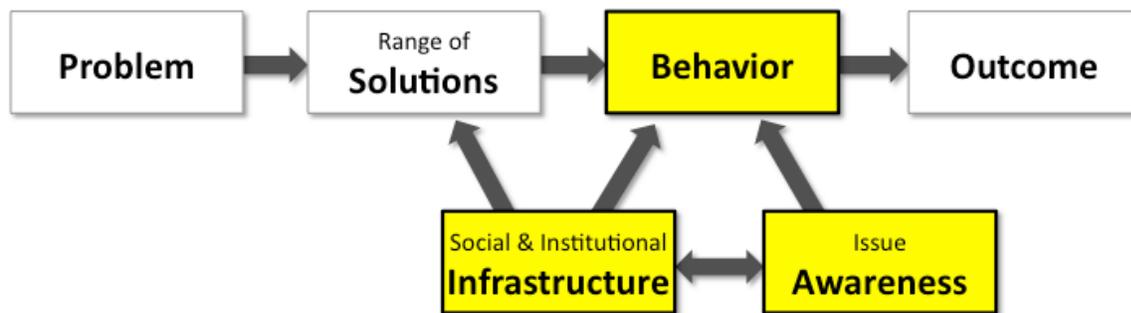


# Continue and Expand Regional Stewardship

Stewardship of Puget Sound resources by the region's 4.5 million residents is critical to the long-term recovery and protection of Puget Sound. Cumulative impact from these millions of individuals and their daily actions can both positively and negatively affect the ecosystem. Public engagement and stewardship strategies foster broad-scale actions to address polluted water, degraded land and habitat, and imperiled species.

The regional approach to public stewardship of Puget Sound is an integrated three-pronged strategy:

- **Changing Practices and Behaviors**
- **Building Issue Awareness and Understanding**
- **Changing Social and Institutional Infrastructure**



**Changing practices and behaviors (D5)** of individuals can reduce or eliminate negative cumulative effects on ecosystem resources. This may occur through one-time action or through shifts in lifelong habits. It may involve participating in a community effort or adopting different practices at home.

**Issue awareness and understanding (D6)** is needed among individuals and groups who have the capacity to institute and sustain desired changes. Issue awareness can support beneficial practices and behaviors. It can also promote the social and institutional infrastructure needed to achieve these changes.

**Social and institutional infrastructure (D7)** provides the interpersonal, service and communication networks we rely on to enable change. It includes the social processes and procedures (e.g., services, utilities, regulations) that influence and support the way people function every day. These structures affect the range of available solutions, and provide the foundation to support both awareness-building and targeted behavior change efforts.

This integrated strategy challenges those working to recover the Puget Sound ecosystem to go beyond traditional approaches to education, public information, and behavior change. It calls for a deeper understanding, including formative research, of the practices we need to influence and the specific audiences, motivators, and barriers behind those practices. It encourages innovation, challenges assumptions, and seeks clear chains of reproducible results.

## D5. Cultivate broad-scale stewardship practices and behaviors among Puget Sound residents that benefit Puget Sound.

Program evaluation and social science repeatedly find that awareness of a problem often does not produce desired behavior change. We cannot rely on education alone to reliably bring about the kind of broad-scale stewardship needed to recover Puget Sound.

Behavior change methods like social marketing, incentive programs, and persuasive framing of choices can foster beneficial behaviors and discourage detrimental ones. These methods have been used effectively in health and disease-prevention programs for decades. These methods are now being applied to Puget Sound ecosystem recovery.

### Local Strategies

Providing information and working with landowners regarding the importance of retaining and restoring native vegetation, trees, ground cover, and geologic processes is a related local, priority strategy in the San Juan Islands.

### Sub-strategies

- D5.1 Prioritize targeted stewardship issues, actions and audiences based on (1) problem severity, (2) problem frequency, (3) availability of and confidence in science (natural and social) behind the problem, and (4) ability to influence change.
- D5.2 Enable and encourage residents to take informed stewardship actions addressing infiltration, pollution reduction, habitat improvement, forest cover, soil development, critical areas, reductions in shoreline armoring, and specific actions identified in sub-strategy D5.1.
- D5.3 Collaboratively develop and promote science-based targeted communications and behavior change strategies across the region.
- D5.4 Improve effectiveness of local and regional awareness-building and behavior change programs through vetted messages, proven strategies and outcome-based evaluation. Guide partners in use of formative research and diffusion of priority BMPs.
- D5.5 Enhance resources to sustain and expand effective behavior change and volunteer programs that support Action Agenda priorities and that have demonstrated, measurable outcomes.
- D5.6 Create a repository of market, social, and audience research to support stewardship work. Include research and data from local, state, and federal governments, nonprofit, and private sector sources. Synthesize and disseminate to partners.

- D5.7 Review practices and issues that require solutions beyond the Puget Sound region such as automotive, manufacturing and distribution of toxins, and pharmaceutical waste management. Develop strategies and partnerships outside the Puget Sound region to address issues.

## Ongoing Programs

### Key Ongoing Program Activities

- PSP, Lead Organizations, and local partners are identifying priority BMPs based on Action Agenda prioritization, problem severity, problem frequency, availability of and confidence in science, and ability to influence change. These priority BMPs are then used to focus and guide regional behavior change programs, grants, other resources, and local program development.
- Local implementers and Lead Organizations are ensuring—through formative research, strategy development and critical evaluation—that local stewardship programs are science-based and measurably effective in achieving identified behavior change outcomes.
- Local implementers are conducting behavior change programs that advance BMPs related to infiltration, pollution reduction, habitat improvement, forest cover, soil development, critical area protection, shoreline function and other priority issues.
- PSP is implementing a grant program to support regional and local emphasis on priority BMPs.

## Near-Term Actions

**D5 NTA 1:** PSP conducts, synthesizes and disseminates formative research to identify barriers and motivators relative to the adoption of specific priority practices and behaviors.

*Performance measure: Research underway on at least two BMPs by February 2012. Research on at least eight practices complete by December 2013*

**D5 NTA 2:** PSP provides uniform guidance to partners to (1) emphasize priority practices and behaviors, (2) ensure that partner programs intended to address these priority practices are based on tested, proven methods, and (3) ensure that those programs include the necessary formative research to ensure achievement of desired outcomes.

*Performance measure: Grant guidance developed by July 2012. Non-grant guidance developed by December 2012*

**D5 NTA 3:** PSP and local partners implement a regional behavior change initiative promoting increased forest canopy cover, tree planting, and soil health as identified in STORM's tier-BMPs.

*Performance measure: Pilot program funding awarded by April 2012. Formative research complete by April 2013. Pilot program and evaluation underway by October 2013*

## D6. Build issue awareness and understanding to increase public support and engagement in recovery actions.

Polls show that a majority of residents are not aware that Puget Sound is in trouble. This lack of awareness limits support for Puget Sound recovery and the public's willingness to change contributing behaviors. Increasing public awareness of ecosystem problems and solutions is an essential component of Puget Sound recovery.

While we cannot rely on public awareness alone to promote changes in behavior, it can be an early step in the process of behavior change. Broad public awareness also fosters improved civic processes, engages citizens in government, and enables public officials to make well-informed decisions on resource issues.

Issue awareness in this context falls into three categories: (1) broad public awareness of issues and solutions, (2) targeted awareness—among specific audiences or sectors of people—of actions required to address specific problems, and (3) awareness among key decision-makers of the role stewardship programs play in the overall recovery effort.

### Sub-strategies

- D6.1 Implement a long-term, highly visible, coordinated public-awareness effort using the *Puget Sound Starts Here* brand to increase public understanding of Puget Sound's health, status, and threats. Conduct regionally-scaled communications to provide a foundation for local communications efforts. Conduct locally-scaled communications to engage residents in local issues and recovery efforts.
- D6.2 Incorporate and expand Puget Sound related content in diverse delivery settings (e.g., recreation, education institutions, local government, neighborhood and community groups, nonprofit organizations, businesses). Connect residents with public engagement and volunteer programs.
- D6.3 Incorporate Puget Sound place-based content into K-12 curricula throughout the Puget Sound region. Connect schools with technical assistance, inquiry-based learning opportunities, and community resources. Implement student service projects connected to ecosystem recovery. Link schools to organizations with structured volunteer opportunities.
- D6.4 Foster a long-term sense of place among Puget Sound residents. Encourage direct experiences with Puget Sound's aquatic and terrestrial resources through recreation, informal learning, and public access sites.

### Local Strategies

At least two local areas, Hood Canal and Skagit, are considering climate change strategies.\* South Central has identified working with local governments to develop and implement policies and regulations that advance the Action Agenda implementation as a priority strategy.

\* See *Local Areas Chapters* for more detail on local areas that are in the process of completing strategy and action identification and prioritization.

- D6.5 Build awareness of stewardship-building efforts among elected officials, executive staff, funders, resource managers, and others with resource allocation ability. Emphasize program roles, needs, relationship with other Action Agenda strategies and program outcomes.

## Ongoing Programs

### Key Ongoing Program Activities

- PSP, STORM, and Ecology continue to implement the Puget Sound Starts Here regional media effort to complement and support local campaign efforts. This work includes both traditional media (broadcast and cable television, radio, online ads) and social media (social networking, alternative media, web-based and mobile technologies). Partners are incorporating Puget Sound Starts Here campaign messages and brand into locally-targeted communications to increase issue relevance and local identity.
- Partners are implementing locally-based programs that build public understanding of Puget Sound's health, status, threats, and impacting activities. Programs connect individual actions to the overall ecosystem, link residents with resources and engagement opportunities, and inspire action.
- PSP, STORM and ECO-Net are providing technical support to and among partners including collaborative development and dissemination of tested, vetted messages and communications resources.
- PSP and other funders are implementing grant programs to support local and regional targeted awareness programs. Support is directed to proven and measurably effective programs that address priority issues and audiences. Funding is also designed to stimulate innovation, collaboration, and connections with new audiences to advance recovery efforts.

## Near-Term Actions

**D6 NTA 1:** PSP, STORM, and the Ecology incorporate messages and content into the next phase of the *Puget Sound Starts Here* campaign appropriate to the demography and issues facing the Puget Sound region, including messages suited to rural audiences, that foster regional identity, and that build direct personal connections to Puget Sound's resources.

*Performance measure: Step 1 mass media publicly launched by May 2012. Step 2 launched by October 2012*

**D6 NTA 2:** PSP and grantees develop a portfolio of vetted outreach content and tools for use by local organizations in their programs. ECO-Net and STORM networks are used to disseminate content.

*Performance measures: Initial content developed and disseminated by July 2012; content on priority Best Management Practices developed and disseminated by January 2013*

**D6 NTA 3:** Pacific Education Institute integrates Puget Sound into the K-12 curricula of at least 20 school districts by working with curriculum directors and school leaders.

*Performance measure: Schools are connected with community resources so that over half of the school districts in Puget Sound have place-based education programs by 2014*

**D6 NTA 4:** PSP, STORM, and partner organizations develop a portfolio of materials to build awareness of stewardship-building efforts among elected officials, executive staff, and resource managers at federal, state and local levels.

*Performance measure: Portfolio developed by December 2012*

## **D7. Build social and institutional infrastructure that supports stewardship behaviors and removes barriers.**

Social and institutional infrastructure strongly influences the ability of residents to make and sustain changes in behavior. “Social Infrastructure” consists of the social connections and frameworks that enable society to function. Referred to in social science as “Social Capital,” it consists of the bonds that connect individuals within groups, and the bridges that connect those groups to each other. Social capital correlates to a society’s ability to solve complex problems. As such, social capital is a key part of the infrastructure needed to recover and maintain Puget Sound’s health.

Whereas social infrastructure consists of the social networks upon which people rely, “Institutional Infrastructure” consists of processes, procedures, and physical tools. Whether public or private, large or small, elements of institutional infrastructure can enable, motivate, or impede desired actions or behaviors.

For example:

- The ability of community restoration groups to replant shoreline buffers depends on an infrastructure of native plant nurseries.
- The ability of farmers to better manage animal waste may be aided by alternate disposal options.
- The ability of builders to construct Low Impact Development may be impeded by outdated municipal engineering design and development standards.

### **Sub-strategies**

- D7.1 Apply appropriate social science to Puget Sound recovery to increase clarity and effectiveness of targeted actions, audiences, opportunities, strategies, and evaluation metrics.
- D7.2 Build capacity among partner organizations to advance priority stewardship actions. Provide technical support and training to advance program effectiveness, evaluation, and support of Action Agenda priorities.
- D7.3 Maintain centralized capacity to sustain and enhance the regional *Puget Sound Starts Here* campaign.

- D7.4 Provide public information conduits connecting individuals to local activities and resources—including engagement incentives such cost-share programs, technical assistance, and volunteer experiences.
- D7.5 Enhance strategic networks and tools that support stewardship partners and outcomes including ECO-Net, STORM, tribes, municipalities not covered by stormwater permits, public agencies, funders, universities, NGOs and others.
- D7.6 Work regionally and locally to remove barriers (e.g., physical, economic, regulatory, enforcement, policy), and enable and incentivize adoption of stewardship actions.

## Ongoing Programs

### Key Ongoing Program Activities

- Local organizations actively collaborate to increase consistency and coverage, share knowledge and resources, and enhance effectiveness of individual programs. Partners use and enhance existing social, informational and institutional infrastructure to expand partnerships and implement effective, efficient strategies.
- PSP provides training for partners on effective tools and techniques for behavior change programs, such as social marketing, diffusion, program development, new technologies, and program evaluation.
- PSP and other funders provide financial support to local and regional stewardship efforts. The funding promotes innovation, regional program alignment, collaboration, implementation of targeted strategies, and audience expansion.
- PSP and local partners maintain and enhance the ECO-Net to build and strengthen relationships among Puget Sound organizations working on social strategies, and support their respective programs.
- Maintain and enhance tools such as MyPugetSound.net to support effective partner collaboration.

## Near-Term Actions

**D7 NTA 1:** PSP analyses and maps the regional partner network to identify relationships, gaps, connection opportunities, and the roles various entities play in Puget Sound recovery.

*Performance measure: Completion by June 2012*

**D7 NTA 2:** PSP develops and implements a Sound Behavior Index to assess environmental social capital and track long-term shifts in behaviors and practices across the Puget Sound region.

*Performance measure: First launch by February 2012*

**D7 NTA 3:** Municipal stormwater permittees develop and implement a strategic plan and business plan for the STORM coalition (Stormwater Outreach for Regional Municipalities) to ensure the long-term sustainability of the coalition and its activities.

*Performance measure: Strategic plan complete by March 2012. Business plan complete and implementation underway by September 2012*

**D7 NTA 4:** PSP and grantee(s) establish a Citizen Action Training School stressing civic structures and processes to enable residents to more fully engage with their communities on issues related to Puget Sound health.

*Performance measure: Program launched by July 2012*

**D7 NTA 5:** PSP establishes protocols to monitor, measure, and evaluate the effectiveness of public awareness and stewardship efforts region-wide.

*Performance measure: Draft protocols developed and launched by July 2012. Final protocols in place by December 2013*

## Local Action

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The South Central area identified coordination between PSP and regional and local partners as a high priority action. This includes better alignment of state standards and local policies and regulations with soundwide targets and Action Agenda priorities.