

***WIP Regional Workshop***  
**Engaging the Public in Stewardship**  
**November 2013**



# Engaging the Public in Stewardship

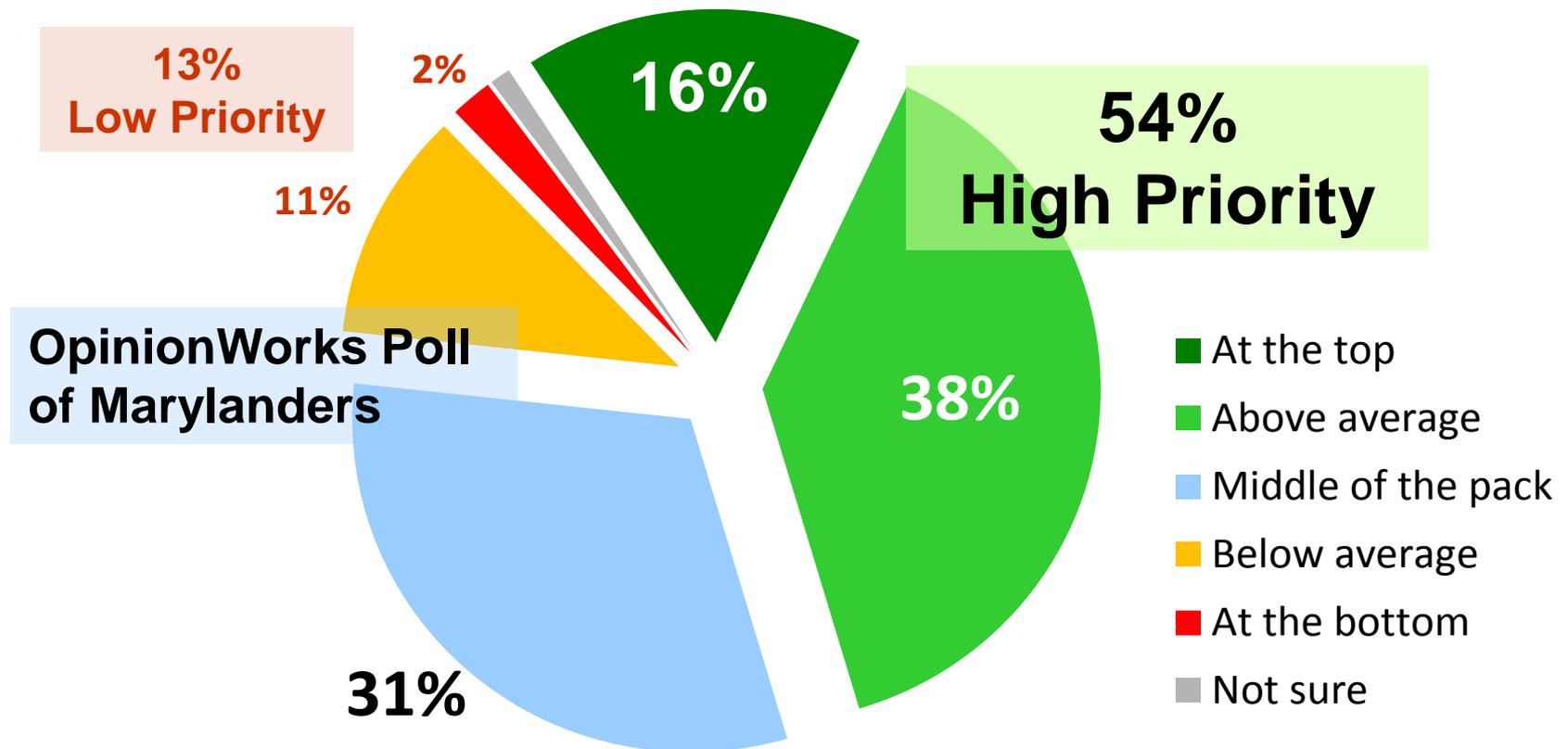
## OpinionWorks Credentials

- 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 health behavior 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?”

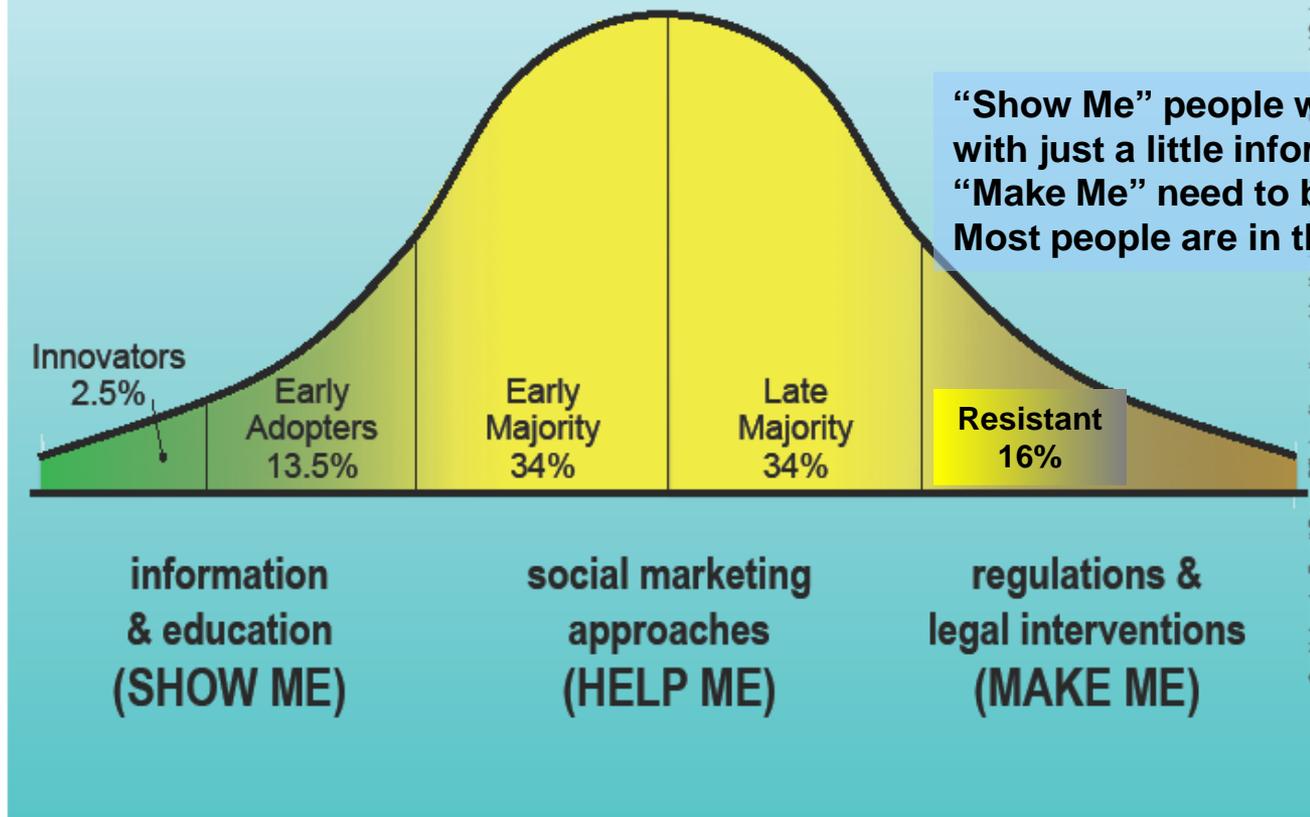
Engaging the Public in Stewardship

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.”**

**- Focus Group Quote**

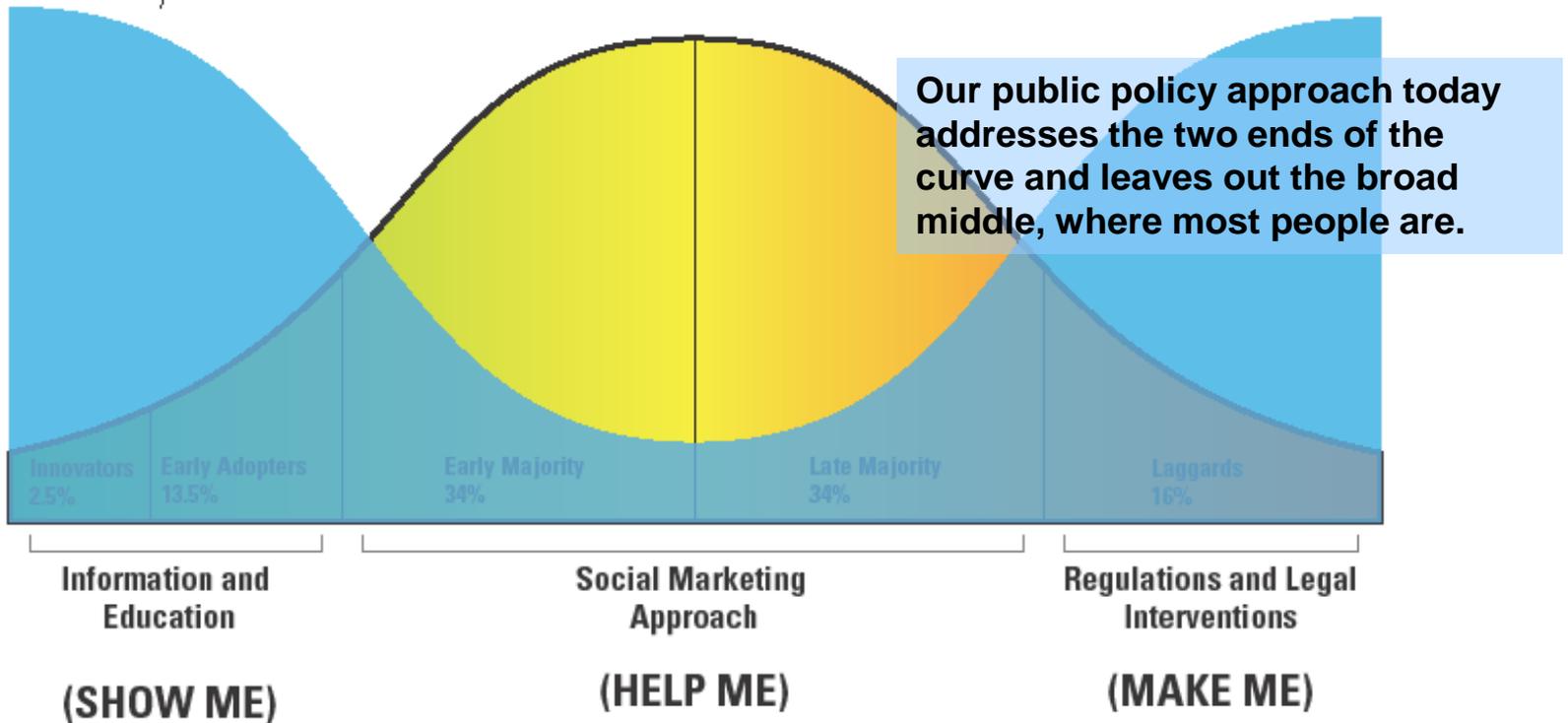
# Diffusion Approaches: Education, Marketing, and Law



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  
An Innovative Tool to Measure Behaviors

[www.BaySurvey.org](http://www.BaySurvey.org)



For more information on this tool: Steve Raabe, [steve@opinionworks.com](mailto:steve@opinionworks.com)