Citizen Stewardship Outcome Kickoff Meeting
November 18, 2014
9:30-12:30
Chesapeake Bay Foundation
6 Herndon Avenue, Annapolis, MD
Conference Line: 866-704-1637
Passcode: 269 490#

9:30   Welcome / Introductions (Kristin Saunders, Stewardship Goal Implementation Team Chair)

9:40   Review of Our Task: Management Strategy Development   (Kristin Saunders)

Background: The 2014 Chesapeake Bay Watershed Agreement states that the Chesapeake Bay Program's Goal Implementation Teams (GITs) will develop Management Strategies for the Outcomes that support the Agreement's goals by June 2015. The Stewardship GIT is responsible for the development of a management strategy and baseline indicator for the Stewardship goal and outcomes. This meeting is focused specifically on the development of a draft Citizen Stewardship Outcome management strategy and method to measure progress.

Stewardship Goal:
"Increase the number and diversity of local citizen stewards and local governments that actively support and carry out the conservation and restoration activities that achieve healthy local streams, rivers and a vibrant Chesapeake Bay."

Citizen 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."

Attachments:
- 2014 Chesapeake Watershed Agreement
- Management Strategy Development Timeline
- Management Strategy Framework: Key Elements Document

9:45   What is Citizen Stewardship?   (Al Todd, Alliance for the Chesapeake Bay)

Al Todd will provide context for the question, "What is Citizen Stewardship?" and share a framework for thinking of the levels of citizen engagement and how this could be used as a framework for discussing the management strategy. Participants will engage in small group discussions to answer the following questions:

- Who are the citizen stewards within this framework?
- What are examples of successful actions on each of these levels of stewardship action?
- What are example programs or actions that increase the number of stewards and actions at each level?

10:00   Small Group Discussion and Reports and Revisions to Framework as Needed   (All)

10:30   Opportunities and Barriers to Increasing Citizen Stewardship   (Jamie Baxter, Chesapeake Bay Trust)

Using the proposed framework we will identify opportunities and barriers to increasing the number and level of engagement of citizen stewards and generate recommendations on how the Bay Program Partnership could help advance efforts to overcome barriers and seize opportunities.

11:00   Measuring Progress   (Jaime Baxter)

There are several examples of efforts around the watershed to measure stewardship efforts. A few examples measurement efforts will be highlighted, including:
- Individual stewardship actions – Sound Behavior Index, Baysurvey.org
- Participation in community actions – NGO capacity metrics (volunteers, members, etc)
- Community Leadership – Watershed Stewards Academy

Participants will then engage in a discussion of other measurement/tracking methods within the watershed or nationwide.   What value would be gained from measuring progress in citizen stewardship?   Where should we focus initial baseline development work?

12:00   Next Steps for Management Strategy Development?   (Al Todd)

Participants will share thoughts for next steps in strategy development and identify their desire for direct involvement in strategy development. Participants will also discuss their role in helping to advance the accomplishment of this outcome. At the end of the discussion, the key players and their roles will be identified. The next steps and schedule leading to the March public input process will be drafted.

12:30   Adjourn