

Quarterly Progress Meeting Template

To be prepared by an Outcome's lead GIT in advance of its Quarterly Progress Meeting

Step 1: Summarize your outcome.

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.

Lead and Supporting Goal Implementation Teams (GITs):

Citizen Stewardship Workgroup (Stewardship Goal Implementation Team) is the lead group coordinating effort for implementation of this outcome.

Participating Partners:

The State of Delaware
The State of Maryland
The Commonwealth of Pennsylvania
The Commonwealth of Virginia
The State of West Virginia
The District of Columbia
The Chesapeake Bay Commission
The National Oceanic and Atmospheric Administration
The National Park Service
The U.S. Environmental Protection Agency
The U.S. Fish and Wildlife Service

University of Maryland Center for Environmental Science
Watershed Stewards Academy
Maryland Sea Grant College at the University of Maryland
Interstate Commission on the Potomac River Basin
Trash Free MD
National Fish and Wildlife Foundation
Alliance for Aquatic Resource Monitoring
Chesapeake Bay Trust
Alliance for the Chesapeake Bay

Progress:

Insert a brief summary of your progress toward the Outcome. Indicate whether we are on track to achieve the Outcome, based on your expected trajectory or response.

If appropriate, your summary can include text, chart(s) and/or map(s) from ChesapeakeProgress.com and/or be communicated through an adapted version of the graphic below.

The Chesapeake Bay Program has completed the first comprehensive survey of stewardship behaviors and attitudes; behaviors being adopted in the Chesapeake Bay Region now and the likelihood that behaviors will be adopted in the future. This information is both significant and powerful as the database represents the responses of nearly 6000 watershed residents.

This data makes up the stewardship index, which measures the adoption of environmentally responsible actions, volunteerism and civic engagement, which are individually measured and aggregated to inform the overall index score.

In 2017, residents of the Chesapeake Bay region scored 24 out of 100 on the Citizen Stewardship Index. There are three components to this score. The Personal Action score—which is currently 38—measures the adoption of 19 actions that individuals can take to improve water quality and environmental health. The Volunteering score—which is currently 23—measures the portion of the public participating in community efforts to improve water quality and environmental health. And the Advocating score—which is currently 18—measures the portion of the public engaging in local and regional activities on behalf of water quality and environmental health. To score a 100 on the Citizen Stewardship Index, everyone in the region would need to do everything they could in their daily lives to improve water quality and environmental health, from personal actions to volunteering and advocating for the environment.

Step 2: Explain the logic behind your work toward an Outcome.

See the logic table template under “Projects and Resources” on the [GIT 6 page of Chesapeakebay.net](#) for instructions and format for documenting and explaining how your actions relate back to elements of the decision framework (see Appendix A) included in your Management Strategies.

The long-term success and sustainability of the Chesapeake Bay restoration effort will ultimately depend on the actions and support of the 17 million residents who call the watershed home. The cumulative impact of these individuals and their daily actions can both positively and negatively affect the health of watersheds, streams and rivers. Hundreds of local conservation and watershed organizations and a growing number of community associations, religious institutions and others are leading efforts to engage and empower citizens to restore local streams, reduce pollution, protect the environment, and improve their communities. The efforts of these groups and of community leaders also result in an ever increasing number of citizens adopting behaviors and taking individual actions that ultimately reduce our collective impact on the Bay. A growing army of local citizen volunteers who donate their time, talent and resources to our shared goals will build a larger, broader, and more diverse constituency of citizen stewards that will support many of the Goals and Outcomes outlined in the Watershed Agreement.

Step 3: Craft a compelling narrative.

While the information included in Steps 1 and 2 is meant to explain the work you are doing and support the analysis that is needed to adaptively manage, the presentation you bring to your Quarterly Progress Meeting should be summarized in a compelling narrative. This narrative will allow you to:

- Summarize your Outcome, the progress you have made thus far, and whether we are on track to achieve this Outcome by the identified date.
- Explain the logic behind your work toward an Outcome, indicate the status of your management actions, and denote which actions have or will play the biggest role in making progress.

- Outline your current understanding of your management approach, the challenges you may face, the adaptations you may recommend, and the requests you may have of the Management Board for action, support, or assistance.

We recommend answering the following Adaptive Management-inspired questions in writing **and** using the “And, But, Therefore” story structure to present these points to the Management Board. **Our Discussion and Analysis Presentation Template (.PPT) should be adapted to fit your style and needs.**

What are our assumptions?

- (1) What original assumptions did we make in our Management Strategy that we felt were important to our success?
 - a. What “Factors Influencing Success” were originally identified in your Management Strategy?
 - Many existing programs are not designed for maximum impact
 - Lack of financial and regulatory incentives for effective stewardship programs
 - Need additional capacity to recruit and train volunteers and leaders
 - Lack of ability to measure impact and track progress of stewardship programs
 - Lack of strategic coordination of the many programs implemented at the local level
 - Need region-wide stewardship programs to help build a more robust and diverse movement for clean water
 - b. What programmatic gaps that fail to address those factors did you originally identify in your Management Strategy?
 - Focus should be placed on learning the social, economic, and environmental priorities identified by local leaders. Compare them to existing priorities and examine where there are common interests. Those common interests should be considered the basis for partnership and coalition building with local leaders.
 - To convert volunteerism into lifelong stewardship, students must be engaged in volunteerism, internships and job skills training such as Youth Corps Programs that connect with education, community, environment, as well as economic success. Sustained funding through public-private partnerships, organizational capacity building and the promotion and replication of successful volunteer, citizen science and leadership development programs is needed for significant progress to be made.
 - Public engagement and its impact on resource related goals or some consistent measure of the extent to which the public is engaged has not been adequately quantified or developed.
 - There is not enough synergy and intentional coordination among them.
 - As the number and diversity of citizens participating in stewardship activities increases, grassroots organizations need to build their capacity to harness and maintain the engagement of those individuals in order to build a movement that can be mobilized to support important decisions about clean water policy at the local, state and federal level.
 - Currently, many of the funding sources and regulatory programs lack adequate guidance or incentives to ensure outreach programs are designed after best practices or informed by successful models.
 - Efforts to engage citizens in Bay cleanup activities are challenged by the fact that within each community, county or region there are a number of important and pressing needs that exist that may compete directly

with actions needed for clean water. A better understanding of public opinion will offer opportunities to align those interests and issues to advance them together, rather than in competition.

- The public display of a behavior change by a growing percentage of a population can accelerate the adoption of these behaviors by others. Successful programs need to more effectively utilize this social science tool so desired actions are seen by others and begin a sea change of actions and behaviors for clean water.
- The uses of existing sites, particularly in urban and low-income communities, contribute to challenges faced in further engaging many sectors of the public. Existing sites may be limited in the type of use available to the public.
- These efforts are often done in isolation and not as part of a comprehensive strategy that links regulatory or policy efforts with effective consumer outreach focused on behavior change and continued engagement.

c. What were the “Management Approaches” you chose to include in your Management Strategy and Two-Year Work Plan in order to address those gaps?

- Establish mechanisms to measure impact and track progress of citizen stewardship programs
- Provide assistance to help develop and implement programs for maximum impact on citizen stewardship
- Increase capacity to expand the number and diversity of citizen volunteers
- Increase capacity to expand the diversity of citizen volunteers and community leaders
- Recruit, train and support more citizen leaders and local champions

Are we doing what we said we would do?

(2) Are you on track to achieve your Outcome by the identified date?

- a. What is your target? What does this target represent (e.g., the achievement we believed could be made within a particular timeframe; the achievement we believed would be necessary for an Outcome’s intent to be satisfied; etc.)?

There is not currently a numeric target to measure citizen stewardship. The outcome states, “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.” When the data are collected in the future, the trajectory will be measured.

- b. What is your anticipated deadline? What is your anticipated trajectory?

When data are collected in the future, we hope the trajectory of the measurements will increase.

- c. What actual progress has been made thus far?

Progress has been made establishing the baseline for measuring citizen stewardship. In 2017, residents of the Chesapeake region currently have a Stewardship Score of 24. The score could be 100 if everyone in the region was doing everything they could. These practices include personal actions, volunteering, and advocating for the environment.

- d. What could explain any existing gap(s) between your actual progress and anticipated trajectory?

NA

(3) Which of your management actions have been the most critical to your progress thus far? Why? Indicate which influencing factors these actions were meant to manage.

Management action: Establish mechanisms to measure impact and track progress of citizen stewardship programs.

Management approach: The Chesapeake Bay Program will develop a practical and value-added method to track changes in public attitudes, behaviors, and actions related to stewardship and use the results to guide future management strategies.

Factor: Organizational Capacity: Lack of ability to measure impact and track progress of stewardship programs.

Factor: Organizational Capacity: Many existing programs not designed for maximum impact.

- (4) Which of your management actions will be the most critical to your progress in the future? Why? What barriers must be removed—and how, and by whom—to allow these actions to be taken? Indicate which influencing factors these actions will be meant to manage.

Actions under the Management Approach: “Provide assistance to help develop and implement programs” will be most critical as these tasks will be utilizing the data collected in order to improve program effectiveness.

This will enable local organizations and local governments to remove two barriers that were described as factors: “Many existing programs are not designed for maximum impact” and “Public opinion, perception and attitude about Bay clean up varies and poses both challenges and opportunities”

Are our actions having the expected effect?

- (5) What scientific, fiscal, or policy-related developments or lessons learned (if any) have changed your logic or assumptions (e.g., your recommended measure of progress; the factors you believe influence your ability to succeed; or the management actions you recommend taking) about your Outcome?

The data that were collected will enable us to understand the adoption of particular environmentally responsible actions, as well as volunteerism and civic engagement activities. Because these behaviors can be broken down by jurisdiction as well as population type, we will be better able to understand how to best design and implement behavior change programs.

How should we adapt?

- (6) What (if anything) would you recommend changing about your management approach at this time? Will these changes lead you to add, edit, or remove content in your Work Plan? Explain.

We do not recommend changing our management approaches but our future work plan will be more focused on direct actions by the workgroup and engaged partners. Existing actions may be removed in order to focus on more direct actions that are more impactful.

- (7) What opportunities exist to collaborate across GITs? Can we target conservation or restoration work to yield co-benefits that would address multiple factors or support multiple actions across Outcomes?

There are several opportunities to collaborate with other GITs and workgroups:

- Diversity
- Local leadership
- Public Access

- (8) What is needed from the Management Board to continue or accelerate your progress? Multiple requests for action, support or assistance from the Management Board should be prioritized, where possible, and all requests should be “traceable” to the factors influencing progress toward your Outcome. Because a limited number of agencies and organizations are represented in the Management Board’s membership, we recommend naming those agencies and/or organizations that may play a key role in fulfilling your request for action, support, or assistance, in order to guide the Management Board in its work to contact, consult, or coordinate with partners.

We Would Like the Management Board and Partnership To:

1. Commit to engage with us to learn how to use stewardship data and better design public engagement, education and behavior change programs

Behavior Adoption Finding: Behaviors that have a significant positive impact on clean water are less commonly adopted than behaviors that have a comparatively minor impact on clean water.

Recommendations:

1. Local governments and NGOs need to be trained to:
 - understand audience needs and methods for gaining insight
 - Increase willingness to work with the priority audience
 - design programs that provide innovative services that are designed to overcome audience barriers to behavior adoption
2. Increasing effective behavior change campaign design and sharing through regional forums
3. Encourage and incentivize regional common branding across jurisdictions
4. Increase use of social science tools, such as social diffusion and social normative messaging
5. Encourage and support experimental designs that answers key high level social science questions that will inform local program refinement

Civic Engagement Finding: Less than half of people actively get involved in their community and of those a very small percentage are involved related to environmental issues.

Recommendation:

1. NGOs need skill building on community engagement models and when to employ them; there a number of successful engagement models that: build coalitions, engage the faith community, and involve residents

Volunteerism Finding: Only 32% of public can name an organization in their area that is cleaning and protecting the natural environment

Recommendations:

1. NGOs need training to create *informed* communications campaigns for priority audiences
2. Innovate new ways to connect people with opportunities in their community - concept test new volunteerism program models

2. Commit to share info/ spread word on availability of data to local audiences and partners

- We received funding through GIT funding pool to develop dashboard to enable our users (NGOs and local governments) to more easily access this data.
- The goal of this project is to develop an online question driven/scenario-based interactive web-based tool that would enable key audiences including watershed groups and local governments to scale and segment

data, create correlations, and customize reports in order to use the data for the development of campaigns and program delivery related to behavior change, volunteerism and community leadership development.

- In near term we will have spreadsheet, long term we will have this tool.

3. Support for future data collections in the once/3-5 year frequency

- This type of data is new to partnership.
- It's critical to continue collecting data to assess trends and also to learn more about how behavior adoption, volunteerism, and civic engagement changes over time.
- What strategy is best to accomplish the goal of regular (3-5 year) data collection? Options: Collect data every year in a different jurisdiction or collect data watershed wide once every 3-5 years? Other options?