Stewardship Mapping and Assessment Project (STEW-MAP)

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http://www.nrs.fs.fed.us/nyc/



What is the Stewardship Mapping & Assessment Project (STEW-MAP)?

Background: This is a collaborative research and outreach project created by the US Forest Service (Northern Research Station) ten years ago to better understand and support stewardship. It has been applied in a number of places internationally.

Question: How do we understand the spatial and social interactions among groups working on stewardship? Or, who takes care of your city or region?

Goal: Identify the gaps and overlaps in stewardship to build community capacity and strengthen the system.

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STEW-MAP: Mapping stewardship organizations

Green Space



Social Space



What you can learn from STEW-MAP?

1. Organizational Characteristics

2. Social Networks

3. Geography of Stewardship

Relationships and Partnerships











































































Department of Social Services













Department of Environmental Conservation







THE HIGH LINE



Who uses STEW-MAP?

- Agencies and large NGOs outreach and networking
- Funders needs assessment and equity planning
- Design firms understand stakeholders to create inclusive designs
- Neighborhood groups and individuals identify local partners
- Social scientists— advancing theory and methodology of stewardship
- Systems scientists social dataset in concert with other disciplines
- Students understand stewardship and resilience

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STEW-MAP cities





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Urban environmental stewards conserve, manage, monitor, advocate for or educate the public about the local environment

(Svendsen and Campbell 2008; Fisher et al. 2012)





















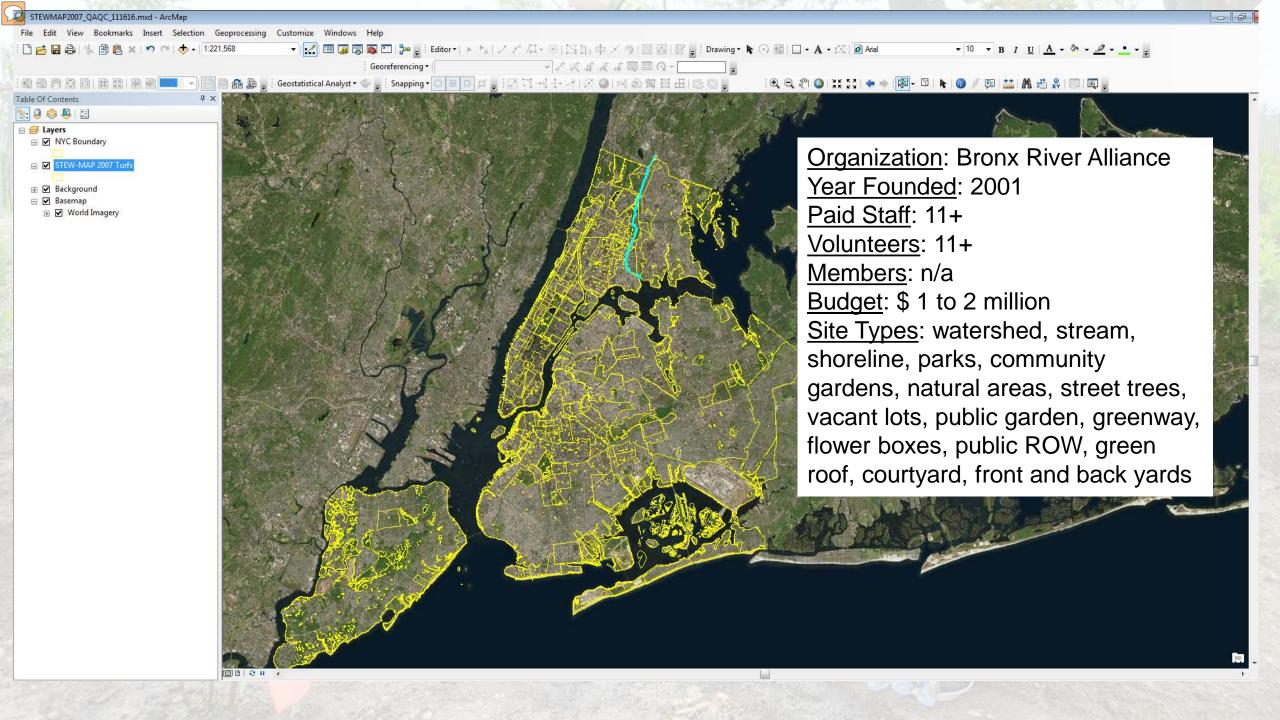


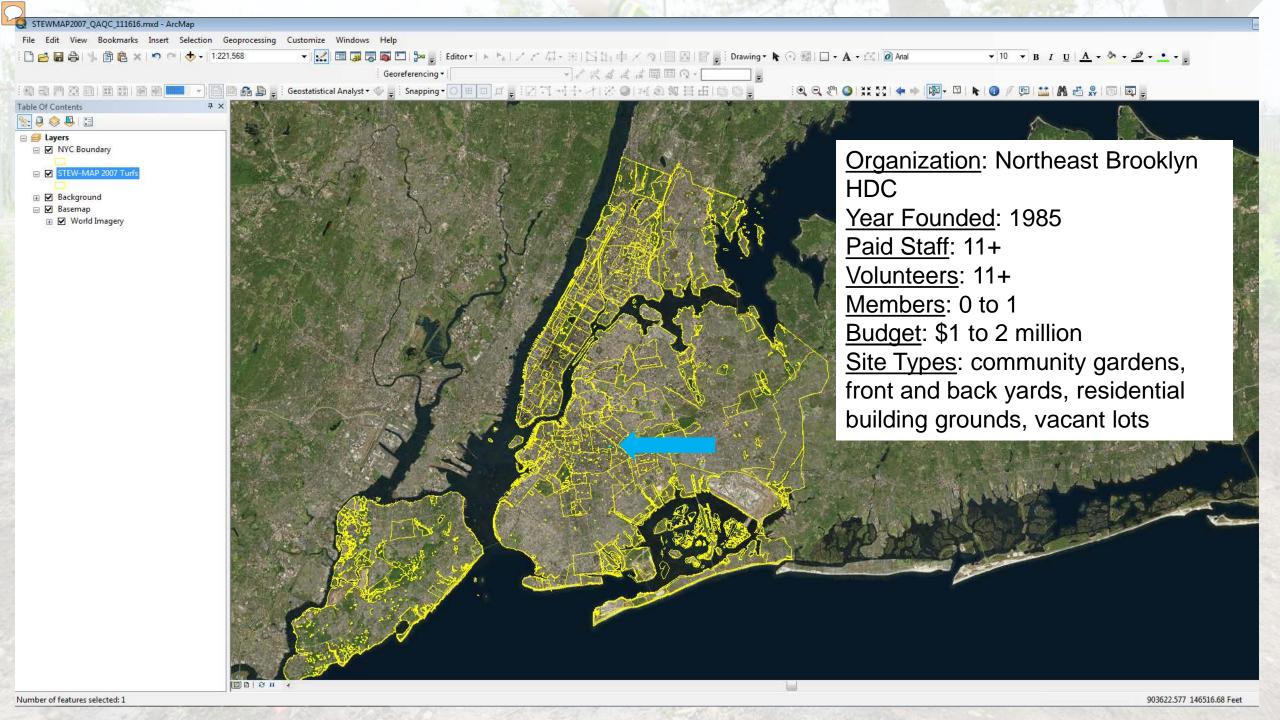


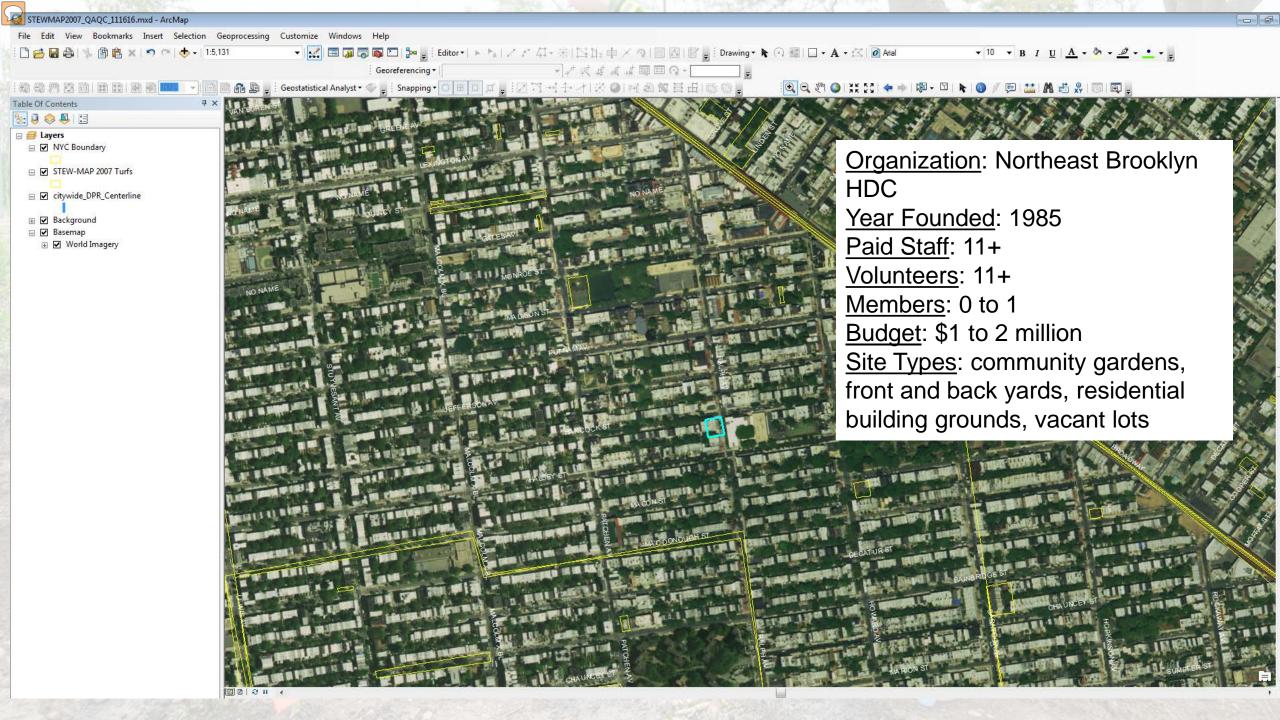
What can we learn about civic organizations?

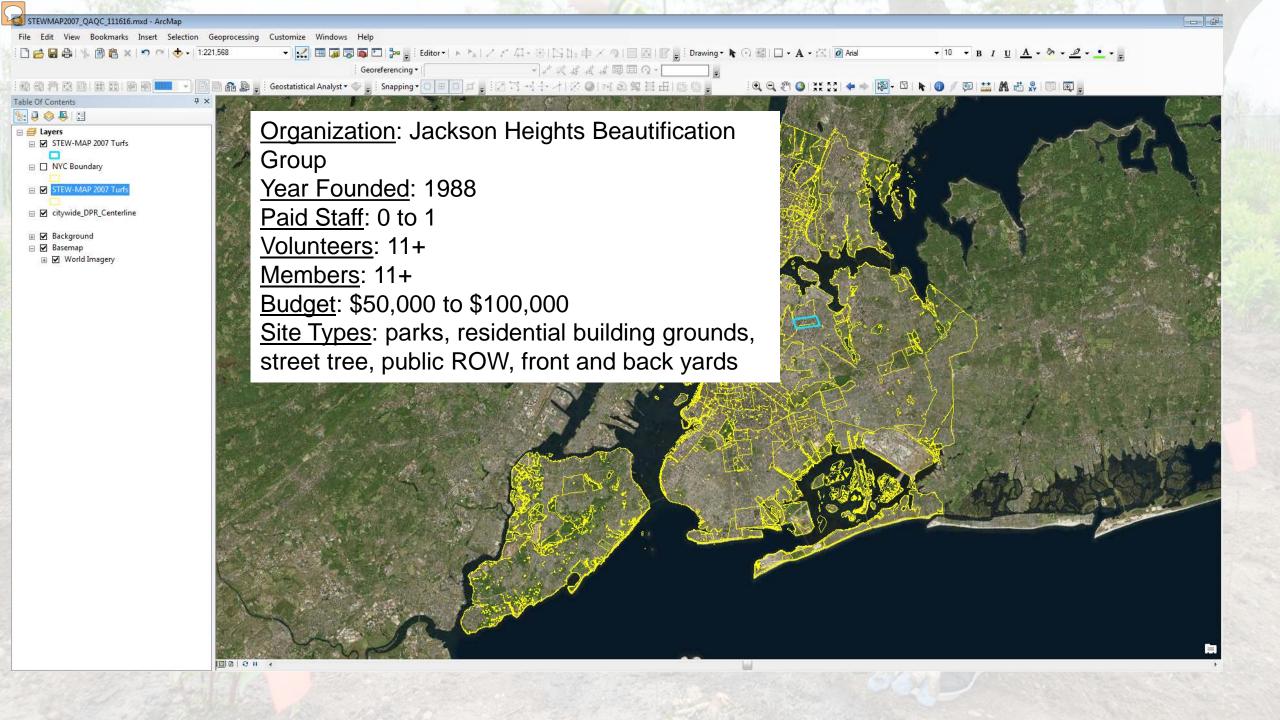
Data Collected	2007 New York City STEW-MAP Results
Year founded	Oldest formed in 1838, # orgs increased in 70s, 80s, 90s
Number of staff and volunteers	1/3 of groups had 0-1 paid staff
Budget	32% had budgets <\$1,000
Fiscal status	½ civic groups had 501c3 status
Stewarded site types	Most common were parks, community gardens, and street trees
Primary focus	Top 3 were Environment, Community Improvement, and Education but many others
Services offered by groups	Top 3 were community organizing, outreach, and labor (volunteers/interns)

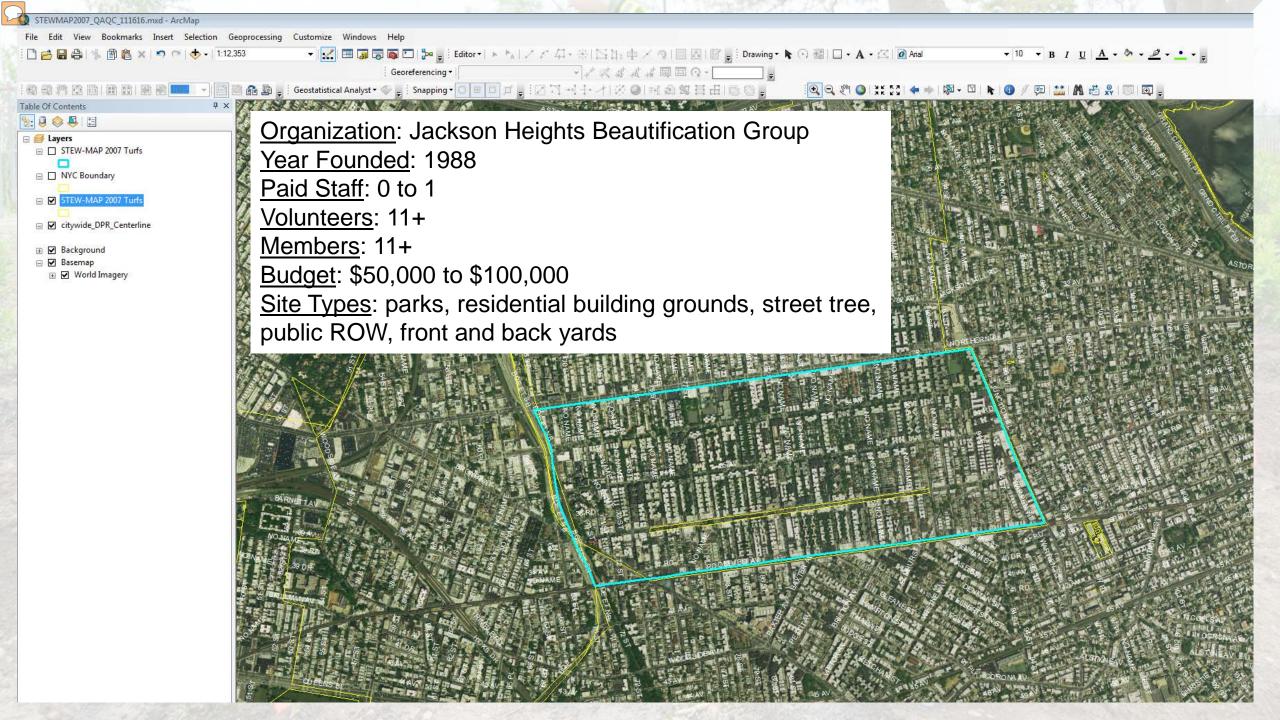


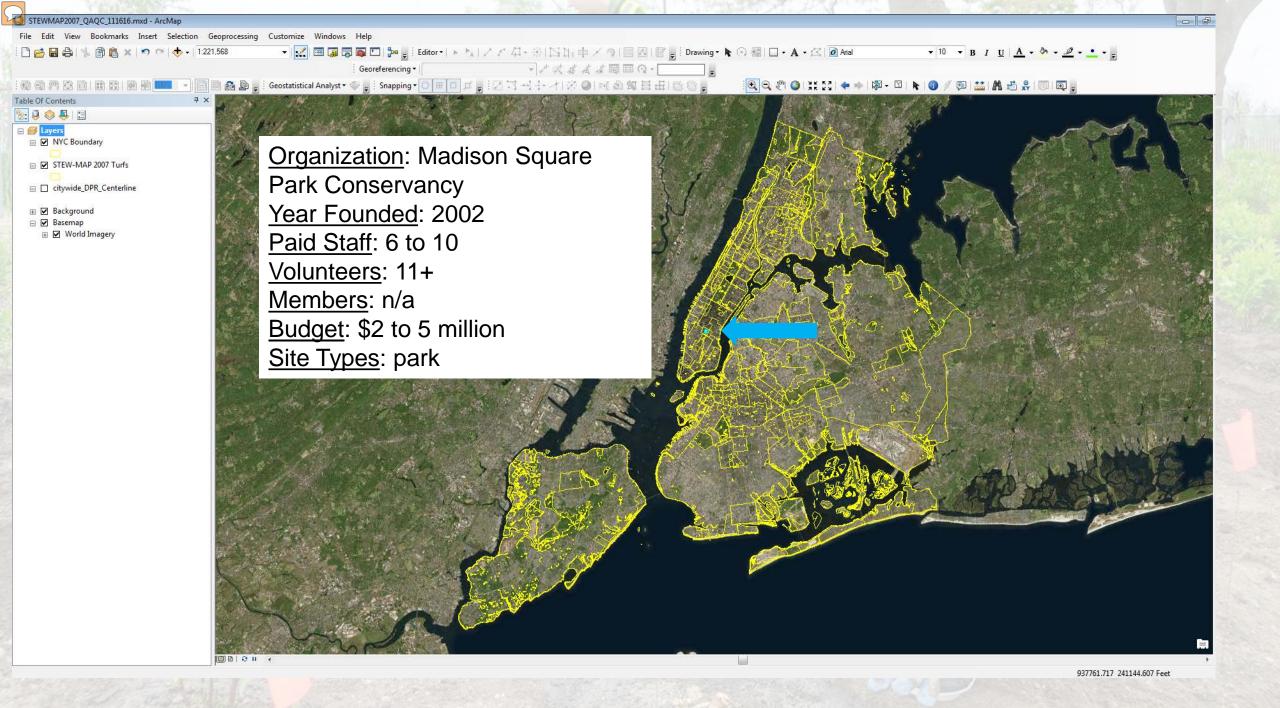


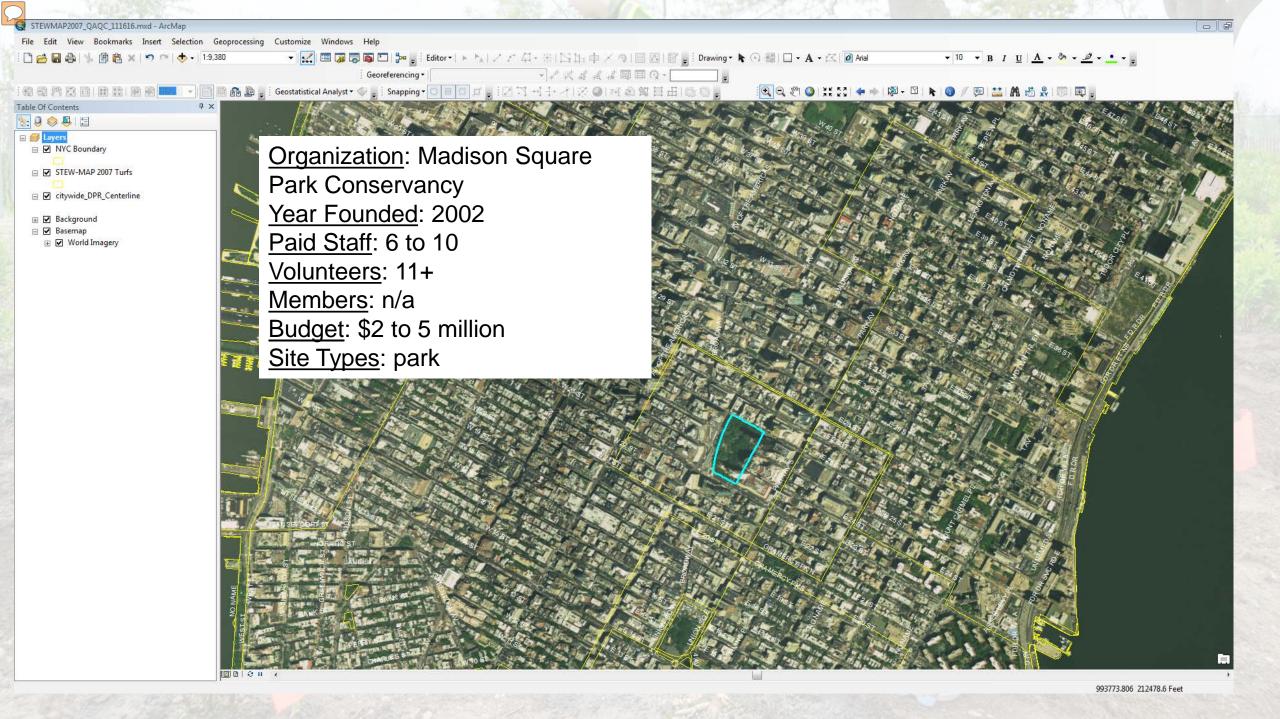


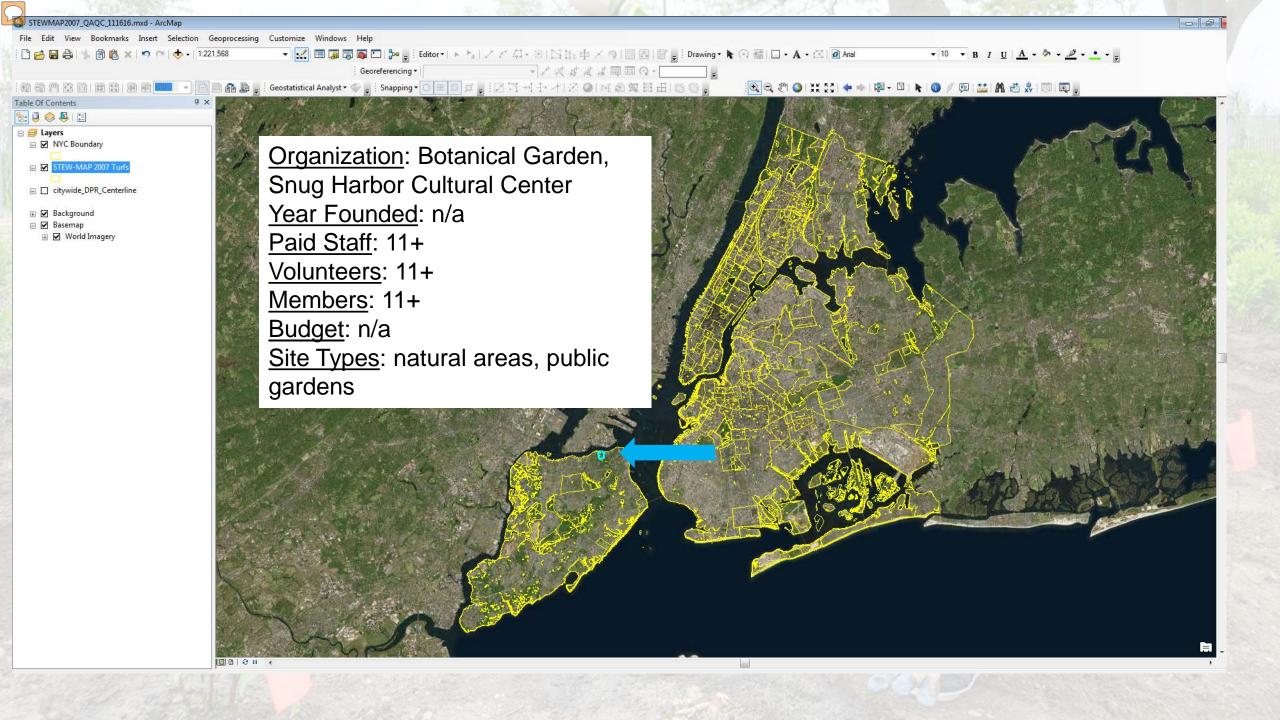


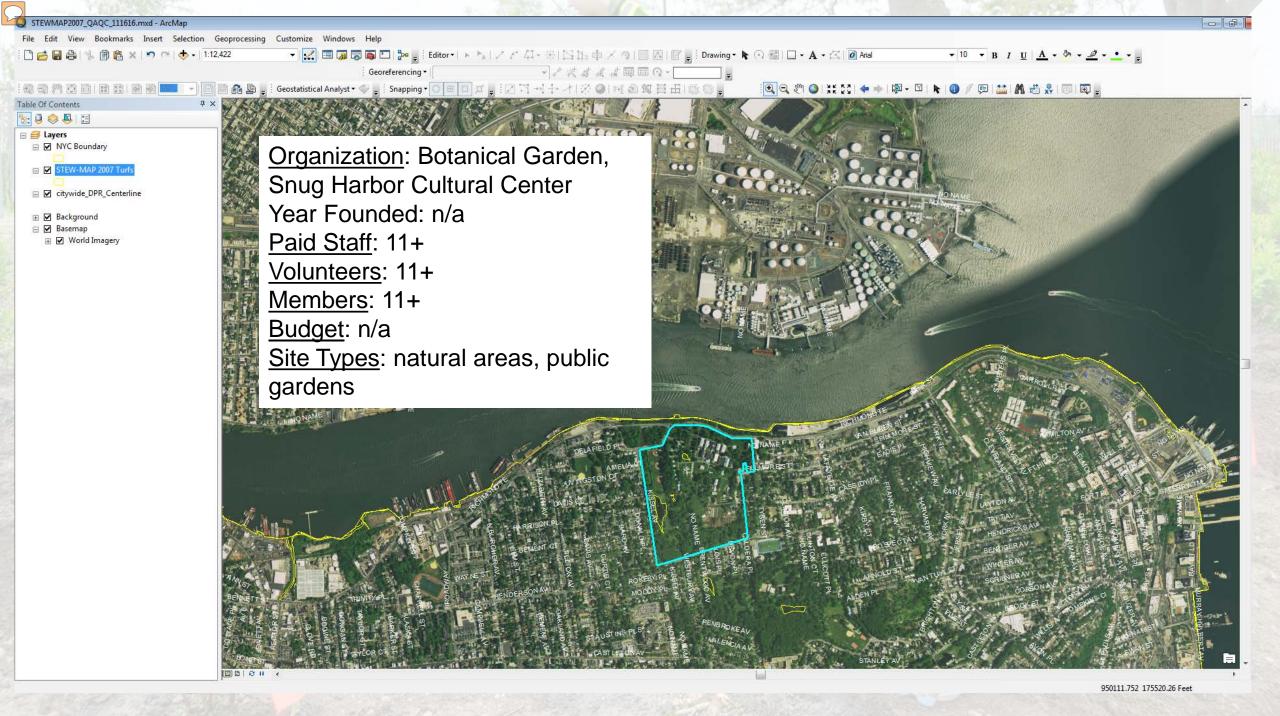






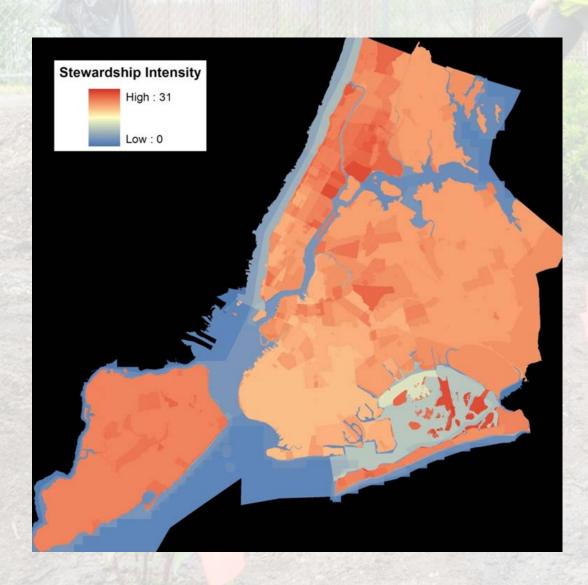








Where do civic organizations work?



- Areas with lots of groups?
- Areas with few groups?
- Are there any gaps?

Overlapping stewardship turfs



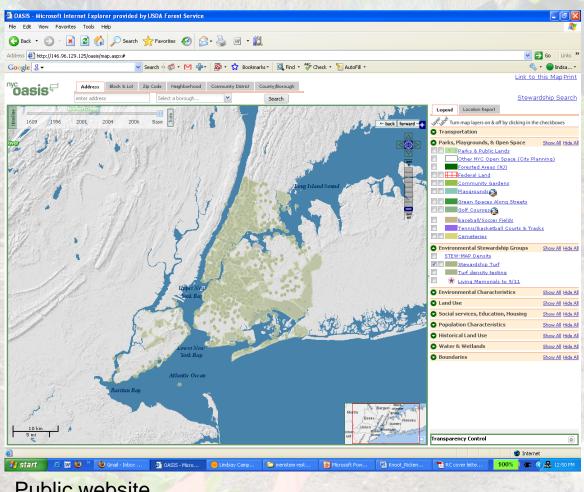
Green Guerillas

Citizens Advisory Committee

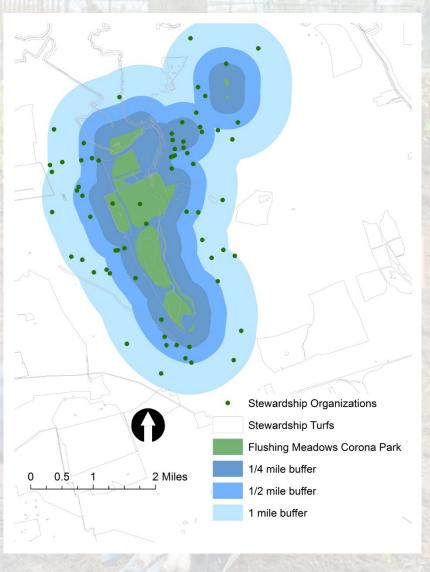
Brooklyn Bureau of Community Service

Brooklyn Rescue Mission

STEW-MAP applications for the public and managers

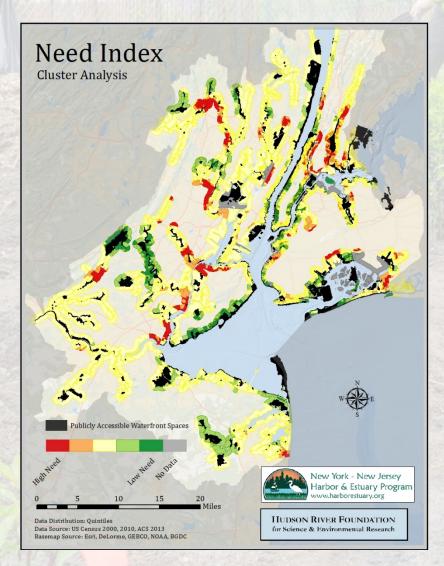


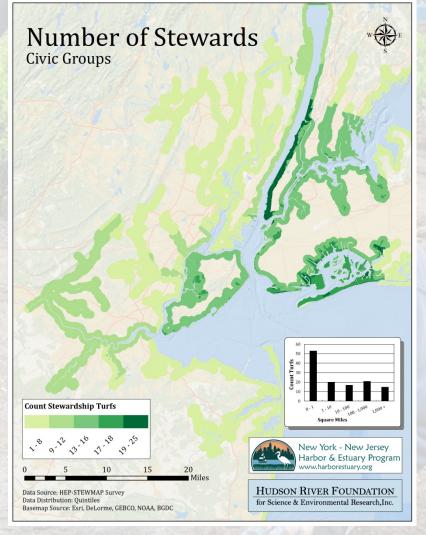
Public website



Custom data query

Multi-scaled data – from site to neighborhood to city to region





Need index (left) and stewardship density (right) – clipped to 1/4 mile buffer from water



Why look at social networks?

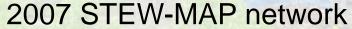
- Groups do not work alone, so it is useful to look at their connections.
- Using social network analysis, we can identify the linkages to understand stewardship as a system.
- This is important for conservation and resource management because it allows us to see which groups are "key brokers" that are central for communicating, disseminating information and resources, and which groups are more isolated.
- This can help us:
 - Build on existing strengths, identify gaps, and do our work more efficiently;
 - Promote connectivity, learning, and participation, all of which support resilience.

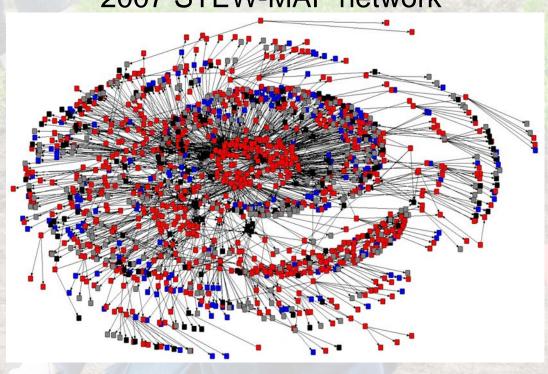




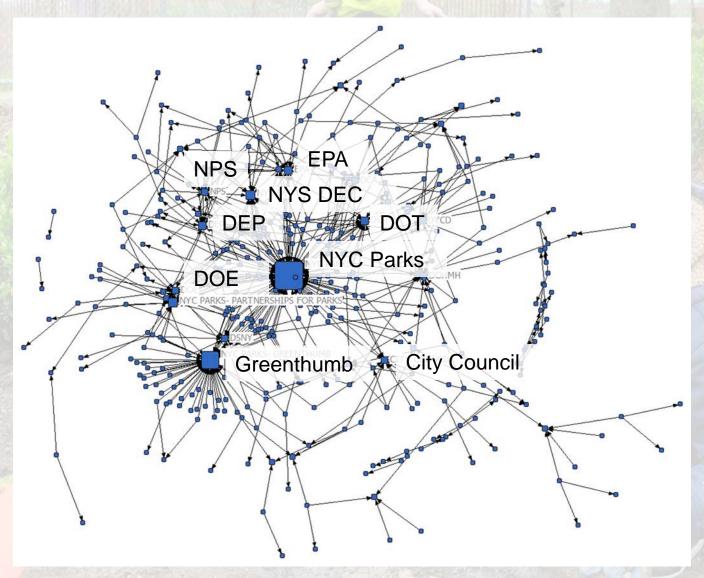
Stewardship networks: visualizing collaboration

- Most connected groups?
- Isolated groups?
- How do groups collaborate?

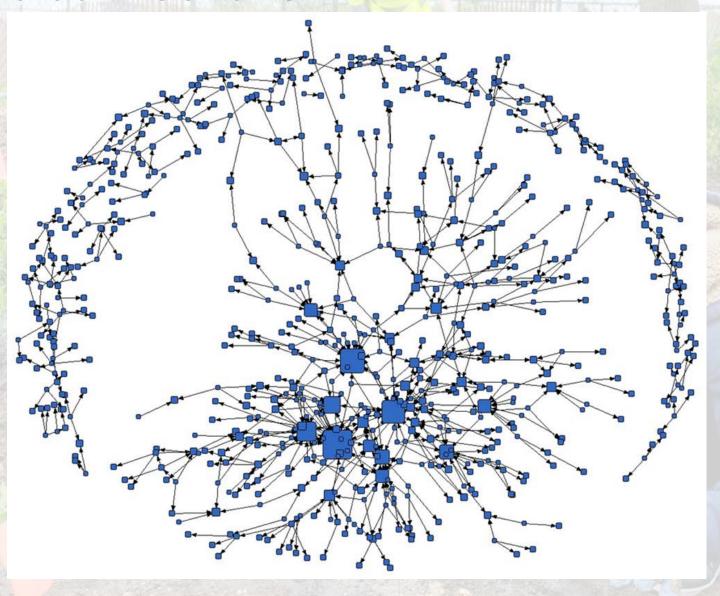




Civic-government connections

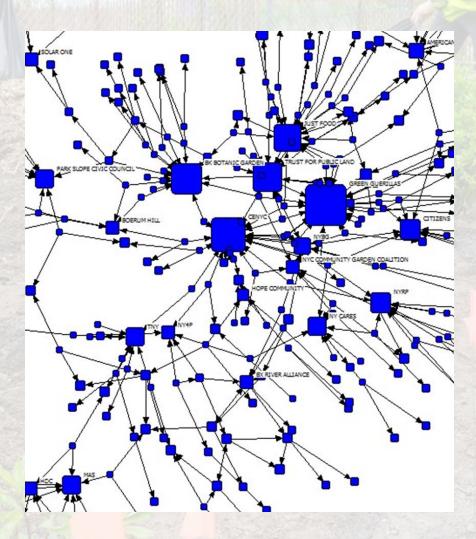


Civic-civic connections





Civic stewardship brokers or 'bridging' organizations

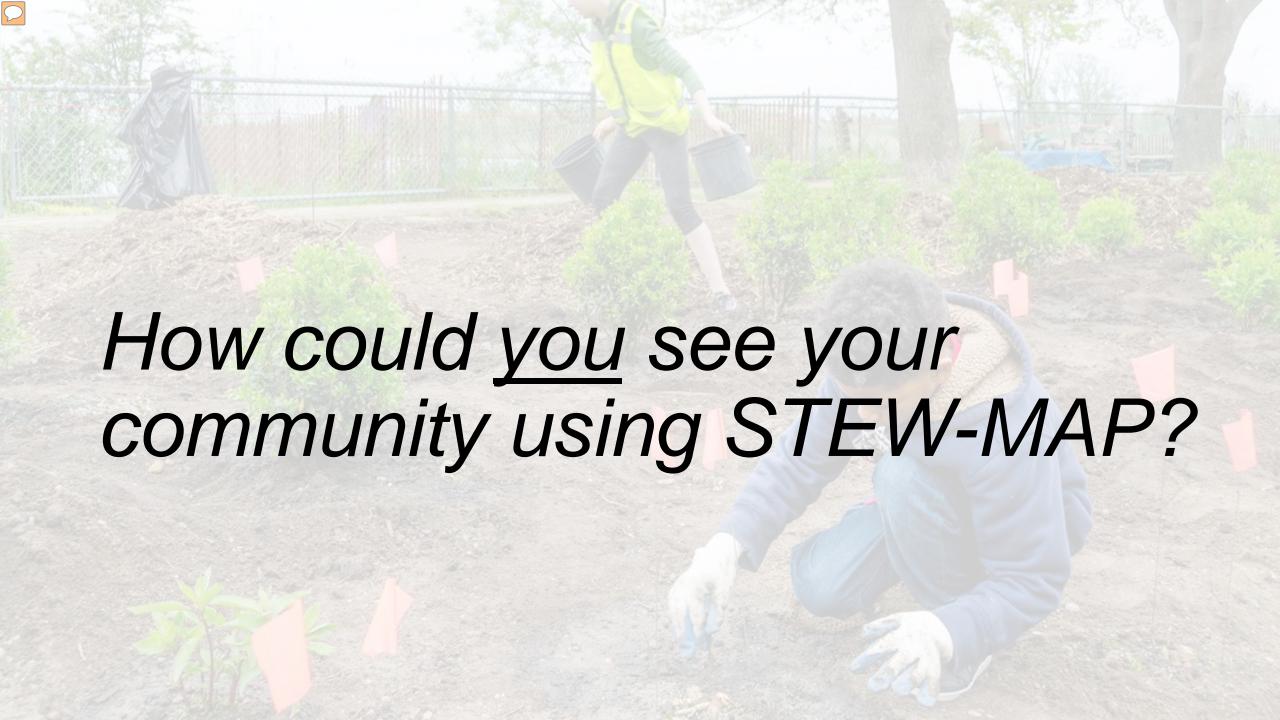


Identified civic organizations two standard deviations or above mean number of 'in-degree' ties:

Green Guerillas
Brooklyn Botanic Garden
Grow NYC
Just Food
Trust for Public Land
NY Cares
New York Restoration Project
Trees New York
Citizens Committee for NYC
Park Slope Civic Council
American Littoral Society
Municipal Arts Society

Why map stewardship over time, space and networks?

- Adaptation to natural and social disturbances
- Response to government planning initiatives
- Professionalization and capacity building
- Innovation diffusion through networks and across space









STEW-MAP Implementation Steps

List of Groups

Survey

Analysis

Results

- Partner with organizations
- Combine
 mailing lists
 and databases
 to create final
 list of groups
- Keep survey open for 3 - 6 months
- Consider incentives
- Ask partners for help promoting participation

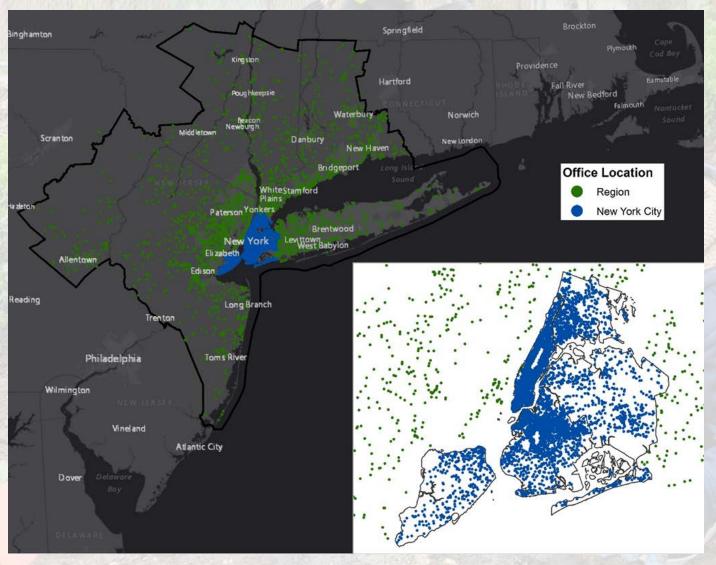
- QA/QC responses
- Create/clean spatial data
- Create social network analysis datasets

- Organizational data
- Spatial data
- Network data
- Available publically

List of Groups

- Spreadsheet of groups who will receive the survey
- Can be: Civic + government + businesses
- Includes contact information
 - Group/organization name
 - Contact person
 - Phone number
 - Address
 - Email address
 - Social media account names
- Also, a unique ID number for each group is important for matching up responses later

Sample for STEW-MAP NYC 2017



Sending the STEW-MAP Survey

- Create an electronic and/or paper version of survey
 - Who sends the survey matters
 - Include a cover letter
- Send to all organizations in the list of groups
- Send two reminders
- Consider making phone call reminders one to each group that has not responded
- Track reminder efforts in a spreadsheet

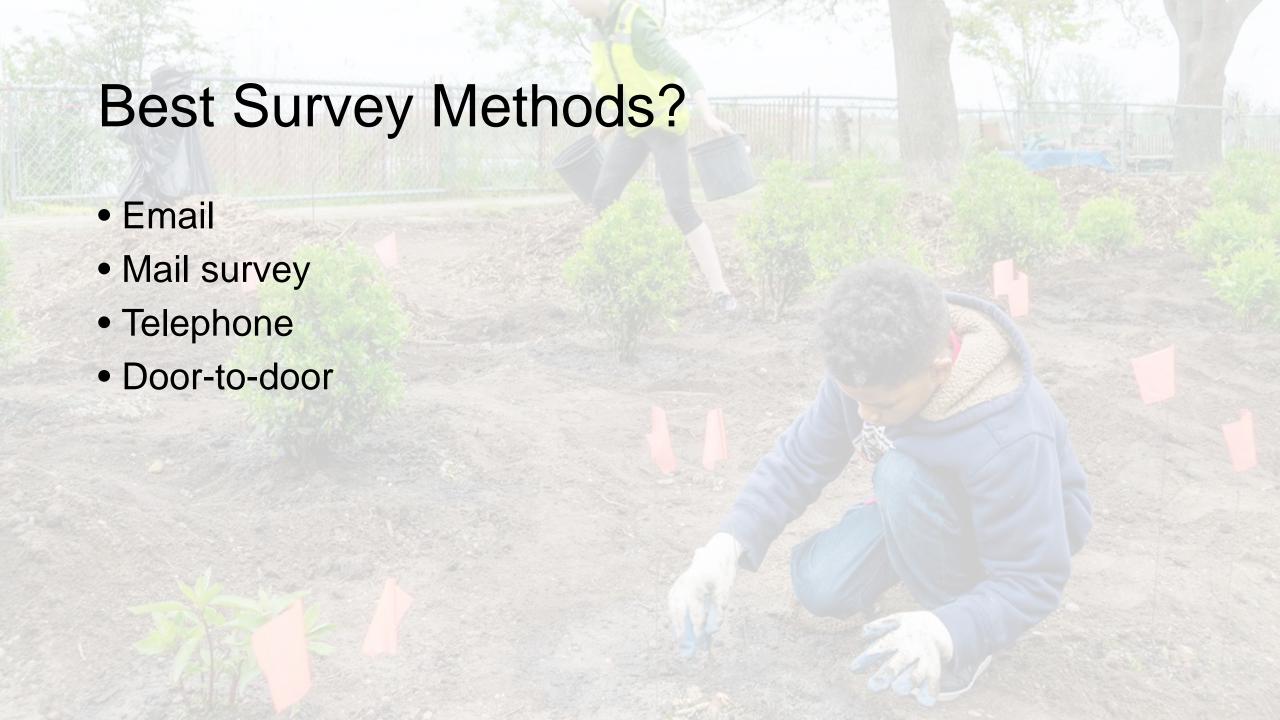
Survey Software

- Survey Monkey
- Survey Gizmo
- Qualtrics
- Etc.
- Allows you to load your list of groups
- Send your survey to that list of groups
- Track who responds to the survey
- Send reminders to take the survey
- Download the survey dataset



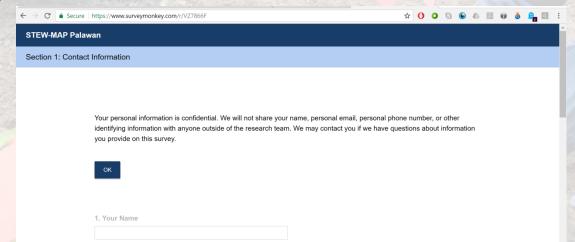
surveygizmo





Managing Survey Responses

- If electronic, all responses will be in survey software, like Survey Monkey
- If paper, survey team can enter responses into survey software (preferred) or an EXCEL spreadsheet
- If both, all responses should be in survey software, so formatting matches



Survey Responses

- Download data from Survey Monkey
- Exclude erroneous responses
- Compare against list of groups sent the survey (sampling frame) to get response rate
- Code the survey data
- Summarize results
- Map geographic data
- Create networks

Response Rate

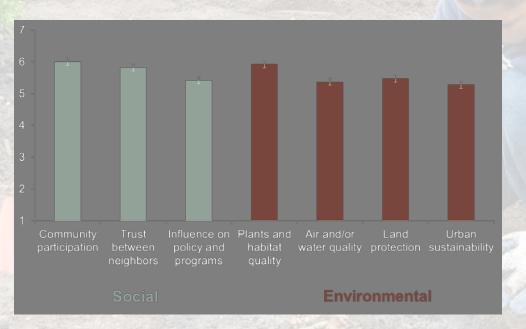
 Number of responding groups / Number of groups receiving the survey * 100%

 A higher response rate indicates a better representation of the variation across groups

• 50 responses / 200 groups = 25% response rate

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	Year founded	Oldest formed in 1838, # orgs increased in 70s, 80s, 90s					
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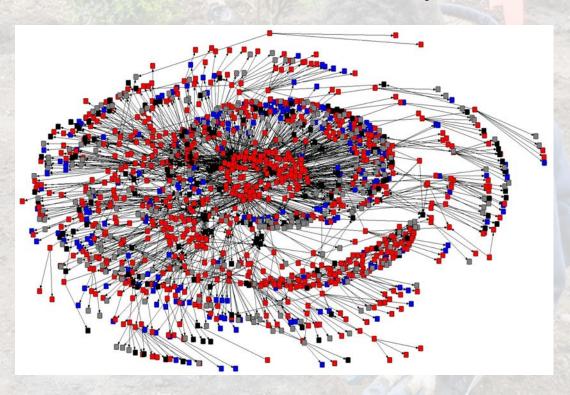




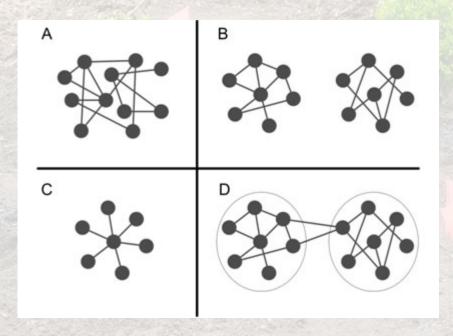
Networks

- What groups are working with each other?
- What groups are the most connected? Most independent?

2007 New York City STEW-MAP network



Network Characteristics



- (A) No distinguishable subgroups (high cohesiveness)
- (B) Divided in two isolated subgroups.
- (C) Highly centralized network
- (D) Distinguishable subgroups

Source: Bodin and Crona 2009



Node List

- ID = unique number of a group
- Same as PopID in other files must be called ID in Gephi

Nodes Edges Configuration Add	node ® Add edge # Search/Replace ™ Import Spreadsheet ™ Export table	e * More actions v Filter:	Id	~
Id	Label	Interval		
1	A Little Taste of Everything, Mill Creek Farm			
3	African American United Fund			
4	American Legion Playground Advisory Council			
6	Audubon Pennsylvania			
7	Awbury Arboretum			
8	Beech Community Services			
9	Bel Arbor Community Garden			
10	Bel Arbor Tree Tenders			
13	Bicycle Coalition of Greater Philadelphia			
14	Bodine Street Community Garden			
15	Bridesburg Cougars			
16	Bustleton Bengals			
18	Cecil B. Moore Stingrays Youth Athletic Incorpor.			
19	Cedar Park Neighbors			
20	Center in the Park Senior Environment Corps			
22	Central Roxborough Civic Association			
24	Chestnut Hill Community Association			
23	Chestnut Hill Historical Society			
25	Chew Playground			
26	City Parks Association			
27	CityLights Network			
28	Community Action Group			
29	Community Ventures			
30	Courtesy Stables			
31	Delaware River City Corporation			
33	East Falls Community Council			
34	East Falls Tree Tenders			
35	East Kensington Neighbors Association			
36	East Mount Airy Tree Tenders			
37	East Mt. Airy Neighbors			
38	East Park Revitalization Alliance			
39	East Passyunk Crossing Civic Association			
40	East Passyunk Crossing Civic Association Beautifi.			
42	Enon Tabernacle Baptist Church			
43	Epic Adventurez			

Edge List

Gephi 0.9.1 - Philly_example.gephi

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Source	Target	Type	Id Id	Label	Interval	Weight	Sender	SenderID	Receiver Receiver	ReceiverID	Edges: 733 Directed Graph
	234	Directed	0			1.0	A Little Taste of	R cvEZ5z8lfawJK.	Broad Street Min	. NA	Filters Statistics × MultiMode Netwo
1	38	Directed	1			1.0				R_8gyPHXjpgvIJbRr	Settings
1	403	Directed	2			1.0			Mariposa Food C		
1	415	Directed	3			1.0	A Little Taste of	R_cvEZ5z8lfgwJK.	Mill Creek Adviso	NA	■ Network Overv
1	429	Directed	4			1.0	A Little Taste of	R_cvEZ5z8lfgwJK.	Nationalities Ser	. NA	Average Degree
1	431	Directed	5			1.0	A Little Taste of	R_cvEZ5z8lfgwJK.	Neighborhood Bi	NA	Avg. Weighted Deg
1	125	Directed	6			1.0	A Little Taste of	R_cvEZ5z8lfgwJK.	Pennsylvania Hor.	R_aaEWRzTMmNiD	Network Diameter
1	525	Directed	7			1.0	A Little Taste of	R_cvEZ5z8lfgwJK.	SHARE Food Pro	. NA	
1	561	Directed	8			1.0	A Little Taste of	R_cvEZ5z8lfgwJK.	Teens for Good	NA	Graph Density
1	592	Directed	9			1.0	A Little Taste of	R_cvEZ5z8lfgwJK.	Urban Nutrition I	NA	HITS
1	187	Directed	10			1.0	A Little Taste of	R_cvEZ5z8lfgwJK.	Weavers Way Co	R_6JPGY8wjuuyDX	Modularity
1	603	Directed	11			1.0	A Little Taste of	R_cvEZ5z8lfgwJK.	West Philadelphi	. NA	
3	226	Directed	12			1.0	African America	R bloYXRDEd6X9	Blues Babe Foun	. NA	PageRank
3	322	Directed	13			1.0			Frator Heru Insti		Connected Compo
3	349	Directed	14			1.0			Grands as Parent.		■ Node Overview
3	373	Directed	15			1.0	African America	R bloYXRDEd6X9	Institute for Dev	. NA	Avg. Clustering Cod
3	125	Directed	16			1.0	African America	R bloYXRDEd6X9	Pennsylvania Hor.	R_aaEWRzTMmNiD	Eigenvector Centra
3	480	Directed	17			1.0			Philadelphia Doll		
3	504	Directed	18			1.0			Public Interest L		■ Edge Overview
3	182	Directed	19			1.0				. R_0kUXpabTZFvlxUp	Avg. Path Length
3	625	Directed	20			1.0			X-Offenders for		■ Dynamic
3	628	Directed	21			1.0			Youth and Self-E		# Nodes
4	615	Directed	22			1.0			Wissinoming Civi		
6	200	Directed	23			1.0			. Academy of Natu.		# Edges
6	206	Directed	24			1.0			. American Bird C		Degree
6	258	Directed	25			1.0			. Cobbs Creek Env		Clustering Coefficie
6	277	Directed	26			1.0			. Delaware Valley		
6	38	Directed	27			1.0				R_8qyPHXjpgvIJbRr	
6	302	Directed	28			1.0			. Fairmount Park F.		
6	404	Directed	29			1.0			. Master Naturalist.		
6	423	Directed	30			1.0			. Morris Arboretum		
6	457	Directed	31			1.0		R_025usXGde9F		NA	
6	458	Directed	32			1.0		R_025usXGde9F		NA	
6	125	Directed	33			1.0				R_aaEWRzTMmNiD	
6	530	Directed	34			1.0			. Smith Playground	NIA	
-	157	Directed	35			1.0	Audubon Pellis	K_023d5XGde91		NA	
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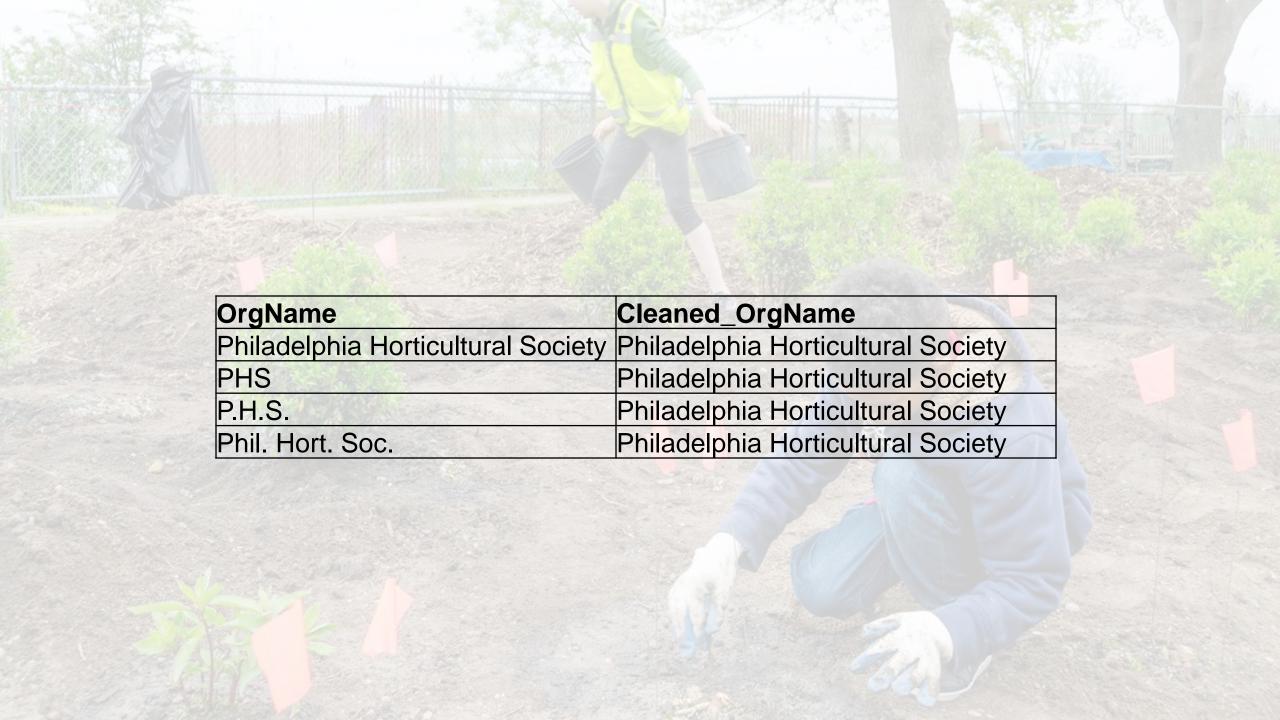
Networks

- Pull networks questions from survey responses
- Standardize group names
- Assign a unique number to each group
- Create node list and edge list for Gephi software
- Load node list and edge list into Gephi
- Experiment with visualizations
- Take a screen shot or export as .svg file

Networks Cleaning

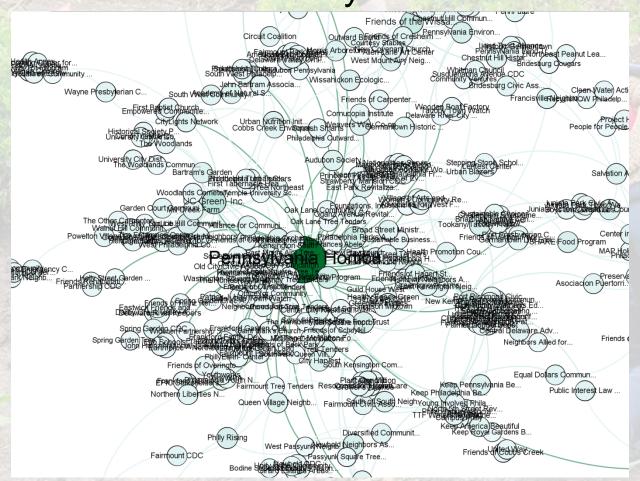
- Philadelphia Horticultural Society
- PHS
- P.H.S.
- Phil. Hort. Soc.

- All are the same organization
- Pick one format and apply to all





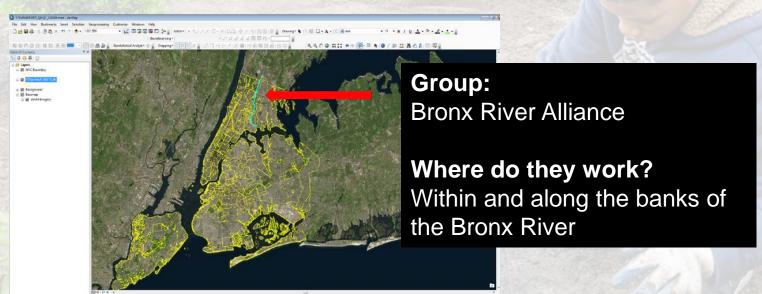
Pennsylvania Horticultural Society – central node





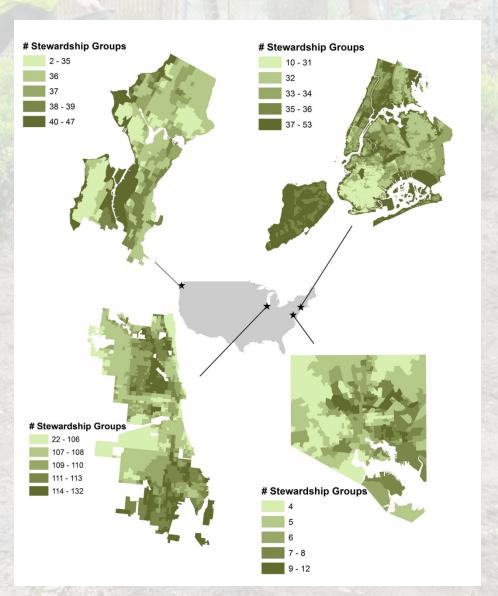
What is a Turf?

- A polygon that represents where a group stewards the local environment
- Can be large or small
- Turf = group's activity area



Stacking "Turfs"

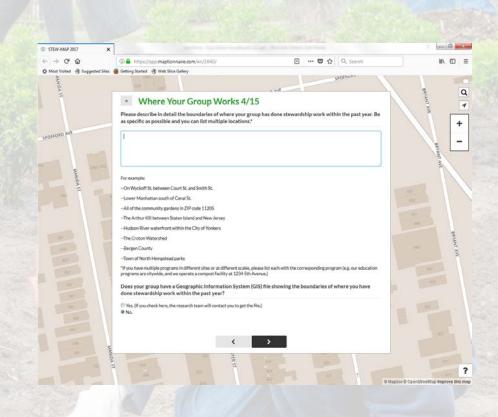
- Areas with lots of groups?
- Areas with few groups?
- Are there any gaps?
- What explains the spatial pattern at multiple scales?





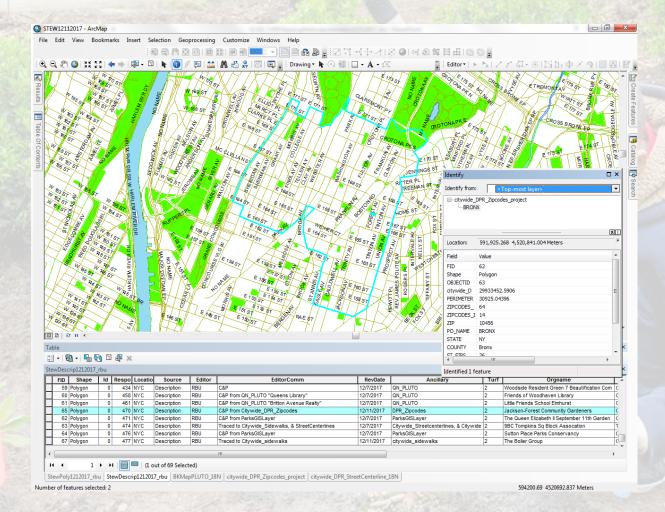
Mapping Turfs from Survey Descriptions

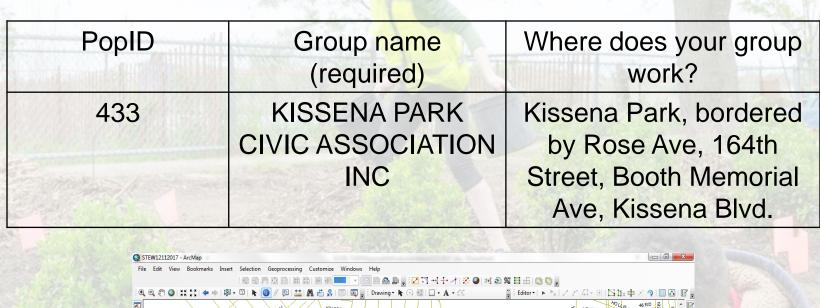
- Building a Spatial database
 - Qualitative descriptions of street boundaries, park names, watersheds, building addresses, etc.
 - Line up with existing GIS datasets to map where groups work

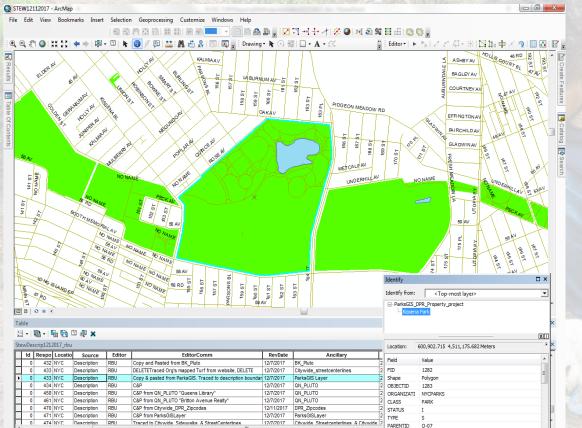


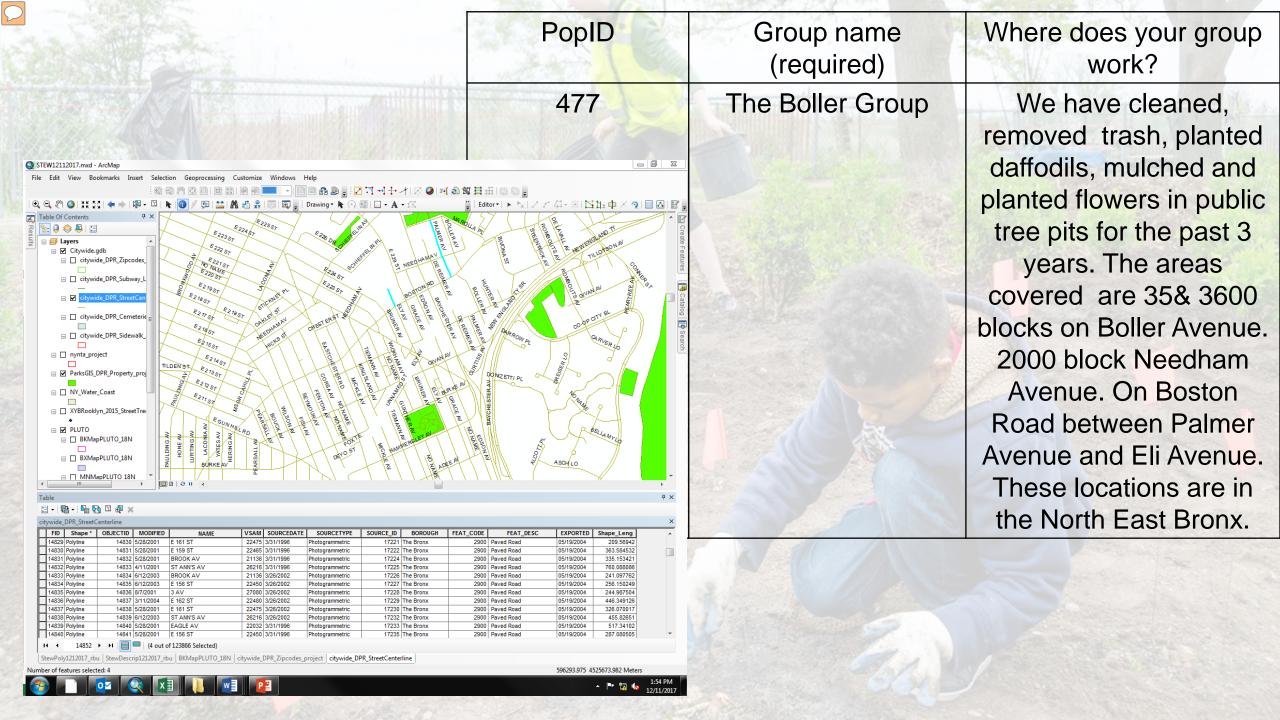
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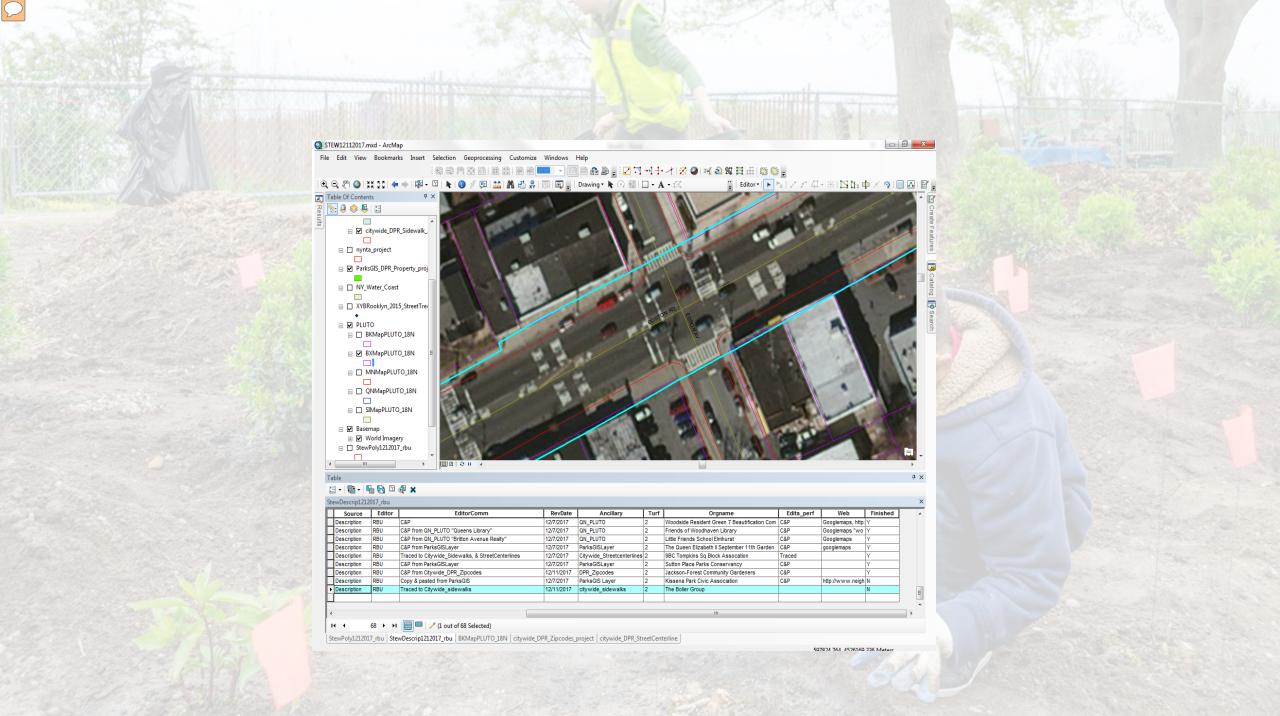
PopID	Group name	Where does your group		
	(required)	work?		
470	jackson-forest community gardeners	Within zip code 10456		



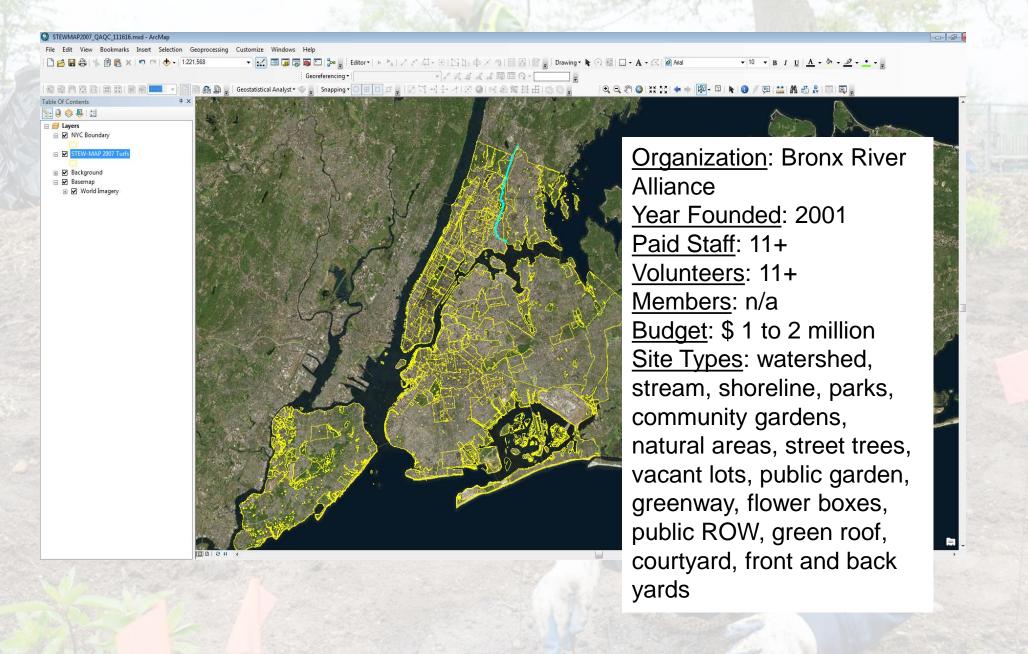






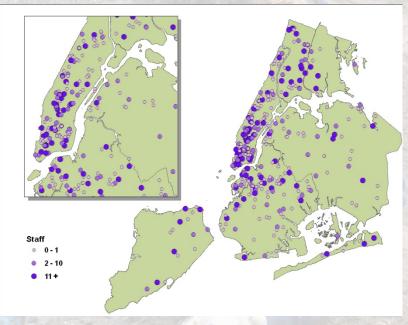




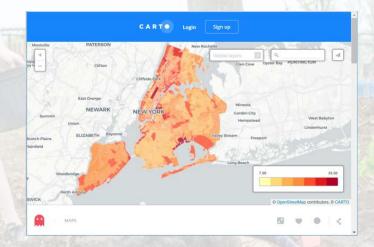


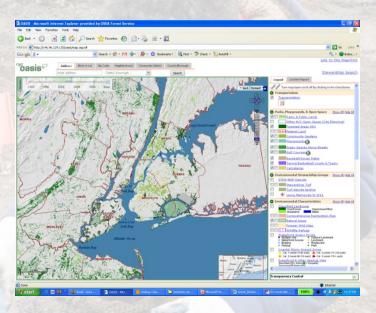
- Static maps
- Online interactive maps
- Individual turfs
- Stacked turfs
- Linked with network and organizational characteristic data
- Layered with other GIS datasets



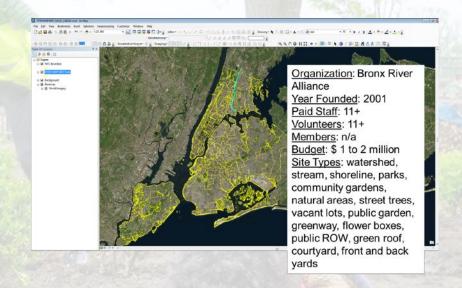


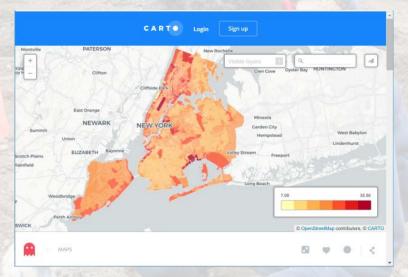
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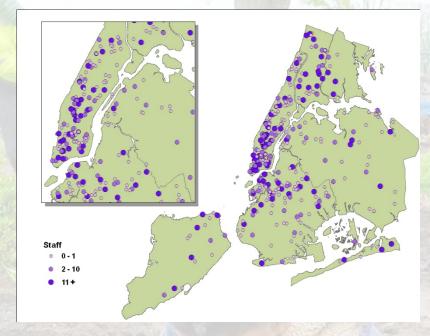
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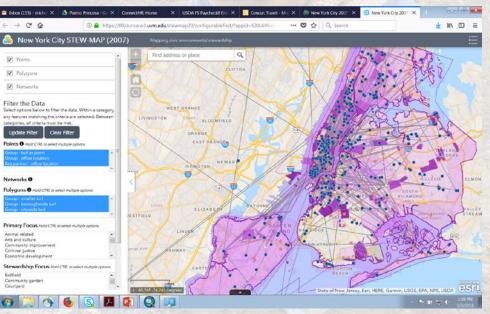




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 datasets





Products

- Database
 - GIS database
 - Networks software
 - Spreadsheets
- Infographics and fact sheets
- Reports
- Research articles
- Interactive maps
- Network diagrams
- Who are the products for?

STEW-MAP 2017: Greater New York City Region

What is the STEWardship Mapping and Assessment Project?

STEW-MAP is a publicly available, online stewardship database and map of civic organizations in the New York City region that work to conserve, manage, monitor, transform, advocate for, and/or educate the public about their local environments. Share your work and local knowledge with others and get on the map!



What can you learn from STEW-MAP and why should you participate

- Answer the question: who takes care of the New York City region? Where are ther gaps and concentrations of care?
- Assess and strengthen civic capacity and expertise across cities and towns
- Learn about where groups are working and what kind of work they are doing
- Discover emerging coalitions and alliances in your community
- Identify ways to share information, ideas and other resources with groups, nonprofits and government agencies throughout the region
- Display maps and diagrams of civic environmental action in your city and town The 2017 map expands beyond NYC to include environmental nonprofits across th

region - defined as the combined metropolitan statistical area

- May 2017: Survey launches online to groups with known emails in NYC
- July 2017: Survey launches by mail to second wave in NYC and the region
- Fall 2017: Survey closes after 6 months
- Winter 2017: crowdsourcing groups—anyone can add their group to the map!
- · 2018: Updated STEW-MAP data available online

STEW-MAP is a program of the US Forest Service, in partnership with the City of New York



Environmental Politics Vol. 21, No. 1, February 2012, 26-48 Routledge

The organisational structure of urban environmental stewardship

Dana R. Fishera*, Lindsay K. Campbellb and Erika S. Svendsenb

^aDepartment of Sociology, University of Maryland, College Park, MD, USA; ^bUSDA Forest Service, Northern Research Station, New York, NY, USA

How is the organisational structure of urban environmental stewardship groups related to the diverse ways that civic stewardship is taking place in urban settings? The findings of the limited number of studies that have explored the organisational structure of civic environmentalism are combined with the research on civic stewardship to answer this question. By bridging these relatively disconnected strands of research and testing

Thank you!



https://www.nrs.fs.fed.us/nyc/focus/stewardship_mapping/

https://www.nrs.fs.fed.us/urban/monitoring/stew-map/