

A group of people are standing in a body of water, holding hands. In the background, a large American flag is visible. The scene is set against a backdrop of a large body of water and a distant shoreline under a cloudy sky.

# Using Social Science Data to Increase Our Impact

**Steve Raabe**  
**OpinionWorks**

Photo: CBP



# 18 Million Individual Decision Makers

## **Big Impact**

**on the water and watershed.**

**Perceptions**

**Biases**

**Hopes**

**Distractions**

**Drive countless impactful individual decisions.**





# **Tool 1: Quantitative Measurement**

**What are people doing today?**

**What do they perceive, believe?**

**What are they paying attention to?**

**What segments of the public are willing to be engaged?**

**What are they willing to do?**





Starting in July, [data.census.gov](https://data.census.gov) will be the primary way to access Census Bureau data, including upcoming releases from the 2018 American Community Survey, 2017 Economic Census, 2020 Census and more. After July 1, 2019, all new data will be released on this new data platform.

Learn more about the [Census Bureau's transition to data.census.gov](#).

# Understanding communities through population data

## ▼ Community Facts

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:

## ▶ Guided Search

## ▶ Advanced Search

## ▶ Download Center



### Popular Tables

#### Population and Housing

■ [Annual Population Estimates \(2018 PER, PERANNRES\)](#)

#### Poverty and Income

■ [General Economic Characteristics \(2017 ACS, DP02\)](#)

## BY INDICATOR | Social Index



Overall Health Index



Nitrogen



Phosphorus



Benthic Community



Protected Lands



Turbidity



Stewardship



Social Index




Walkability





Heat Vulnerability Index


## BY REGION |


Scores (%)


 80 to 100 (Very Good)

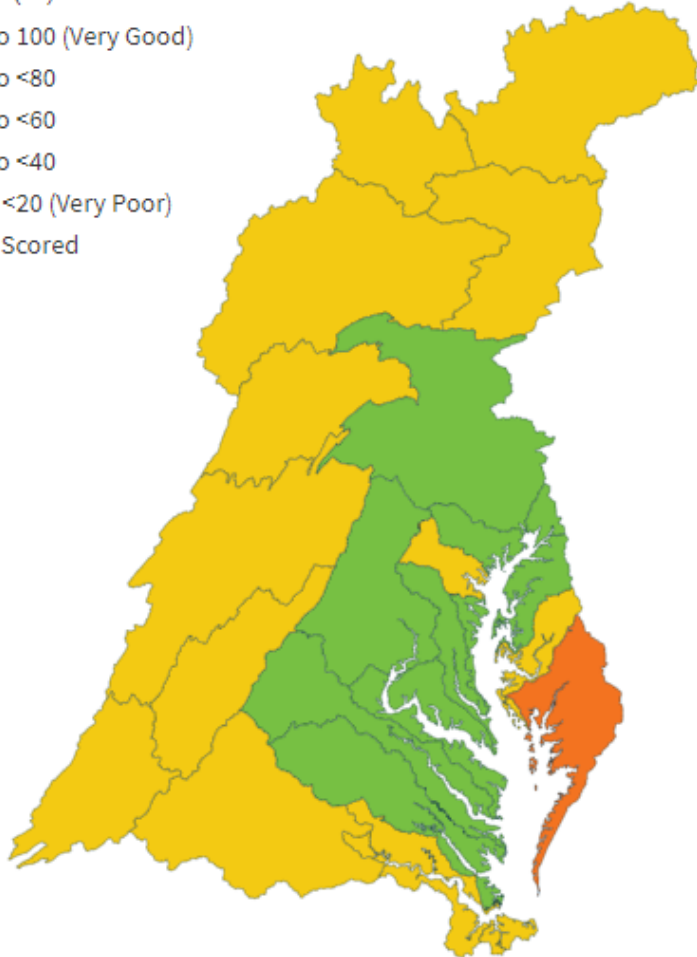
 60 to <80

 40 to <60

 20 to <40

 0 to <20 (Very Poor)


 Not Scored



University of Maryland  
CENTER FOR ENVIRONMENTAL SCIENCE  
INTEGRATION AND APPLICATION NETWORK

[chesapeakebayreportcard.org](https://chesapeakebayreportcard.org)



A group of approximately 25 people, mostly wearing bright neon green t-shirts, are posed for a group photo in front of a small white wooden shed. The group is diverse in age and ethnicity. In the foreground, there is a large, messy pile of discarded items, including numerous old, worn-out tires, plastic bags, and other debris, suggesting a cleanup or waste management project. The background shows bare trees and a clear blue sky.

**Understanding key audiences  
through primary data collection**



# BaySurvey.org

The next questions ask about a few things that you may or may not have done. There are no right or wrong answers to these questions. Just answer each one based on your own experience.

In the last several years, have you...?

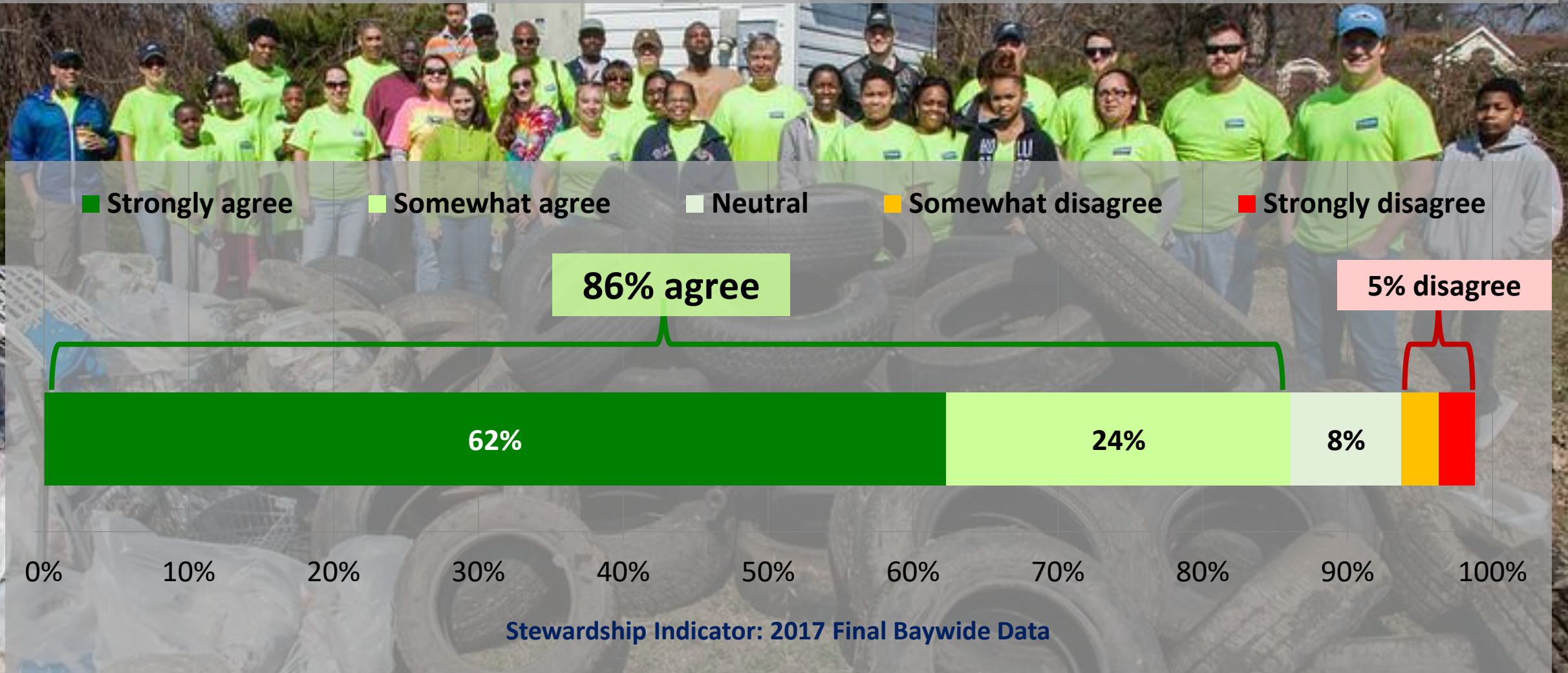
|                                                                                                           | Yes                   | No                    | Not sure/ Can't remember |
|-----------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|--------------------------|
| Created a rain garden, or an area specifically designed to capture and quickly absorb excess rainwater. * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Replaced an area of grass lawn with native low-maintenance plants. *                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Had your septic system inspected or pumped out. *                                                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Planted a tree. *                                                                                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Do any of your downspouts drain directly to hard surfaces like a driveway, sidewalk, or street gutter? *  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Do you have a rain barrel, which is a container that collects rain water from your downspouts? *          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |

Back

Next

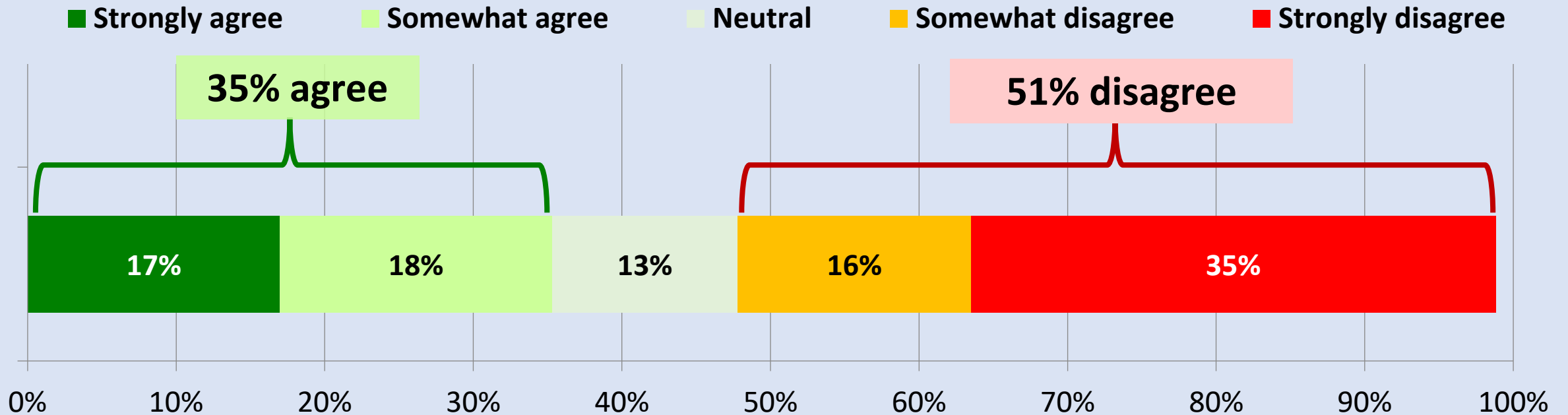
26%

**“If people work together, water pollution around here can be fixed.”**





## “My actions contribute to water pollution where I live.”

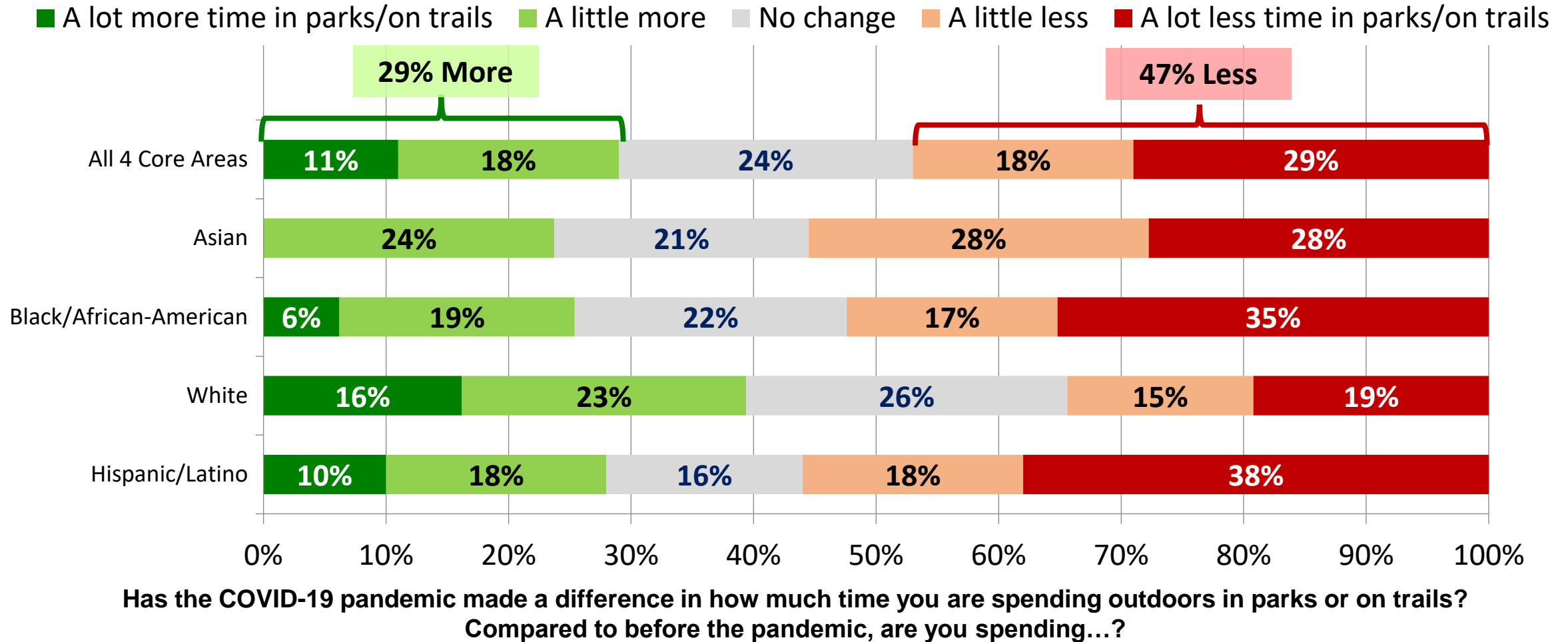


Stewardship Indicator: 2017 Final Baywide Data



# Change in Time Spent Outdoors in Parks or on Trails Due to COVID-19

*Community Survey*



Survey conducted in neighborhoods near trails in Camden, Trenton, Southwest Philadelphia, Norristown for William Penn Foundation,  
Oct-Nov 2020





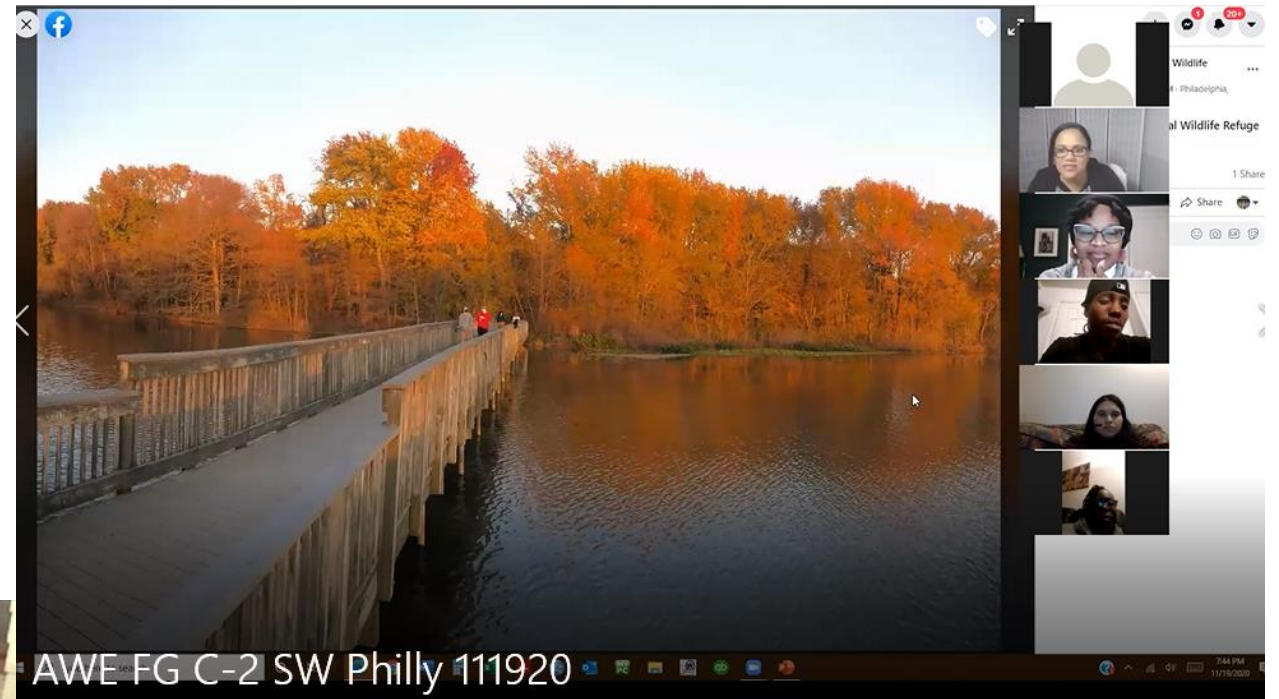
# **Tool 2: Qualitative Interviews**

**What are the barriers to action?**

**What motivates people? What do they hope for?**

***How do we engage them?***





Qualitative Technique  
Explore deeply, patiently  
Understand the "Why?"

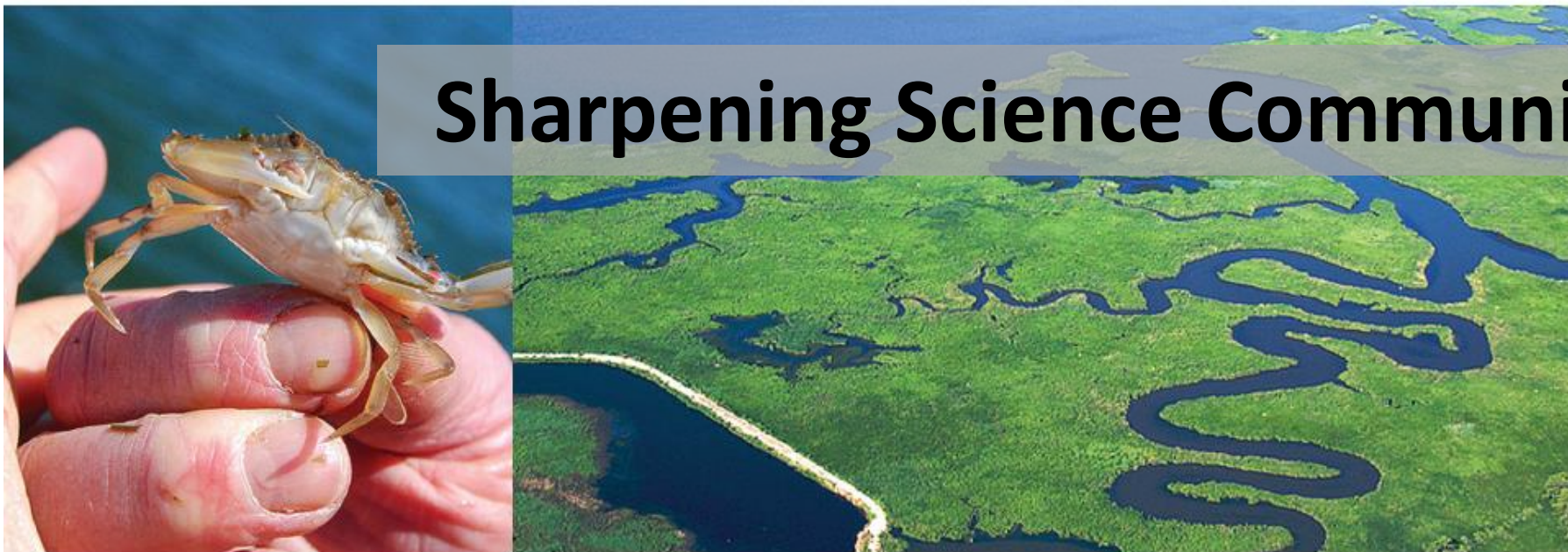


# BEST PRACTICES

## FOR PRODUCING A WATER QUALITY REPORT CARD

Based on Audience  
Research conducted by  
OpinionWorks, LLC for the  
West/Rhode Riverkeeper,  
with funding from the  
Chesapeake Bay Trust

## Sharpening Science Communications



Tributary report cards are technical documents. Through careful measurement, water quality indicators are quantified, and the health of a Chesapeake Bay tributary is graded. The report card presents that scientific information to a public audience.



**Rural  
Landowner**



**Trusted  
Specialist**

This conversation is critical to:

Building comfort

Answering questions

Assessing alternatives



## **Overcoming Barriers: Restoring Wetlands on Agricultural Lands**

Audience research conducted among agricultural landowners from tidal areas to Piedmont for CBT, NFWF, & partners, 2015

# A Guide for Agricultural Landowners

**Wetlands benefit our environment, our economy and our quality of life. Learn more from Chesapeake farmers and landowners.**

[SEE OUR SUCCESS STORIES](#)

## New Resources the Audience Needs

*Photo by Will Parson/Chesapeake Bay Program*



**Wetlands Work**

Wetlands Work is a resource for agricultural landowners in the Chesapeake Bay watershed. It was developed by the Chesapeake Bay Program's [Wetland Workgroup](#) to connect landowners with the people and programs that can support wetland restoration on their land.



# Encouraging Tree Planting

## **Evaluation of Forestry Messaging & Outreach**

**In collaboration with Rachel Felver and colleagues**

**Currently underway:**

**Audit of existing campaigns**

**Survey and focus groups among practitioners & stakeholders**

**Identify best practices**



# Increase Public Access

## **Focus on Underserved Audiences**

**For CBP's Public Access Workgroup**

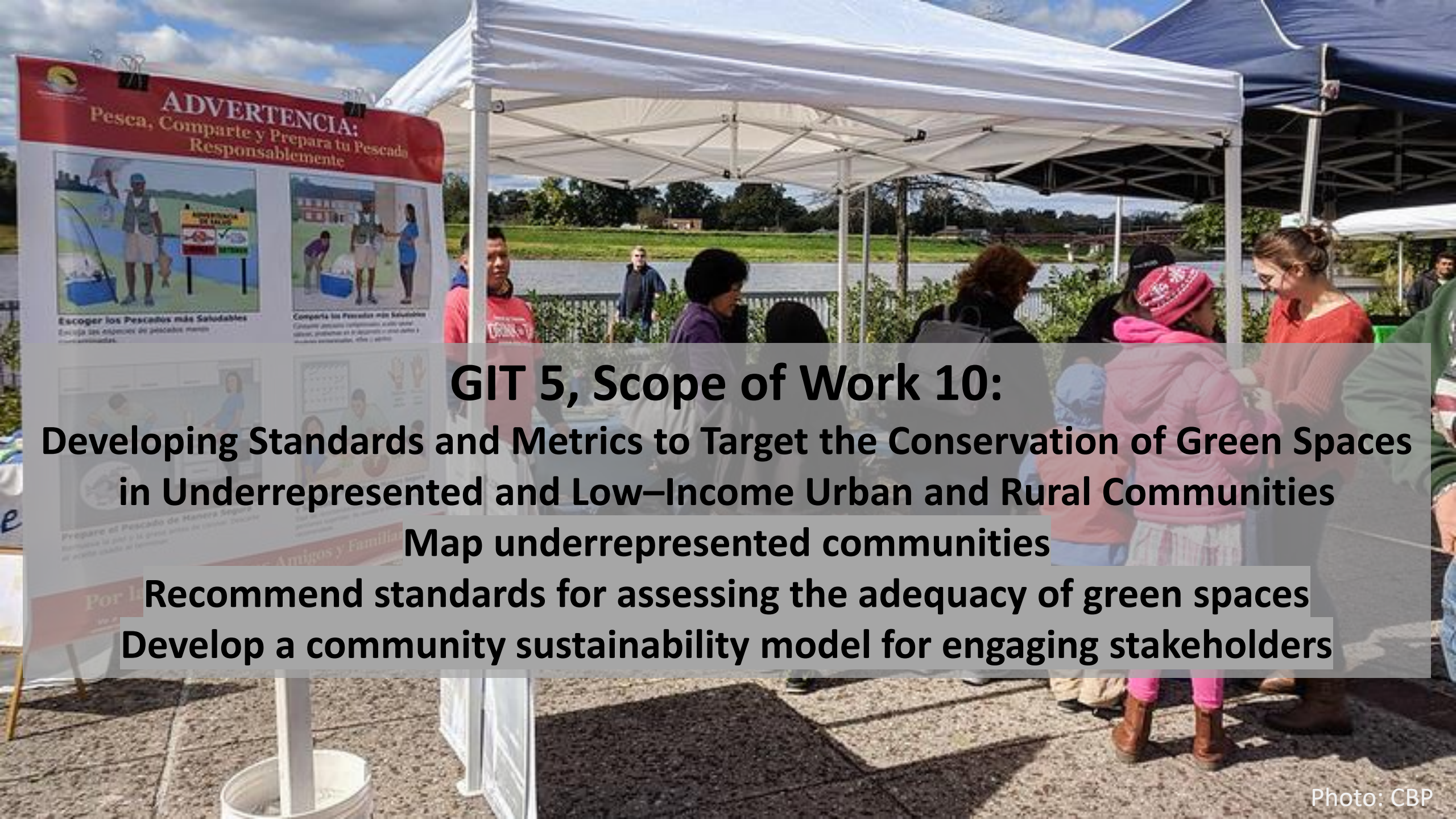
**Currently underway:**

**Watershed-wide survey to understand access issues**

**Focus groups among underserved audiences**

**Exploring the intersection between Access & Stewardship**





## **GIT 5, Scope of Work 10: Developing Standards and Metrics to Target the Conservation of Green Spaces in Underrepresented and Low-Income Urban and Rural Communities**

**Map underrepresented communities**

**Recommend standards for assessing the adequacy of green spaces**

**Develop a community sustainability model for engaging stakeholders**





# Engaged Audiences Good Outcomes