**Citizen Stewardship Work Plan**

| WORK PLAN ACTIONS | | | | |
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| Green - action has been completed or is moving forward as planned Yellow - action has encountered minor obstacles Red - action has not been taken or has encountered a serious barrier | | | | |
| Action | Description | Performance Target(s) | Responsible Party (or Parties) & Geographic Location | Expected Timeline |
| Management Approach 1: Establish mechanisms to measure impact and track progress of citizen stewardship programs | | | | |
| 1.1 | Develop stewardship measurement methodology for citizen action, volunteerism and community leaders. C4 | 1. Work with stakeholders to complete a Methodology and survey instrument  2. Conduct the survey watershed-wide as a pilot and work with local partners to develop projects for more detailed data collection.  3. Evaluate Survey results and share with CBP Partners. Investigate funding for continued implementation  4. Begin Phase 2 development of metrics to further enhance metrics for volunteerism and citizen leadership. | Stewardship Workgroup | 2015-2016 |
| 1.2 | Scale up implementation of stewardship survey to develop baseline measure of stewardship at state, regional or watershed scale. C4 | 1. Secure matching funds  2. Assess the extent to which the survey results provide an adequate measure of volunteerism by state and in the region and facilitate development of a methodology to address gaps in the data among stakeholders. | Stewardship Workgroup | 2017 |
| Management Approach 2: Provide assistance to help develop and implement programs for maximum impact on citizenstewardship | | | | |
| 2.1 | Develop online crowd sourced database of social marketing programs, tools and products. C1, c5, c6 | 1. Contractor development of online database tool.  2. Work with local partners to populate database with existing projects.  3. Work with the Alliance for the Chesapeake Bay to integrate with Chesapeake Network.  4. Integrate database use in grant programs | Stewardship Workgroup | 2017 |
| 2.2 | Pursue options for increasing effectiveness of stormwater outreach programs that are required under existing permitting structures. C1, c2, c5, c6 | 1. Facilitate partnerships between local governments and watershed organizations that result in effective citizen outreach programs that address storm water program requirements.  2. Engage with regulatory agencies to develop guidance and incentives for local governments implementing storm water programs to more effectively build capacity of and partner with nongovernmental organizations. | Stewardship Workgroup | 2017 |
| Management Approach 3: Increase capacity to expand the number and diversity of citizen volunteers | | | | |
| Management Approach 4: Increase capacity to expand the diversity of citizen volunteers and community leaders | | | | |
| 4.1 | Work with the Diversity Action Team to evaluate results of survey information and design appropriate strategies. C6 | 1. Evaluate results of stewardship survey.  2. Identify opportunities that would benefit from increased outreach/assistance based on results. | Stewardship Workgroup | Ongoing |
| 4.8 | Advance programs that foster the continuum of citizen stewards model: individual citizen action, volunteerism, and citizen leadership. C1, C3, C4, C5, C6, E1, E2, E3 | 1. Create a plan for supporting the creation of new watershed steward academies and supporting and standardizing WSAs around the watershed.  2. Develop a strategy to increase and measure volunteers and leaders throughout the watershed.  3. Identify opportunities for program collaboration that can ensure both behavior change outreach, leadership programs and volunteer programs are connected and successful. | Stewardship Workgroup | 2017 |