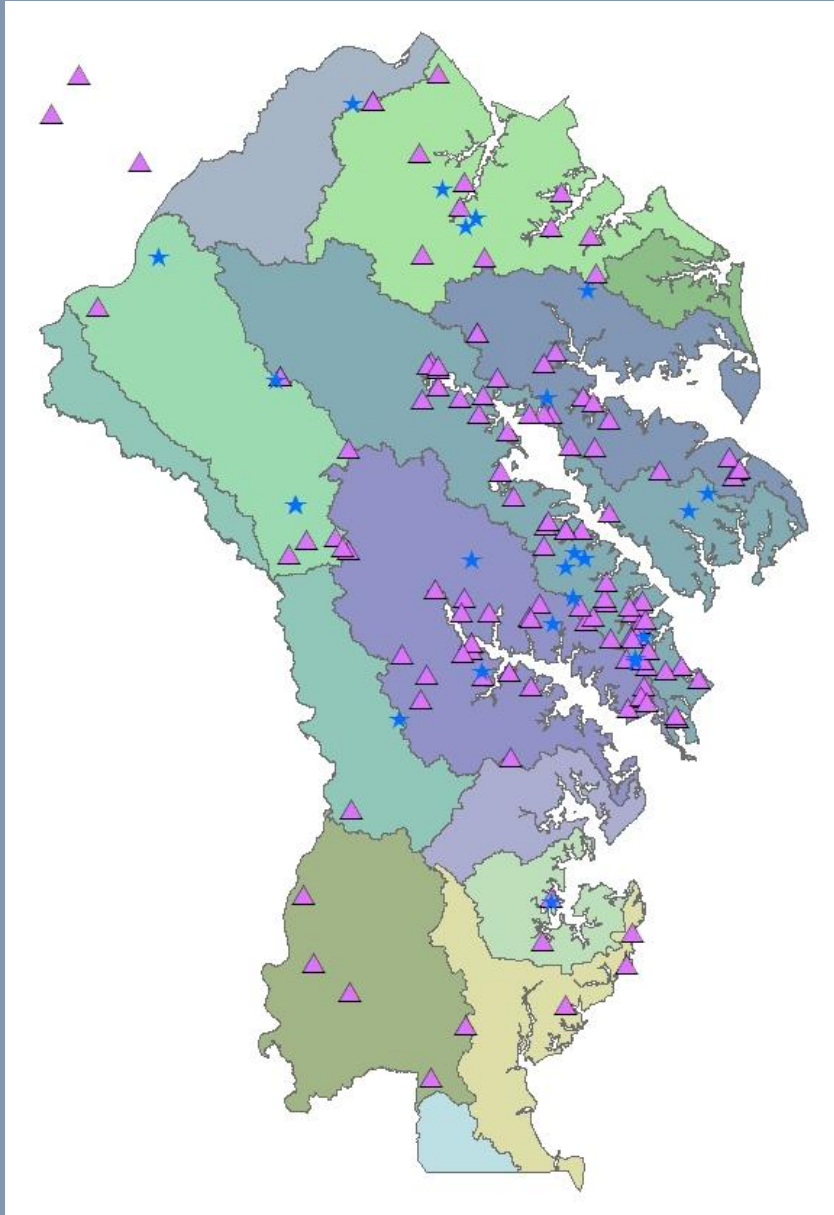


Environmental Problems are People Problems...

How can WSA utilize PEOPLE and the SCIENCE of PEOPLE to solve local environmental Problems?





300+ Watershed Stewards Trained since 2009

200+ remain active

Yet, many struggle with how to get their communities to engage in project after their capstone.

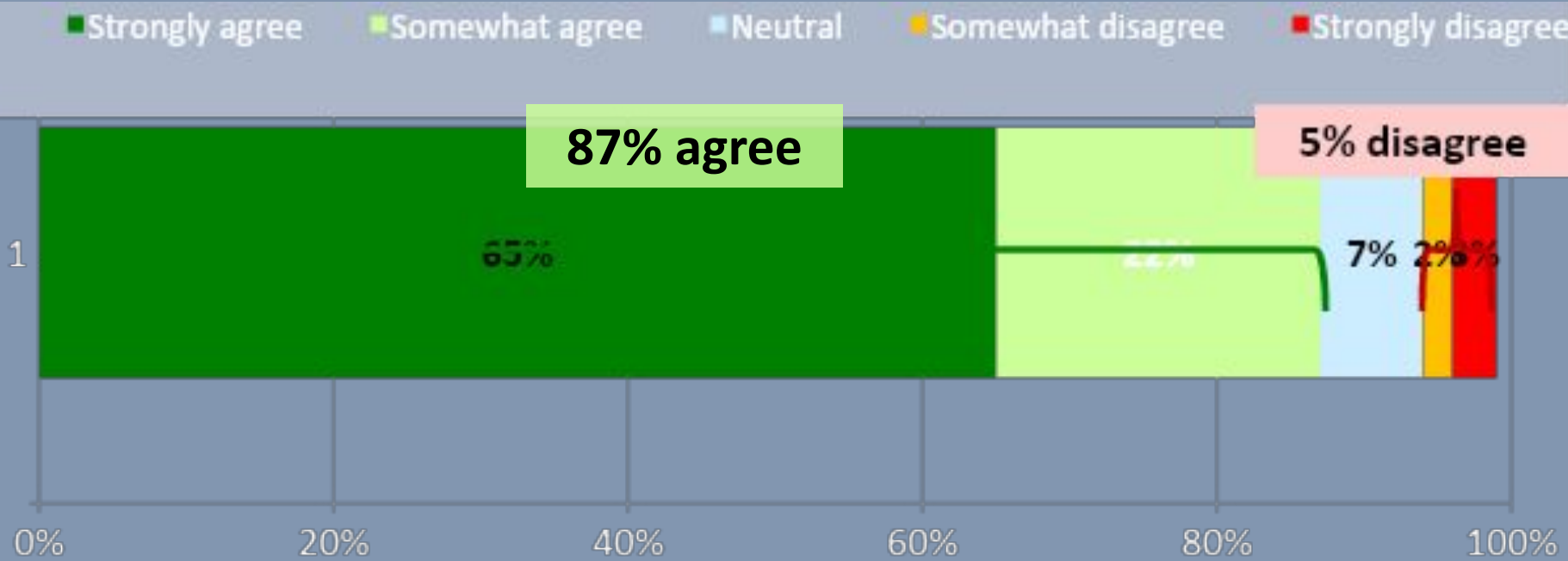
Why?

Citizen Stewardship Indicator

Anne Arundel County Data

If people work together, water pollution around here can be fixed.

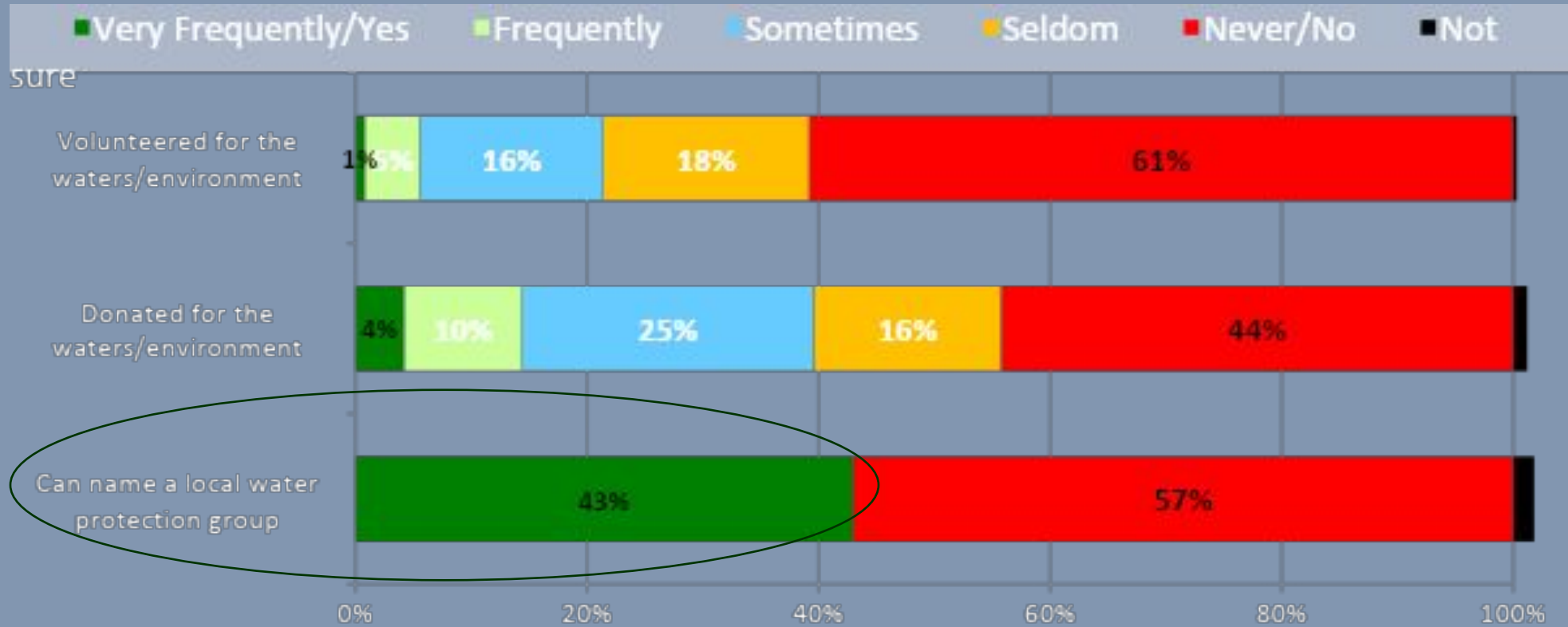
Level of Agreement



Baywide: 86% Agree/5% Disagree

Stewardship Indicator: 2017 Anne Arundel County Data

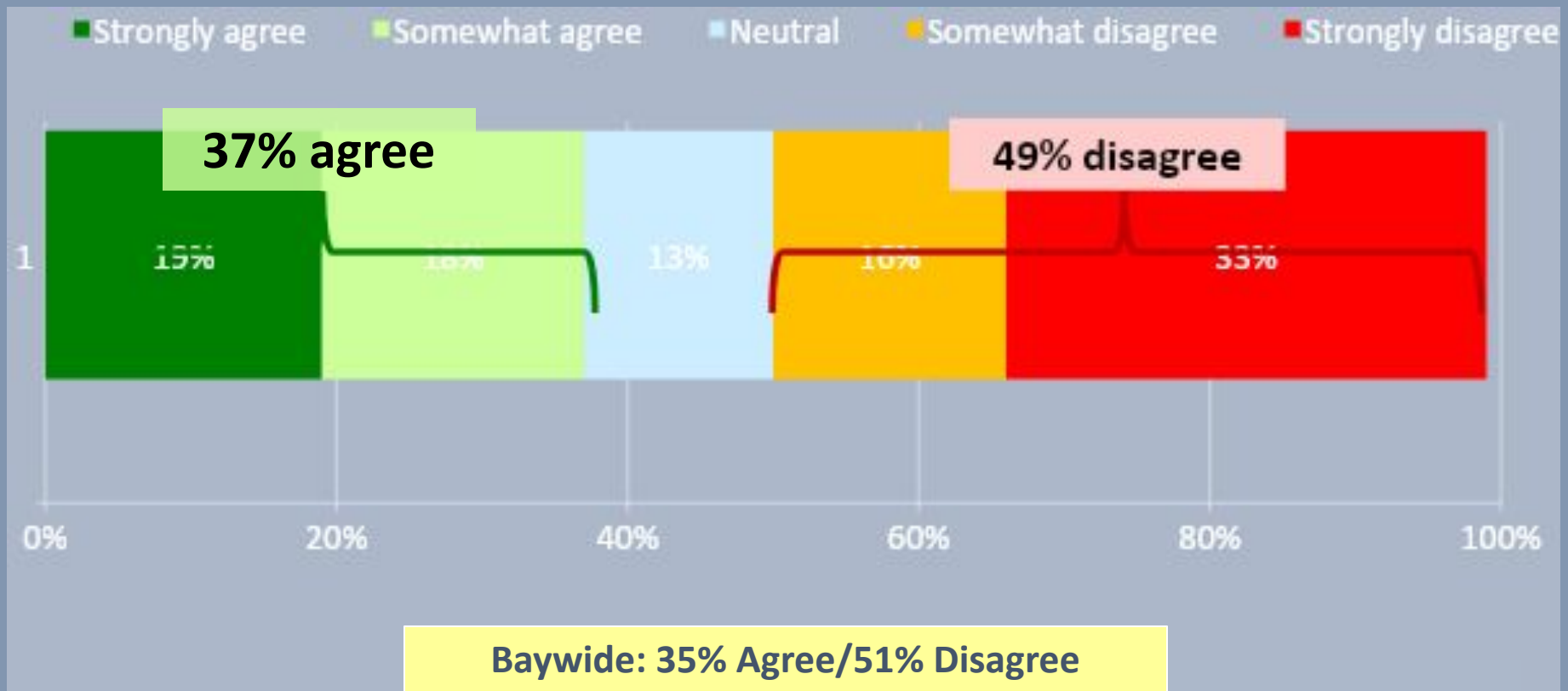
Volunteerism



Stewardship Indicator: 2017 Anne Arundel County Data

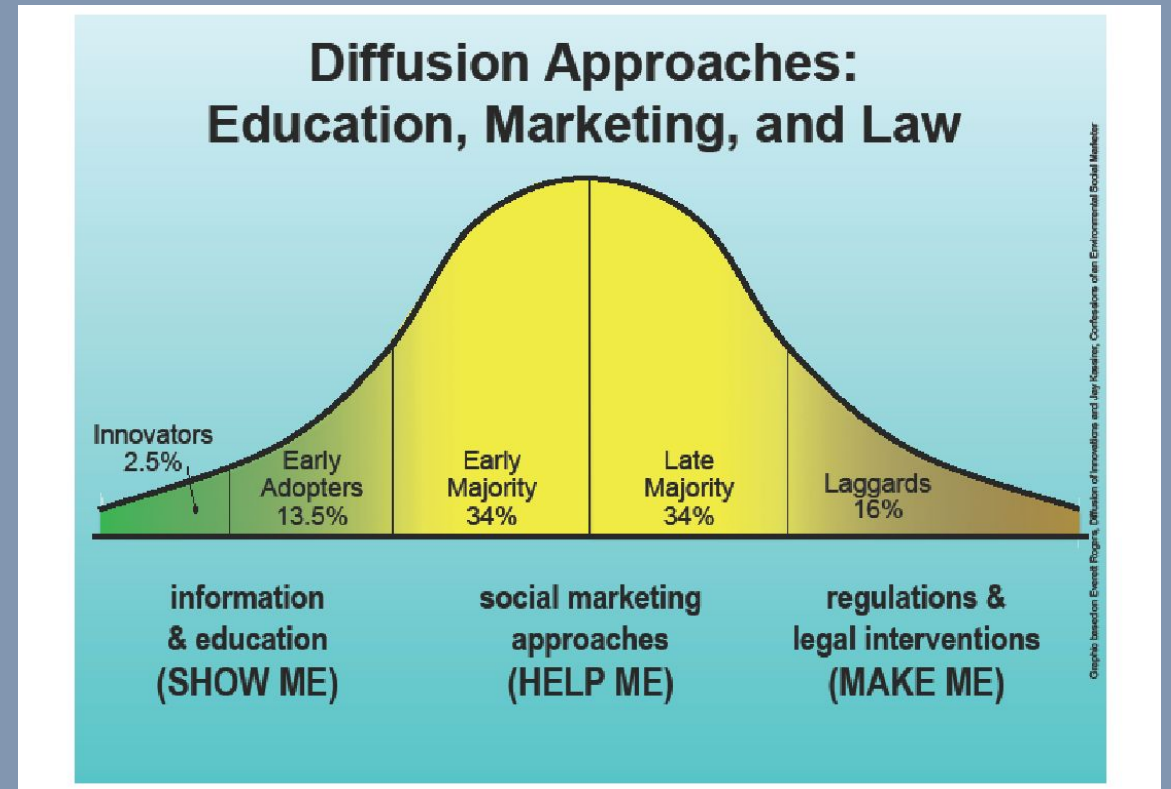
My actions contribute to water pollution where I live.

Level of Agreement



Building on Social Science...How can we help Stewards?

1. Become more visible in their communities and in the County at large?
2. How can we help STEWARDS help their communities engage in behaviors that reduce pollution?





YARD & GARDEN - Replace Lawn with Native Plants

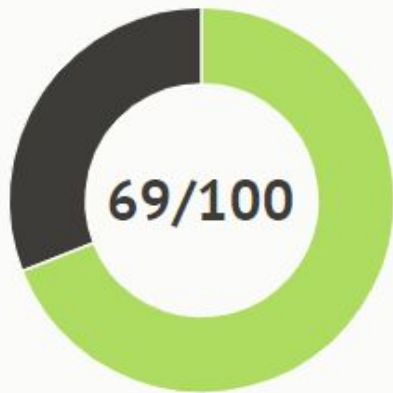
Replaced an area of grass lawn with native low-maintenance plants.

[View behavior data](#)

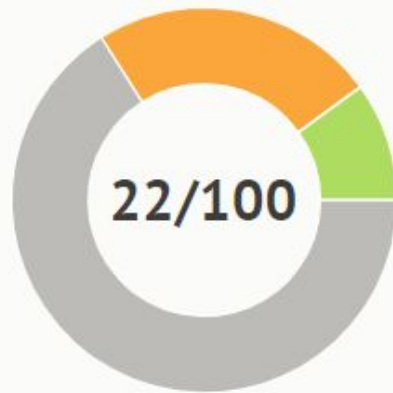
About this behavior

Native plants are adapted to your region's climate and ecosystem and, if chosen correctly, will thrive in your without fertilizers or pesticides. [Learn more about native plants.](#) **Learn more** →

OPPORTUNITY ⓘ



LIKELIHOOD OF ADOPTION ⓘ



ENVIRONMENTAL IMPACT ⓘ



BEHAVIOR SCORE ⓘ





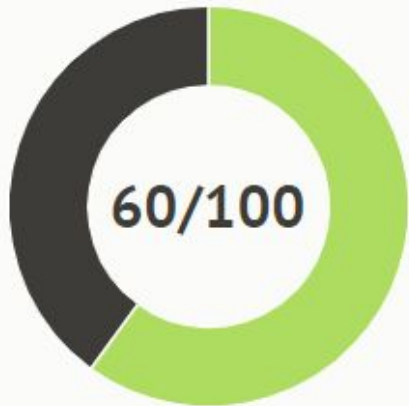
YARD & GARDEN - Tree Planting
Planted a tree.

[View behavior data](#)

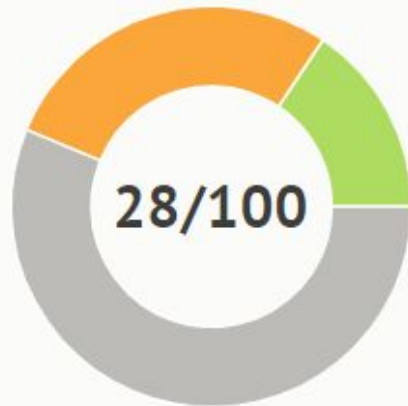
About this behavior

Trees help keep our air and water clean, prevent soil erosion, and provide wildlife habitat. Learn more about planting native trees. [Learn more](#) →

OPPORTUNITY ⓘ



LIKELIHOOD OF ADOPTION ⓘ



ENVIRONMENTAL IMPACT ⓘ



BEHAVIOR SCORE ⓘ



How can WSA help Stewards HELP their Communities plant more native plants and trees?

Spring 2022: Surveys

Stewards (What help do you need to engage your community?)

Community members (what help do you need to plant native plants and trees?)

Summer 2022: Focus Groups

Stewards (What help do you need to engage your community?)

Community members (What help do you need to plant native plants and trees?)

Fall 2022-Winter 2023: Tool and Strategy Development

Steward Action Groups and Break outs

1. Residential Site Assessment

1. RSAs are done by Stewards in their communities AND as part of this Action Group
2. This group gets more requests than it can handle!
3. Possible tie in with REPOLLINATE

2. Maintenance

3. Steward Engagement

4. ***BIG Projects

- Action groups NOT breaking out (ELIT, Monitoring)