**Stewardship Goal Implementation Team (GIT)- Puget Sound Presentation**

**Maryland DNR Tawes building: C-1 conference room**

**Nov. 3, 2014, 12:30– 2:00**

Call-in#: 866-704-1637 Passcode: 269 490#

**12:30 Welcome / Introductions (Kristin Saunders, GIT Chair)**

**12:40 Puget Sound Partnership Presentation and Discussion (Emily Sanford, Puget Sound Partnership)**

Emily Sanford Social Marketing Coordinator for the Puget Sound partnership provided a presentation that provided background and information on the Puget Sound Partnership, as well as insights and lessons learned on their efforts to track and quantify citizen stewardship as part of their larger Puget Sound Restoration Tracking initiative called Vital Signs.

* **Overview of Puget Sound Partnership** 
  + Connects citizens and governments together
  + Sets science- based regional priorities and develops strategies to reach achieve these priorities
  + Through this partnership and collaboration and through their metrics, the Puget Sound Partnership, accelerates implementation of priority actions, and provides some accountability for the results
  + Puget Sound Partnership has three Strategic Initiatives : 1. Prevent pollution from storm water, 2. Recover shellfish beds, 3. Protect and restore habitat
* **Puget Sound Stewardship Program** 
  + As a strategy to achieve their initiatives, the Puget Partnership utilizes social marketing to track and change behaviors of citizens that affect the health of the Puget Sound. In order to effectively track these changes the partnership follows these guidelines for picking behaviors to track and try to change in the population.
    - 1. Focus on systemic change
    - 2. Focus on environmental outcomes
    - 3. Focus on 4.5 million residents, not just the eager minority
    - 4. Focus on innovation and sustainability
    - 5. Fill gaps
    - 6. Enable others to conduct the work
  + **ECO Net**
    - Eco Net (Education, Communication and Outreach network) is network of environmentalist across the sound drawing on each member’s community-level knowledge of local organizations, while linking to and benefiting from regional resources and a comprehensive vision for restoring Puget Sound.
    - ECO net provides training, professional development and technical assistance, and provides communication tools for connecting its members to the public
  + **K-12 Education** 
    - Partnership has helped to incorporate Puget Sound Place-based content into K-12 curricula across the region
    - Partnership is currently on target to achieve its goal to incorporate these place-based education programs in over 50% of the Puget Sound school Districts by end of 2014
  + Citizen Action Training School
    - Citizen Action Training school is focused on generating productive citizen engagement to build a base of future leaders in Puget Sound recovery
* **Public Opinions Research** 
  + Sound Behaviors index
    - Index asks responders about 28 indicator behaviors (both positive and negative behaviors) all behaviors can be tracked over time, as well as how often they engaged in the practice. Respondents are also given the option to select N/A
    - Index allows the partnership to track collective progress overtime, as well as track progress on regional and county level
    - Survey sample size was > 3,600, respondents were contacted using random phone sampling
    - Respondents included 300 people per county, in a total of 12 counties
    - Findings from the 2013 survey were presented as an overall concrete score as well as presenting changes in each individual behavior
    - Conclusions from 2013 survey
      * Score has had an overall decrease
      * Lessons learned from the 2013 survey: index will continue focus on specific behaviors, end state behaviors and segmentation is important for on the ground programming, and understand the audience who is not doing your desired behaviors is very important
      * Future surveys will use new techniques to be able to determine how much of the observed changes are due to actual chance versus actual change
  + Social Capital Index
    - Measures how connected people are to each other across the 12-county Puget Sound region, ultimately a measure of trust. This index measured the public’s …
      * Understanding of the health of the sound
      * Optimism towards the possibility of the health of the sound improving
      * Public Value, their sense of urgency to protect the sound
    - Shifts in Social Capital may take a long time to produce any shifts, and the Puget Partnership is not expecting their collective programming to produce measureable impacts in the near term
  + Overall Considerations for Public Opinions Surveys
    - Consider what you want to measure carefully
      * Seek feedback from stakeholders
      * Consider multiple methods of research
      * Do your collective programs impact what you are measuring?
      * Will you be measuring this activity one time? Or repetitively?
      * Build on what you have, and what others have
      * Consider the Scope (s) and scale (s) of identified “problems”
* **Follow- up Discussion**

The presentation was followed by a question and answer session and a discussion among participants on potential next steps in an effort in to develop a citizen stewardship metric in the bay watershed.

* How can we take the years of work that you did, and speed up the process to get a baseline?
  + Come up with a few different models and assess reactions
  + Dive into literature
  + Get a contractor? RFP to get someone to contracted to do the background work
  + Sound behaviors index relate right back to the other vital signs – draw connections between your other work
* What changes have you made since you have started this effort?
  + Thescope of the survey has changed since the beginning
  + Social science subcommittee was added to the scientific panel and it was hard fought to get the human element into the vital signs
* What was the cost like to develop these indexes?
  + Overall cost for all three surveys was just under 600,000, sound behaviors was about a third of that
* Was data collected strictly from phone surveys? Or online as well?
  + Only landline and cell phone surveys- may be bias to people who would answer a phone survey , web surveys were not advised to them, but the larger sample size was up to industry standards for surveys
* What suggestions would you give for conducting a similar survey of the Chesapeake Bay watershed?
  + Universal behaviors to measure may be better for such a large watershed- may have varied responses from larger geographic and population size.
  + Your outcomes are not linked directly to actions, more to knowledge may be advisable to look at how to connect the two
  + Do an extensive literature review- think about what do you need to look at?
  + Think about what do you have here as a region and elsewhere, what lessons have been already been learned, and characterize what you are investing in

**Management Strategy Updates**

* Management Strategy Drafts due Dec. 15th
* Land Conservation
  + Suzanne and Kate, have the pen and are drafting
  + Developed a lot of great content from the October workshop
  + Holding a Steering committee meeting at the end November to review draft
* Public Access
  + Divided up the key elements document among the team
  + Working draft is being developed for review at the November 25th meeting of the Public Access team
* Environmental Literacy
  + Conducted a two day workshop with the leadership team, were we developed a list of regional and state actions
  + November 18th full workgroup will be meeting to provide input and contribute more ideas on the regional actions
  + Should have a solid draft by the 15th deadline
* Citizen Stewardship
  + Kick off meeting, November 18th