

Stewardship Outcome



SRS Progress Review

March, 2024

Presenters:

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Stewardship Workgroup Progress (2022-2023)

Stewardship Goal:

Increase the number and diversity of individual 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.

Stewardship Outcome

Increase the number and diversity of trained and mobilized **stewards** with the knowledge and skills needed to enhance the health of their local watersheds.

Stewardship Workgroup Progress (2022-2023)

Preview



RECENT PROGRESS
NO CHANGE



OUTLOOK
UNCERTAIN

Why are we uncertain? How are we tracking progress?

- We have a quantifiable metric - recent data is not yet available
- Progress is tracked using the indicator, which measures individual actions
 - This is only part of what we aim to do
- Much of the charge is more qualitative
 - An increase in number and diversity of stewards can be measured
 - Whether they have the knowledge and skills is harder to track
- By nature, our work is ongoing, never finished

Outcome: Increase the number and diversity of trained and mobilized **stewards** with the knowledge and skills needed to enhance the health of their local watersheds.

Stewardship Workgroup Progress (2022-2023)

Management Approaches in the Action Plan:

1. **Network Development** – Build a professional community through the growth and advancement of stewardship networks. Develop stewardship networks to increase novel and long-term partnerships.
2. **Increase Individual Stewardship** – Develop strategic means to significantly increase individual stewardship through collective approaches... – with emphasis on building capacity for localities to implement effective outreach programs with behavioral outcomes.
3. **Game Changers** – Seek out and activate catalytic innovation that will ultimately significantly increase the number and diversity of stewards, effectiveness of programs, and other measures on a larger scale throughout the watershed.
4. **Prioritize Equity** – Create a more inclusive, welcoming approach to building stewardship by tending to terminology/language, practices, and systems that can help to remove barriers to participation ...
 - **Removed term “citizen” from the Watershed Agreement and its group names**



Stewardship Workgroup Progress (2022-2023)

Today's focus

- Social Science/Stewardship Index/ Behavior Change
- Building the Stewardship Network



2022-2023 Progress (Part 1)

Individual Stewardship Stewardship Index Social Science



Stewardship Outcome Progress

- While outcome status is still uncertain, we have made significant progress.
- Re-fielding of Stewardship Survey was conducted during summer of 2023.
- We are in the process of re-envisioning how we define and measure stewardship and reach historically underserved populations.
- We will come back and share how we plan to move forward to measure progress.



18 Million Individual Decision Makers

Big Impact

on the water and watershed.

Perceptions

Intentions

Biases

Motivations

Values

ALL CASH PRICES
Add 3.5% for Credit Transactions



GREEK ISLAND

Diner-Restaurant

GLUTEN FREE OPTIONS AVAILABLE \$2.50
Upcharge Per Item

Fruits and Juices Assorted Juices

- ORANGE, PINEAPPLE, APPLE, CRANBERRY, TOMATO, VEG, GRAPEFRUIT
NO REFRESH
- SMALL ... 1.85 LARGE ... 2.95
- FRUIT SALAD 5.95
MELON (In Season) 6.95
with Cottage Cheese 3.50 Extra
SIDE YOGURT COTTAGE CHEESE 2.00
GREEK YOGURT PARFUM 6.95

Cereals

- OATMEAL OR FARINA 4.50
COLD CEREAL with MILK 2.25

Bagel Bin

1. BAGEL ALL THE WAY 14.95
New South Sea or a Bagel, with Cream Cheese, Lettuce, Tomato & Bermuda Onion
2. CREAM CHEESE w/ TOASTED BAGEL 4.95
3. BUTTER w/ TOASTED BAGEL 2.98
4. BAGEL LOX WITH ONION & CREAM CHEESE 14.95

SPECIAL BAGEL PLATTER FOR TWO 21.95
Two Bagels with New South Sea, Cream Cheese, Lettuce, Tomato, and Bermuda Onion

Eggs

- ONE EGG 1.95
with BACON, HAM or SAUSAGE 7.95
TWO EGGS 2.95
with BACON, HAM or SAUSAGE 8.95
with Creative Flavors 9.95
HAMBURGER and TWO EGGS 18.95
ROMANIAN STEAK and EGGS 24.95
- ONE OWN CORNED BEEF HASH & TWO EGGS 8.95
EGGS BENEDICT (2) 12.95
with Canadian Bacon and Hollandaise Sauce or as English Muffin
EGGS BENEDICT CANADIAN 12.95
with Fresh Spinach, served over Whole Wheat
Turkish Feta with FLOUTANTENNAE 12.95
- HAIR D BOILED EGG (1) 2.50 HAIR BOILED EGGS (2) 4.95
EGG WHITES 1.80 Extra

Omelettes

All Omelettes are made with 2 Fresh Eggs + Served with Home Fries or French Fries & Toppings with Satter + Gluten Free Bread 2.50

- MUSHROOM OMELETTE 9.95
with American Cheese 10.95
PEPPER and ONION OMELETTE 9.95
SWISS CHEESE OMELETTE 9.95
FETA CHEESE OMELETTE 9.45
SPINACH and FETA CHEESE OMELETTE 9.95
FETA CHEESE and TOMATO OMELETTE 9.95
GREEK ISLAND OMELETTE 10.95
Spinach, Feta Cheese & Tomatoes
BACON, HAM or SAUSAGE OMELETTE 10.95
with American Cheese 10.95
AMERICAN CHEESE OMELETTE 9.95
WESTERN OMELETTE 9.95
SPANISH OMELETTE 9.95
- NOVA SCOTIA LOX, EGGS & ONION (Scrambled or Omelette) 12.95
FARMER'S OMELETTE 11.95
Marinero, Bacon, Sausage and Cheese
BROCCOLI OMELETTE 9.95
with American Cheese 10.95
POTATO, PEPPER and ONION OMELETTE 11.95
SPINACH and MUSHROOM EGGWHITES OMELETTE 12.95
MEAT LOVERS OMELETTE 12.95
Bacon, Ham and Sausage and Cheese

ANY OMELETTE CAN BE SERVED IN A WRAP 1.50 Extra
*ADDITIONAL SIDE OF EGGS WHITES ONLY 1.99 Extra
ENGLISH MUFFIN OR BAGEL 7c Extra SIDE OF CREAM CHEESE 1.50 Extra
GLUTEN FREE FRENCH TOAST GLUTEN FREE PASTRY 2.99

ADDITIONAL ITEMS IN OMELETTE:
EXTRA CHEESE OR VEGETABLE 1.25 Extra BACON, HAM OR SAUSAGE 2.00 Extra
TURKEY BACON OR TURKEY SAUSAGE 2.00 Extra

Breakfast Sides

- BUTTERED TOAST 2.50 CANADIAN BACON 5.50
TURKEY BACON or TURKEY SAUSAGE 5.95
BUTTERED KOLL 2.50 HOME MADE CORNED BEEF HASH 6.95
ENGLISH MUFFIN 2.50 HOME MADE OYSTER HASH 6.95
CODEN, BACON or SAUSAGE 4.95 SALSA 1.50

*This item is cooked to order. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

All Prices Are Cash Prices. Additional Credit Card Fees (3.5%) Will Apply

Breakfast Sandwiches

- Served on Roll, White, Egg or Wheat Bread
Gluten Free Toast 2.50 Extra
- *TWO EGGS ANY STYLE 2.95
*BACON, HAM or SAUSAGE and EGGS 4.95
*WHITEREN 9.95
WITH CHEESE 1.00 Extra

Pancakes

Whole Wheat 2.00 Extra + Gluten Free 2.00 Extra

1. PANCAKES DELUXE 12.95
with 2 Eggs, Bacon, Ham & Sausage
- HUNGRY MAN 14.95
with * Two Eggs, Bacon, Ham, Sausage & Home Fries
- PANCAKES (WITH SYRUP) 9.95
with BACON, HAM or SAUSAGE 9.95
*with TWO EGGS 9.45
with CANADIAN BACON 9.95
CHOCOLATE CHIP PANCAKES 9.45
CHUNKY MONKEY PANCAKES with Chocolate Chips and Bananas 10.95
ROLLED STRAWBERRY, CHEERIE or BLUEBERRY PRESERVES 10.95
PANCAKES with FRESH STRAWBERRIES OR BLUEBERRIES 9.45
PANCAKES with TURKEY BACON OR TURKEY SAUSAGE 10.95
PANCAKES with WALNUTS & CRANBERRIES 10.95

French Toast

Whole Wheat 2.00 Extra + Gluten Free 2.00 Extra

- FRENCH TOAST DELUXE 12.95
with *Two Eggs, Bacon, Ham AND Sausage
Stuffed with Cream Cheese and Fruit Preserves 16.95
Stuffed with Cream Cheese and Fresh Fruit 17.95
- HUNGRY MAN 14.95
with * Two Eggs, Bacon, Ham, Sausage & Home Fries
- OUR FRENCH TOAST IS MADE WITH CHALLAH BREAD
- TWO SLICES 7.95
with BACON, HAM or SAUSAGE 8.95
with CANADIAN BACON 10.95
with BLUEBERRIES, CHEERIE or STRAWBERRY PRESERVES 9.95
with FRESH STRAWBERRIES or STRAWBERRIES 10.95
STUFFED FRENCH TOAST 10.95
with Cream Cheese and choice of Strawberry, Blueberry or Cherry Preserves
STUFFED FRENCH TOAST 11.95
with Cream Cheese and choice of Fresh Strawberry or Blueberries
FRENCH TOAST STROUS 11.95
FRENCH TOAST with TURKEY BACON OR TURKEY SAUSAGE 11.95
FRENCH TOAST BITES topped with Berrins, Banana, & Whipped Cream 14.95

Belgian Waffles

- WAFFLE DELUXE 12.95
with *Two Eggs, Bacon, Ham and Sausage
- HUNGRY MAN 14.95
with * Two Eggs, Bacon, Ham, Sausage & Home Fries
- WAFFLE with BUTTER and SYRUP 7.95
with BACON or HAM or SAUSAGE 8.95
with TURKEY BACON or TURKEY SAUSAGE 11.95
with CANADIAN BACON 10.95
*with TWO EGGS 9.95
with Choice of STRAWBERRY, CHEERIE or BLUEBERRY PRESERVES 10.95
with FRESH STRAWBERRIES or BLUEBERRIES 11.95
with ICE CREAM (1 SCOOP) 11.95

Sandwiches

- All sandwiches served on White, Egg, Whole Wheat or Roll with Lettuce, Pickle and Cole Slaw
Gluten Free Toast 2.50 Extra
- TUNA SALAD SANDWICH 7.95
EGG SALAD SANDWICH 7.95
CHICKEN SALAD SANDWICH 7.95
GRILLED AMERICAN CHEESE SANDWICH 6.95
with BACON 8.95
with TOMATO 6.98
BACON, LETTUCE and TOMATO SANDWICH 7.95
HAM and SWISS CHEESE SANDWICH 7.95
ROAST BEEF SANDWICH 10.95
HOMEMADE ROASTED TURKEY SANDWICH 8.95
PALTEKANI SANDWICH 10.95
CORNED BEEF SANDWICH 10.95
FRIED FILET ON A ROLL 11.95
with Tartar Sauce

Greek Island Sandwich Specialties

WRAPPED in a Pitta Bread with Onions, Sliced Lettuce, Tomato, and Tzatziki Sauce (Extra Tzatziki Sauce 1.50)

- CHICKEN SOUVLAKI (Marinated) 9.95
FORK SOUVLAKI (Marinated) 9.95
PILET MIGNON SOUVLAKI (Marinated) 12.95
FALAFEL 9.95
CHICKEN GYVO 9.95
FALAFEL 9.95
- Vegetarian Special served with Tzatziki Sauce
GREEK PIZZA 10.95
Chopped Spinach and Feta topped with Marinated Mashed Beans & Marinara Sauce
FRIED EGGPLANT with FRIED ONIONS (Extra Tzatziki Sauce 1.50) 12.95

Triple Deckers

Served with Dressing, French Fries, Cole Slaw and Pickle
Gluten Free Toast 2.00 Extra

- YOLIE CHEESE 12.95
PLEASE ORDER BY NUMBER
- #1 HOMEMADE SUCRO ROASTED TURKEY Bacon, Lettuce & Tomato
#2 ROAST BEEF, Swiss Cheese, Lettuce & Tomato
#3 VEGANIA HAM, Swiss Cheese, Lettuce & Tomato
#4 CHICKEN BREAST, Bacon, Lettuce & Tomato
#5 TUNA or CHICKEN SALAD CLUB Bacon, Lettuce & Tomato

Salad Platters

YOUR CHOICE 12.95
ALL SALADS ARE HOME MADE
Platters include Lettuce, Tomato, Pickle, Potato Salad & Cole Slaw

- TUNA SALAD 7.95
CHICKEN SALAD 7.95

Pita Melts

All served with French Fries
Gluten Free Toast 2.50 Extra + Gluten Free Toast 2.50 Extra

- PLEASE ORDER BY NUMBER
- YOUR CHOICE 12.95
- #1 SAUTEED BROCCOLI and MUSHROOMS, Topped with Mashed Swiss
#2 MEDITERRANEAN CHEESE, TOMATO and ROASTED PEPPER, Topped with Feta
#3 SAUTEED SPINACH and BROCCOLI, Topped with Mashed Swiss Cheese
#4 TUNA FISH Topped with Malted American Cheese
#5 GRILLED CHICKEN, BBQ SAUCE Topped with Malted American Cheese
#6 TURKEY, BACON Topped with Malted American Cheese
#7 CHICKEN CAESAR SALAD
#8 GRILLED CHICKEN, with Sautéed Peppers and Onions, Topped with Swiss Cheese
#9 PHILLY CHEESE STEAK with Sautéed Onions, Topped with Malted Cheddar or American Cheese
#10 GRILLED CHICKEN with Bacon and Tomato

Market Value Prices Could Fluctuate

Panini Sandwiches

All served with French Fries
Gluten Free Fries 1.50 Extra
PLEASE ORDER BY NUMBER
YOUR CHOICE 14.95

- CHOICE OF GRILLED OR FRIED CHICKEN
- #1 TOMATO & MOZZARELLA
#2 CHICKEN CUTLET (Grilled or Fried) with Bacon, Cheese, Lettuce & Tomato
#3 CHICKEN CUTLET (Grilled or Fried) with Swiss Pepper & Mozzarella Cheese
#4 CHICKEN CUTLET (Grilled or Fried) with Sautéed Tomatoes & Feta
#5 ROAST BEEF with Sautéed Onions & Mozzarella Cheese
#6 PHILLY CHEESE STEAK with Cheddar Cheese & Sautéed Onions
#7 BEEF - Bacon, Lettuce and Tomato
#8 REUBEN
#9 BEEF & LAMB GYRO OR CHICKEN GYVO
#10 PASTRAMI with Fresh Mozzarella
#11 CHICKEN PARMESAN
#12 SHEPHERD PARMESAN (14.95)
#13 EGGPLANT PARMESAN
#14 HEATSEAL PARMESAN
#15 FRIED EGGPLANT with Roasted Red Peppers and Fresh Mozzarella
#16 GRILLED SHEPHERD GARLIC PANINI (14.95)
#17 FRIED FILET with Tartar Sauce
#18 HOMEMADE SUCRO TURKEY with Fresh Mozzarella, artichokes, and Peppers & Thousand Island Dressing
#19 CHICKEN CORDON ROUE Grilled Chicken with Sautéed Ham and Swiss Cheese
#20 WESTERN OMELETTE PANINI Ham, Peppers, Onions
#21 BUFFALO CHICKEN Grilled or Fried with Blue Cheese, Lettuce and Tomato
#22 CHICKEN FINGERS with Cheddar Cheese, Bacon & BBQ Sauce
#23 FALAFEL AND HUMMUS with Sautéed Peppers
#24 CHICKEN PASTRY with Sautéed Peppers and Onions
#25 BLEK with Bacon, Sausage or Ham
#26 TEX MEX Roast Beef with BBQ Sauce, and Pepper Jack Cheese

CHEESE 1.50 Extra
Extra DEESSING 1.50 Extra

Sides

- FRIED ONION RINGS 4.95
CHICKEN FINGERS 2.95
with Cheddar Cheese, Bacon & BBQ Sauce
FALAFEL AND HUMMUS 5.95
with Sautéed Peppers
BUFFALO CHICKEN 4.95
with Bacon, Sausage or Ham
Roast Beef with BBQ Sauce, and Pepper Jack Cheese
- CHEESE 1.50 Extra
Extra DEESSING 1.50 Extra
- FRESH ONION RINGS 4.95
with MEDITERANIAN CHEESE 4.95
with Swiss and Mozzarella 5.95
GLUTEN FREE FRENCH FRIES 2.95
WAFLE FRIES 4.95
SWEET POTATO FRIES 4.95
HOMIE FRIES 4.95
MASHED POTATOES 2.50
BAKED POTATO 2.95
STUFFED SPACED POTATO CHEESE, BROCCOLI & BACON 5.95
LETUCE WEDGE 4.95
VEGETABLE DU JOUR 2.95
SAUTEED SPINACH 2.95
COLE SLAW 1.25
CORN 2.95
RICE FLAP 4.00
PITA BREAD 1.00
YOGURT SAUCE 1.50
CROCK POT 2.95
GRILLED CHICKEN 7.95
GYRO SLICES 7.95
CHICKEN GYRO SLICES 7.95
FORK or CHICKEN SOUVLAKI 7.95
#1 PILET MIGNON 12.95
BUFFALO CHICKEN GRILLED or FRIED 12.95

*This item is cooked to order. Consuming raw or undercooked meat, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

8oz. Jumbo Burgers

- DELUXE: Served with French Fries
Onion Rings, Lettuce, Tomato and Cole Slaw
- * BEEF BURGER 11.95
* CHEESEBURGER 12.95
with American Cheese 9.95
* BACON BURGER 10.95
* BACON CHEESEBURGER 11.95
with American Cheese 8.95
* GRILLED CHICKEN 9.95
with MELTED AMERICAN 10.95

Substitutes Sliced 2.00 Extra
Substitutes Whole Fries 2.00 Extra
Substitutes Swiss Fries 2.00 Extra
Turkey Sausage or Turkey Bacon 2.00 Extra
Lettuce, Mashed Beans, Marinara Sauce
CHEESE: Swiss, Mozzarella, Pepper Jack or Cheddar Cheese 1.00 Extra

* GREEK STYLE BURGER (TURKEY OR BEEF) Served on Pitta with Feta Cheese, Lettuce, Tomato and Onions
REGULAR 10.95 DELUXE 12.95

Low Cholesterol, Low Fat & Delicious

- TURKEY BURGER 8.95
with AMERICAN CHEESE 9.95
TURKEY BACON BURGER 10.95
with AMERICAN CHEESE 11.95
VEGETARIAN BURGER 8.95
- Sautéed Mushrooms and Onions 2.00 Extra
Bacon 2.00 Extra Fried Onions 1.50 Extra
CHEESE: Swiss, Mozzarella
Pepper Jack or Cheddar Cheese 1.00 Extra

Salads

- SMALL LARGE
GREEK SALAD 8.95 14.95
TOSSED SALAD 7.45 12.95
CAESAR SALAD 8.95 14.95
SPINACH SALAD HARD BOILED EGG, BACON & MUSHROOMS 11.95 15.95
CHEFS SALAD 12.95 17.95
- Tossed Salad Topped with Turkey, Roast Beef, Ham, Swiss Cheese, Lettuce & Tomato
Hard Boiled Egg, Garnish & choice of Dressing
CORN SALAD 11.95 14.95
Lettuce, Tomatoes, Onions, Swiss Cheese, American Cheese, Sliced Egg, Bacon and Sliced Turkey

SALAD ADDITIONS

- GRILLED CHICKEN 4.50
GYRO SLICES 4.50
GYRO SLICES CHICKEN 4.50
FORK or CHICKEN SOUVLAKI 5.00
#1 PILET MIGNON MARKET VALUE
#2 MUSHROOMS MARKET VALUE
#3 SALMON MARKET VALUE
BUFFALO CHICKEN GRILLED or FRIED 7.50
- MIXED GREENS with WALNUTS, CRANBERRIES & COCONUTZOLA CHEESE
Served with Light Raspberry Vinaigrette
SMALL 11.95 LARGE 12.95

Wraps

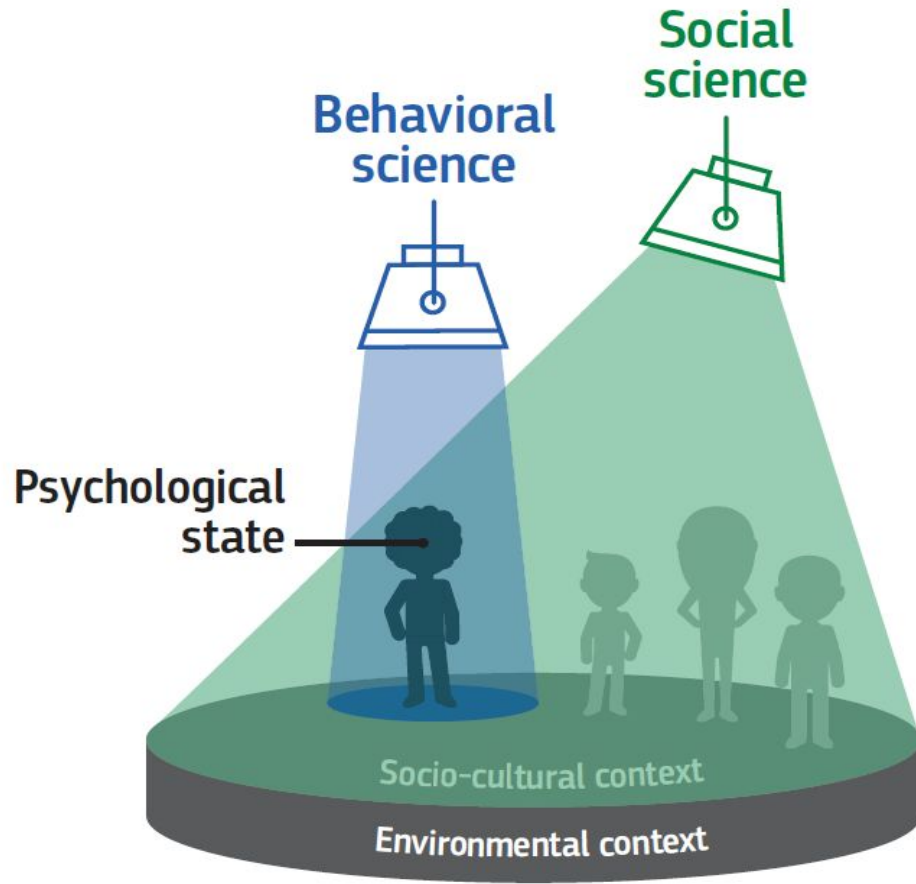
All Served with French Fries
Gluten Free Toast 1.50 Extra

- YOUR CHOICE 14.95
- BUFFALO CHICKEN WRAP (Fried or Grilled) with Lettuce and Tomatoes
GREEK SALAD WRAP with CHICKEN or GYVO
CAESAR SALAD WRAP with CHICKEN
TUNA or CHICKEN SALAD WRAP with Lettuce and Tomato
#1 GRILLED CHICKEN WRAP with Lettuce and Tomato
#2 GRILLED CHICKEN WRAP with Sautéed Broccoli, Tomatoes & Tomato
VEGETABLE WRAP with Sautéed Broccoli, Tomatoes, Onions and Mushrooms
CHICKEN FINGERS WRAP with Lettuce & Tomato
#1 PHILLY CHEESE STEAK WRAP with Lettuce and Tomato

HOMEMADE TACO BOWL

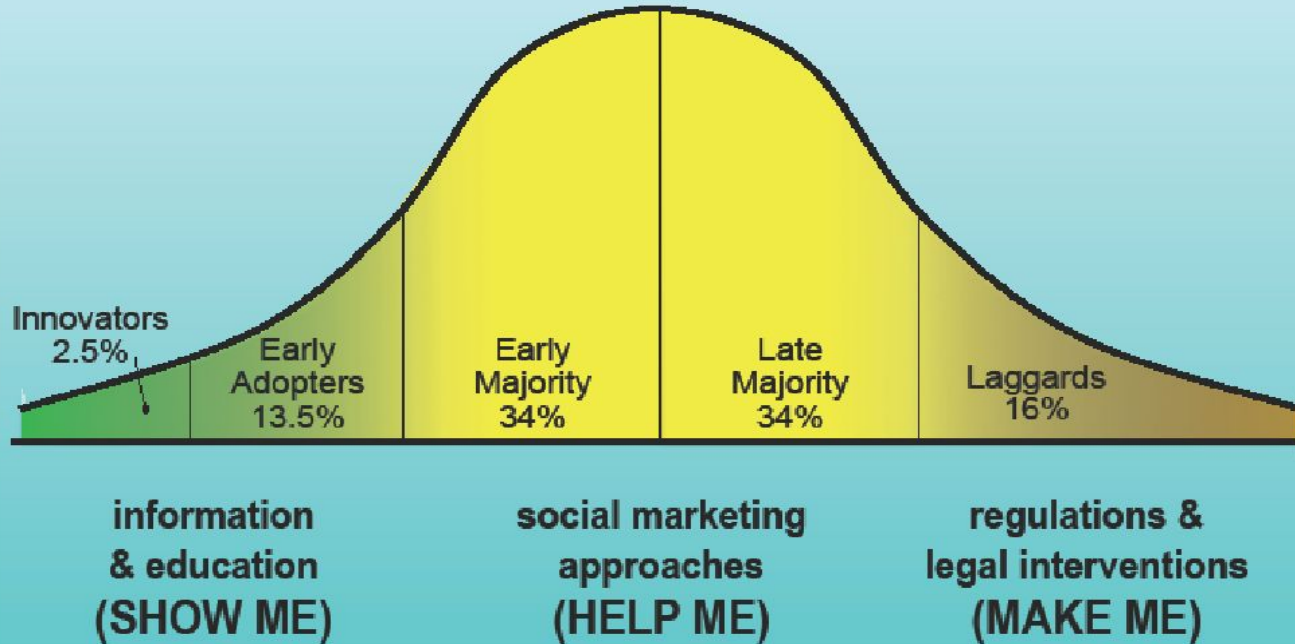
- TACO SALAD MADE WITH:
Cheese and Beans 4.95
Chicken 14.95
Burgers 15.95
*Saus 12.95

*This item is cooked to order. Consuming raw or undercooked meat, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.



(Bujold et al, 2020)

Diffusion Approaches: Education, Marketing, and Law



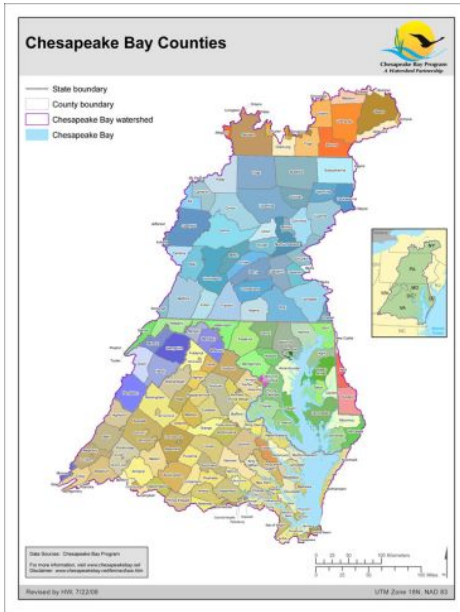
Why Measure Watershed Stewardship



- 1. Behavior Selection: Identify what people are doing and what they are poised to do.**
 - Identify opportunities for behavior change interventions
- 2. Equity: Understand audiences.**
 - Collecting demographic data enables us to bring focus to historically underserved or disadvantaged segments – what more needs to be done!
- 3. Public Support: Determine where people are in supporting the Bay restoration effort.**
 - Correlation between attitudes and what people are doing and what they are willing to do
- 4. Readiness: Where are communities in their ability to take stewardship actions.**
 - Identify opportunities to increase stewardship

Stewardship Indicator

Sampling Methodology



	2017 Baseline	2023
	All states statistically significant N=5,212	All states statistically significant N=6,561
VA	1,001	1,659
MD	1,005	1,136
PA	1,003	1,011
DC	801	819
WV	600	415
NY	400	489
DE	402	418

Fielded March – May 2017
Wireless and Landline
Spanish language interviewing

Fielded June – November 2023
Online and telephone
Spanish language interviewing



Stewardship Behaviors



Perceptions and Attitudes



Volunteerism



Civic Engagement

Stewardship Behaviors

- Replaced lawn with plants
- Rain garden installation
- Septic system inspection/service
- Tree planting
- Use of disposable plastics
- Downspout redirect
- Rain barrel
- Fertilizer use
- Pesticide/Herbicide use
- Enjoy waters
- Pet waste
- Leaves/Lawn clippings off hard surfaces
- Litter
- Medicine/Fats, grease down the drain



Perceptions and Attitudes

Personal Stewardship

- My daily activities contribute to pollution.
- Pollution around here affects me personally.
- I want to do more to help make local creeks, rivers, and lakes healthier.
- I know some things I can do to help reduce water pollution where I live.

Collective Stewardship

- If people work together, water pollution around here can be fixed.
- If I wanted to volunteer to help the natural environment locally, I would know how to do that.

Government Role/Advocacy

- Strong government action is needed to help clean up the Chesapeake Bay and the rivers and streams that flow into it.
- If I contacted my local government about an environmental problem like illegal dumping or a blocked storm drain, they would fix it.



Volunteerism

- Volunteered your time for a charitable organization or cause.
- Volunteered for the environment
- Name a local environmental group



Civic Engagement

- Have you been involved in an issue that was important to you?
- Was any of that activity related to an environmental cause?
- Where would the health of local rivers, streams, and the Chesapeake Bay rank on that priority list for you?



Demographics

- Age
- Education
- Household size
- Home type
- Faith perspective
- Race/ethnicity
- Gender identify
- Income

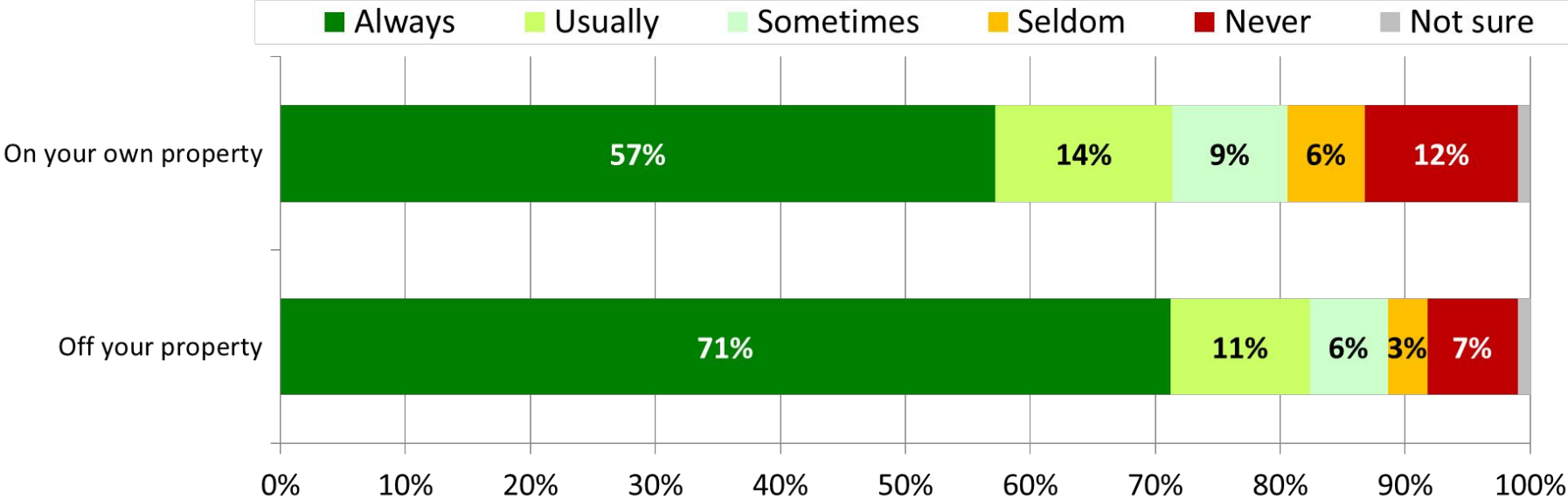




High impact behaviors have
become more common

Behaviors

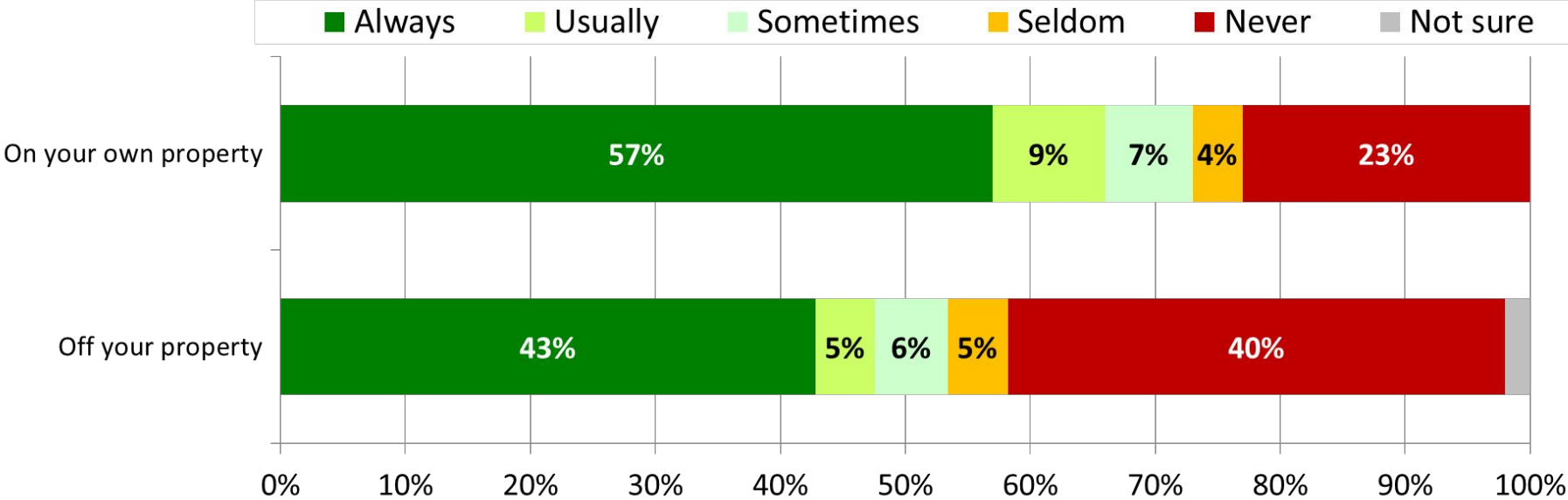
Picking up after Your Dog



Do you pick up your dog's waste and dispose of it in the trash when you are...
...On your own property?
...Off your property?

Behaviors

Picking up after Your Dog



Do you pick up your dog's waste and dispose of it in the trash when you are...
...On your own property?
...Off your property?

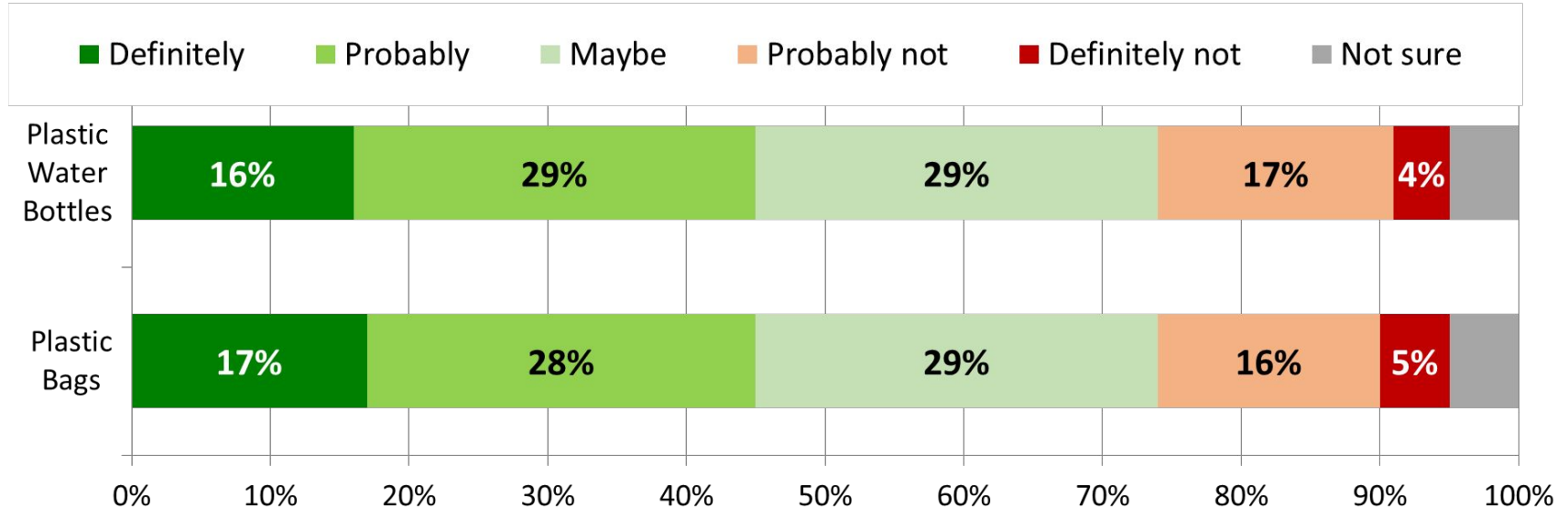


People are ready to make
positive change

Likelihood

2023 Data

Use fewer disposable water bottles / disposable bags



In the next year or so will you...?

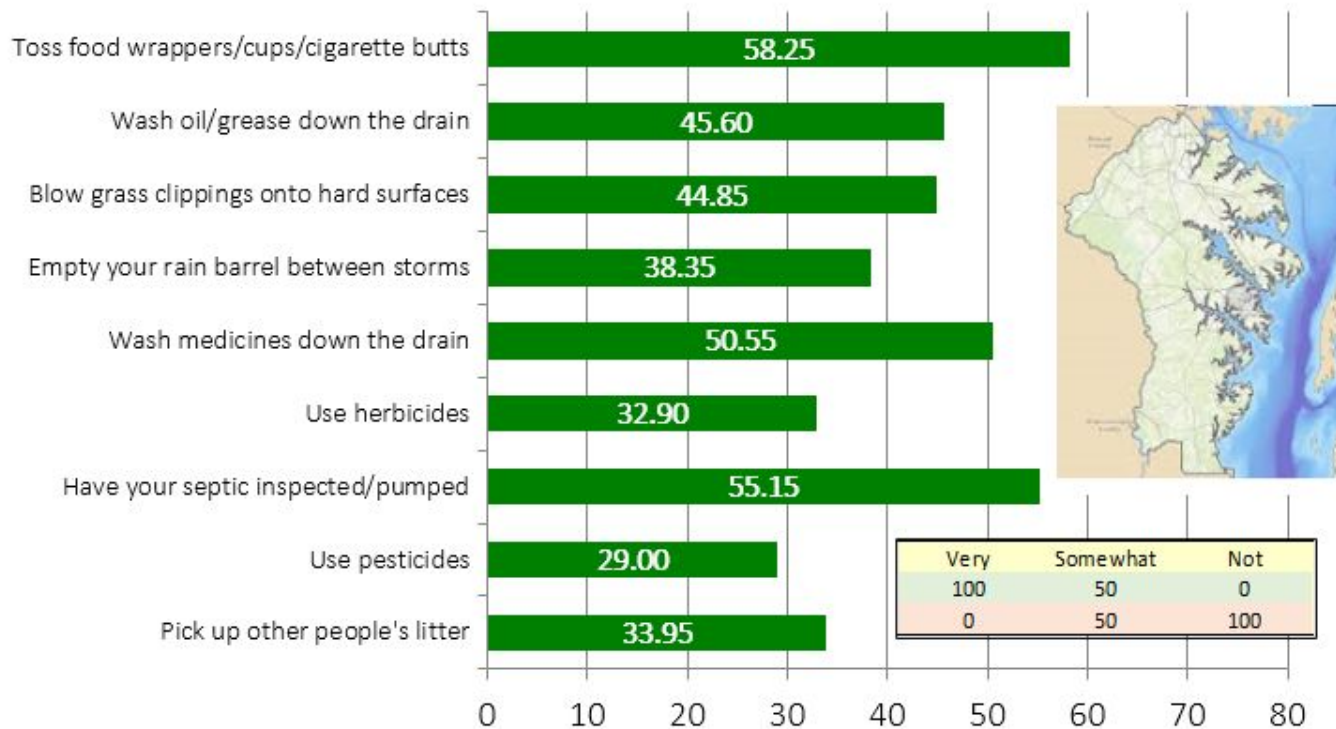
L26: Use fewer disposable plastic bags than you do today?

L25: Use fewer disposable plastic water bottles than you do today

Citizen Stewardship Indicator: Anne Arundel County

Behaviors Susceptible to Change

Asked Only of Those Not Taking the Desired Action Today

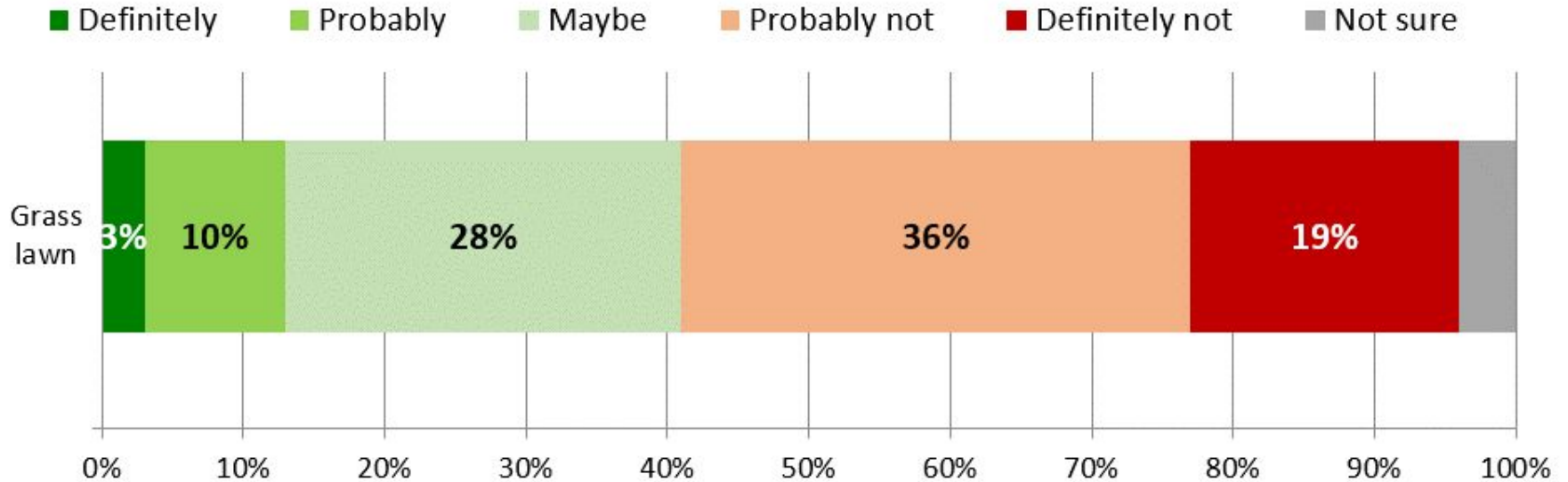


Looking forward over the next year or so, how likely are you to do each of these things using the scale (rotate high to low/low to high): [very likely, somewhat likely, (or) not likely]?

Likelihood

2023 Data

Replace an area of grass lawn with plants



In the next year or so will you...?

L1: Replace an area of grass lawn with plants

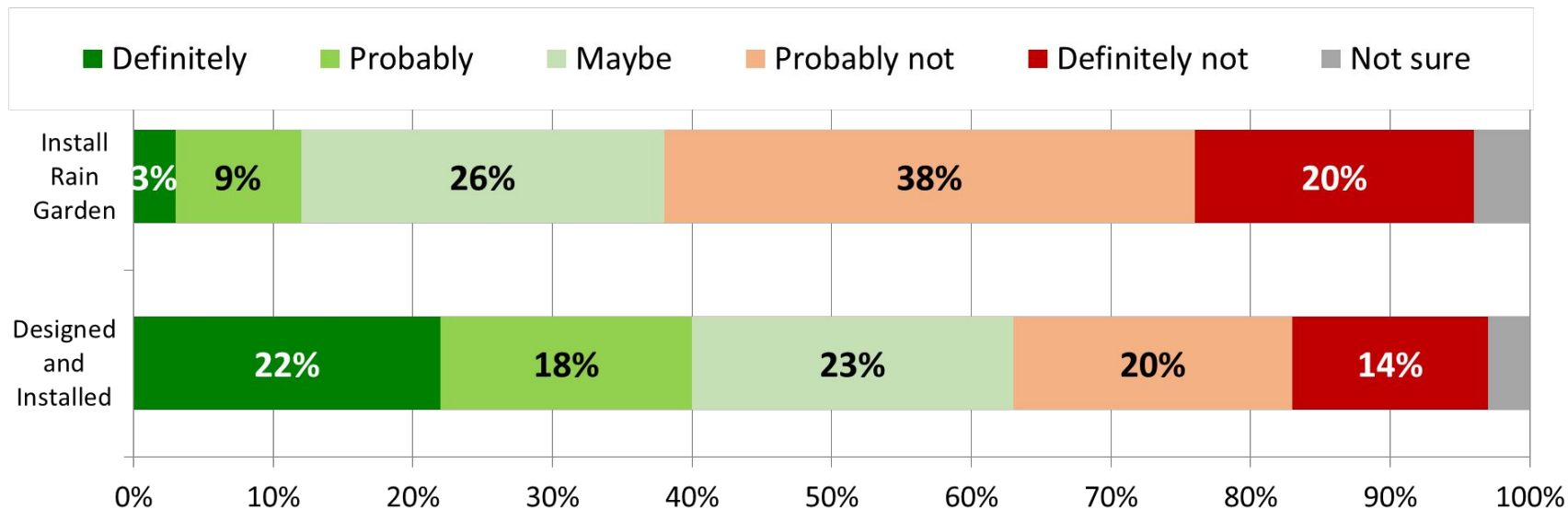


**People indicate a little help
would change their behavior**

Likelihood

Install Rain Garden

2023 Data



In the next year or so will you...?

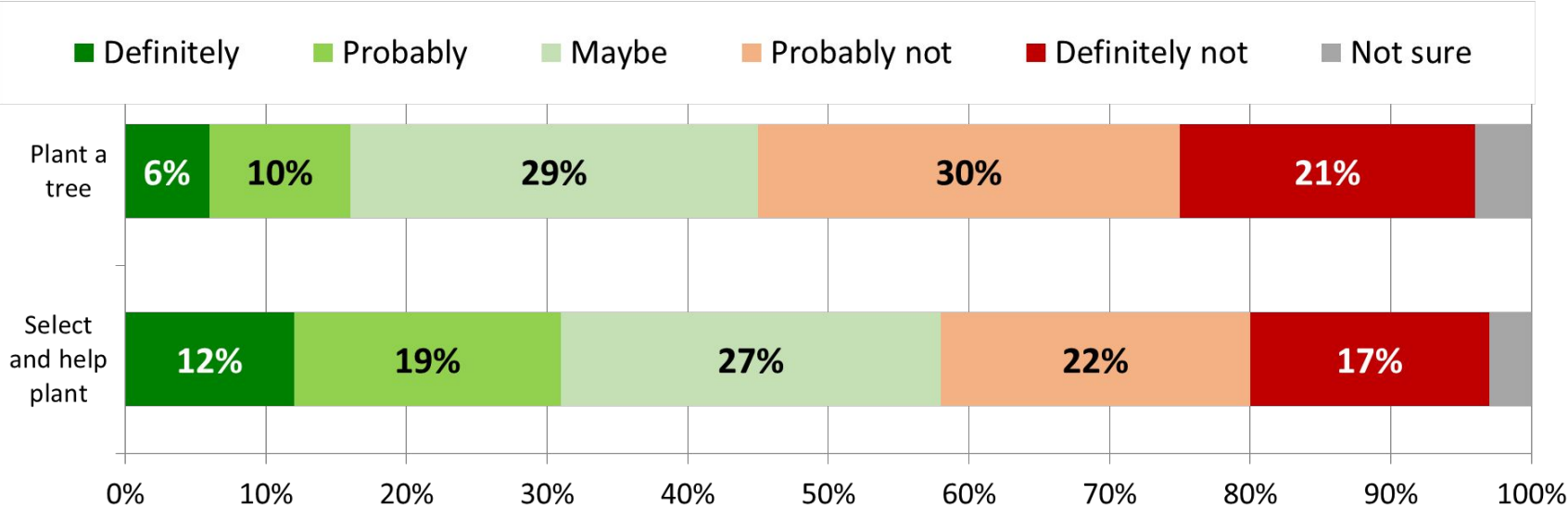
L2: Create a rain garden?

L2A: Create a rain garden if it was designed and installed with no cost to you

Likelihood

Plant a Tree

2023 Data



In the next year or so will you...?

L4: Plant a tree

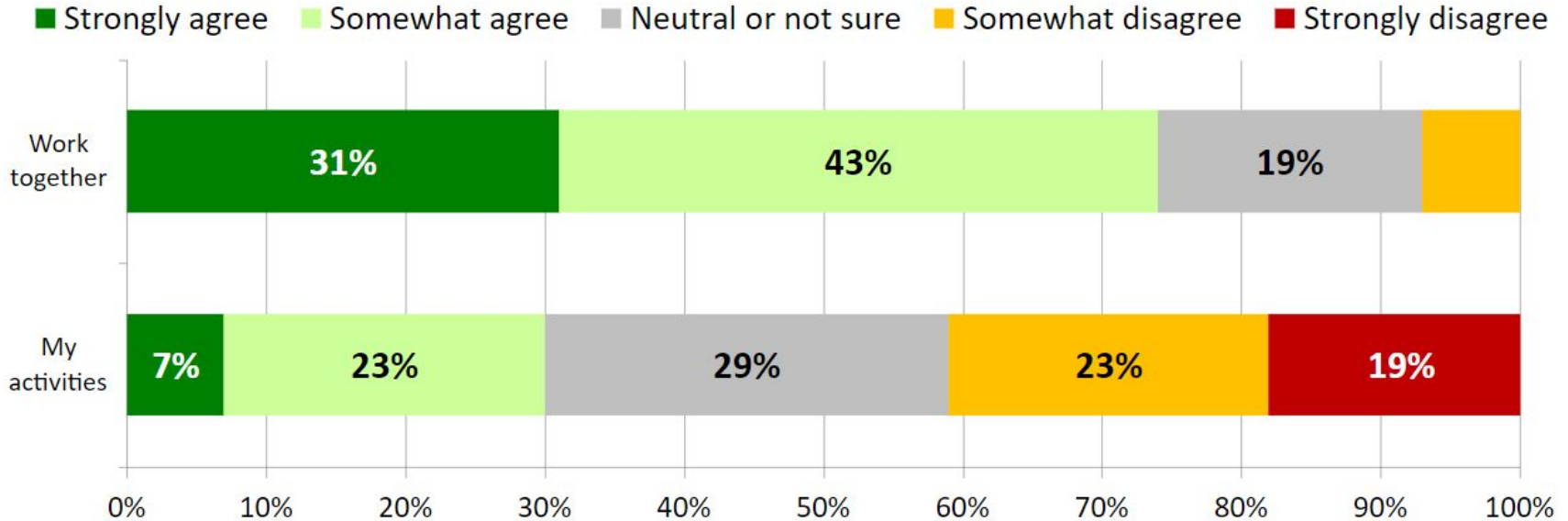
L4A: Plant a tree if someone helped pick out right kind and helped you plant it



The public is optimistic and engaged around water pollution and environmental protection—but there's room for improvement

Perceptions & Attitudes

If people work together, pollution can be fixed / Do I contribute to the problem?



For the following statements, please say if you strongly disagree, somewhat disagree, are neutral, somewhat agree or strongly agree.

2023: My daily activities contribute to pollution.

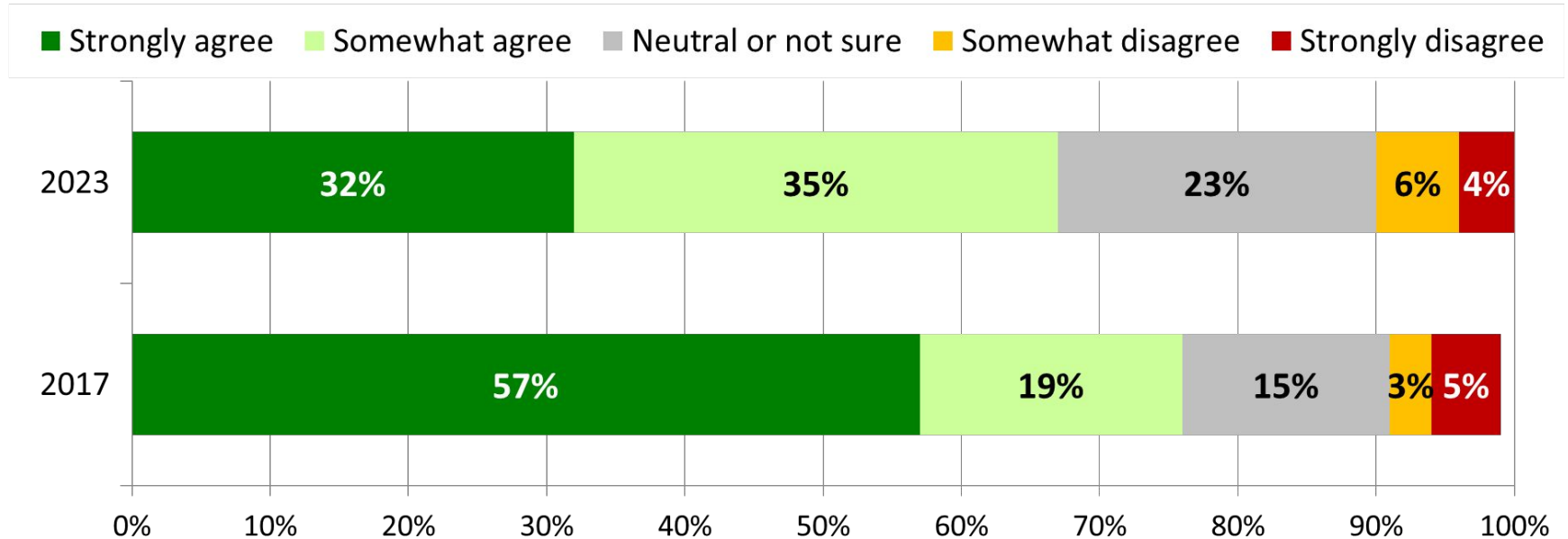
2017: My actions contribute to water pollution where I live.

**Most residents believe
strong government action is
needed to clean up the Bay**



Perceptions & Attitudes

Strong government action is needed to help clean up bay?



E11: Strong government action is needed to help clean up the Chesapeake Bay and the rivers and streams that flow into it.



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Inspiring Action, Fostering Stewardship

Thousands of Chesapeake Bay watershed residents were surveyed about their stewardship behaviors that impact the Bay's health.

[Learn about the survey](#)



Outcome

Increase the number and diversity of trained and mobilized volunteers who have the knowledge and skills needed to enhance the health of their local watersheds.

The Current Stewardship Indicator



RECENT PROGRESS

NO CHANGE (2018)

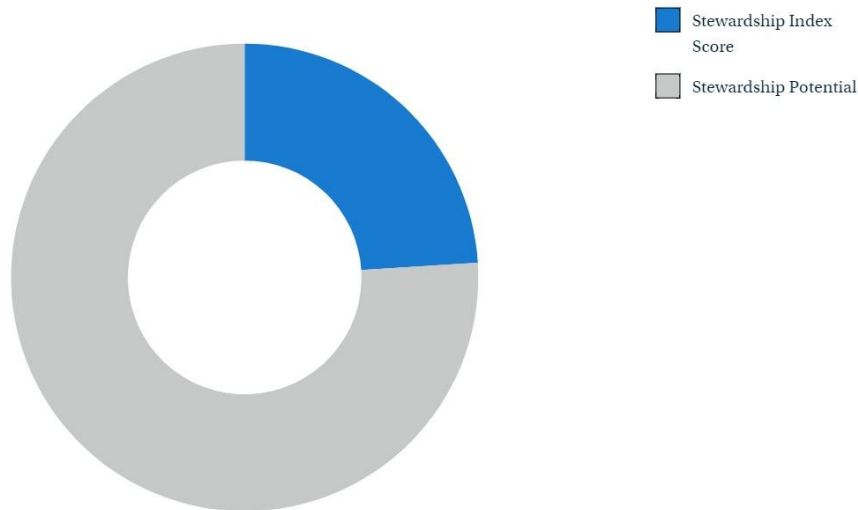


OUTLOOK

UNCERTAIN

Stewardship in the Chesapeake Bay Watershed (2017)

To earn a score of 100, everyone in the region would need to do everything they could in their daily lives to improve water quality and environmental health, including personal actions, volunteering and advocating for the environment.




Changes in Stewardship Indicator Approach



	2017	2024
What to measure?	Measure “environmentally motivated” behaviors	Expand definition of stewardship and measure actions that stem from personal values and motivations, community priorities that are accessible to all.
Number of indicators?	Single score rollup of behavior adoption, volunteerism and civic engagement – not enable us to see trends	Several indicators that show trends and enable us to focus efforts more strategically
Success?	Everyone, everywhere, doing everything	Recognize where we are and take action to make forward progress



Next Steps

1. Brainstorm and identify new methods for characterizing progress with new 2023 data.
 2. Investigate and focus on other methods and approaches to reaching historically underserved audiences.
- 

THANK YOU!

Steve Raabe and Nicholas Splendoria, OpinionWorks
Suzanne Etgen, Anne Arundel County Watershed Stewards
Academy

Julie Lawson, Stakeholders Advisory Committee
Kacey Wetzel, Chesapeake Bay Trust

2022-2023 Progress (Part 2)

Stewardship Framework

Increasing resident actions for watershed health



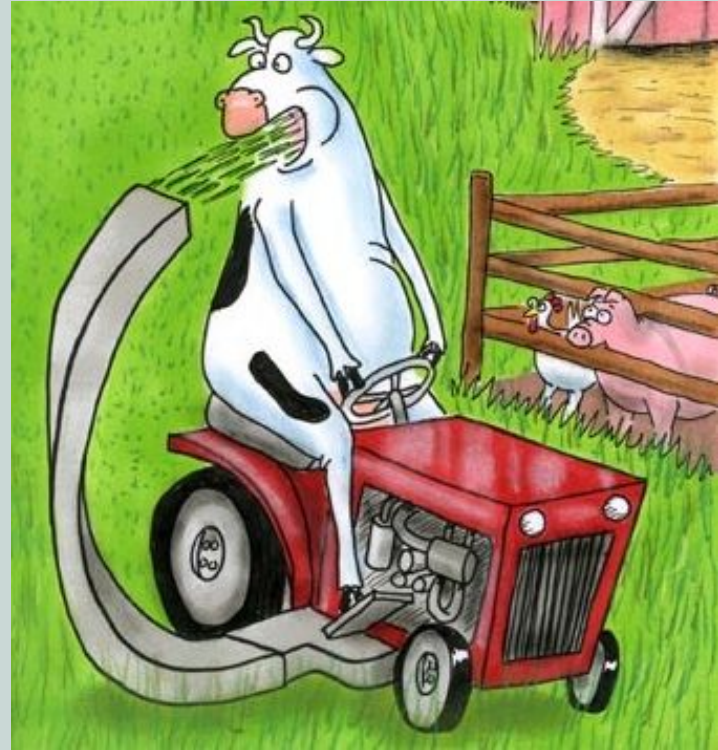
Stewardship Framework

Increasing resident actions for watershed health

Work Smarter



Not Harder



“Large-scale problems do not require large scale solutions; they require small-scale solutions within a large scale framework.”

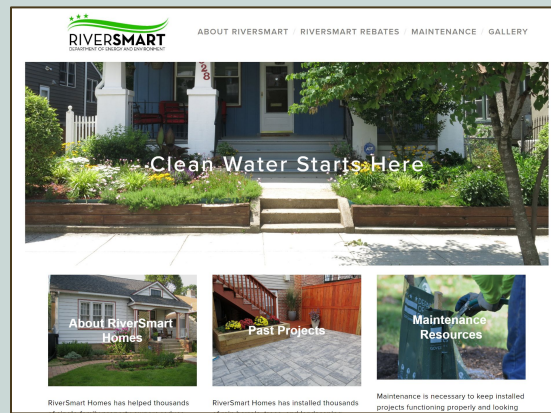
– David Fleming, *Surviving the Future*



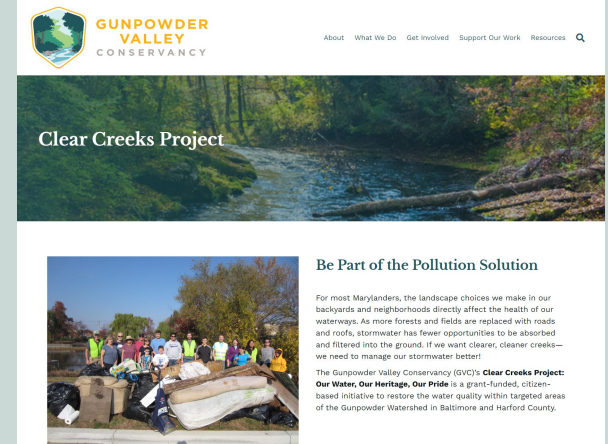
Shared Learning: Successful Stewardship Models

- Landscape of efforts happening
- What can we scale up?
- Exchange of solutions

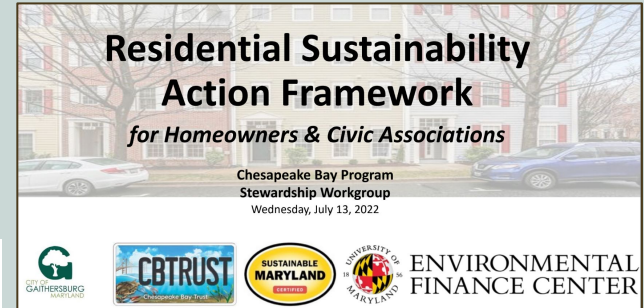
RiverSmart Homes DC Dept of Energy & Envi't



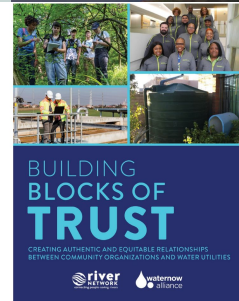
Clear Creeks Program Gunpowder Conservancy



Neighborhood Green Team Environmental Finance Center



Envision the Choptank



Building Blocks of Trust River Network



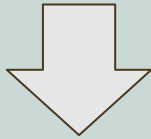
One Water Partnership Interfaith Partners for the Chesapeake



Building the Network / Professional Community

Exploring Tools that Connect Us

Baltimore Stewardship Map
U.S. Forest Service

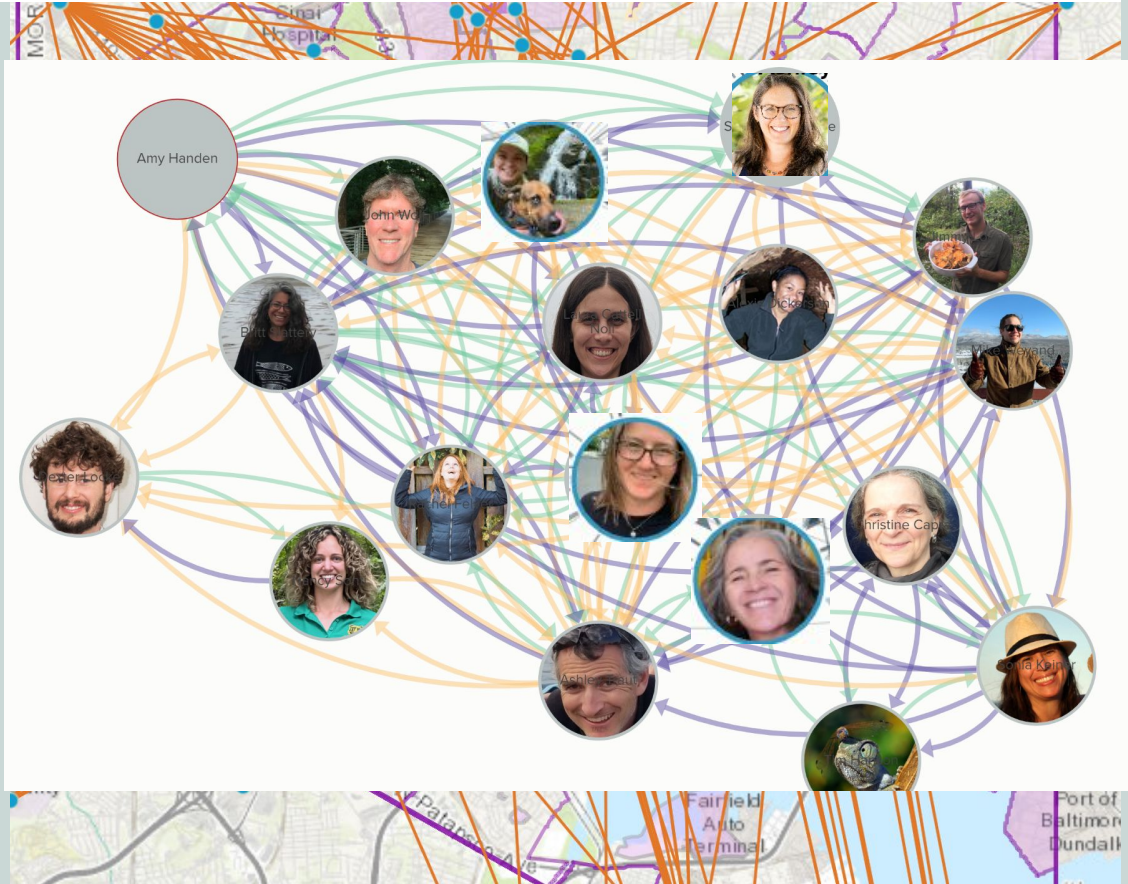


Network Asset Mapping & Analysis (Network Visualization) Project

~ "Chesapeake Steward Map" ~

Bay Program GIT funding

Connecting the Dots!



Building the Network / Professional Community

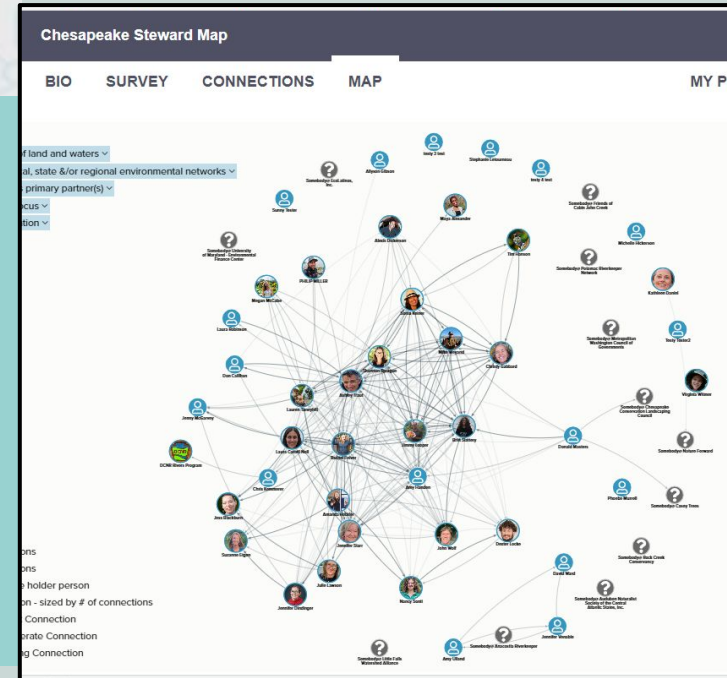
Map Purpose

The stewardship map will increase connections and collaborative partnerships among local groups and organizations not yet affiliated with the Chesapeake Bay Program. The tool can be used to...

1. **Increase connectivity and communication among stewards (identify hubs and gaps)**
 2. Increase knowledge and awareness of available resources
 3. **Increase collaborations, stronger relationships** (highlight opportunities to facilitate strategic connections for sharing knowledge and resources)
- Connect stewardship practitioners with each other, with other Outcome teams, and with those looking for help (e.g., community groups).

Stewardship is defined as:

Voluntary actions carried out by an individual, group, or network of people that achieves healthy land, waters, and a vibrant Chesapeake Bay watershed.





Looking Forward



Stewardship Workgroup

Near Future – 2024-2025

The Network –

- **Work toward Collective Impact – make the “whole” greater than the sum of our parts**
 - Continue building professional community among the WG membership, building the larger network;
 - Use the Chesapeake Stewards Map project to support building more stewardship across all the areas of work in CBP;
 - **Consider collecting info on progress from among the network practitioners** to show the body of stewardship effort and progress happening across the watershed (show larger impact) - look into how to best do that.
- **Establish the network of practitioners as a means to support all of the CBP Outcomes**
 - Help provide technical assistance for bringing more stewardship in to contribute to reaching other Outcomes (e.g. working w/ landowners, communities, etc.);
 - Connect network partners to the Outcomes to assist with and/or guide stewardship.
- **The Workgroup as a resource:**
 - Providing guidance, tools, data, best practices, other resources;
 - Facilitating connections/partnership matching, so the Outcomes can more effectively utilize social science and stewardship to help make progress on their work.

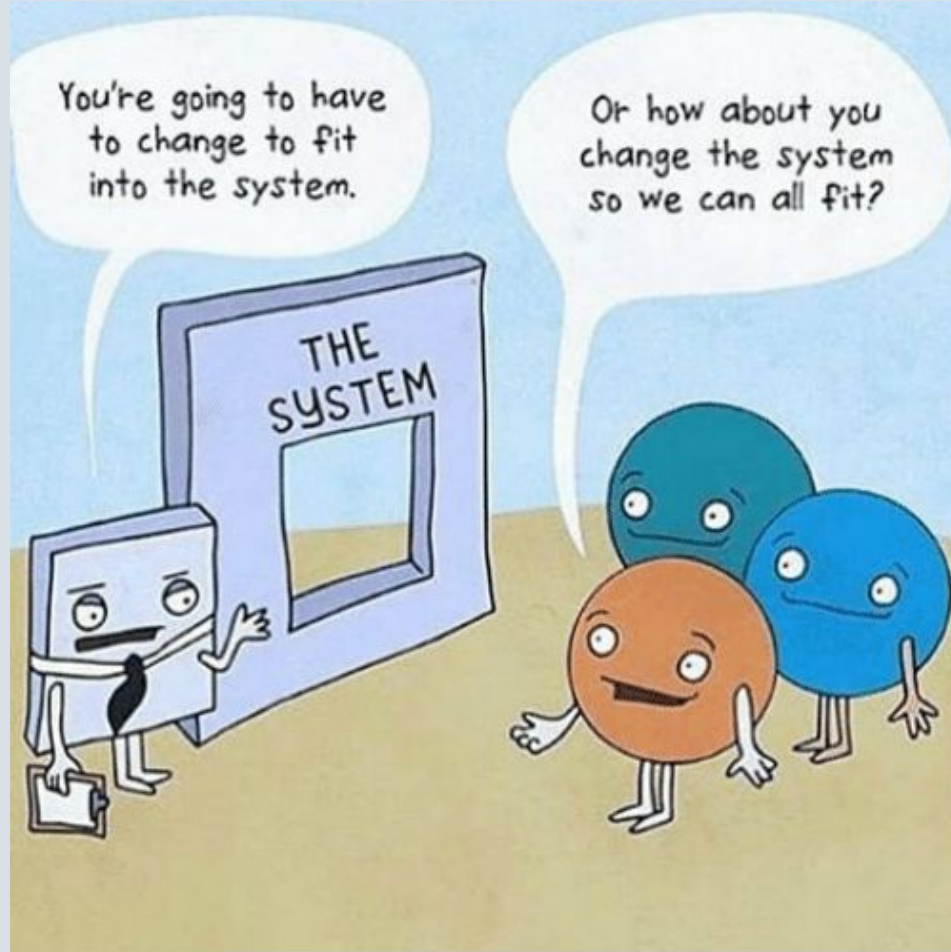


Future Beyond 2025

1. Stewardship is an ongoing, never-ending process.
2. “People” are inextricable from the environment, and therefore they are critical to the success of Bay conservation efforts.
3. The 18M people living in the watershed can be our biggest asset.
4. Stewardship is everyone’s job, and should be integrated into the work of all of the Outcomes.
5. Our request to the CBP leadership is to keep this in mind as we move toward and Beyond 2025:

Prioritize, center, and weave PEOPLE into the WAY we go about conservation, using social science and best practices for engagement, inclusion/DEIJ, and we’ll see better success.

Let's find
new ways
to do business
to achieve the
best results



Government be like

emol



Discussion
