Citizen Stewardship

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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.

Our Chesapeake Bay

64,000 square miles

6 states + DC

1,800 local governments

18 million people

150,000 move into the Bay watershed per year

How You Can Help

- **Make social science a priority.**

- **Invest** in consistent and useful data collection.

- **Provide leadership** to utilize social science frameworks and stewardship data to better design public engagement, education and behavior change programs.

What does it look like for CBP to make "Social Science a Priority"?

1. Model social science integration within the partnership
   a. Appoint lead on social science integration
   b. Assess existing partnership structure/function
   c. Dedicate time for training for staff
2. Serve as a capacity builder for social science integration
   a. Trainer the trainers within workgroups
   b. Support technical assistance
   c. Accelerate collaboration locally and regionally
3. Function as a catalyst for social science frameworks
   a. Ex. Health impact assessments (HIAs), Community Based Participatory Research (CBPR)

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.

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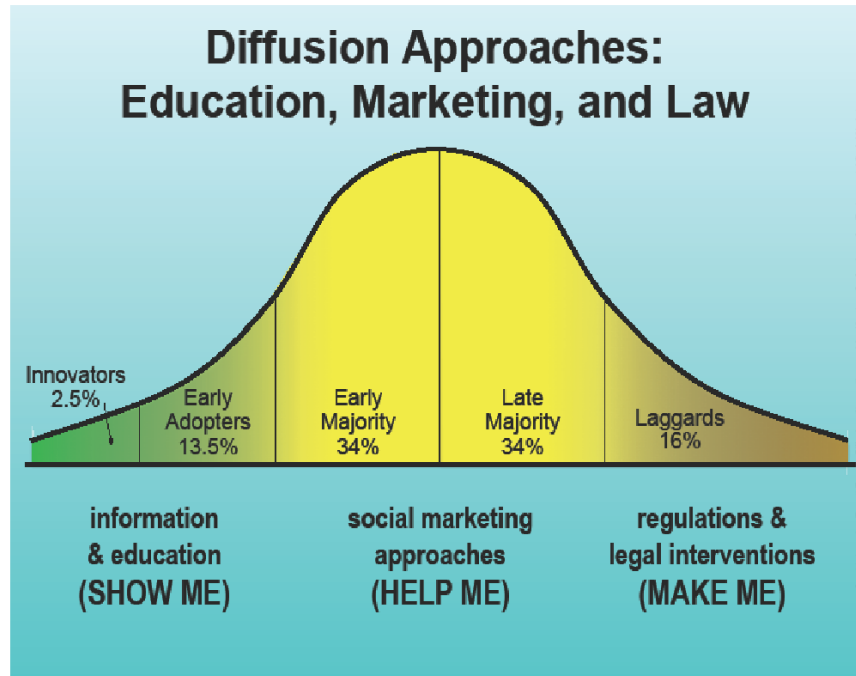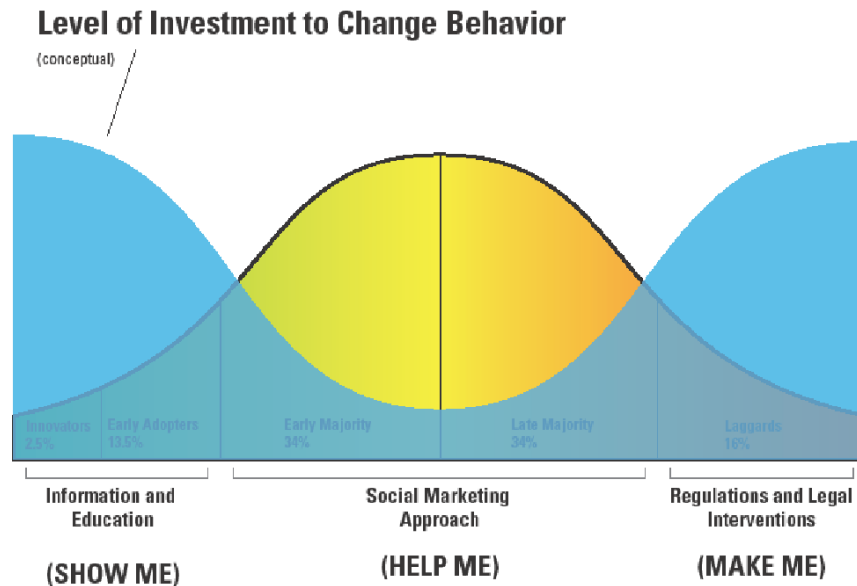
Stewardship Behaviors

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**

How do we affect change on these Stewardship behaviors?

Diffusion Approaches: Education, Marketing, and Law

Innovators 2.5%

Early Adopters 13.5%

Early Majority 34%

Late Majority 34%

Laggards 16%

information & education (SHOW ME)

social marketing approaches (HELP ME)

regulations & legal interventions (MAKE ME)

Graphic based on Everett Rogers, Diffusion of Innovations and Jay Kassirer, Confessions of an Environmental Social Marketer

How do we affect change on these Stewardship behaviors?

Level of Investment to Change Behavior
(conceptual)

| Innovators 2.5% | Early Adopters 13.5% | Early Majority 34% | Late Majority 34% | Laggards 16% |

Information and Education
(SHOW ME)

Social Marketing Approach
(HELP ME)

Regulations and Legal Interventions
(MAKE ME)

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

Logo

Search 🔍

About the Survey   Explore the Data   Data Trends   Behavior Change   Campaigns ⌄   About Us

Home > Explore the Data

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 ›

Explore the Data

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SURVEY

Strength of Data ⓘ	Current Sample	Bay-wide Sample
99	**5,212** PARTICIPANTS	**5,212** PARTICIPANTS
Download Methodology	Download This Data	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: [All ⌄]   **Sort by:** [Combined Score ⌄]

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

How can the Stewardship Indicator data amplify our behavior change efforts?

Identify the right behaviors
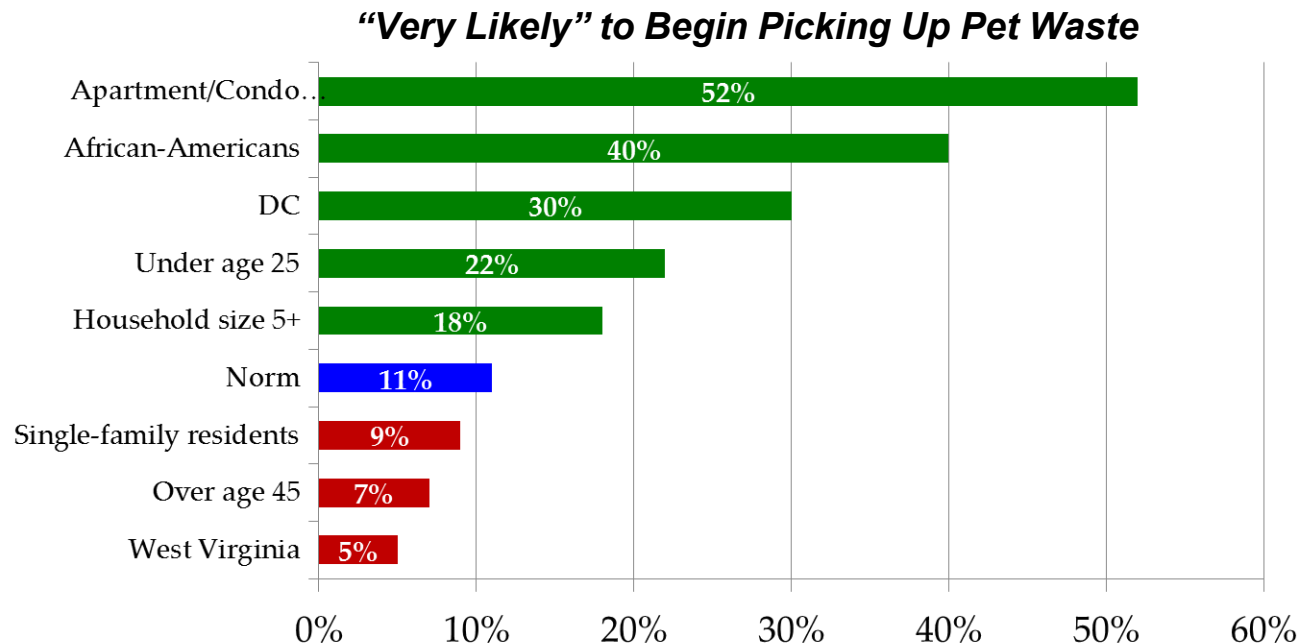
Select the right audience

Behavior Selection

▪ Impact: How much will this contribute to improving water quality?

▪ Opportunity: How many in the community are *not* doing this?

▪ Likelihood: How willing/likely is your target audience to do it?

Select the right audience

- **SIZE:** As a segment of a population, what is the actual or relative size of this segment?

- **Opportunity:** How significant is the contribution that this audience makes to the behavior? (i.e. are homeowners with small waterfront lawns making a larger or smaller impact than homeowners with large lawns far from the waterfront?)

- **Likelihood (READINESS TO ACT)**: How concerned is the target audience with the problem issue/behavior? How likely are they to take action on this behavior?

Citizen Stewardship Indicator: 2017 Final Baywide Data

"Very Likely" to Begin Picking Up Pet Waste

Category	Percentage
Apartment/Condo...	52%
African-Americans	40%
DC	30%
Under age 25	22%
Household size 5+	18%
Norm	11%
Single-family residents	9%
Over age 45	7%
West Virginia	5%

Looking forward over the next year or so, how likely are you to do each of these things using the scale very likely, somewhat likely, or not likely?
Pick up your dog's waste and dispose of it in the trash when you are…
…On your own property.

3. Accomplishments leveraging the stewardship outcome by partners:

   o Data being utilized by Anne Arundel Watershed Stewards Academy

   o Training provided at Baywide Stormwater Partners Retreat and Chesapeake Watershed Forum

   o Partnership established between Elizabeth River Project in Virginia and with HBCU Norfolk State University

   o Chesapeake Bay Trust uses citizen stewardship goal and outcome to advance consensus around funding and justify investment in DEIJ Guide and forthcoming 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

Behavior Score = Environmental Impact X Likelihood Future Adoption X Current Adoption / Opportunity

1. Political atmosphere and makeup of federal, state and local partners

2. 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

1. Incorporate other components of stewardship into workgroup

1. Develop complete stewardship behavior scores that include environmental impact

1. Support more information sharing and training

Help

How can the Management Board lead the Program to adapt?

Help Needed

1. Make social science a priority.

1. Continue to support future data collections.

1. Utilize social science frameworks and stewardship data to better design and connect public engagement, education and behavior change programs.

Discussion