

Puget Sound Recovery Stewardship Program

*Winning hearts & minds
(and behaviors)
of Puget Sound residents*

PugetSoundPartnership
our sound, our community, our chance



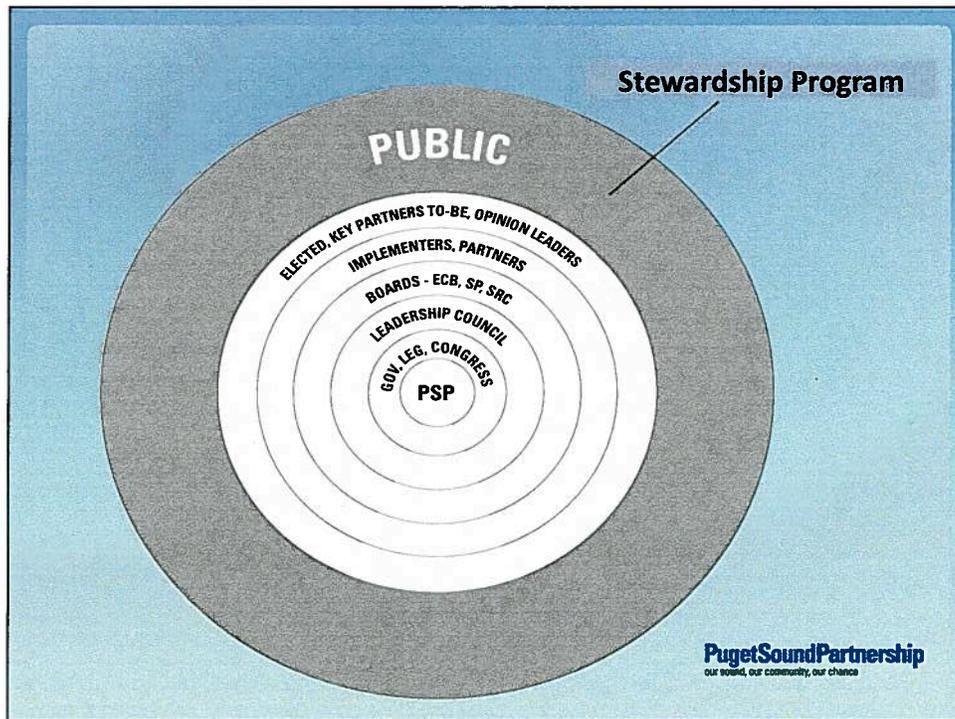
“Stewardship” & “Social Strategies” what are we really talking about?

- *Communications?*
- *Public involvement?*
- *Environmental education?*
- *Stakeholder coordination?*

} Not really

- **Stimulating on-the-ground recovery actions? YES!**

PugetSoundPartnership
our sound, our community, our chance



Ecosystem Recovery: a Social Challenge

- **4.3 million residents**
- **Degradation & recovery are rooted in human/ecosystem interactions**
- **Successful recovery requires a shift in the social paradigm**
- **Influences: capital projects, legislation, funding, regulation, science**
- **Challenges: misperceptions of PS health; disconnect with personal actions; competing priorities**
- **Getting 1600+ existing organizations on board; aligning priorities, approaches**

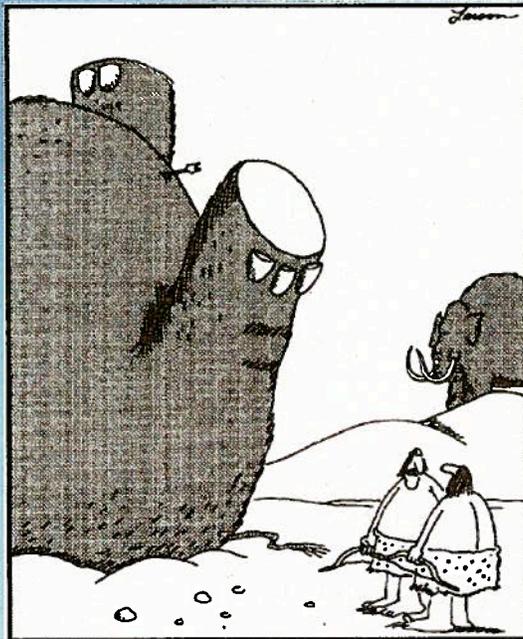


Partner Relations

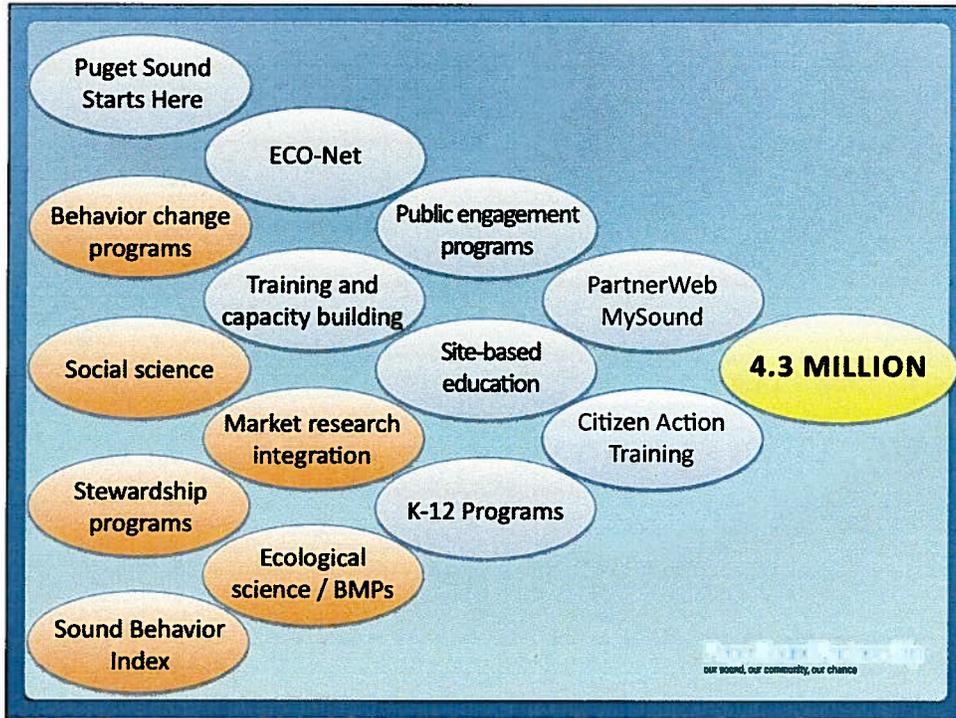
- Align around common interests
- Acknowledge differences
- Align messages
- Leverage our efforts
- Careful, strategic nudges

PugetSoundPartnership
our sound, our community, our chance

**Maximum
Effect
-
Minimum
Effort**



"We should write that spot down."



A Common Brand: *Puget Sound Starts Here*

The first 9 months:

- 413 local organizations
- 65 cities and counties
- 6,000 television ad broadcasts
- 3.5 million Puget Sound residents
- 108 million television ad views
- 50,000 storm drain markers
- Radio, Newspaper, Facebook, Twitter
- Puget Sound Starts Here website
- 12,000 posters
- 15,000 bumper stickers

Puget Sound Starts Here

Puget Sound Starts Here
our sound, our community, our chance

ECO-Net

The first 2 years:

- 470+ member organizations
- 12 sub-regional groups
- Communications structure
- Trainings, resources, coordination
- Challenge grants
- Examples of leverage, programs, successes
- **SOCIAL CAPITAL**

PugetSoundPartnership
our sound, our community, our chance

Awareness and Understanding

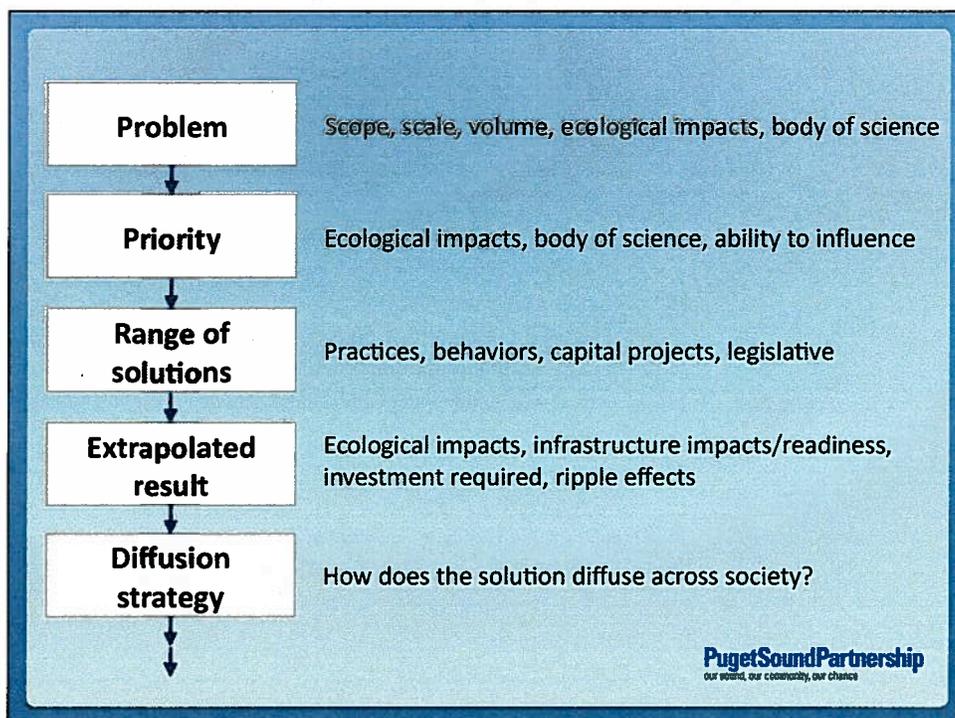
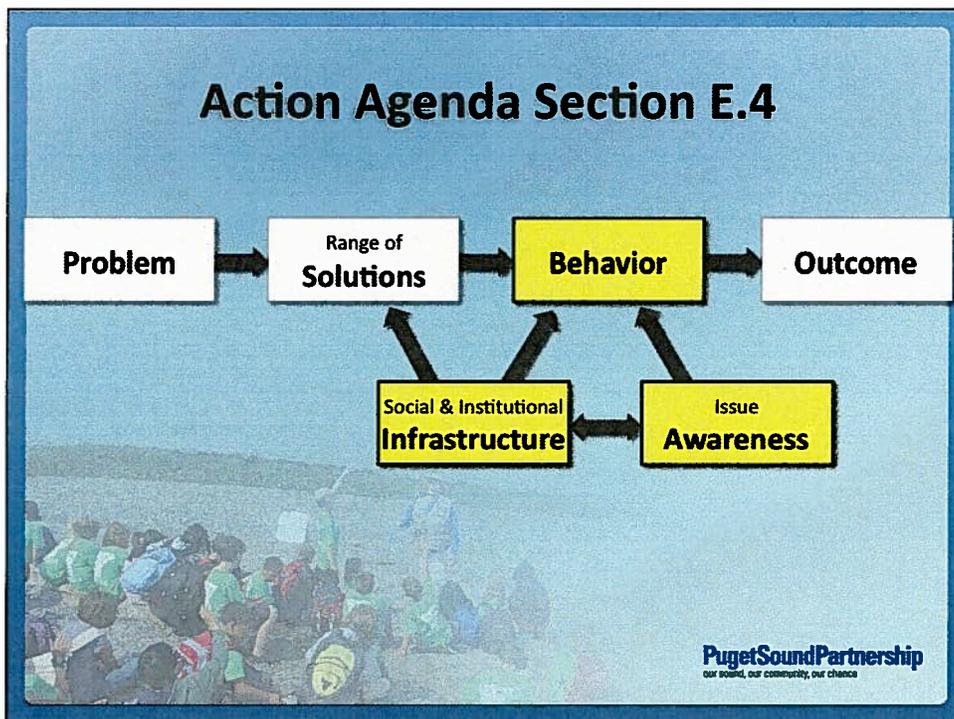
Puget Sound Starts Here broadcast media extension
Puget Sound Starts Here social media / lifestyle linkage
 Localize *Puget Sound Starts Here* – communications toolbox
 Place-based youth education - program support
 Local engagement programs – implementation grants

Practices and Behaviors

Identify/prioritize target practices
 Science analysis of target practices
 Market research / analysis / regional integration
 Stewardship - program support
 Target practice diffusion - implementation grants
 Enhance model stewardship programs - implementation grants

Social & Institutional Infrastructure

ECO-Net management and services – Local coordination funding
 ECO-Net capacity building - training and technical assistance
 PartnerWeb / MySound – Communications portal
 Citizen Action Training School
 Sound Behavior Index
 Biennial Puget Sound Summit



Diffusion Strategies

How does the solution diffuse across society?

- Audience
- Geography
- Decision architecture
- Social capital – communication networks
- Barriers and motivators
- Methodology
- Social science foundation

PugetSoundPartnership
our sound, our community, our chance

Social Science Foundation

Social Capital

- Trust and communication networks that enable people to get things done
- Correlation to health, well-being, social issues, environment

Diffusion of Innovations (a.k.a. Diffusion Theory)

- How innovations (behaviors) spread across human populations

Stages of Change Model (a.k.a. Transtheoretical Model)

- Processes of change individuals experience as they adopt new behaviors
- Dominant model in health behavior change

Behavioral Economics

- Problem analysis, psychology integration
- Public choice, decision architecture

PugetSoundPartnership
our sound, our community, our chance

Science Needs

- **Problem – Identification and Prioritization**
scope, scale, ecological impacts, body of science, ability to influence
- **Range of Solutions/BMPs**
practices, behaviors, capital projects, legislative
- **Extrapolated result of BMP implementation**
ecological impacts, infrastructure impacts/readiness, investment required, ripple effects
- **Geo-demographic/Psycho-demographic analysis**
market research data analysis, regional analysis, regional data-sets
- **Social capital analysis**
regional/ sub-regional patterns, correlation to specific practices and demographic variables
- **Decision architecture / behavioral economics**
analysis of specific practices


our sound, our community, our chance