

Transforming the Chesapeake Bay into a School Lunch Line



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Challenges



- Self-interest is low
- Water quality is sensitive
 - Non-compliant large polluters can make a big difference
- Settings where paternalism is resisted
 - Unlike school lunch lines
- Opportunities
 - Few programs perhaps to change

Research Settings



- **Implementation**
 - Individual behavior
 - Support for government programs
- **Homeowner behavior**
 - Rain barrels
 - Rainscapes
 - Fertilizer application
- **Farmer behavior**
 - Fertilizer application
 - BMP adoption
 - Nutrient management plans
 - NRCS enrollments

Making it Happen



- Joint research
- Timing of research
- Funding
- Goals make it win-win
 - Good for the environment
 - Lead to higher satisfaction

Research Areas: Behavioral Econ and the Bay



1. Marketing of programs

- Naming
- Framing of choice
- Appealing to the moral sentiments, legacy
- Social media/marketing
- Niche marketing
- Stigmatizing negative behavior
 - ✦ Red lights, real time monitoring of water quality

2. Self-selected defaults

- Implement at moments of sign-up
 - ✦ Perhaps invoke marketing program aspects
- Become automatic overtime

Research Areas: Behavioral Econ and the Bay



3. Choice

- Providing choices (carrots versus celery)
- Attribution
- Phosphorus in Ann Arbor
- Recommended (standards)
- Control vs Decisions
- Taxes and rebates.

4. Timing

- Limited time enrollment (Cash for clunkers)
- Loss aversion for missing out on an opportunity