

Update to STAC:
Behavioral Economics and the Bay - An Exploratory
Workshop

AUGUST 27-28, 2014, ANNAPOLIS, MD

Planning Committee

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Workshop Goals

- Broaden knowledge of behavioral economics and potential for applications in the Bay
- Explore application to specific problem areas:
 - non-point source agricultural pollution
 - household/homeowner land and water management
- Increase knowledge exchange and expand collaboration among practitioners and researchers to address Bay-specific policy challenges
- Identify and prioritize follow-up strategies for extending insights from the workshop
- Communicate this knowledge to state and EPA policymakers and other key audiences

Workshop Details

- Held August 27-28 at SYSNC (Annapolis)
- 17 participated
- Keynote speaker was: David Just, Cornell University
- Participants were from: Federal Agencies, NGOs (Arlington Echo Outdoor Education Center, Stroud Water Center, American Farmland Trust, Chesapeake Bay Trust), Universities (U. of Missouri, U. of Delaware, George Mason U.)
- Breakout sessions explored:
 - Areas of greatest need related to individual decisions that cause water quality problems
 - Situations (decision-making contexts) that have the greatest potential for applications of behavioral economics in the Bay watershed
 - Recommendations for how to stimulate greater applied research and action on the above identified high-priority topics?
 - Potential recipients of the report and recommendations, and how the report's messages should be conveyed
- Conducted workshop evaluation

Next Steps

- Assess workshop evaluations – initial results provide the following feedback:
 - Speakers were well received
 - Synergy / timing was good
 - Excellent resources were identified for the workshop report
 - Very good interactions among practitioners and scientists policy participants
 - Many audiences were identified who would be interested in the workshop report
 - Interest was expressed in keeping the dialogue going
- Write workshop report – to be completed by December, 2014
- Present full report at the STAC December quarterly meeting