MANAGEMENT STRATEGY
CITIZEN STEWARDSHIP

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.

CURRENT EFFORTS

- Jurisdictions, agencies and organizations have created many successful and programs throughout the watershed, including:
- Individual Actions and Behaviors: Stormwater Management Restoration Tracker (SMART) tool, Stormwater Rebate Program, RiverSmart Homes Program, Chesapeake RiverWise Communities Program, Maryland Green Schools Program;
- Volunteerism and Collective Community Action: Earth Conservation Corps, Senior Environmental Corps Program, the READY Program, Pennsylvania River Sojourns, Chesapeake Bay Foundation's Oyster Gardening Program, Project Clean Stream, Alliance for Aquatic Resources Monitoring, Save our Streams Program;
- Citizen Leadership—Watershed Stewards Academy, the Chesapeake Watershed Forum, the Chesapeake Network, WATERKEEPERS Chesapeake, Bridging the Watershed, Blue Water Baltimore and Blue Water Congregations Program.

GAPS

- Actions, tools or technical support needed to empower local government and others.
- Need to foster a greater understanding of how to develop strategic behavior change programs that are audience-oriented.
- Lack of understanding of target audience.
- Non-governmental organizations are not sufficiently market-focused and audience-driven.
- Need to research human behavior before developing more outreach and other engagement programs and visual communication techniques that encourage behavioral change among various communities.
- Need to develop standard/template community-based social marketing campaigns that can be replicated.
- Need to develop a crowd-sourced behavior and target audience database.

MANAGEMENT APPROACHES

- **Establish mechanisms to measure impact and track progress of citizen stewardship programs —** Data collected through will assist in the process to prioritize and target future actions.
- **Provide assistance to help develop and implement programs for maximum impact on citizen stewardship**
  - ⇒ Assist agencies and organizations with the use of social science best practices; share successful outreach strategies and provide technical assistance for setting up and evaluating programs
  - ⇒ Share best practices and successful models of citizen stewardship programs.
  - ⇒ Increase the communications capacity of the Bay community.
  - ⇒ Increase strategic coordination and collaboration among programs at the local level.
  - ⇒ Increase local public access to natural resources
- **Increase capacity to expand the number and diversity of citizen volunteers**
  - ⇒ Invest in successful volunteer recruitment and engagement programs.
  - ⇒ Expand citizen participation in science and monitoring.
- **Increase capacity to expand the diversity of citizen volunteers and community leaders**
  - ⇒ Acknowledge the priorities of minority communities, including managing and overcoming poor social and economic living conditions
  - ⇒ Increase direct engagement of diverse organizations and communities.
- **Recruit, train, and support more citizen leaders and local champions**
  - ⇒ Provide financial investment for local leadership training and education in all states.
  - ⇒ Increase organizational capacity and effectiveness to build citizen leaders.
  - ⇒ Build capacity of organizations to cultivate leaders and build the movement.

Chesapeake Bay Program
Science. Restoration. Partnership.

For the full management strategy, visit: **www.chesapeakebay.net/managementstrategies**