

QUARTERLY PROGRESS MEETING – February, 2022

Chesapeake Bay Program



[Citizen] Stewardship

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Goal Team (GIT 5)*

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Goal Team (GIT 5)*

Through the Chesapeake Bay Watershed Agreement, the Chesapeake Bay Program has committed to...

Goal: *Stewardship*

Outcome:

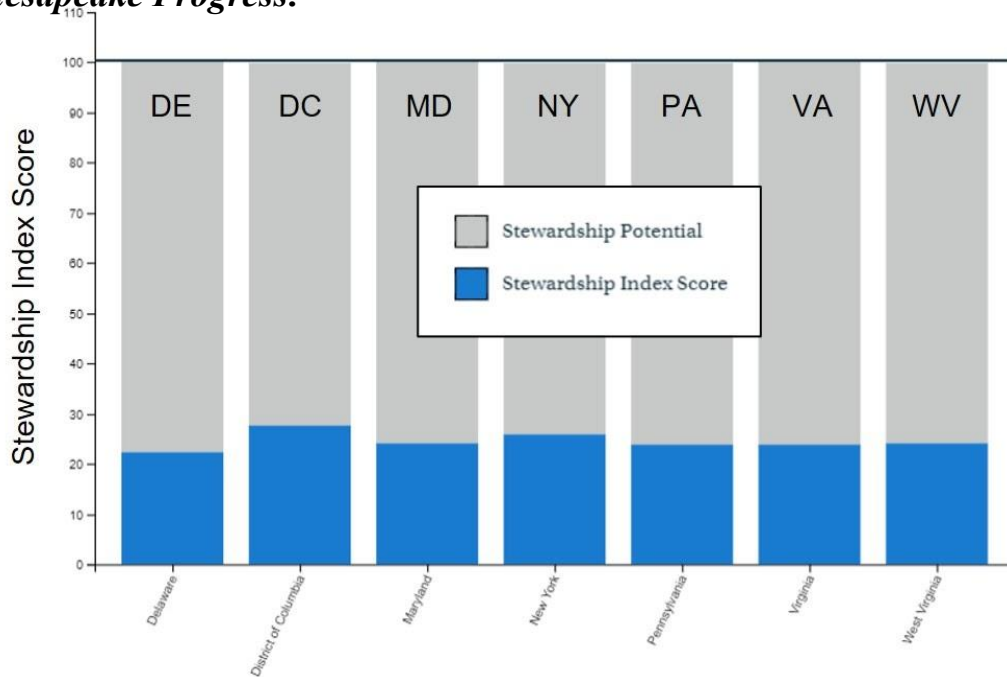
Increase the number and diversity of trained and mobilized citizen volunteers with the knowledge and skills needed to enhance the health of their local watersheds.

Relevant Photo



What is our Expected and Actual Progress?

from Chesapeake Progress:



Stewardship in Chesapeake Bay Jurisdictions (2017) – **BASELINE** –

For a jurisdiction to earn a score of 100, each of their residents 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.



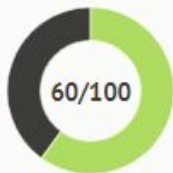
What is our Expected and Actual Progress?

Tree Planting data from Chesapeakebehaviorchange.org

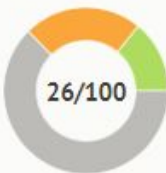
Chesapeake Bay Watershed

% IN THIS SUBGROUP
100% (5815/5815)

OPPORTUNITY ⓘ



LIKELIHOOD OF ADOPTION ⓘ



ENVIRONMENTAL IMPACT ⓘ

HIGH

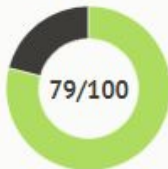
BEHAVIOR SCORE ⓘ

43

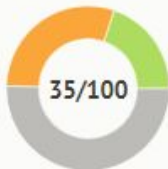
Prince George's County - Maryland

% IN THIS SUBGROUP
100% (145/145)

OPPORTUNITY ⓘ



LIKELIHOOD OF ADOPTION ⓘ



ENVIRONMENTAL IMPACT ⓘ

HIGH

BEHAVIOR SCORE ⓘ

57



Stewardship

Scores (%)

80 to 100 (Very Good)

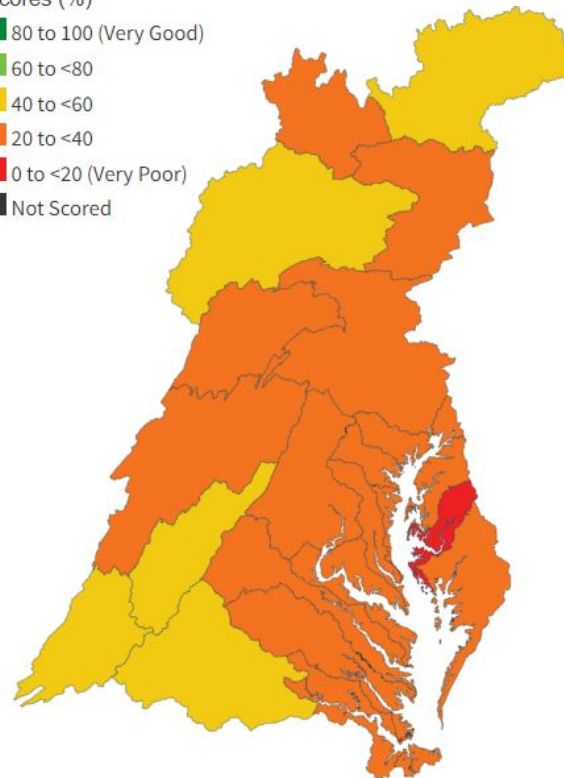
60 to <80

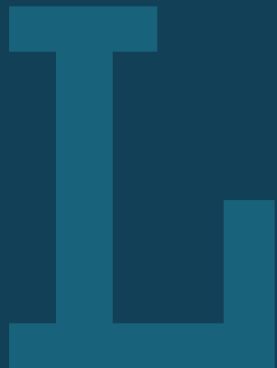
40 to <60

20 to <40

0 to <20 (Very Poor)

Not Scored





Learn

What have we learned in the last two years?



Successes and Challenges

Successes:

- Elevating social science within CBP. More work underway will inform this:
 1. Behavior Change Forum 2/10/2022
 2. Social Science Assessment project (GIT-funded)
- Sharing stewardship data as an indicator for Bay health helps to bring attention to the importance of and progress toward stewardship. The new indicator was incorporated into the Chesapeake Bay Report Card, available at <https://ecoreportcard.org/report-cards/chesapeake-bay/> and [Stewardship | EcoHealth Report Cards \(ecoreportcard.org\)](#)
- Workgroup has begun reconvening with lots of energy.



Successes and Challenges

Challenges:

- Capacity / staffing changes.
- Stewardship Index and behavior change website took a lot more resources and time than anticipated. This was foundational, so other actions were delayed.
- Need to discontinue using the word ‘citizen’ in favor of a more inclusive term.
- Missed opportunity to coordinate with Diversity Workgroup – will going forward!
- Federal restrictions on surveying / collecting data are a barrier to measuring progress and tracking impact. The approval process is very slow.



On the Horizon

- **New or increased funding sources** (Federal, some state) will be available that can support stewardship efforts, particularly on the ground efforts.
- **Cross-Outcome opportunities:** Can connect stewardship strategies to assist with reaching targets for forest, riparian buffer, tree canopy, wetlands and land conservation Outcomes.
- Increased awareness of and emphasis on **diversity, equity, inclusion and justice (DEIJ)** has and will continue to demand improved approaches to stewardship that are more effective at engaging watershed residents.
- Exploring possibility of offering **stormwater credits for behavior change**.



Adapt

How does all of this impact our work?

Adapt

Aiming to work from the bottom up and from the top down... Efforts to establish the baseline focused more on the individual actions. Now need to focus additional attention on building community leaders or champions and engaging their help in helping to inspire and mobilize community action.





Based on what we learned, we plan to ...

Focus on building collective action, programmatic efforts, building desired behaviors among individuals, increasing community involvement. Main categories of activity:

- **Building Stewards**
 - Train practitioners/local governments to use chesapeakebehaviorchange.org
 - Utilize other existing tools, e.g. mapping resources to prioritize where to work
 - Increase emphasis on DEIJ best practices, coordination with Diversity WG
- **Gaining Champions**
 - Define, identify, successfully engage with and build more **“champions”** (community leaders and mobilizers, role of local governments, others).
- **Network Development**
 - Build the professional community among stewardship practitioners
 - Share best practices, scale up successful models



Equitable and inclusive restoration ...

- Considering formal request of CBP to discontinue using the word ‘citizen’ in favor of a more inclusive term.
- Employ best practices regarding **diversity, equity, inclusion and justice (DEIJ)** for improved approaches to stewardship that are more effective at engaging watershed residents.
- Regular coordination with the Diversity WG.
- Assuring representation from all watershed jurisdictions and coordination with Local Leadership Workgroup, to stay in touch with local needs and issues.
- Encourage use of Diversity Dashboard, EJ Screen, etc to help focus efforts.



Help

*How can the Management Board
lead the Program to adapt?*



Help Needed

- **More capacity is needed to provide technical assistance with using the behavior change site**, and to help practitioners with the qualitative and strategy design elements of behavior change. – *Requires either paid staff time from within CBP partners or funding for a contractor in 2022-23. Without this, it may not get used.*
- **MB help to promote or direct cross-Outcome opportunities** to engage people in stewardship re tree canopy / forest, buffers, wetlands, etc.
- Help with further **integrating social science at CBP**, as informed by GIT-funded CBP Partnership Social Science Assessment project. **MB members could assist** by promoting/encouraging agencies and partner organizations in the jurisdictions to **utilize the data and behavior change website** to guide future efforts to build stewardship.



Discussion