

SRS Progress Review

March, 2024



People Cohort



INTRODUCTION

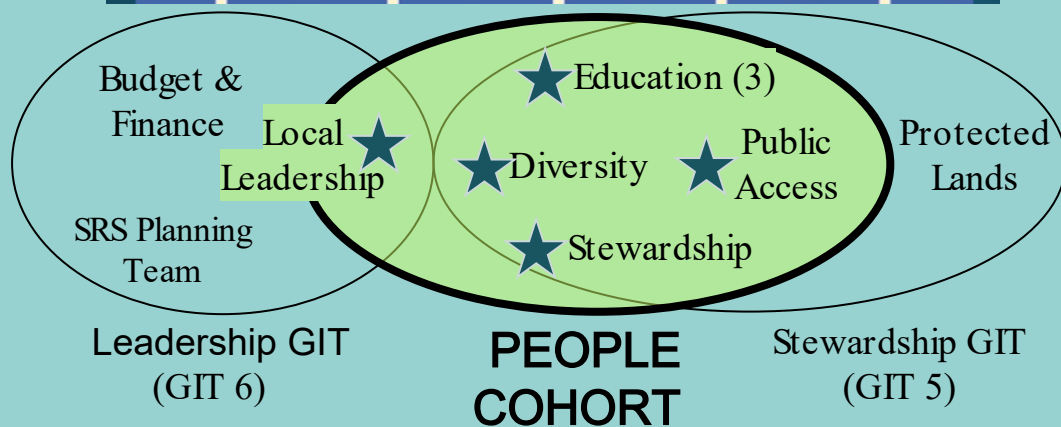
3 of the 10
Bay goals

7 Outcomes

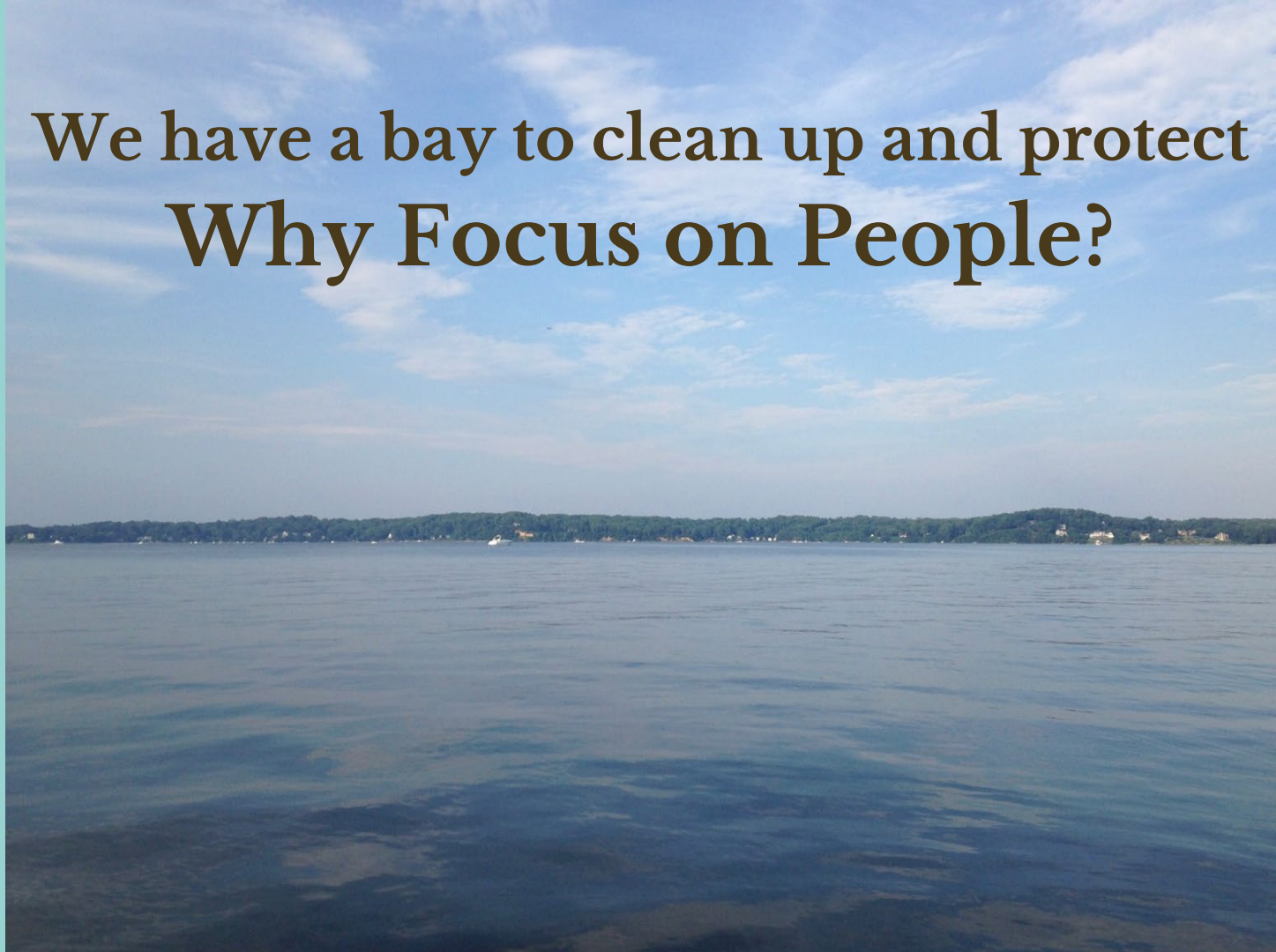
2 Goal Teams
(GITs)

5 Workgroups

What is the People Cohort?



We have a bay to clean up and protect
Why Focus on People?



People are a Great Resource!

18 Million People in the Watershed Who:

Live
Play
Learn
Work
Vote
Spend
Decide
Act
Care
Love



**People who can, should and want to be
part of the solution.**

**We need
them ALL**

Use resources
Need clean water/air

Invest in Engagement

People Prioritize Health, Recreation & Quality of Life



68%

of people surveyed
report that being on or
near the water makes
them feel happier.

61%

say that this makes
them want to do more
to protect it.

People are Willing to Become Active Bay Stewards



71%
of residents surveyed
want to do more to make
their creeks, rivers and
lakes healthier.



65%
agree polluted water
affects them personally.

People's Perspectives Matter

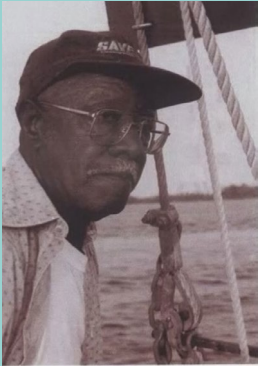
“Lasting environmental change starts with every voice being heard.”

– Green2.0

Traditionally excluded and underrepresented demographics are the most impacted by environmental issues.

~75%

of Black voters polled in 2022 are worried about climate change, with a sense of urgency to address it.



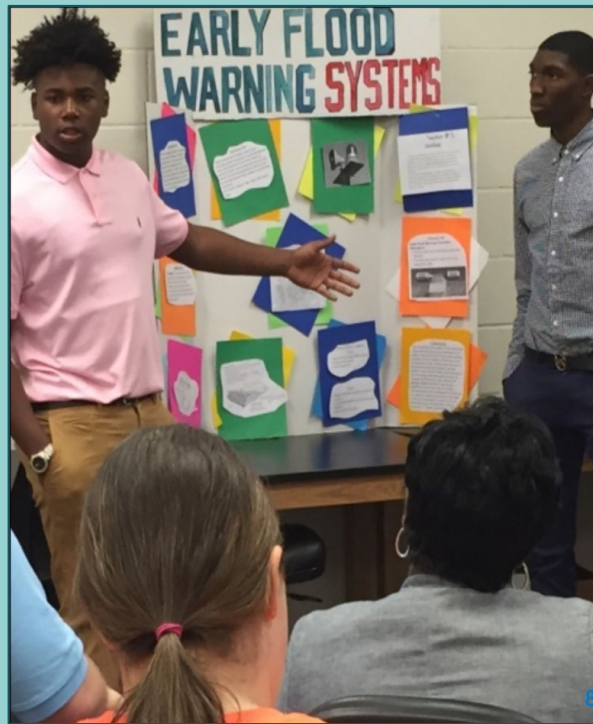
The Chesapeake Bay region is a significant setting in African American history, with important sites and people who have shaped and been shaped by the region's bay, rivers, creeks and lands.

84%

of Latino voters polled in 2021 support Bay conservation; an overwhelming majority support land conservation, and are concerned about climate change, water pollution, and access to nature and historic sites.



People Need Knowledge & Skills gained through education & experience



~73%

of the 800 school districts in the watershed offer students a Meaningful Watershed Educational Experience (MWEE), a prolonged program that connects students to the natural world and builds life skills.

There are ~3 million K-12 students in the watershed.

Why People?



Clean Water Act



1972



Chesapeake Bay Initiative Act

1998

Exec. Order 13508 Chesapeake Bay Protection and Restoration



2009



2014

Governance Document



2022

Our authorizing
legislation, mandates, agreement, and guidance
say so!



Spectrum of Community Engagement/ Public Participation

INFORM → CONSULT → INVOLVE → COLLABORATE → CO-LEAD/ EMPOWER

Engaging people is crucial to meeting all of our Bay goals and outcomes.

People are the “Secret Sauce” to success for the Bay



Cornflake-crusted Severn River rockfish with salsa verde