



Citizen Stewardship

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Chesapeake Bay Trust
Co-Chair Citizen Stewardship Workgroup*

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.



How You Can Help



- Make social science an increasing priority in the Partnership.
- Continue to support future data collections in the once/3-5 year frequency.
- Obtain commitment from federal, state and local partners to utilize social science frameworks and stewardship data to better design public engagement, education and behavior change programs.



Learn

What have we learned in the last two years?



Successes and Challenges

- Many challenges in developing and sustaining effective stewardship.
- Workgroup has strategically focused on behavior change approaches to building stewardship.
- Additional stewardship efforts need to be elevated but workgroup capacity challenges exist.



What is our Expected and Actual Progress?

1. Currently have stewardship behavior data collected in 2017 on 21 behaviors – no trend available yet

Stewardship Behaviors

Data on current adoption and willingness to adopt in the future for:

- Pet waste (2: on property/off property)
- Leaves/Lawn clippings (2)
- Litter (2: drop/pick-up)
- Fats, grease/Medicines down the drain (2)
- Fertilizer use/keep off hard surfaces (2)
- Pesticide/Herbicide use (2)
- Conservation landscaping
- Rain garden installation
- Septic system
- Tree planting
- Downspout redirect
- Rain barrel/Connected, emptied (2)
- Water conservation



What is our Expected and Actual Progress?

1. Currently have stewardship behavior data collected on 21 behaviors in 2017 –no trend available yet
2. Progress in developing website that will share stewardship behavior data with practitioners



Choose a Target Location ▾

Explore Map



Explore States and Regions

Delaware	+
Maryland	+
New York	+
Pennsylvania	+
Virginia	+
Washington, DC	+
West Virginia	+

Filter by Demographic

Age ▸

Education ▸

Children in the Household ▸

Home Ownership ▸

Housing Type ▸

Community Type ▸

Family Involved in Agriculture ▸

Religious Affiliation ▸

Race or Ethnicity ▸

Income ▸

[Home](#) > [Explore the Data](#)

Explore the Data

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SURVEY

Strength of Data ⓘ
99[Download Methodology](#)**Current Sample**
5,212
PARTICIPANTS[Download This Data](#)**Bay-wide Sample**
5,212
PARTICIPANTS[Download All Data](#)

CURRENT LOCATION

Chesapeake Bay Watershed

The Chesapeake Bay Watershed consists of...Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. vero eos et accusam et justo duo dolores et ea rebum.

[View Demographics](#) ▾

BEHAVIORS

All Behaviors

Explainer text here...Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Select Behavior Type: Sort by:

YARD	Replaced an area of grass lawn with native low-maintenance plants.	HIGH IMPACT	89 SCORE	View Behavior Data
YARD	Created a rain garden, or an area specifically designed to capture and	HIGH IMPACT	89 SCORE	View Behavior Data
SEPTIC	Had your septic system inspected or pumped out.	HIGH IMPACT	89 SCORE	View Behavior Data
YARD	Planted a tree.	HIGH IMPACT	89 SCORE	View Behavior Data



What is our Expected and Actual Progress?

3. Accomplishments leveraging the stewardship outcome by partners:
 - Data being utilized by Anne Arundel Watershed Stewards Academy
 - Training provided at Baywide Stormwater Partners Retreat and Chesapeake Watershed Forum
 - Partnership established between Elizabeth River Project in Virginia and with HBCU Norfolk State University
 - Chesapeake Bay Trust uses citizen stewardship goal and outcome to advance consensus around funding and justify investment in DEIJ plan for Funders Network.



What is our Expected and Actual Progress?

1. Currently have stewardship behavior data collected on 21 behaviors in 2017
–no trend available yet
2. Progress in developing website that will share stewardship behavior data with practitioners
3. Accomplishments leveraging the stewardship outcome by partners
4. Increased social science relevance within the partnership!



On the Horizon

1. Increased investment in social science from the CBP
2. Continued funding for stewardship behavior data collection
3. Environmental impact data on behaviors
$$\begin{array}{ccccccc} \text{Behavior} & = & \text{Environmental} & \times & \text{Likelihood} & \times & \text{Current Adoption /} \\ \text{Score} & & \text{Impact} & & \text{Future} & & \text{Opportunity} \\ & & & & \text{Adoption} & & \end{array}$$
4. Political atmosphere and makeup of federal and state administrations
5. Stewardship efforts becoming normalized



Adapt

How does all of this impact our work?



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

1. Develop plan for incorporating social science into partnership
2. Incorporate other components of stewardship into workgroup
3. Develop complete stewardship behavior scores that include environmental impact
4. Support more information sharing and training



Help

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



Help Needed

1. Make social science an increasing priority in the Partnership.
2. Continue to support future data collections in the once/3-5 year frequency.
3. Obtain commitment from federal, state and local partners to utilize social science frameworks and stewardship data to better design public engagement, education and behavior change programs.



Discussion