
  + Extension work with Towson – Howard county storm water management and restoration tracker
  + Howard county residents who fills it out can get a rebate for filling out the tool
* Returning to programs to make sure that actions are sustained – survey multiple times
* Needs to be more than people counting; tie the metrics to the bay And WQ
* Look into how we can embrace technology (apps, crowdsourcing, etc.) for the metrics
* Need to figure out what this group is going to do and then figure out how to measure it. Need to develop a metric
* Measure the diversity of actions stewards are undertaking, wetlands restoration, trash clean-up, etc.

**Next Steps for Management Strategy Development? (Al Todd)**

Al closed the meeting and identified next steps and options for future involvement.

* + Short term involvement in MS – forming a group to help develop the strategy – maybe be form a formal workgroup in the future.
  + Incorporate the business community, and diversity in the group?
  + Al – business leaders don’t really care about the formal bay program, so asking them to participate in the development of the MS may not be helpful

**Participant List**

Jaime Baxter, CBT

Diane Davis, DC

Julie Walker, CRC

Amy Handen, NPS

Cynthia Marshall, Industrial Areas Foundation

Julie Winters, EPA

Lou Etgen, ACB

Shannon Sprague, NOAA

Sammy Orlando, NOAA

Jennifer Didinger, UMD

Shereen Hughes, Wetlands Watch

Kate Fritz, South River Federation

Kacey Wetzel, CBT

Al Todd, ACB

Caroline Wicks, UMCES

Suzanne Egen, Anne Arundel County Master Watershed Stewards

Steve Raabe, Opinionworks

Mary Ellen Olsece, River Network

Jeff Holland, West Rhode Riverkeeper

Diane Cameron, Audobon Naturalist Society

Reggie Parrish, EPA

Charlie Stek, CAC

Russ Baxter, VA

Jessica Blackburn, ACB

Alana Hartman, WV

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Nissa Dean, VA

Sarah Felker, Elizabeth River

Julie Hester, KCF

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