

Interactive Tool for Citizen Stewardship Data Use and Analysis

GIT 5 Fostering Chesapeake Stewardship

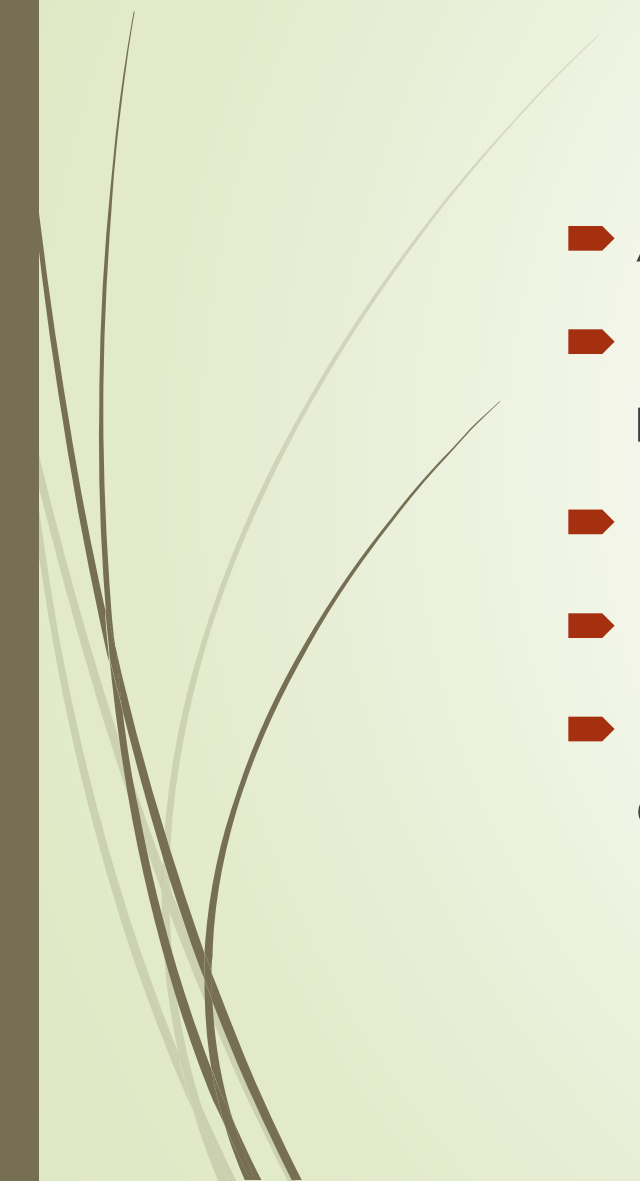


Background

- Stewardship Indicator
- What is the Online Tool?
 - Question driven/scenario based web-based tool
 - Will enable watershed groups and local governments to scale and segment data, create correlations, and customize reports



Why the Interactive Tool?

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- ▶ Assist organizations in creation of targeted RFPs
 - ▶ Determine the most cost effective behaviors to allocate resources
 - ▶ Refine public outreach campaigns
 - ▶ Identify noted behavior change over a series of years
 - ▶ Increase the number of new outreach programs designed to change behaviors



Where are we now?

- \$50,000
- Stakeholder interviews by the Communications Team underway
- Phase II release by Communications Team in final stages
- Discussion guide is being built to introduce the tool
- Working with the CBP Web Team to create two categories of questions to be fielded:
 - Category #1: Those that know behavior change
 - Category #2: Those that know the Stewardship Indicator
- Working with our steering committee to identify interviewees