



Interactive Tool for Citizen Stewardship Data Use and Analysis

GIT 5 Fostering Chesapeake Stewardship



Background

- Stewardship Indicator
- What is the Online Tool?
 - Question driven/scenario based web-based tool
 - Will enable watershed groups and local governments to scale and segment data, create correlations, and customize reports



Why the Interactive Tool?

- ▶ Assist organizations in creation of targeted RFPs
- ▶ Determine the most cost effective behaviors to allocate resources
- ▶ Refine public outreach campaigns
- ▶ Identify noted behavior change over a series of years
- ▶ Increase the number of new outreach programs designed to change behaviors



Where are we now?

- \$50,000
- Stakeholder interviews by the Communications Team underway
- Phase II release by Communications Team in final stages
- Discussion guide is being built to introduce the tool
- Working with the CBP Web Team to create two categories of questions to be fielded:
 - Category #1: Those that know behavior change
 - Category #2: Those that know the Stewardship Indicator
- Working with our steering committee to identify interviewees