

Galveston Bay Drive & Discover Guide

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Amendment No. 2

FINAL REPORT

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A PROGRAM OF THE TCEQ

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PROJECT SUMMARY

This project involved updating, printing, and interactive enhancements of the Galveston Bay Drive & Discover Guide, a joint effort between the Galveston Bay Estuary Program (GBEP) and the Galveston Bay Foundation (GBF). The first printing of the Galveston Bay Drive & Discover Guide in 2004 produced 20,000 copies of the full-color, 51-page guide. Another 20,000 copies were printed in 2007, with minor revisions to the text. The new guide features full-color pictures and maps throughout the 38-page guide, with an initial printing of 15,000 copies.

The Galveston Bay Drive & Discover Guide is an important education and outreach resource aimed at increasing awareness and appreciation of Galveston Bay resources. The guide serves to introduce area residents and visitors to the cultural, historical, and environmental significance of the bay to this region. Inside the front cover is a full-page map of the region along with an introduction to Galveston Bay and descriptions of the various habitats found in the Galveston Bay region. The guide is divided into seven sections and it features 59 sites with a brief description and driving directions. Each section includes a full-color map of the area, with markers for each of the sites within that area. All sites identified within the guide are accessible by automobile and are sequentially arranged so that drivers can easily travel from one site to the next. The sites are divided into sections so that users can choose to drive all the sites in an individual section or make the entire Galveston Bay “loop” in one trip. Also, all of the photographs included in the guide are images are from the Galveston Bay region, providing the reader a snapshot of some of the sights that can be seen around the bay.

This project provided for updates to the content and photos, specifically tailoring the guide’s design to match the creative design of the *Back the Bay* campaign. In addition, an interactive webpage was created and linked to the *Back the Bay* and Galveston Bay Foundation websites for the public to easily access online. A mobile website was also created to provide easier access to the information. Connecting campaign branding to outreach initiatives and tools like the Galveston Bay Drive & Discover Guide will advance the regionalization of the campaign, which makes outreach as a whole more effective.

INTRODUCTION

Over the past nine years the Galveston Bay Drive & Discover guide has been an important education and outreach tool by helping to introduce people to notable locations around the bay. Galveston Bay is an ever changing environment and because of this, updates and edits to the guide are important to keep the information up to date. The last printing of this guide was done in 2007, and in September 2008 Hurricane Ike devastated the region, impacting many of the sites listed in the guide.

The impacts of Hurricane Ike are just one reason that this update is necessary. Some of the sites previously listed in the guide have come under new ownership and are no longer

pertinent to the guide. Lastly, technology is rapidly advancing and moving towards a mobile lifestyle. Smartphones and tablets are replacing computers and being taken everywhere we go. With these changes, it is important that access to the Drive & Discover guide move forward as well. This is why a website and mobile access components are incorporated into the updates. This will allow the guide information along with other information about the sites and regions to be accessible, even if a hard copy of the guide is not available.

The original goals of the guide remain the same; to provide information about Galveston Bay to those interested parties, but the updates and enhancements to the guide will help in reaching a greater audience.

PROJECT METHODOLOGY

Once the work plan was finalized, the first task was to review the sites in the previous version of the guide and determine what sites should remain and what sites should be removed. An additional part of this process was to look into other sites that should be added to the list. Once the list was assembled, it was reviewed by GBF and GBEP and finalized. Since this is a driving guide, the sites need to be accessible, or at least visible, by vehicle. These sites also highlight natural or cultural features that epitomize Galveston Bay.

Once the sites were identified, they were broken into seven areas around the bay and placed in a logical order to allow users of the guide to travel easily within a specific area or along the entire route of the guide. The next task was to review and update site descriptions and driving directions. This proved to be an intensive task since Hurricane Ike altered, and in some cases completely removed, features or landmarks listed in the previous guide. After the site descriptions and directions were completed the entire document was reviewed by GBEP and GBF staff to check for accuracy.

Other aspects of the guide development included creating maps, selecting photos, and updating additional guide text. ArcGIS was used to create a large map of the Galveston Bay Region along with maps of each of the seven areas, with markers for each point of interest. Staff from GBEP and GBF also reviewed and selected photographs to enhance the guide. Accompanying text for the guide was updated, providing background on Galveston Bay and its habitats and also providing more information on how to get involved.

During this time, quotes for printing and website design were also secured from three companies. In the end, we elected to go with KPRC in Houston. They were able to provide oversight on all aspects of printing and web design.

Once all of the components were compiled, they were sent to Trace Communications for design and printing. The design aspect took longer than expected, but the final product is exactly what we were looking for. It is a fresh, updated, professional document that will be able to be used for many events!

Once the printed guide was completed, distribution began immediately. Appendix three has a spreadsheet of all of the guides distributed to date. With the print guide completed, work

began on the mobile app. KPRC coordinated with Bar-Z Adventures out of Austin, TX to do the app build for the guide. In house, GBF provided the basic information for the app, along with the graphics for the home screen and buttons. Then that information was provided to Bar-Z, who created the app and sent a preview of the app to GBEP and GBF staff for review. Once approved in house, the app was submitted to Apple and Google for approval and went live on August 29, 2013.

This interactive application will allow for reaching a greater audience and provide easier accessibility to the guide. With the ease of access to the guide through the mobile application, including GPS locations and navigation features, we hope this will also encourage more people to use the guide to explore Galveston Bay.

PROJECT RESULTS

This project resulted in the production and distribution of two amazing products. The first is the 38-page Galveston Bay Drive & Discover Guide booklet. 15,000 copies of this were printed and are being distributed by GBEP and GBF to individuals and organizations throughout the Galveston Bay region. They are being used as educational and outreach materials to help engage people to the beauty and history that runs deep in this area. The second product is the Galveston Bay Drive & Discover mobile app. This app is available on both Apple and Google Play (Android) platforms and allows users to access the information from the printed guide on their mobile phone or tablet devices. Along with the guide information, users also have access to events around Galveston Bay and links to both the Galveston Bay Foundation and Galveston Bay Estuary Program websites. This app allows us to get information out to a greater audience, and in turn bring more awareness and interest to the Galveston Bay Region.

Additionally, updates were made to the Galveston Bay Foundation webpage for the Drive & Discover Guide. These updates included an updated description of the guide and an electronic copy of the guide accessible from the webpage.

LESSONS LEARNED

While most of the project flowed smoothly there were a few lessons learned along the way. First, if possible, it is important to keep the design aspects of the guide as an in-house project. We contracted a designer from Trace Communications (the company who printed the guide) to do the design, which worked well, but it wasn't her primary job, and thus other projects took precedence over this one. Also, for reviewing and editing the documents, it made things more difficult because we had to send updates to the designer to be changed, or if we wanted to do it in house, we had to touch base with the designer to make sure we had the most up-to-date version of the guide template. In the end, the design of the guide turned out beautifully, but the issues that came from outsourcing the design delayed the printing of the guide.

Additionally, it is important to convey all of the deadlines when working with a contracting organization. The development of the mobile app was delayed because prior to starting the

app design, the contracting company wanted the print guide completed. This was delayed due to set-backs in design, which put a stress on the timeline. Unfortunately, once the website development began, it was realized that the app design could have begun much earlier. Much of the 'design' of the app involved inputting data into tables so that the designer can then populate the form for the app design. Much of this could have been completed earlier in the year, had we known that this was part of the design. Once again, in the end, the final product turned out wonderful, but communication issues across the board held up the production.

The ultimate lesson learned on this project is to make sure the fully and completely communicate ideas, goals, and deadlines to work to achieve a goal that is completed ahead of schedule.

TASK 3 – Revised and updated guide information

1. Task 3 deliverables are included in an attached CD due to the size of the files. This CD includes the information for each section of the guide, the maps, and the photographs used for the guide and mobile app.

Task 4 – Updated Webpage and Mobile Application

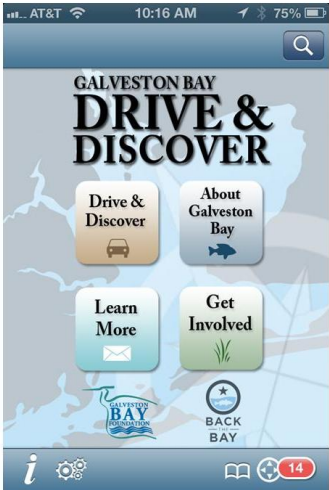
1. Updated webpage from Galveston Bay Foundation website - http://galvbay.org/publications_ddguide.html

Figure 1: GBF Drive & Discover webpage with updated text and flipbook version of the guide

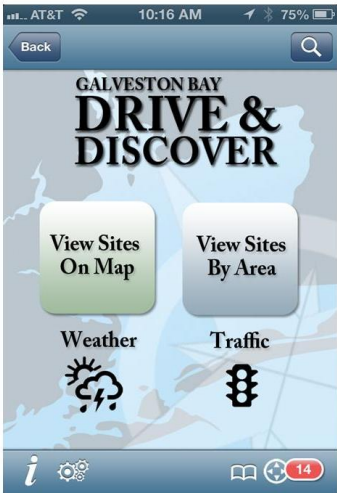


2. Smartphone mobile application – The mobile version of the Galveston Bay Drive & Discover guide is available on both Apple and Android platforms. It includes all of the features of the printed guide, along with additional photos, navigation options, and traffic and weather links as well. The following photographs are screenshots from the Apple version of the app.

Figure 2: Screenshots of the Drive & Discover mobile app (Apple version)

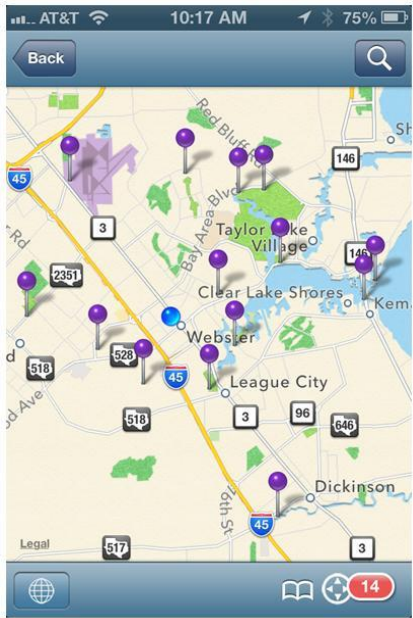


Drive & Discover app—
Home Screen

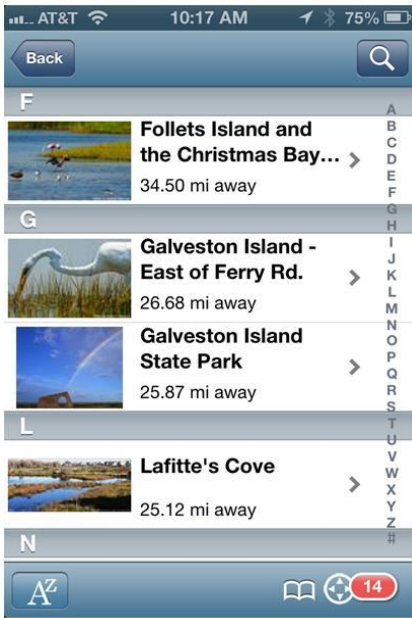


Drive & Discover app—
Secondary Home Screen

View Sites On Map



View Sites By Area



Learn More—GBF e-mews

Cancel E-news Sign-up Submit

Thank you for visiting Galveston Bay. For more information on Galveston Bay and the Galveston Bay Foundation, please fill out the form below to receive our monthly e-news letter.

First Name:

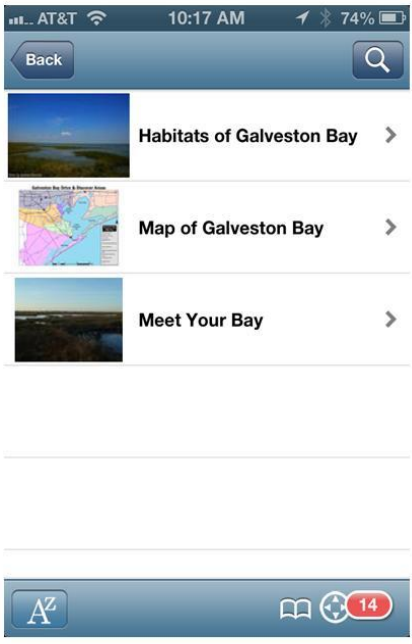
Last Name:

Email*:

Required data is indicated by the red title.

Clear Form

About Galveston Bay



Task 5 – Distribution of Printed Guides

1. Once received, distribution of the Drive & Discover guide began immediately. Copies of the guide are taken to outreach events, they are on display at the GBF office, and they are distributed throughout the Galveston Bay Region to interested persons and organizations.

Figure 3: Spreadsheet of printed guide distribution to date

NUMBER OF GUIDES	DATE SENT / DISTRIBUTED	EVENT	FIRST	LAST	ORGANIZATION	ADDRESS	CITY	STATE	ZIP
4800	7/15/2013		Cynthia	Clevenger	GBEP				
43	7/16/2013	KBR Event	Sharon	Roark	GBF				
600	7/16/2013		Sarah	Cerrone	Chambers County	508 S. Main	Anahuac	TX	77514
300	7/16/2013		Colleen	Hicks	La Porte Chamber of Commerce	1322 S. Broadway	La Porte	TX	77571
600	7/16/2013		Mary Alice	Trumble	Baytown Wetlands Education & Rec. Center	1724 Market St.	Baytown	TX	77520
1	7/16/2013		Becky	Barker	Texas Travel Information Center	1708 E. IH 10	Orange	TX	77632
100	7/17/2013		Matthew	Abernathy	GBF - Front Office				
300	7/17/2013		Matthew	Abernathy	GBF - Annex Office				
40	7/17/2013	TPWD	Chris	Bird	TPWD				
600	7/17/2013	USACE	Rachel	Gibson	USACE, Galveston Dist., Wallisville Office	1140 U.S. Army Corps Rd.	Wallisville	TX	77597
100	7/23/2013	USFWS	Stephanie	Martinez	USFWS Visitors Center		Anahuac	TX	
50	7/18/2013				Bay Area CVB	913 N. Meyer	Seabrook		
60	7/18/2013				Clear Lake Chamber of Commerce	1201 E. NASA Parkway			
300	7/18/2013				Kemah Visitors Center	604 Bradford	Kemah		
600	7/18/2013				Galveston CVB	2328 Broadway	Galveston		
900	7/18/2013				Galveston Chamber of Commerce	2228 Mechanic. #101	Galveston		
190	7/18/2013		Marita	Schultz	Pelican Rest Marina		Galveston		
300	7/18/2013		Bill	Dailey	TAMUG - Sea Camp		Galveston		
300	7/24/2013		Linda	Shead					
40	7/25/2013	LCFC	Emily	Ford	GBF - Booth Materials				
300	7/26/2013	KPRC Parents Expo	Erik	Hitt	GBF Booth promoting Drive & Discover guide at event				
300	7/30/2013		Debbie	Howard	TPWD				
50	8/26/2013	Board of Directors meeting	Matthew	Abernathy	GBF - provide guides to Board of Directors				

Guide distribution will continue at public outreach events and meetings, as well as distribution to individuals as requested.

2. Attached CD includes a PDF version of the Drive & Discover Guide that was used for print and distribution.

Task 6 – Marketing and Adversiting

1. Initial promotion of the guide was done in the form of distribution of the guide at events and a display at the Galveston Bay Foundation office. Two signs (see below) were designed to promote the guide at booths and events.

Figure 4: Drive & Discover Guide sign for booths and events (24" x 36")

GALVESTON BAY DRIVE & DISCOVER GUIDE

The impacts of life on an estuary like Galveston Bay, where fresh and salt water meet and mix, is felt by everyone who lives, works, and recreates here—from fishermen on the Galveston jetties to Houston commuters stranded by a flooded bayou. Throughout our region's rich history, the ways people have used our estuary have changed over time, and these changes have been inscribed upon and around our bay.



The Galveston Bay Drive & Discover guide blends human and natural history and documents some of these changes and their effects on our bay's habitats. From ancient shell middens to early cattle ranches to the first offshore oil rigs in Texas to world-renowned birdwatching sites, the Drive & Discover guide organizes these and many other sites into seven geographic areas that can be visited individually or as a whole driving tour around the bay.



About the Drive & Discover guide:

- Features over 50 points of interest with descriptions and driving directions
- Organizes sites into seven geographic areas
- Includes a regional map as well as maps of each of the seven areas
- Introduces key habitats that make up our bay
- Captures some of the beauty of the bay in full-color photographs

Let the Galveston Bay Drive & Discover guide pique your curiosity, start exploring, and learn what has made Galveston Bay such a special and vital resource, both now and throughout history.



2. With the launch of the Drive & Discover guide mobile app, promotion will also be done through the Galveston Bay Foundation website, Facebook page, and Twitter. There will also be information sent out through GBF's e-newsletter and Gazette (quarterly publication).

3. KPRC/Post Newsweek will be promoting the guide and mobile app with the use of 7- and 15-second promotional segments and 'snipe' advertisements during newscasts and primetime programming. These promotions will continue in varying capacities through November 2013.

Figure 5: KPRC – Digital Promotion Plan

Click2houston.com						
Client:		DRIVE & DISCOVER GALVESTON BAY				
Campaign:		Guide: App and Web site promotion				
Monthly Unique Users:		1,700,000	Source:		Google Analytics	
Monthly Page Views:		22,000,000	Source:		Google Analytics	
		<input checked="" type="checkbox"/> <input type="checkbox"/>				
Accept 3rd Party Ad Tags?		YES	NO			
Sales Contact:		John Rizzuti	Traffic Contact:		Jessica Benavides	
Email Address:		jrizzuti@kprc.com	Email Address:		jbenavides@kprc.com	
Phone:		713-778-4781	Phone:		713-778-4837	
Site	Section / Targeting	Unit/Size	Start Date	End Date	Total Impressions in Section for Flight Period	Proposed Impressions
Click2Houston.com	Home, News, Weather	728x90	9.9.13	11.30.13	500,000	500,000
	Entertainment, ROS	300x250	9.9.13	11.30.13	600,000	600,000
Click2Mobile	Click2houston	300x50	9.9.13	11.30.13	600,000	600,000
	Just weather	HTML 5	9.9.13	11.30.13	300,000	300,000
	M.Click2houston					
Click2Houston.com	Home, News, Weather	728x90	9.30.13	10.11.13	200,000	200,000
Bike Around the Bay	Entertainment, ROS	300x250	9.30.13	10.11.13	100,000	100,000
Click2Mobile	Click2houston	300x50	9.30.13	10.11.13	200,000	200,000
Bike Around the Bay	Just weather	HTML 5	9.30.13	10.11.13	100,000	100,000
	M.Click2houston					
Have ad (App and web site launch)	Home page	Hover Specs			200,000	200,000
DATES TBD		728x90			200,000	200,000
		300x250			200,000	200,000
Click2houston	Pre Roll	:15	9.15.13	11.30.13	300,000	300,000
					TOTAL:	3,500,000

Figure 6: KPRC – TV Promotion Plan

DRIVE & DISCOVER GALVESTON BAY TV PLAN

Author: John Rizzuti

Proposal ID: 14757
Schedule Date: 9/9/2013 - 11/17/2013
Advertiser: BACK THE BAY
Spot Length(s): :05,:15

Acct. Exec: John Rizzuti
Phone #: 713-778-4781
Email: jrizzuti@kprc.com

Flight Dates: 9/9/2013-11/17/2013

Program Time	Spot Length	SE 9	SE 16	SE 23	SE 30	OC 7	OC 14	OC 21	OC 28	NO 4	NO 11	DMA P18+ RTG	DMA P18+ (000)	DMA HH RTG	DMA HH (000)	Wk	Spots
KPRC																	
KPRC LOCAL 2 NEWS AT 6AM	:05	1	1	--	--	1	1	--	--	1	1	1.8	83.6	3.3	72.1	6	
GRPs/Impressions												10.8	501.6	19.8	432.6		6
Mo-Fr 6:00a-7:00a																	
TODAY SHW	:05	1	1	--	--	1	1	--	--	1	1	1.7	77.9	2.8	62.5	6	
GRPs/Impressions												10.2	467.4	16.8	375.0		6
Mo-Fr 7:00a-9:00a																	
TODAY SHW	:15	1	1	--	--	1	1	--	--	1	1	1.7	77.9	2.8	62.5	6	
GRPs/Impressions												10.2	467.4	16.8	375.0		6
Mo-Fr 7:00a-9:00a																	
KPRC LOCAL 2 NEWS AT 6AM WKND	:15	1	1	--	--	1	1	--	--	1	1	1.3	58.5	2.2	48.4	6	
GRPs/Impressions												7.8	351.0	13.2	290.4		6
Sat 6:00a-10:00a																	
KPRC LOCAL 2 NEWS AT 6 WKND	:15	1	1	--	--	1	1	--	--	1	1	0.8	36.1	1.6	34.9	6	
GRPs/Impressions												4.8	216.6	9.6	209.4		6
Sun 6:00a-7:00a																	
LOCAL 2 NEWS at 10PM	:05	--	1	--	--	1	--	--	--	1	--	2.9	131.6	4.6	102.4	3	
GRPs/Impressions												8.7	394.8	13.8	307.2		3
Mo-Fr 10:00p-10:35p																	
THE TONIGHT SHOW	:05	1	1	--	--	1	1	--	--	1	1	1.6	74.0	2.9	63.9	6	
GRPs/Impressions												9.6	444.0	17.4	383.4		6
Mo-Fr 10:35p-11:35p																	
SATURDAY NIGHT LIVE	:05	1	--	--	--	1	--	--	--	1	--	2.8	125.8	4.6	102.3	3	
GRPs/Impressions												8.4	377.4	13.8	306.9		3
Sat 10:30p-12:00a																	

General Summary (DMA P18+ D.000)

Name	Spots	Grps	Imp(000)	Reach	Freq
KPRC	42	70.5	3220.2	31.2	2.3

4. Outreach Events – To begin promotion of the guide, the Galveston Bay Foundation set up a booth at the KPRC Parent’s Expo at Memorial City Mall on July 27, 2013. Over 300 copies of the guide were distributed, and GBF and GBEP staff talked with hundreds of people about the guide.

Figure 7: Photo of the GBF booth at the event

