


What ideas can you think of (for your goal team, workgroup, advisory committee) for incorporating social science?



Riverkeepers and watershed groups quite a lot, but I think we need to more formally integrate these organizations into the CBP framework. They need more funding and support. From my experience, they're our best bet to reach

We also need to engage with non environmental groups - perhaps a strategy to identify stakeholders and what the desired outcome from/with those groups - and what they need/want from the bay program.

In our work to do more engagement with local audiences and communities, especially underrepresented communities

Elevating funding opportunities for social science work

Love the connecting with Riverkeepers idea. That is hard (sometimes) for the state agency that may have disagreements on management issues. CBP would be a great pathway to organize and engage these folks

Messaging diversity for the variety of perspectives involved in receiving messages, e.g., some folks are more artful while others are more technical so shaping the same message to different audience learning styles remains important

the Local Leadership outcome says '...in the implementation of economic and policy incentives that will support local conservation actions'. This is human behavior and we will need to lean in to social science to

Love the comment about non-enviro stakeholders. Important to be in partnership/listening mode when we do this and be willing to adapt our plans/goals in light of THEIR priorities - not just view them as allies to our efforts.

Using the best practices for report cards to consider when designing monitoring needs

Understanding perception on climate change issues such as sea level rise and increased precip.

wetland restoration, living shoreline implementation, etc. Wetland mowing is also a behavior of concern - we put in a proposal last year for a CBSM project to address this but didnt get funded - we are hoping to try again

What needs do you have in order for you to implement these ideas?

How to narrow down climate change impacts (make less divisible) to tackle something for the adaptation outcome

Capacity to reach those end audiences and time to really sit down and listen. Is this the work of the CBPO employees? Should other organizations in the partnership help support this?

some fashion, tax break for example, or actual check in the mail for doing/not doing something? Isn't that a bit how agriculture works, major landscape changes on cropping pending programs like ethanol

and behavior change in response to social science type management activities. No consistent time series of data, then no sense of our baseline. No sense of baseline and whether the baseline behavior portfolio is changing as a

Additional training on social science including best practices, existing frameworks, understanding of human behavior etc. It would be great to include GIT/workgroup members in addition to leadership/staff

incorporate social science actions into our Logic & Action Plans if we don't feel we have the knowledge of how to implement social frameworks? Want to make sure actions are incorporated now instead of waiting

Knowledge of social science in our workgroup membership. Maybe a list of organizations to reach out to like the Diversity Workgroup did to help with membership.

Increased capacity to do social science (e.g. increased knowledge--conversations like we had today) but also workforce capacity (we have a lot on our plates already)

science into a variety of public communication products. So, do we also contract for language translation of key products? Spanish, Chinese = 2 prominent cultures in the diversity of our country (maybe 25% now?) who may not

Stewardship indicator 2.0. Science has moved forward, our consideration of BMP activities has grown. Expanding the metrics of the indicator might be considered, or at least opened up for discussion in places like the Stewardship

How do we integrate education on important societal issues as a foundation for all across society from K-12 and beyond?

From what has been shared, what do you see are the greatest opportunities to incorporate social science into the partnership that could be prioritized?

creating solutions seemed to be something we heard today. U.S. Forest Service has surveyed folks for years around Baltimore and a small % recognizes they live in a watershed. Perhaps we need to collectively read

Per Bruce's note, continued outreach that recognizes ethnic diversity, cultural diversity, the influence of language and perspectives that are developed from a particular upbringing

Taking our messages, our questions more regularly into the realm of LGAC and CAC

Ongoing valuing of individual investment - I have always found it useful and insightful to understand what would people consider a priority and what would they consider paying in the context of the broad needs for our daily lives

Regularly updating indicator results to assess behavior change over time. In this way we can judge the effectiveness of our messaging approaches and campaigns

this way which is partly why you see pictures of all houses in a town painted white/white roofs) can we get this into policy to change the appearance of towns with a simple painting BMP as a cooling BMP helping the individual

adjustment, not meatless. Publish a suite of personal BMPs for the Bay from across the spectrum of work needed to attain outcomes. Maybe this idea pairs with expanding the metrics for

obsession. If forest cover, gardens, provide vertical and horizontal diversity, cooling, etc., can we get the BMP functionally applied? Can we get developers to not cut down a forest to input homes with one, two

talk about, for example, communities of need and actually holding a meeting in their backyard, in their community, and invite their participation on their turf on issues that involve them to obtain their immediate feedback

Shaping messages between hard hitting and direct factual presentations to the artful story telling presentation in order to continue to connect with the diversity of listening and learning styles that exist across society

targeted audiences to help inform us on our understanding in their way of thinking about the relevance, importance, understanding of a particular issue so we can better interact with diverse audiences, e.g. the