

WELCOME!

Stewardship Workgroup Meeting

April 5, 2022

(yep, we're still virtual)

Please introduce yourself in the chat

It's a Team Effort

Suzanne Etgen
(co-chair, outgoing)

Michael Weyand
(co-chair)

Ashley Traut
(co-chair)

Britt Slattery *
(coordinator)

Olivia Wisner
(staffer)

+ *Workgroup Membership!*



important!

Why are we here?

- **Purpose:**
Continue developing our collective work for the next two years.
- **Objectives:**
 - Build Workgroup relationships / get to know one another
 - Learn from each other - consider examples of current efforts and discuss their strengths, challenges, opportunities to scale up
 - Review and refine contents of the draft action plan (@ high level)

AGENDA

- **Welcome & Opening Comments**
Introductions
- **Learning from Each Other**
Lightning (and Enlightening!) Presentations
Today's Theme – Locally Specific Programs
Discussion/ Reflection
- **2022-2023 Stewardship Outcome Logic and Action Plan**
Review and Feedback
- **A Deeper Dive - Behavior Change Hub**
- **Next Steps / Announcements**



Introductions

Community of Practice: Learning from Each Other

In our last meeting (January 2022), we asked you:

What do you feel are the most effective components of an exceptional stewardship program?

Community of Practice: Learning from Each Other

Lightning (and Enlightening!) Presentations:

Today's Theme – ***Locally Specific Programs***

- o DC's RiverSmart Homes –
Kevin Newman, Department of Energy & Environment
- o Clear Creeks Program –
Darcy Herman, Gunpowder Valley Conservancy

DISCUSSION

Community of Practice: Learning from Each Other

DISCUSSION

- What are the elements that make these programs successful?
- Is this something that could be scaled up or replicated? If so, what opportunities do you see?
- Are there challenges, and if so, can the WG offer suggestions/ problem solving, etc.? Is there anything that should be addressed at a higher level (e.g., to remove barriers)?
- What are some ideas that come to mind from these presentations that could become items in our 2-year action plan?

2022

Stewardship Workgroup

Stewardship Goal:

Increase the number and diversity of local (citizen) 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.

[Citizen] 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.

Organizing Our Work

(trying it on "for size" for now)



Network Development



It's a NET - get it?

Network Development



Promoting collaboration...

- Building collective action through the growth and advancement of stewardship networks.
- Strengthening networks to increase new and more sustainable partnerships.

Network Development



Six Actions for Growing Networks

1. Promote and share trainings, conferences, and forums.
2. Exchange best practices and stewardship successes.
3. Network with other CBP Workgroups.
4. Learning the Social Science of Networking.
5. Visualize the Stewardship Workgroup's Network.
6. Establish a Local Network Community of Practice.

Network Development: Feedback



<https://www.menti.com/t5f2roe84p>

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Building Stewards



Behavior Change Hub / Institute...

The Big Vision

[About the Survey](#)

[Survey Trends](#)

[Survey Data](#)

[Behavior Change](#)

[Campaigns](#)

Inspiring Action, Fostering Stewardship

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



Building Stewards



Behavior Change Hub / Institute: Data

- Revise Stewardship Behavior Index
- Collect and Analyze 2022 Index Sample
- Display and describe on Bay Report Card
- Collect localized samples
- Explore additional datasets *

Building Stewards



Behavior Change Hub / Institute: Technical Assistance

- Promote website and develop training resources
- Provide social science technical assistance:
 - Customize data collection
 - Interpret data (choose behavior, prioritize audience)
 - Design audience research
 - Tool and strategy development
 - Evaluation
- Build case study database to share successful campaigns.

Building Stewards



Behavior Change Hub / Institute: Innovation

- Customizable regional campaigns on priority behaviors
- Consider multiple level audiences for priority behaviors (downstream, midstream, upstream with an eye toward getting local governments on board)
- Explore behaviors beyond individual context that may benefit from social science application (buffers, wetlands)
- Explore network development framework to amplify hub impact.

Building Stewards: Feedback



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Game Changers



TED

X

Bioneers

X

World Economic
Forum

Game Changers



Seeking out and activating catalytic innovation

- Includes gaining champions
- Identify innovative/alternative models, partners and solutions outside of our traditional thought and geographic arenas.
- Solutions that yield the greatest number of ecosystem services and other co-benefits

Game Changers



- Explore new definitions for “Individual Stewardship” beyond “volunteer” (coordinate with Diversity Work Group and consider workforce development efforts/ opportunities to collaborate)

Game Changers: Feedback



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Behavior Change Hub/Institute

Break-outs

- **Social Science Technical Assistance Providers:** What do you need in order to meet the needs of local governments and non-profits seeking to implement behavior change campaigns?
- **Local government and non-profit practitioners:** What do you need to implement behavior change campaigns?

General Feedback

Next Steps

- **Action items from today's discussion?**
- **Timeline:**
 - **4/29** Draft Logic & Action Plan due to Ches Bay Program
 - **5/2 - 27** Public Comment Period
 - **5/27 - 6/7** Revise Plan based on comments
 - **6/8 Final Plan due to CBP / accepted by MB 6/9**

Announcements

UPCOMING MEETINGS!

NEXT QUARTERLY WORKGROUP MEETINGS:

Please mark your calendars and plan to join us!

July 13 (1:00 – 3:00p)

October 6 (9:00 – 11:00a)

Maybe some committee meetings in-between? TBD

THANK YOU!