

**BIENNIAL STRATEGY REVIEW SYSTEM**  
**Chesapeake Bay Program**



Logic and Action Plan: [Pre- OR Post-] Quarterly Progress Meeting

**Stewardship Outcome – 2022-2023**

**Long-term Target:** 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.

Factor	Current Efforts	Gap	Actions	Metrics	Expected Response and Application	Learn/Adapt
<i>What is impacting our ability to achieve our outcome?</i>	<i>What current efforts are addressing this factor?</i>	<i>What further efforts or information are needed to fully address this factor?</i>	<i>What actions are essential (to help fill this gap) to achieve our outcome?</i>	<i>What will we measure or observe to determine progress in filling identified gap?</i>	<i>How and when do we expect these actions to address the identified gap? How might that affect our work going forward?</i>	<i>What did we learn from taking this action? How will this lesson impact our work?</i>
(table to be updated from prior plan)						

ACTIONS – 2022-2023

**DRAFT**

Action #	Action	Performance Target(s)	Responsible Party (or Parties)	Geographic Location	Expected Timeline
<b>Management Approach 1: Network Development</b> – Building a community through the growth and advancement of stewardship networks. Develop stewardship networks to increase novel and long-term partnerships.					
1.1	<u>Advancing Networks</u> - Increase access to and participation in training, conferences, and discussions focused on stewardship and best practices.	a. Promote and share opportunities for training, conferences, and discussions focused on stewardship with workgroup members.  (Ex. Forward emails with stewardship opportunities to workgroup members.)			
1.2	<u>Reinforcing Networks</u> - continue to share stewardship practices and lessons learned to show what is possible, scale up successful efforts more widely, and create a platform for problem-solving and support for practitioners.	a. Exchange best practices and stewardship successes via practitioner share-outs and interactive discussions during workgroup meetings.  (Ex. Schedule brief share-out presentations with discussion during workgroup meetings.)			
1.3	<u>Connect Workgroup Networks</u> - Collaborate with other Chesapeake Bay Program Workgroups to better understand how to align goals, maximize impact, and improve communication and coordination for most effective engagement efforts.	a. Explore collaboration and partnership opportunities with other CBP workgroups to align goals toward shared learning and collective action.  (Ex. Attend other workgroup meetings and share relevant initiatives with Stewardship Workgroup members.)			

1.4	<u>Amplify Networks</u> – Provide practitioners with resources and opportunities to help expand their local networks to achieve greater stewardship.	a. Translate the latest social science research concerning networks into digestible best practices and share with workgroup member networks.  (Ex. Schedule short presentations during workgroup meetings for social science discussions.)			
1.5	<u>Map Stewardship Networks</u> – understand what networks exist within the workgroup, develop a shared vision by framing the stewardship network to support partnerships, collaboration, and collective impact.	a. Explore approaches and conceptual frameworks for operationalizing practitioner networks within the stewardship landscape.			
		b. Conduct a network analysis focused on workgroup member networks working to support the goals and outcomes of the Chesapeake Bay Agreement.			
		c. Create a shared vision for the Local Network Community of Practice.			
1.6	<u>Build the Local Network Community of Practice</u> – Better understand the needs of local networks related to network development and social science.	a. Investigate opportunities to formally establish a Local Network Community of Practice under the Stewardship Workgroup. If choose to pursue a formal network, continue with performance targets 1.6.b. and 1.6.c.			
		b. Recruit and convene local network leaders to ground truth the network analysis and determine the value proposition for participants.			
		c. Create a shared vision for the Local Network Community of Practice.			

**Management Approach 2: Increase Individual Stewardship** – Build capacity for localities to implement outreach programs with behavioral outcomes.

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Action #	Action	Performance Target(s)	Responsible Party (or Parties)	Geographic Location	Expected Timeline
2.1	<u>Create a Behavior Change Hub DATA</u> – Collect and analyze data to inform effective behavior change campaigns	a. Revise and update the Stewardship Behavior Index.			
		b. Collect, analyze and integrate the 2022 Baywide sample into Chesapeakebehaviorchange.org in a comparative manner.			
		c. Display and describe the data via the Chesapeake Bay Report Card.			
		d. Create and execute a plan for collection for localized samples of the Stewardship Behavior Index data and integration into chesapeakebehaviorchange.org.			
		e. Explore additional datasets that could be useful to support localized behavior change campaigns and create a plan for their use/ integration (if funding allows).			
2.2	<u>Create a Behavior Change Hub TECHNICAL ASSISTANCE</u> – Provide technical assistance to local governments and nonprofits to support effective behavior change campaigns	a. Improve (based on feedback) Chesapeakebehaviorchange.org and promote it to practitioners and local governments.			
		b. Develop training resources to assist practitioners to utilize chesapeakebeahviorchange.org.			

		<p>c. Create and launch a technical assistance hub/institute to include:</p> <ul style="list-style-type: none"> <li>(1) Customization of localized data samples;</li> <li>(2) Interpreting data, choosing behavior, prioritizing audience;</li> <li>(3) Designing (and implementing?) audience research;</li> <li>(4) Tool and Strategy Development;</li> <li>(5) Evaluation.</li> </ul>			
		<p>d. Build the case study database on <a href="http://chesapeakebehaviorchange.org">chesapeakebehaviorchange.org</a> by systematically documenting and sharing successful campaigns.</p>			
2.3	<p><u>Create a Behavior Change Hub INNOVATION</u> – Explore opportunities for applying behavior change/ social science to advance key behavioral outcomes beyond the residential context and for residential behaviors that are less frequently applied.</p>	<p>a. Create customizable regional campaigns that could be utilized throughout the watershed with appropriate audience customization.</p>			<p>Begin 2022-23, and continue in future as needed.</p>
		<p>b. Explore 2-3 strategic behaviors, beyond the individual context, to apply social science (community-based social marketing or other).</p>			
		<p>c. Explore network development framework to amplify adoption of engagement programs with behavioral outcomes.</p>			
	<p><i>[continued, next page]</i></p>				

**Management Approach 3: Game Changers** – Seek out and activate catalytic innovation that will ultimately significantly increase the number and diversity of stewards, effectiveness of programs, and other measures on a larger scale throughout the watershed.

**Commented [2]:** Ashley's comment: (TED meets Bioneers meets World Economic Forum)

Action #	Action	Performance Target(s)	Responsible Party (or Parties)	Geographic Location	Expected Timeline
3.1	Define and promote what constitutes a good model (best practices) for community leaders to be champions.	a. Inspire - Identify and share examples of relatable champions from different arenas.			
		b. Build - Share and replicate what works well to enlist and engage champions, and for them to be successful.			
3.2	Demonstrate how utilizing the behavior change hub can work to accelerate and improve collective stewardship efforts. Test a pilot collective stewardship recruitment strategy.	a. Mobilize partners through the Workgroup toward a coordinated, large scale effort to meet specific outcomes (to be identified) – such as a bold, united social marketing campaign [perhaps around planting trees] – built using the behavior change hub.			
		b. Share lessons learned with a broader network of stewardship practitioners and partner agencies/ organizations – online and through presentations and other networking opportunities.			
3.3	Coordinate with the CBP local government outreach and engagement efforts to encourage use of the behavior change hub as a means for pursuing opportunities to adopt policies, best practices, programs, partners, incentives, etc. at the local level to				

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**Commented [5]:** This is what is meant by 2.3 a.

**Commented [7]:** (moving mountains together)

**Commented [8]:** This speaks to the network development piece - I put that exploration in 2.3c

**Commented [9]:** (moving mountains together)

	help more people become good environmental stewards.				
3.4	Identify and prioritize solutions that yield the greatest number of ecosystem services and other co-benefits.	a. Expand current behavior change prioritization matrix.			
		b. Recruit research partners to conduct rigorous triple bottom line analysis of opportunities.			
3.5	Identify innovative/alternative models, partners and solutions outside of our traditional thought and geographic arenas.	a. Identify news sources/info-sharing platforms to monitor/mine for new ideas.			
3.6	Explore new definitions for “Individual Stewardship” beyond “volunteer” (coordinate with Diversity Work Group and consider workforce development efforts/ opportunities to collaborate).				