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| CITIZEN STEWARDSHIP  WORK PLAN ACTIONS | | | | |
| Action | **Description** | **Performance Target(s)** | **Responsible Party (or Parties) & Geographic Location** | **Expected Timeline** |
| Management Approach 1: Establish mechanisms to measure impact and track progress of citizen stewardship programs | | | | |
| 1.1 | Identify potential opportunities for measuring citizen leaders (top tier of Citizen Stewardship Model). | 1. Work with stakeholder group to develop methodology options. 2. Assess feasibility for conducting survey and take applicable next steps. | Stewardship Workgroup | 2018-2019 |
| 1.2 | Coordinate with Diversity Workgroup to identify opportunities to improve engagement and communication with underrepresented audiences. | 1. Utilize both groups to identify opportunities for coordination (including Environmental Justice Screening and Mapping Tool – EJ Screen). 2. Prioritize tasks over the work plan time period. | Stewardship Workgroup | 2018-2019 |
| Management Approach 2: Provide assistance to help develop and implement programs for maximum impact on citizen stewardship | | | | |
| 2.1 | Coordinate with Diversity Workgroup to use the Stewardship Indicator to engage diverse audiences. | 1. Determine appropriate steps to utilize Indicator to engage diverse audiences. 2. Implement actions as appropriate. | Stewardship Workgroup | 2018-2019 |
| 2.2 | Connect case study database with practitioners that are planning behavior change programs in order to leverage existing efforts (i.e. DC and litter). | 1. Identify potential practitioners that are conducing behavior change programs. 2. Identify linkages between needs of practitioners and existing efforts included in case study database. | Stewardship Workgroup | Ongoing |
| 2.3 | Pursue options for increasing effectiveness of stormwater outreach programs that are required under existing permitting structures. | 1. Discuss and coordinate this task with partners including LGAC, Local Leadership Workgroup and Local Government Engagement Initiative.  1. Based on outcome of partner discussions, facilitate partnerships between local governments and watershed organizations that result in effective citizen outreach programs that address storm water program requirements.  2. Engage with regulatory agencies to develop guidance and incentives for local governments implementing storm water programs to more effectively build capacity of and partner with nongovernmental organizations. | Stewardship Workgroup | 2018-2019 |
| 2.4 | Coordinate with Toxic Contaminants and Diversity workgroups to understand effective communication about fish issues and eventually assist in the development of behavior change campaigns for these behaviors. | 1. Engage with Toxics and Diversity Teams to identify effective communications techniques. 2. Identify barriers in using these techniques in addressing fish consumption issues. 3. Identify potential tasks for removing barriers in communicating fish issues. | Stewardship Workgroup | 2018-2019 |
| 2.5 | Creation of the Online Stewardship Tool that will enable stakeholders to access data collected for the Stewardship Indicator. | 1. Confirm process and task timeline with contractor, web team and stewardship workgroup. 2. Execute tasks as per task timeline. 3. Develop plan for roll out and communication of tool. | Stewardship Workgroup | 2018-2019 |
| Management Approach 3: Increase capacity to expand the number and diversity of citizen volunteers | | | | |
| 3.1 | Identify training and communication opportunities to increase understanding of Stewardship Indicator and use of data. | 1. Identify plan for communication and outreach for upstream, midstream and downstream audiences. | Stewardship Workgroup | 2018-2019 |
| Management Approach 4: Increase capacity to expand the diversity of citizen volunteers and community leaders | | | | |
| 4.1 | Conduct gap analysis of leadership capacity to engage more diverse individuals and groups. | 1. Identify challenges for leaders in engaging diverse audiences. 2. Identify opportunities for addressing those challenges. 3. Prioritize tasks for addressing challenges with potential solutions. | Stewardship Workgroup | 2018-2019 |
| Management Approach 5: Recruit, train, and support more citizen leaders and local champions | | | | |
| 4.2 | Advance programs that foster the continuation of Citizen Stewardship Model-progression of individual citizen actions, volunteerism, and citizen leadership. | 1. Identify programs that foster the stewardship model. 2. Explore ways to expand and leverage connections to enhance, standardize and replicate these programs. | Stewardship Workgroup | 2018-2019 |

Color Code:

Diversity

Supporting Practitioners

Citizen Leaders and Continuum of Stewardship

Upstream Audiences

Online Tool