Social Science Action Team: Incorporating Social Science into the Chesapeake Bay Program Partnership

SCIENCE AND TECHNICAL ADVISORY COMMITTEE

JUNE 19-20, 2012 MEETING

ANNAPOLIS, MD

Main Discussion Points for Today

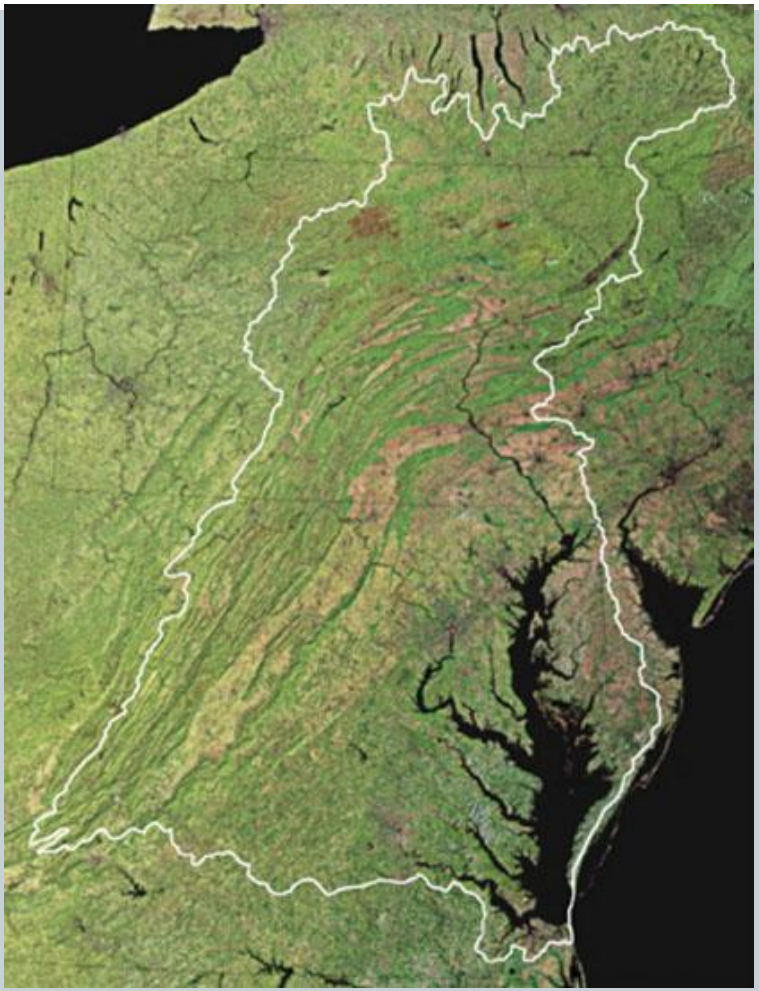
- Actions to Date
- Overview of Purpose & Scope, including Mission Statement and Membership
- Areas of Focus
- Proposed Short- and Long-Term Actions

Actions to Date

- Response to STAC's Social Science Workshop Report
- Presentation of Social Science Action Team to Management Board
- Solicitation of Action Team Members
- Initial drafting of Workplan Outline

Purpose of Action Team

- **Increase awareness** of the social science disciplines
- **Demonstrate value of social science** to Bay Program Partnership
- **Build off previous social science analyses** - there's already a lot happening in the watershed!

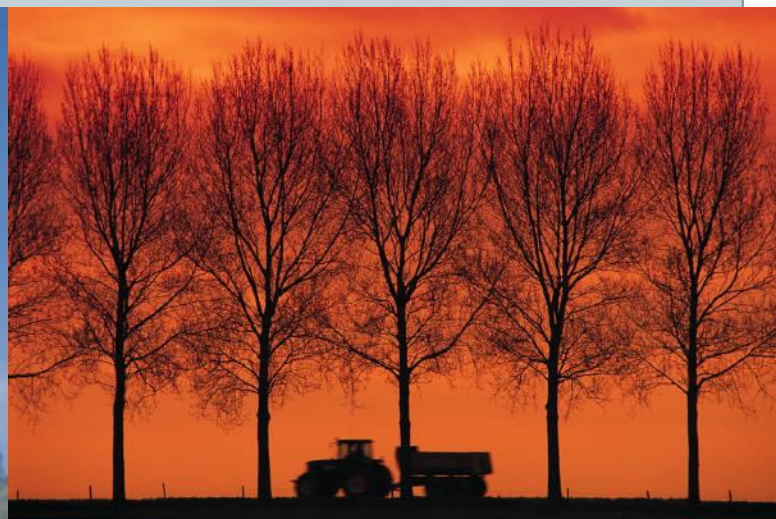


Purpose of Action Team

- **Bridge the gap** between natural and social sciences
- **Integrate social science methods and research** into the Bay Program's priorities and decision making framework

Proposed Mission Statement

To identify, evaluate, and develop opportunities for applying social science methods and research findings into the Chesapeake Bay Program Partnership.



Scope & Duration of Action Team

- 8-10 Social Scientists representing the:
  - Bay Jurisdictions
  - Chesapeake Bay Program Office
- One year term
  - Utilizing an Adaptive Management Approach
    - Action Team to conduct self study throughout this period to identify key successes and areas for improvement
    - Based on self study, reevaluate key objectives and determine next steps at end of one-year period
    - Report back to Management Board on findings and recommendations for possible transition to more permanent inclusion in Bay Program structure

Across the Watershed: Research Needs*

- Behavior-change research
  - What drives decision-making; enhancing community engagement; understand local values and knowledge
- Economic research
  - Cost-benefits and cost-effectiveness estimates
- Research on the cultural landscape
  - Measuring (conflicting) expectations; social dynamics influencing community values
- Research to address communication barriers
  - Develop indicators to measure "success"; multiple definitions of "success"
- Research to understand institutional change
  - Dynamics of political environment and its impact on community

*From STAC's November 2011 Workshop Report entitled, "Integrating the Social Sciences into Chesapeake Bay Restoration"

Constraints to Integrating Social Science*

- Lack of access to tools and research
  - Lack of self-promotion and knowledge of how to use social science tools and access experts
- Institutional constraints
  - Current thinking too traditional; first programs to be cut
- Barriers of scale
  - How to allow for bottom-up community involvement in restoration
- Communication
  - Competing language by managers and social scientists

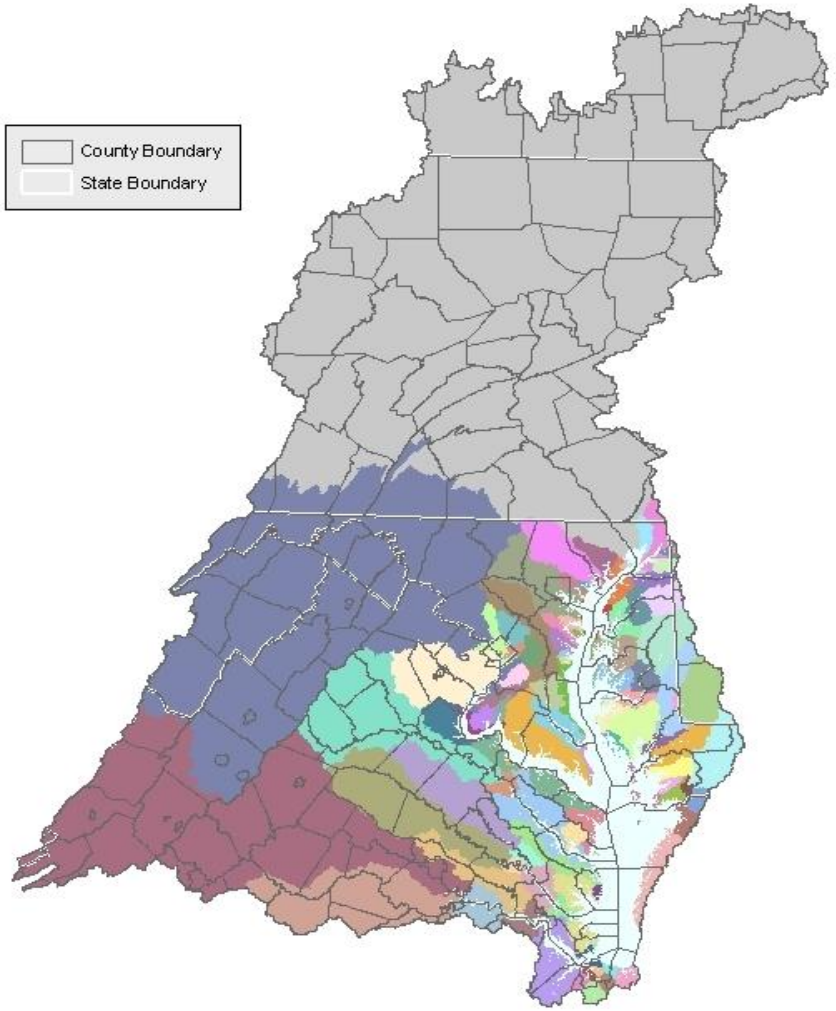
*From STAC's November 2011 Workshop Report entitled, "Integrating the Social Sciences in to Chesapeake Bay Restoration"

Proposed Areas of Focus

- Identify opportunities within Bay Program that show how social science research can help achieve goals
- Demonstrate how social science has made a difference in the environmental field (e.g. changing behavior)
- Integrate social science research and findings into Bay Program

Proposed Actions

- Develop Workplan
  - Articulate priorities, actions, desired outcomes
  - Identify overarching social science themes
- Assess social science needs/current research in GITs
  - Opportunities that benefit from tech assistance, and link with social science expertise

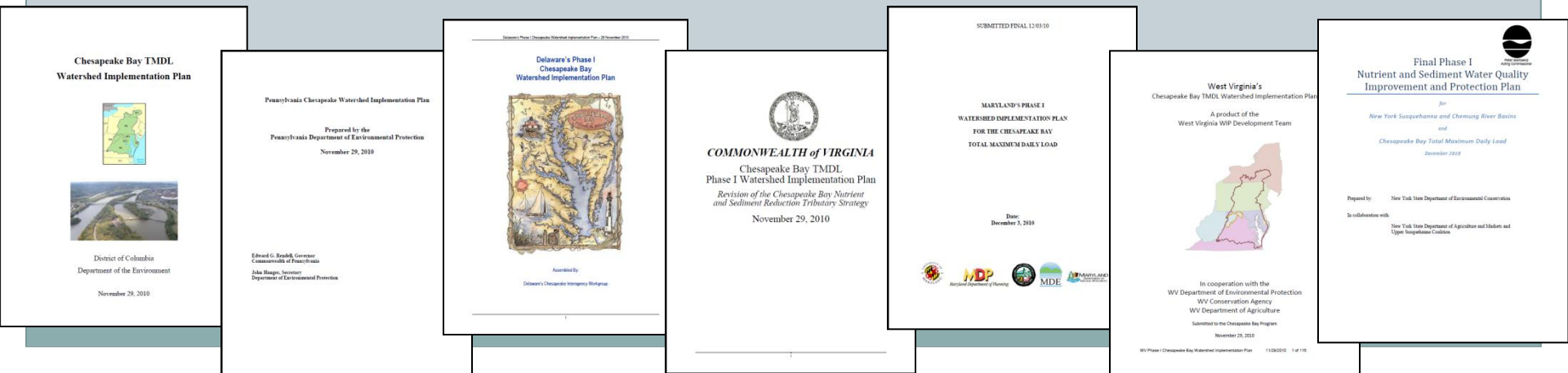


Proposed Actions

- Identify high profile case studies that demonstrate value of social science
  - Particularly, applied research in Chesapeake Bay that could assist with water quality improvements, habitat restoration, fisheries management, etc.
- Facilitate social science speaker series
  - Connects research with Bay Program priorities
- Explore opportunities to access/acquire additional funding for implementing social science recommendations

Longer Term Actions (Post-Year One)

- Synthesize existing and ongoing social science research and how it could be applied to Bay Program
  - Effectively utilizing social science methods and principles
- Initiate social science research effort in priority watersheds
- Develop social science online resource directory



Thank you!

QUESTIONS?

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