

18 Million Individual Decision Makers





Stewardship

Goal

Increase the number and diversity of local stewards and local governments that actively support and carry out the conservation and restoration activities that achieve healthy local streams, rivers and a vibrant Chesapeake Bay.



Environmental Literacy

Goal

Enable students in the region to graduate with the knowledge and skills needed to act responsibly to protect and restore their local watersheds.



Public Access

Goal

Expand public access to the Chesapeake Bay and its tributaries through existing and new local, state and federal parks, refuges, reserves, trails and partner sites.





Stewardship Behaviors



Perceptions and Attitudes



Volunteerism



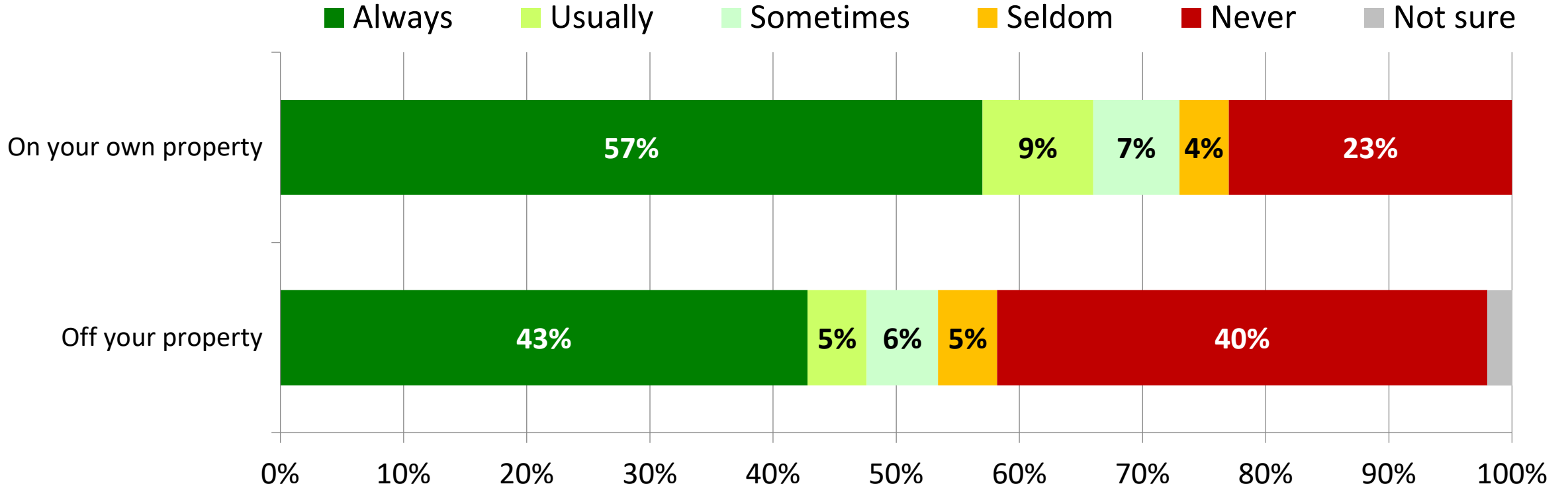
Civic Engagement



High impact behaviors have
become more common

Behaviors

Picking up after Your Dog



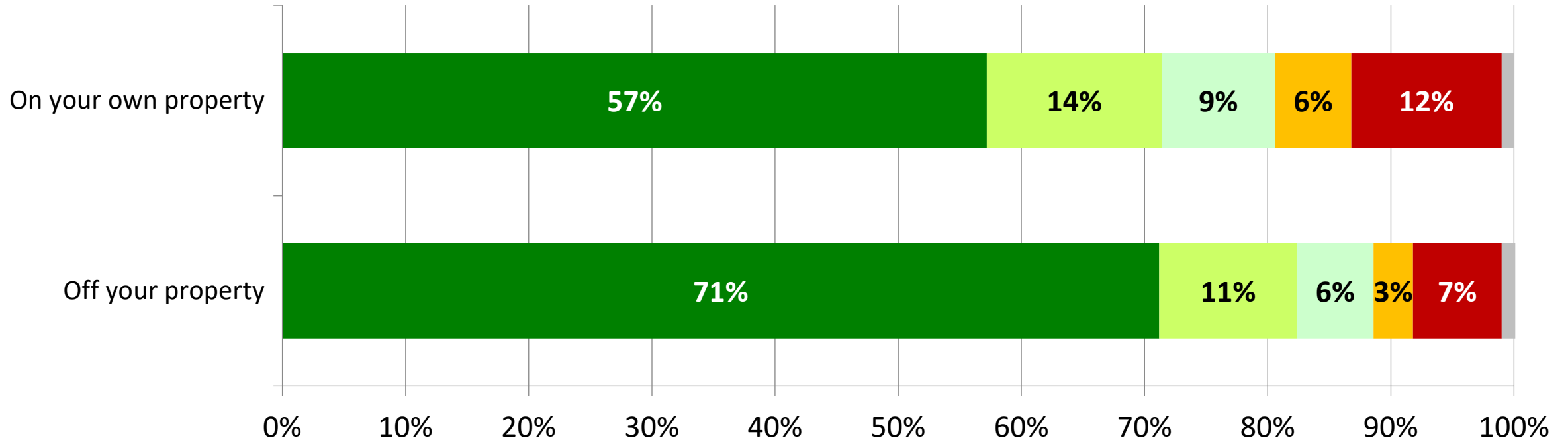
Do you pick up your dog's waste and dispose of it in the trash when you are...
 ...On your own property?
 ...Off your property?

Behaviors

2023 Data

Picking up after Your Dog

Always Usually Sometimes Seldom Never Not sure



Do you pick up your dog's waste and dispose of it in the trash when you are...

...On your own property?

...Off your property?

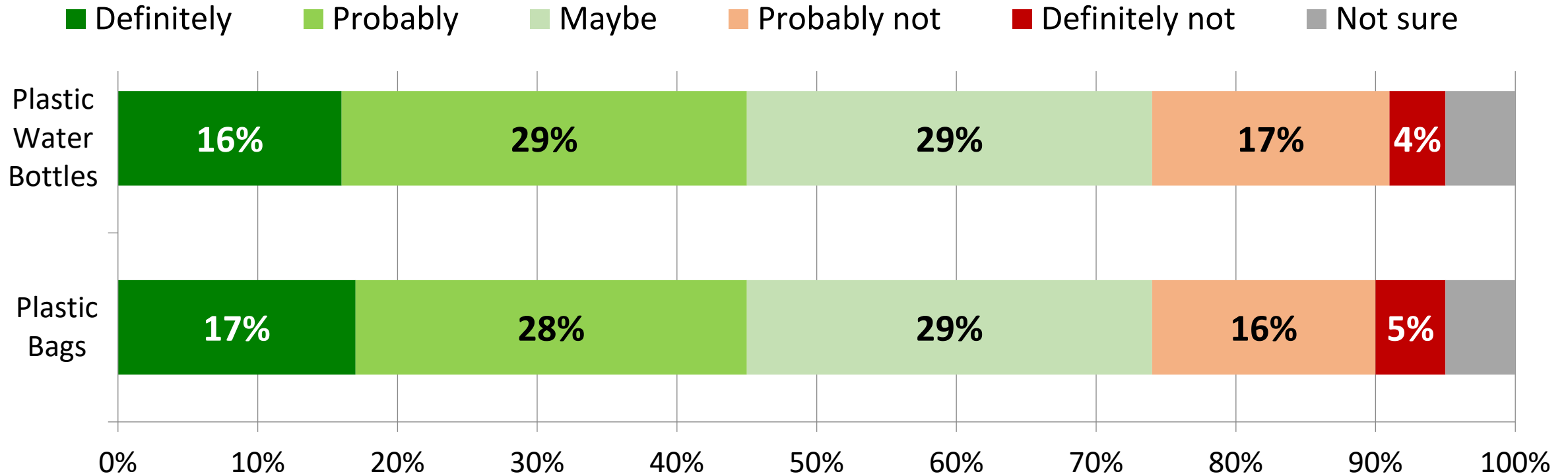


People are ready to make positive change

Likelihood

2023 Data

Use fewer disposable water bottles / disposable bags



In the next year or so will you...?

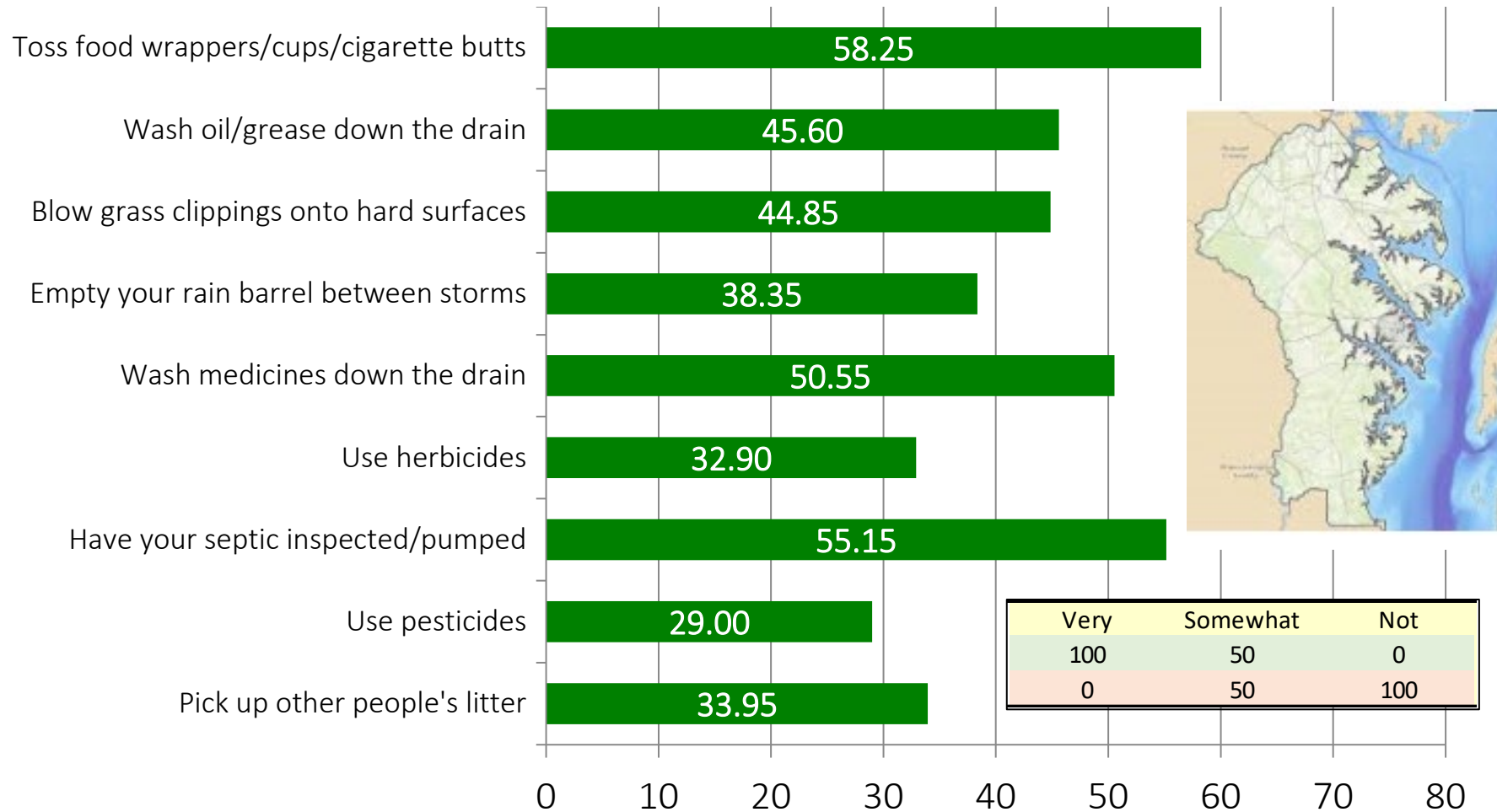
L26: Use fewer disposable plastic bags than you do today?

L25: Use fewer disposable plastic water bottles than you do today

Citizen Stewardship Indicator: Anne Arundel County

Behaviors Susceptible to Change

Asked Only of Those Not Taking the Desired Action Today



Looking forward over the next year or so, how likely are you to do each of these things using the scale (rotate high to low/low to high): [very likely, somewhat likely, (or) not likely]?

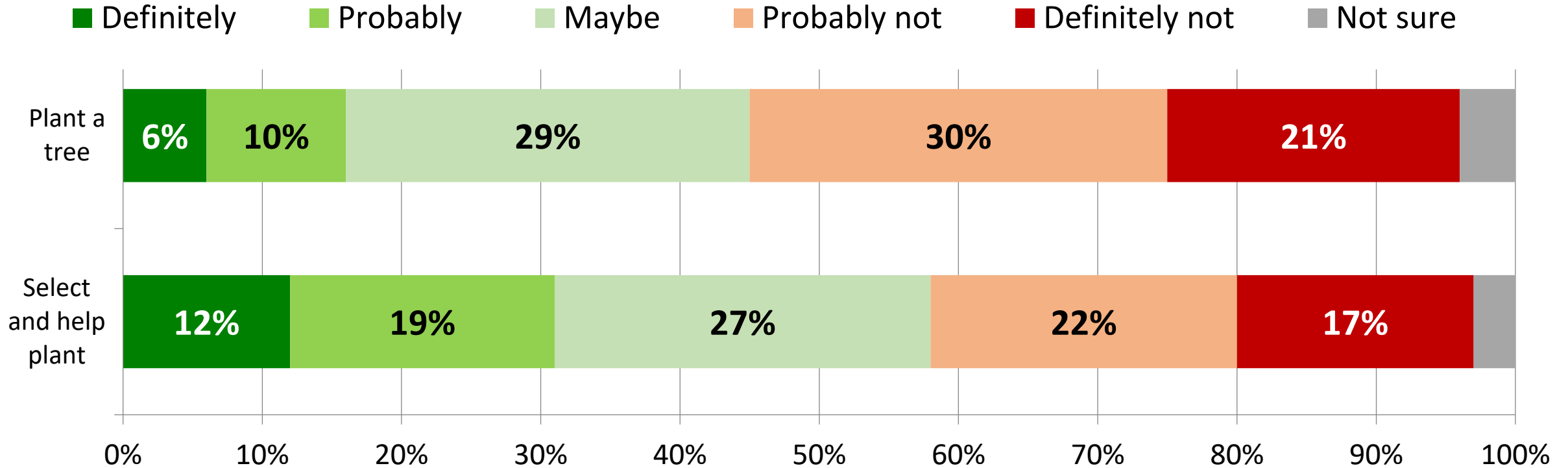


People indicate a little help
would change their behavior

Likelihood

Plant a Tree

2023 Data



In the next year or so will you...?

L4: *Plant a tree*

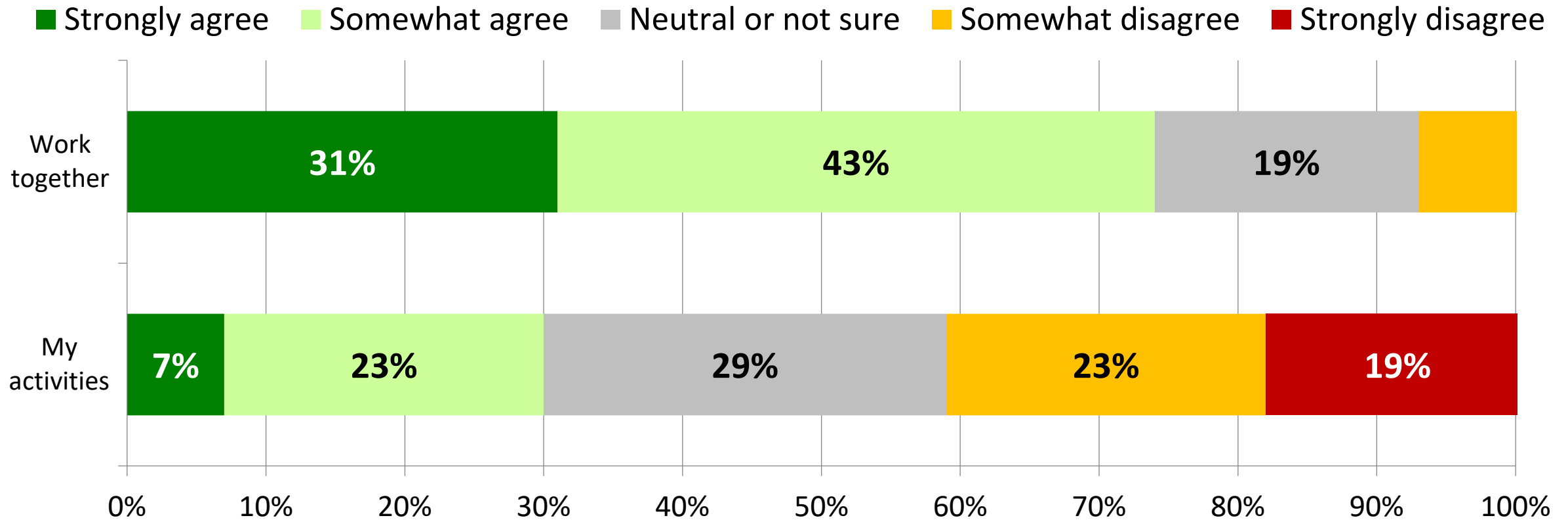
L4A: *Plant a tree if someone helped pick out right kind and helped you plant it*



The public is optimistic and engaged around water pollution and environmental protection—but there's room for improvement

Perceptions & Attitudes

If people work together, pollution can be fixed / Do I contribute to the problem?



For the following statements, please say if you strongly disagree, somewhat disagree, are neutral, somewhat agree or strongly agree.

2023: My daily activities contribute to pollution.

2017: My actions contribute to water pollution where I live.



Many thanks to:

Steve Raabe and Nicholas Splendoria, OpinionWorks

Suzanne Etgen, Anne Arundel County Watershed Stewards Academy

Julie Lawson, Stakeholders Advisory Committee

Kacey Wetzel, Chesapeake Bay Trust