

WIP Regional Workshop
Engaging the Public in Stewardship
November 4, 2013



Engaging the Public in Stewardship

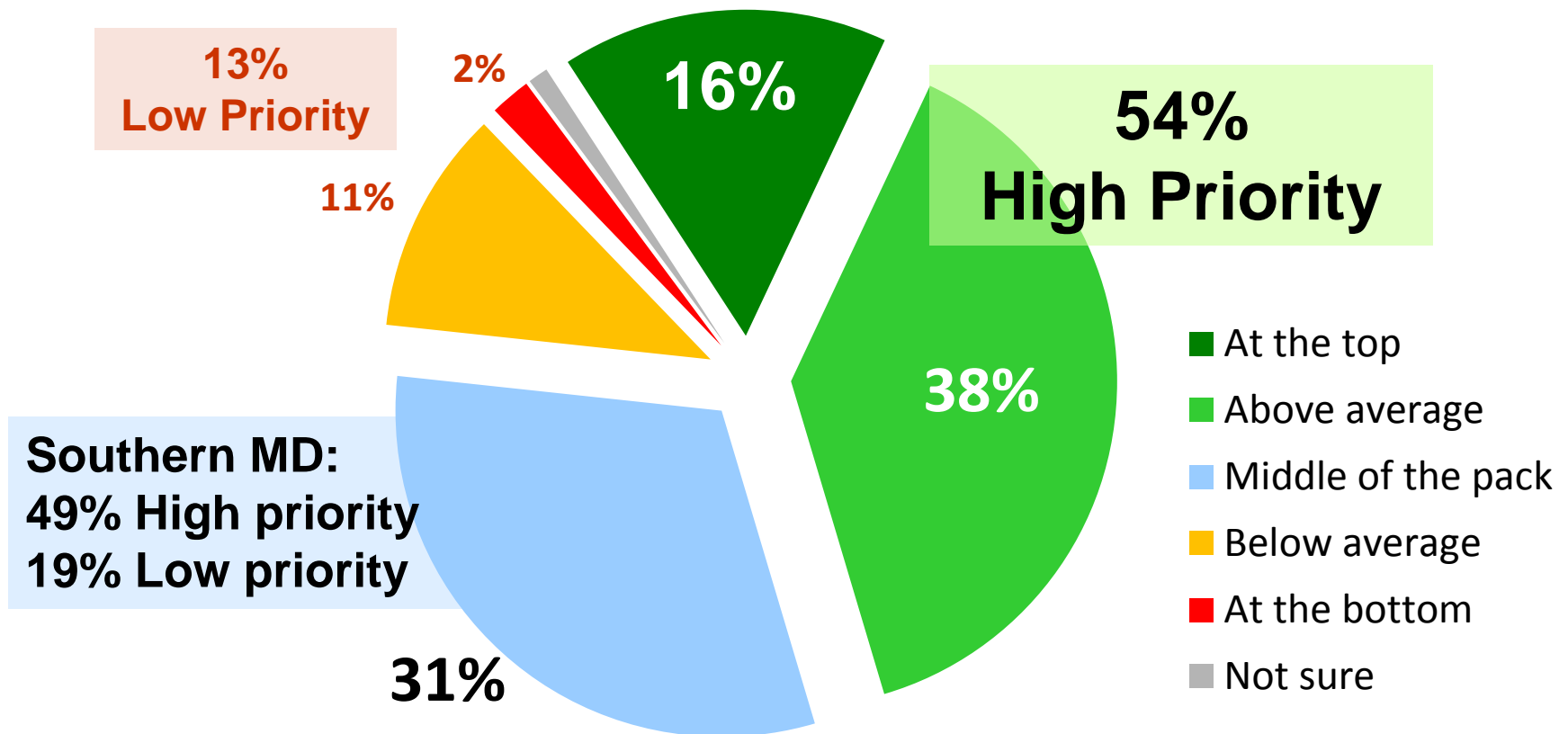
OpinionWorks Credentials

- Measure perceptions, behaviors
- Random samples, focus groups
 - Chesapeake Bay Trust
 - Extensive work assessing public behavior
 - District Department of the Environment
 - Resident and business reaction to 5-cent bag fee
 - West Virginia Department of Health
 - Barriers to healthy pregnancy program for Medicaid-eligible
 - Maryland State Arts Council
 - Assessing public appetite for a creative society
 - Johns Hopkins Health & Partners
 - Complex study on behavior health risk factors
 - *The Baltimore Sun* newspaper (2007-present)



Engaging the Public in Stewardship

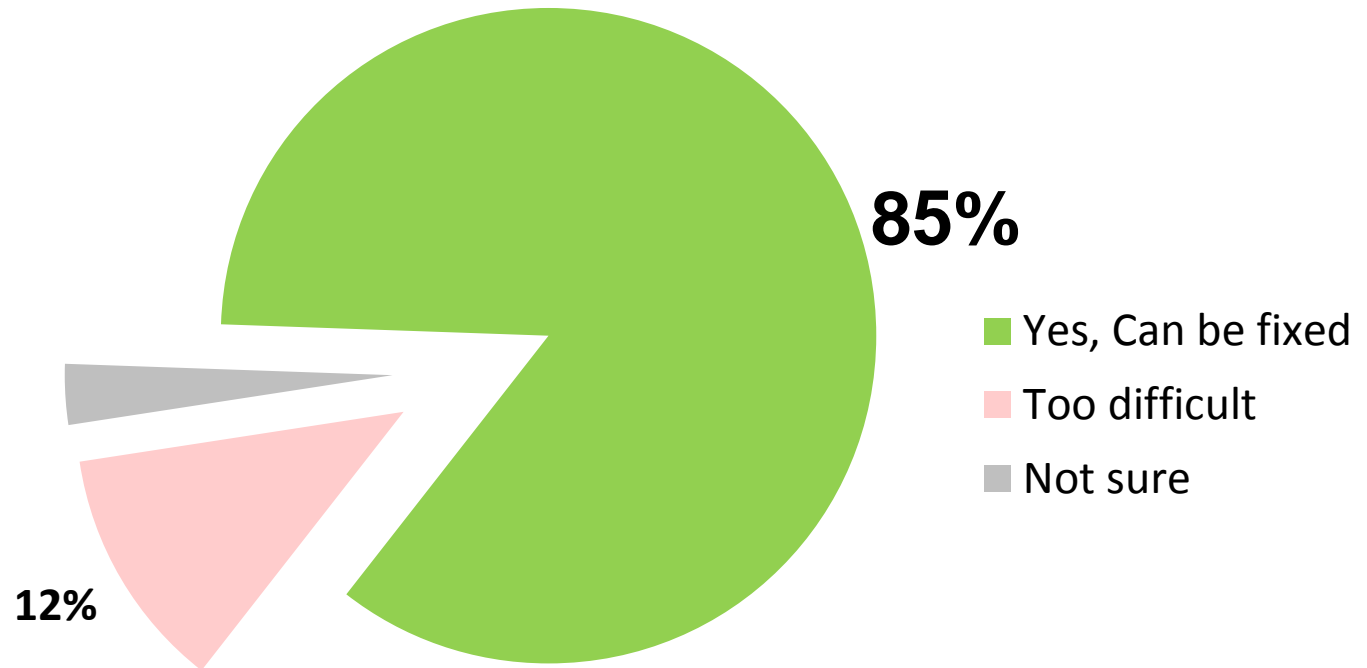
Environmental Protection Ranks High



“If you were to consider all the issues and challenges facing Maryland today, where would protection of the natural environment rank on that priority list for you: at the top, above average, in the middle of the pack, below average, or at the bottom?” (CB Trust, Dec. 2010)

Engaging the Public in Stewardship

Can Water Pollution be Fixed?



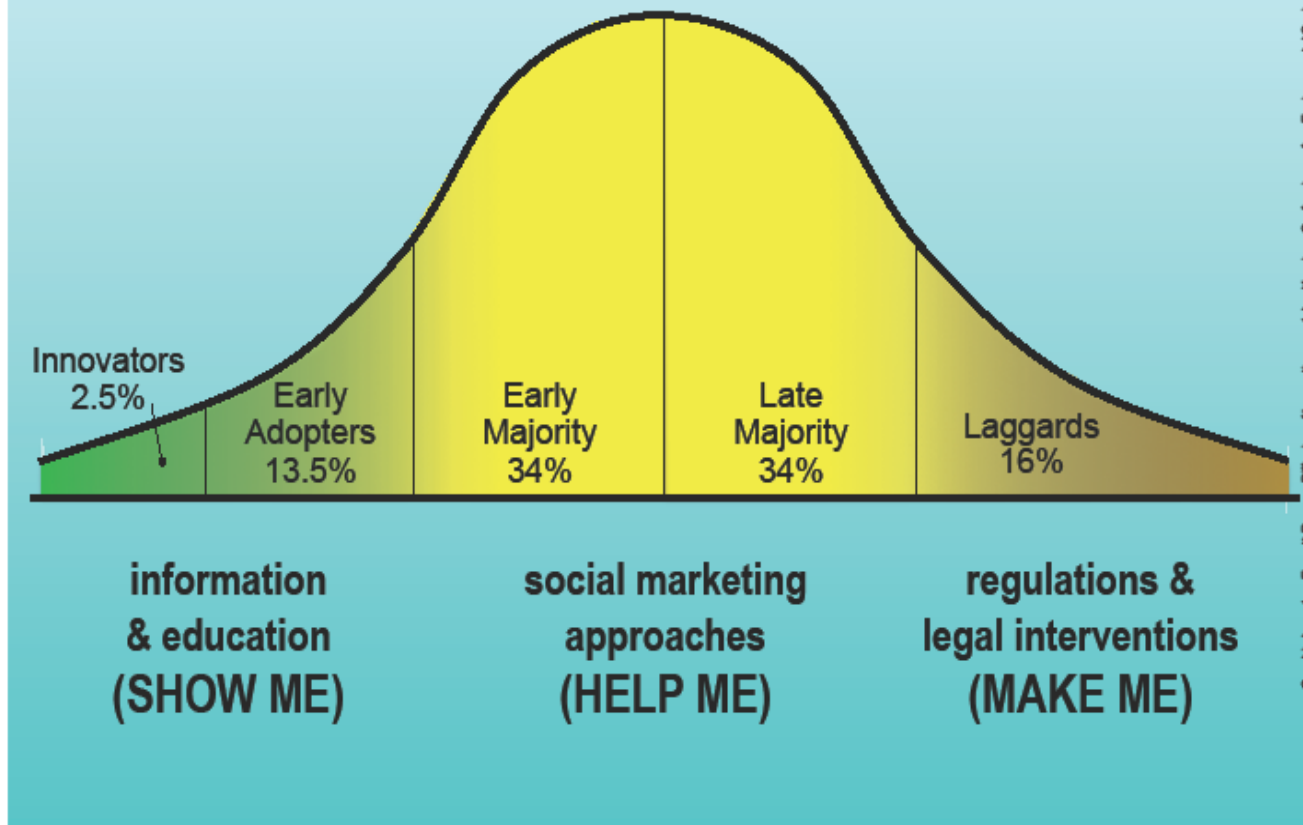
“When you think about pollution in our local waters, do you think the problem can be fixed or is it too difficult?”

Engaging the Public in Stewardship

A Public that Wants to be Engaged

**“If I just knew what to do
(to help clean up local waters),
I would do a lot more.”**

Diffusion Approaches: Education, Marketing, and Law



Credit: Nancy R. Lee, University of Washington & Puget Sound Partnership
Adapted from Everett Rogers, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley

Level of Investment to Change Behavior

(conceptual)



Credit: Nancy R. Lee, University of Washington & Puget Sound Partnership
Adapted from Everett Rogers, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley

Engaging the Public in Stewardship Desired Behaviors

1. Planting Cover Crops
2. Planting/Maintaining Buffer Vegetation
3. Installing & Using Rain Barrels
4. Installing Rain Gardens
5. Removing Hard Surfaces
6. Picking up & Disposing of Pet Waste
7. Reducing Lawn Fertilizer

Engaging the Public in Stewardship

How Do We Reach the Help Me Group?

- 1. Choose the Right Behavior**
- 2. Assess the Barriers for the Audience**
- 3. Explore the Benefits and Motivators to Overcome those Barriers**

Engaging the Public in Stewardship

Choosing the Right Behavior

1. Choose the Right Behavior

Impact of the Behavior on Water Quality

X

Penetration (Level of Adoption) in the Community

X

Likelihood the Public will Adopt the Behavior

Engaging the Public in Stewardship
BaySurvey.org

www.BaySurvey.org

