

**To: Kacey Wetzel
Hannah Martin**

From: Steve Raabe

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Scope #8: Development of Baseline Indicator of Citizen Stewardship**

Work under this contract has been completed. The work accomplished under Scope 8 built on these two predecessor projects:

1. Working with the University of Maryland Center for Environmental Science (UMCES) with funding from the Chesapeake Bay Trust, OpinionWorks developed an online tool called BaySurvey.org to enable local practitioners to measure the penetration and probability of a suite of residential best practices.

Significant to the Scope 8 work subsequently completed, the UMCES/BaySurvey.org project convened a large group of stakeholders who developed criteria for the type of behaviors to be measured, selected those behaviors, and field-tested methods and language for measuring penetration and probability among the general public. This effort was invaluable in laying a foundation for the work completed under the current contract, Scope 8.

2. Beginning in early 2015, working under Scope 3 (Development of a Baseline Citizen Stewardship Indicator), and again with the advice and direction of a large stakeholder group convened by the Citizen Stewardship Goal Implementation Team, OpinionWorks developed the [Pilot Citizen Stewardship Indicator](#) on a Baywide scale. This scope of work included a significant investment in researching best practices of behavior measurement through probability sampling, questionnaire development, and quantitative index design.

Following planning and design, we interviewed 2,000 randomly sampled households by telephone Baywide, measuring current behavior and future likelihood across a suite of 19 residential/individual practices. The instrument also measured volunteerism, civic engagement, and relevant attitudes. In discussion with the workgroup, we developed a draft indicator framework. In this Pilot, the sample size was not adequate to track stewardship behavior at a statistically significant level for all but the largest state jurisdictions in the Bay watershed.

In 2016-2017, Scope 8 (otherwise known as Phase II) was intended to scale up the Pilot to a more statistically significant level so that jurisdictions, practitioners, and other stakeholders throughout the

watershed could access the Citizen Stewardship data and make sound decisions based on this information. A larger sample size and updated survey tool, based on the learnings from the Pilot, would make Scope 8 successful.

Following is an overview of the work performed under the now-completed Scope 8:

- Thoroughly evaluating and revising the Pilot survey questionnaire: In discussion with the assembled Citizen Stewardship workgroup, and drawing from our experience in the field during the Pilot phase, OpinionWorks reviewed and modified the questionnaire design, content, and question wording. We sought to keep survey length as compact as possible to keep respondent cooperation as high as possible. This process also involved careful consideration of question comprehension and accuracy, as well as the value of the data resulting from each question. Significant questionnaire restructuring took place, producing a more effective instrument.
- Evaluating and updating the Indicator calculation: Through a similar process, we examined the Indicator (index) calculation and modified it, testing various scenarios, weighting schemes, and roll-ups.
- Seeking additional project funding from partners: As the Scope 8 budget was not sufficient for a full scale-up of the measurement tool, we worked with Bay Program staff and workgroup members to create and present a financial model for the full implementation of the Indicator measurement. The financial model also allowed local jurisdictions to implement the measurement for an incremental cost, as was done by Anne Arundel County under a separate scope of work.
- Pre-testing and conducting field interviews: We live tested the survey instrument, made further minor revisions, and rolled out the updated survey on a Baywide basis at a level of 2,000 interviews. This rollout was fielded by us, through our call center, using professional live interviewers who are trained and coached in market research best practices. Both landline and cellular numbers were included in the sampling frame, and results were carefully balanced throughout the interviewing process.

Additionally, the survey questionnaire was translated into Spanish, and the survey was fielded in Spanish as needed.

- Initial analysis and presentation: Though field interviews were collected continuously, we tabulated and analyzed the results of these interviews periodically, and shared updated results and implications with the workgroup.

Now that Scope 8 has been completed, work continues under Scope 12 (Phase III) to complete the roll-out and analysis of the Citizen Stewardship Indicator. To date, the full complement of field interviews (5,200) has been completed under Scope 12, and analysis is underway. Thanks to the Trust for shepherding this work. It has been our pleasure to bring it to fruition.