Stewardship Goal

"Increase the number and diversity of local citizen stewards and local governments that actively support and carry out conservation and restoration activities that achieve healthy local streams, rivers and a vibrant Chesapeake Bay."

From 2015 Stakeholder Process:

- ✓ Tracking human <u>behavior</u>.

- ✓ Measure:

  - ▪ Stewardship Behaviors

  - ▪ Future Likelihood of Adoption

  - ▪ Volunteerism

  - ▪ Individual Engagement

  - ▪ Civic Engagement Behaviors

Stewardship Behavior Measurement Criteria

1. Involves individual decision-making

2. Is repetitive and can be tracked over time

3. Can be broadly adopted

    A. Not just by experts

    B. Not pre-emergent

4. Has an impact on water health

5. And/or will engage the public

What This Survey Tool is *Not*

- ✓ The citizen stewardship index will NOT <u>verify implementation</u> of behaviors or practices per Bay Program protocols. Other tools like the Smart Tracker exist for this purpose.

- ✓ It will NOT answer <u>why</u> questions.

- ✓ It will NOT measure <u>public policy preferences</u>.

- ✓ It will not measure <u>perceptions and attitudes</u>, except those that directly drive stewardship behavior.

Developing the Method of Measurement

Measured Behaviors

- **Pet waste**
- **Leaves/Lawn clippings**
- **Litter**
- **Fats, grease, contaminants down the drain**
- **Fertilizer use**
- **Pesticide/Herbicide use**
- **Conservation landscaping**
- **Rain garden installation**
- **Septic system**
- **Tree planting**
- **Downspout redirect**
- **Rain barrel**
- **Water conservation**

Response Scales

Yes/No:

In the last several years, have you…?
Reduced an area of grass lawn by planting native plants?

Frequency (5-point):

For each of the following things, please tell me if you <u>never, seldom, sometimes, usually, or always</u> do it.
Pick up your dog's waste and dispose of it in the trash.

Agreement (5-point):

For each of the statements that follow please tell me if you <u>strongly disagree, somewhat disagree, are neutral, somewhat agree, or strongly agree</u>.
Polluted water affects me personally.

Likelihood (3-point):

Looking forward over the next year or so, how likely are you to do each of these things using the scale <u>not likely, somewhat likely, or very likely</u>.
Have your septic system inspected or pumped out.
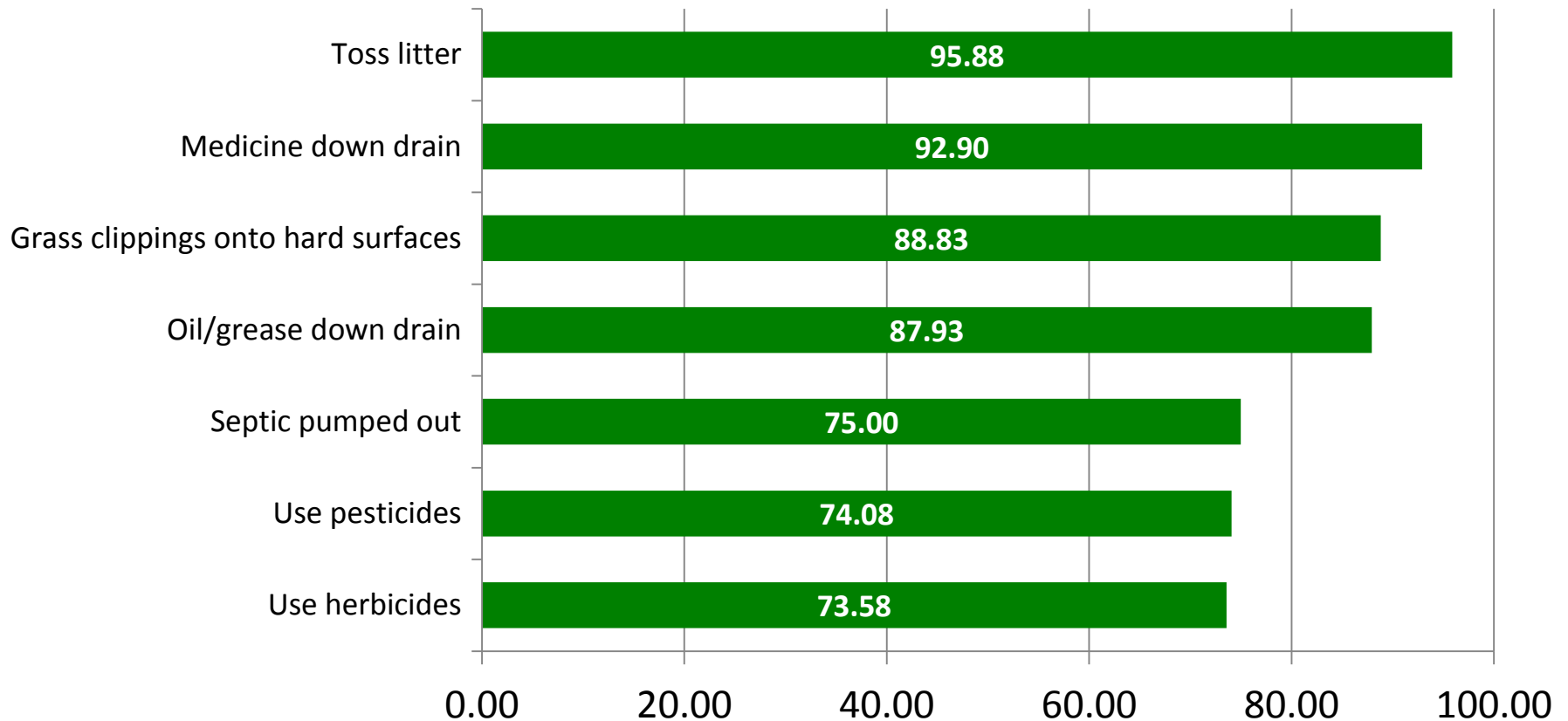
Performance: Stewardship Behaviors

Pilot Citizen Stewardship Indicator
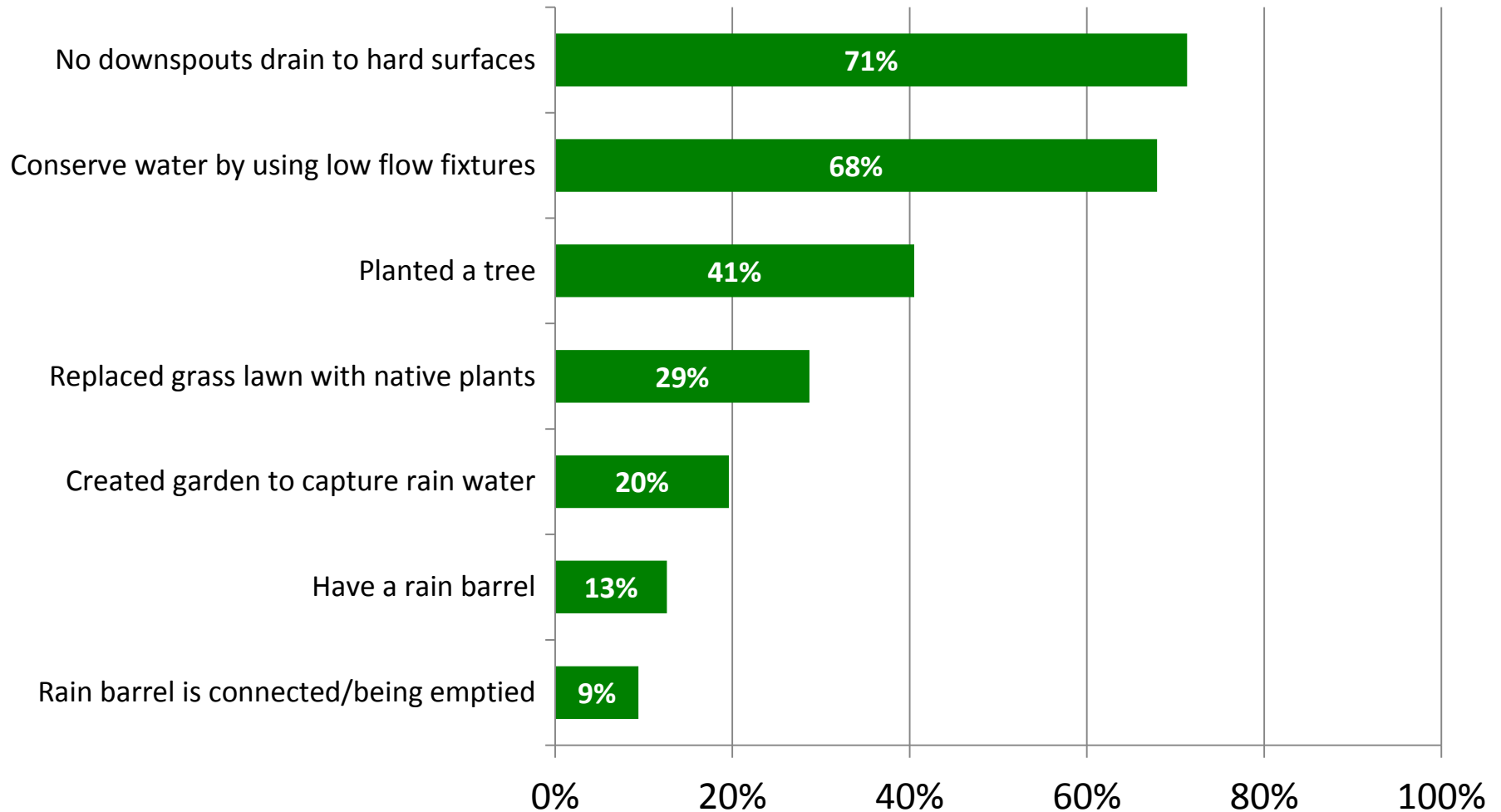## *Weighted Data: (4/12/2016)*

Second Tier Behaviors (Yes/No)

Behavior	Percentage
No downspouts drain to hard surfaces	71%
Conserve water by using low flow fixtures	68%
Planted a tree	41%
Replaced grass lawn with native plants	29%
Created garden to capture rain water	20%
Have a rain barrel	13%
Rain barrel is connected/being emptied	9%

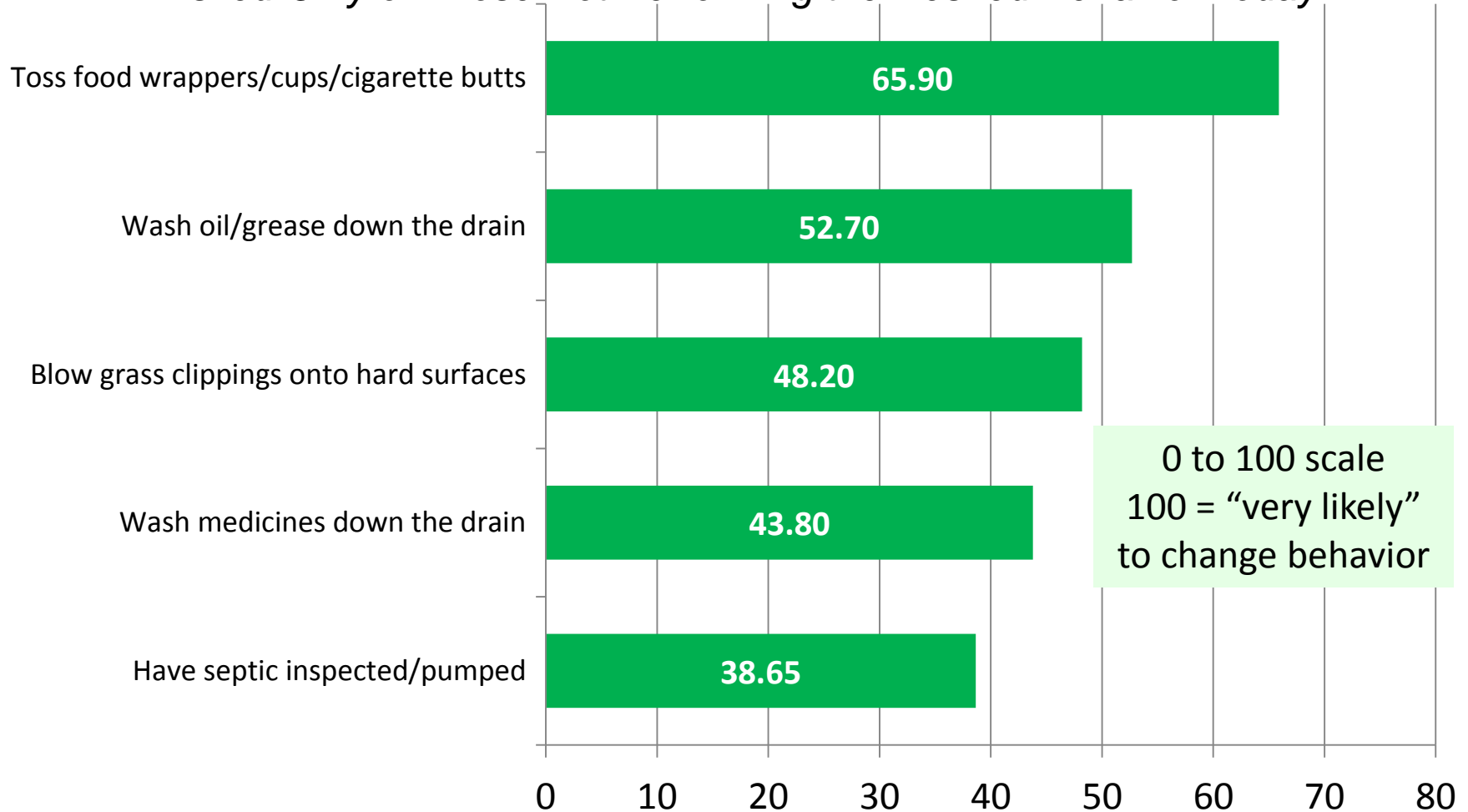# Likelihood to Change Behavior

Pilot Citizen Stewardship Indicator
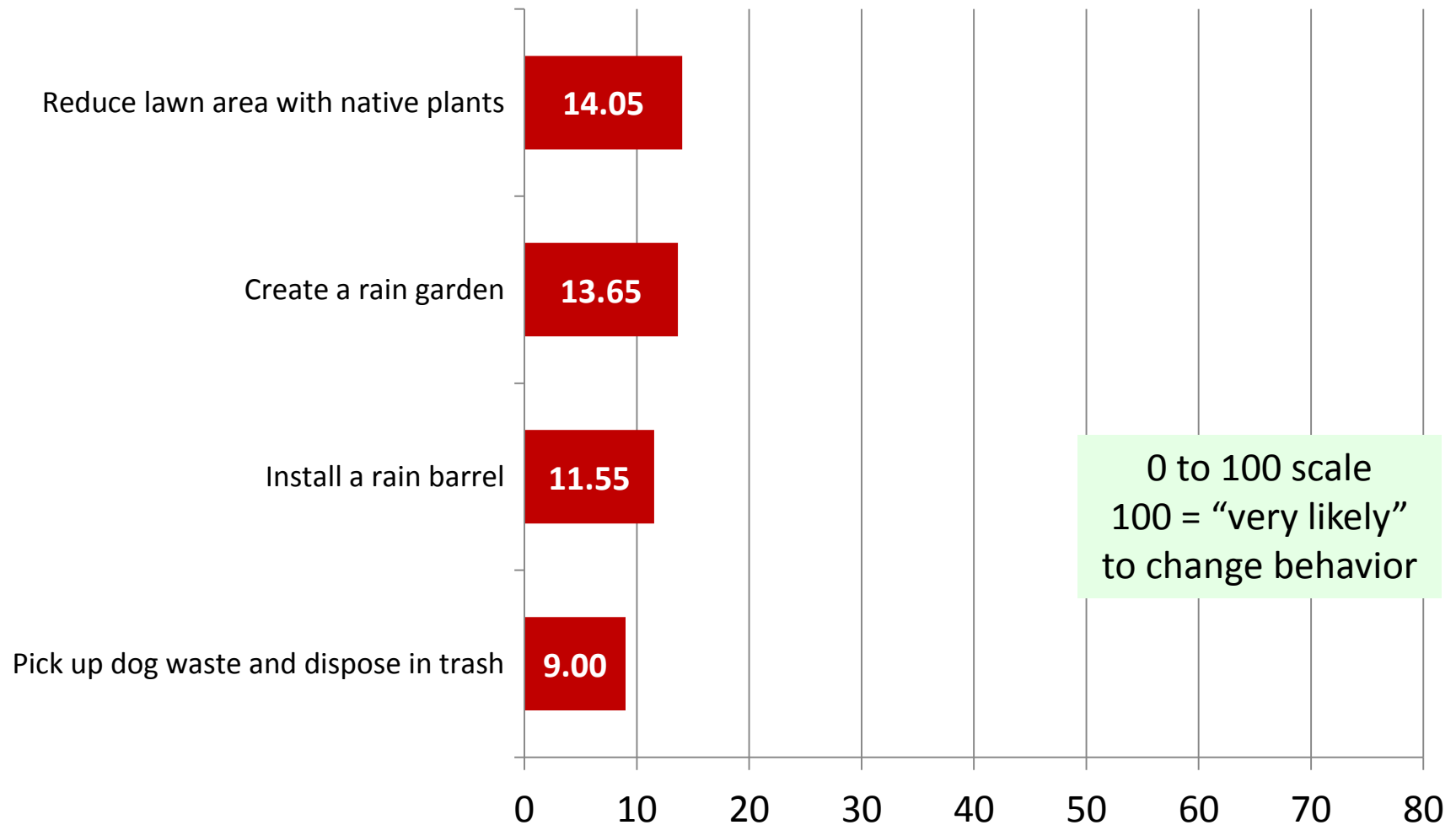## Weighted Data: Weights (3/1/2016)

Behaviors Most Susceptible to Change
Asked Only of Those Not Performing the Desired Behavior Today

Behavior	Value
Toss food wrappers/cups/cigarette butts	65.90
Wash oil/grease down the drain	52.70
Blow grass clippings onto hard surfaces	48.20
Wash medicines down the drain	43.80
Have septic inspected/pumped	38.65

0 to 100 scale
100 = "very likely"
to change behavior

0   10   20   30   40   50   60   70   80

Next Steps

Next Steps

- **Indicator Development**
  - **Weighting / Threshold behaviors:**
    - Not highly penetrated and they require intentionality / effort.
  - **Rolling up**
    - Stewardship Performance Indicator (Stewardship behavior, volunteerism, civic engagement questions)
    - Factors Influencing Indicator (future likelihood and individual engagement questions)
- **Tweak Assessment Tool: diversity, public access, etc.**
- **Conduct Statistically Significant Assessment (2016/2017)**
- **Indicator Outreach**
- **Local Data Information / Outreach**