### **Minutes**

# Stewardship Workgroup Meeting

## Wednesday, October 18, 2017

## 10:00 a.m. – 12:00 p.m.

**Location:**  CBPO Fish Shack

410 Severn Avenue

Annapolis, MD 21403

**Summary of Actions and Decisions**

**Action:** The Citizen Stewardship Team will consult the Citizens Advisory Committee on how to best communicate the Stewardship score values to the general public.

**Action:** The Communications Team will make changes to the charts and figures for Chesapeake Progress based on feedback received from the workgroup.

**Action:** The Communications Team will reach out to state reps to see who should be invited

to participate in the press release; potentially considering a CBP speaker, region specific quote, member of the Diversity workgroup representative, or practitioner.

**Decision:** Three press releases will be issued for the Citizen Stewardship Indicator Release Plan.

**Decision:** Press releases will tentatively take place November 1st, 2017.

**Action:** Identify Co-Chair for the Citizen Stewardship Workgroup to replace Al Todd.

The meeting agenda, presentation, and minutes are available on the Chesapeake Bay Program [calendar](https://www.chesapeakebay.net/what/event/stewardship_workgroup_meeting).

|  |  |
| --- | --- |
| 10:00 | Welcome (Al Todd, Alliance for the Chesapeake Bay) |
| 10:10 | **Process to Develop Citizen Stewardship Indicator. (Kacey Wetzel, CBT & Steve Raabe, OpinionWorks)**  Kacey and Steve provided an overview of the methodology, data collection process and result highlights of the Citizen Stewardship Framework that was fielded from March-May 2017. The Index reveals what actions residents are taking to protect clean water and restore environmental health and shows how much of the region has volunteered or spoken out on behalf of the environment. It also forecasts future stewardship by measuring the willingness of residents to engage in certain actions and responses to perceptions that motivate environmentally responsible behaviors.  Questions and Comments around Survey Methodology   * Was the number of phone calls determined by state? The sample was random and not stratified and was sampled across all jurisdictions of the Chesapeake Bay Watershed. Anne Arundel County was not in the sample. The interview was done in English and Spanish, cell phones and landlines. The interview was guided with an interviewer. * What is the neutral scale? When dealing with a choice or public policy, it often indicates the interviewee did not know the answer or does not feel strongly about one side or the other. * Optimism and collective action were driving motives for the generated questions in the survey. * Behaviors were only calibrated according audiences who could perform the behaviors and the study showed those behaviors that were more or less susceptible to change in the future. * The focus behavior for the presentation was picking up dog waste because the finding was the opposite of what we expected. More people are likely to pick up dog waste on their own properties than off their properties and this was a surprising outcome. The urban populations with high density of apartments and condos were more likely to change behaviors. * The data is scalable and hence gives local jurisdictions the ability to add interviews of their own to design localized campaigns for their communities. * Data can be fielded at the community level to check whether values are significantly significant or by referencing [baysurvey.org](file:///C:\Users\ahanden\Downloads\baysurvey.org). * It would be valuable to weigh audiences by their general adoption rate of behaviors or self-reported likelihood and aggregate that data to show where we are in terms of high level demographic adoption and likelihood, age, understanding the geographic characteristics of these communities. * This tool will give us better audience targeting and suggest what behaviors are likely or not likely to change in the future. * Local level behaviors can be opposite to the watershed wide data as well as from demographics. * It would be useful to train people on how to use census bureau data to be able understand the data and assess their own communities.   Stewardship Score: Performance Indicator   |  |  | | --- | --- | | **Individual Behavior:**  Determined by 19 behaviors, weighted for water impact % of population that could perform each behavior | 38.49 | | **Volunteerism:**  Volunteered, given money for water restoration, or aware of a group in their local community | 22.63 | | **Civic Engagement**  Spoken out on behalf of the environmental cause | 18.51 | | **Rollup** | 24.15 |  * The Civic Engagement score is most likely to move up or down on its own because people respond to political events, what is happening with funding, etc. The survey is intended to be fielded every 4 or 5 years because there is a concern that the numbers may not reflect a significant change in behaviors over a short span of time.   **Action:** The Citizen Stewardship Team will consult the Citizens Advisory Committee on  how to best communicate the Stewardship score values to the general public.   * The dataset tells us what behaviors we should focus on now from a social science lens, allowing us to target resources most effectively. How will this impact degradation and water quality on the local and regional level?   Audience Needs   * The “harder to move” behaviors need programs to design and provide more packaged convenience strategies that deliver and install these behaviors in a way that eliminates existing barriers. * There is a need to train NGOs and local governments to understand what kinds of programs are offered based on this dataset and also how to gather information and insight from the audience to ensure you we are overcoming the barriers we know exist by locality and the degree at which they exist. * We need to increase their willingness to work with priority audiences, increase their understanding on who these priorities are and understand how to work witbh the dataset and groups in a meaningful way. * We have a case study database that can begin sharing this information on what is working and not working. * These recommendations point to what is outlined in the management strategy and are the next steps. We should be doing more experimental design to answer questions at a higher level. Questions about these recommendations should be answered on an experimental level by a group or university that informs case studies moving forward. |
| 11:00 | GIT Funding Project: On-line Tool (Kacey Wetzel, CBT & Guy Stephens, UMCES)  * Kacey shared draft plans for a project to develop an online interactive web-based tool that would enable key audiences to scale and segment data, create correlations, and customize reports in order to use the data. * Guy Stephens and Aera Hoffman are conducting interviews to better understand the user needs in order to build the right system. * **Next step:** Create a dashboard for the general public to show correlations and disseminate the findings. |
| 11:15 | **Indicator and Chesapeake Progress Release (Catherine Krikstan, UMCES; Laura Free, EPA)**   * Catherine and Laura presented the new Indicator content on Chesapeake Progress to be released soon. Also link to [presentation](https://www.chesapeakebay.net/?ACT=34&fid=214&d=1510765895&temp_dir=yes&f=citizen_stewardship_outcome_chart_proposals_v2_10-16-2017.pptx). * The figures used in the presentation were mock examples for how the real data will be depicted.   **Action:** The Communications Team will make changes to the charts and figures for Chesapeake Progress based on feedback received from the workgroup. |

## 11:40 Citizen Stewardship Indicator Release Plan (Rachel Felver, ACB)

* Rachel shared the phased process developed to release the Indicator.
* There will be two phases: The Communications Team will be issuing press releases to

talk about the importance of the data set and how we will build on this baseline.

**Action:** The Communications Team will reach out to state reps to see who should be invited

to participate in the press release; potentially considering a CBP speaker, region specific

quote, member of the Diversity workgroup representative, or practitioner.

**Decision:** Three press releases will be issued.

**Decision:** Press releases will tentatively take place November 1st, 2017

## 

|  |  |
| --- | --- |
| 11:50 | Next Steps (All) The groupidentified topics, issues, and opportunities for future discussion and collaboration.   * Next time the Citizen Stewardship team meets, go through management strategy and work plan and identify which remain priorities moving forward based on what we learned from the survey. * Citizen Stewardship Leads will present their progress with the Management Board in November.   **Action:** Identify Co-Chair for the Citizen Stewardship Workgroup to replace Al Todd. |

**12:00 Adjourn**

**Attendees**

Al Todd, Alliance for the Chesapeake Bay, Co-Chair

Kacey Wetzel, Chesapeake Bay Trust, Co-Chair

Amy Handen, NPS, Coordinator

Drew Pizzala, Chesapeake Research Consortium, Staffer

Doug Austin, CBP

Curtis Dalpra, Potomac River Commission

Jen Dittinger, MD Sea Grant

Caroline Donovan, UMCES

Lou Etgen, Alliance for the Chesapeake Bay

Suzanne Etgen, Anne Arundel County Watershed Stewards Academy

Greg Evans, Department of Forestry

Rachel Felver, Alliance for the Chesapeake Bay

Laura Free, EPA

Caitlyn Johnstone, Alliance for the Chesapeake Bay

Catherine Krikstan, UMCES

Steve Raabe Opinion Works

Peter Spedero PA DCNR

Guy Stephens, UMCES

David Wood, Chesapeake Stormwater Network