



## ACTION PLAN 1 OF 2

# PRESERVE GALVESTON BAY THROUGH STAKEHOLDER AND PARTNER OUTREACH (SPO)

As a crucial regional resource, the bay must be managed to ensure its productivity and ecological diversity on a long-term, sustainable basis. The GBEP and its partners are involved in efforts to create a resilient Galveston Bay and estuary. However, comprehensive monitoring and cutting-edge research will not bring about change unless outcomes are communicated adequately to inspire the public toward action and behavioral change. The GBEP supports ongoing stewardship opportunities which ensure greater interest in the bay. People are more likely to protect and preserve Galveston Bay when they understand and feel connected to it.

As a non-regulatory program, stewardship is encouraged through voluntary regional efforts. Working with local governments, offering workshops and trainings, and supporting volunteer programs, such as Texas Stream Team, fosters engagement and connection. The GBEP can use existing stakeholder and partner relationships for strategic outreach to let people know they have an interest in protecting and preserving this resource. It is also crucial to identify barriers and benefits to needed behavioral changes so strategies can be developed to reach targeted communities. This starts with research to discover what inhibits individuals from engaging in behaviors that positively influence the health of Galveston Bay and then understanding what would encourage them to adapt sustainable practices. Once this baseline information is gathered, these data will be used to create and support stakeholder and partner outreach programs.

## Example of Stakeholder and Partner Outreach Action Implementation

Since release of *GBP'95*, the GBEP has established, supported, and implemented successful programs and campaigns with its stakeholders and partners to engage communities in a resilient Galveston Bay. One notable effort, Cease the Grease, seeks to reduce sanitary sewer overflows from FOG through targeted outreach. Established by the City of Dallas, this effort was adapted for Galveston Bay through a partnership of 21 public and private partner entities, led by the Galveston Bay Foundation. All partners use common branding and consistent messaging to inform homeowners, apartment residents, schools, public works departments, restaurants, and hotels about the importance of properly disposing of FOG.

The River, Lakes, Bays 'N Bayous Trash Bash® (Trash Bash) is an example of a coordinated stakeholder and partner campaign with which the GBEP has an extensive network of partners and



*Youth education is a crucial component of Trash Bash. At the 2017 event, 56 percent of volunteers were under 18 years of age (photo credit: Trash Bash).*

volunteers. Trash Bash is the largest single-day waterway cleanup effort in the state of Texas. This award-winning cleanup event takes a two-pronged approach to engage with volunteers. First, it provides volunteers with tools and guidance to participate in the removal of trash from along waterways. Second, educational games and displays are incorporated, covering topics about common trash items, the timeline of trash breaking down, demonstrations for water conservation, and how trash affects the bay and coastal habitats. Between 1994 and 2017, 105,800 volunteers helped collect 2,189 tons of trash, recycle 16.33 tons of trash, recover 10,709 tires, and clean up 1,447 miles of shoreline. The [Trash Bash website](#) provides more about this annual event.

Building relationships with communities and community leaders is vital to foster sustainable behavior change. This means centering outreach and education within the community and taking the community's interests, issues, and capacities into consideration when developing programs and campaigns. The GBEP and partners support developing and strengthening stakeholder connections through community-based social marketing and community engagement efforts such as those identified in the "Guidelines for Excellence: Community Engagement" provided by the North American Association for Environmental Education.

### Action Plan Overview

The SPO Action Plan includes four Actions to engage stakeholders and partners through outreach. **SPO-1** will increase stakeholders' and partners' sense of responsibility in the health of Galveston Bay by promoting new and existing stewardship and volunteer opportunities in the watershed. By increasing the number of events and workshops (**SPO-2**), stakeholders will have more opportunities to engage with partners in the region. Engaging local governments in conversations about key estuary issues and decision making (**SPO-4**) and expanding and supporting existing regional programs, such as the GBEP's Back the Bay campaign (**SPO-3**), can reinforce the relevance of Galveston Bay in the lives of stakeholders.

**FIGURE 26**  
**SPO ACTION PLAN MATRIX**

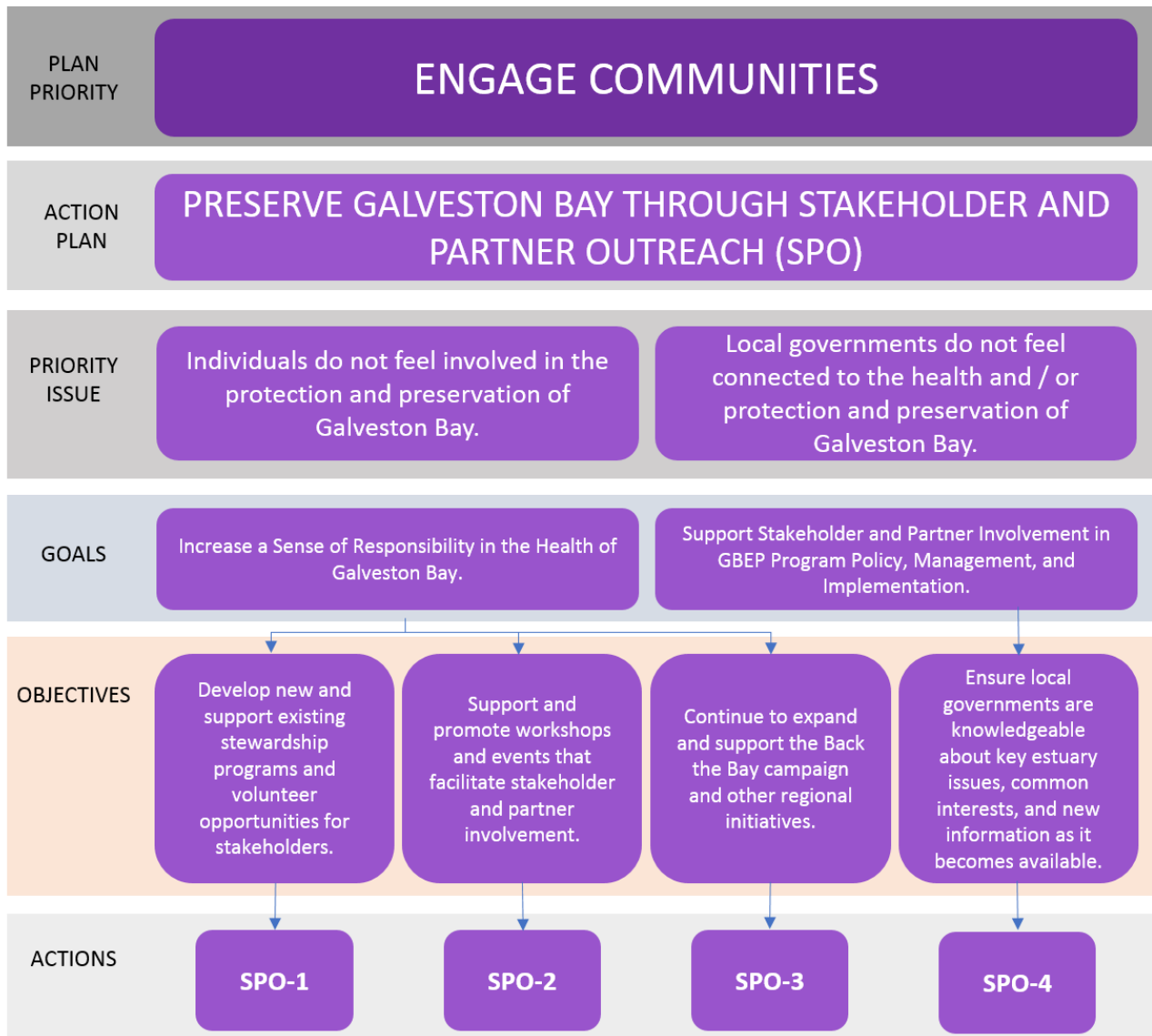
ACTION PLANS AND CORRESPONDING ACTIONS		PLAN PRIORITIES			
		Ensure Safe Human and Aquatic Life Use	Protect and Sustain Living Resources	Engage Communities	Inform Science-Based Decision Making
<b>Action Plan: Preserve Galveston Bay Through Stakeholder and Partner Outreach (SPO)</b>					
SPO-1	Stewardship Programs and Volunteer Opportunities	x	x	x	
SPO-2	Workshops and Events	x	x	x	
SPO-3	Support Regional Initiatives	x	x	x	x
SPO-4	Local Government Outreach	x	x	x	x

Successfully instilling a sense of responsibility for the health of Galveston Bay (**SPO-1**) supports Plan Priority One: Ensure Safe Human and Aquatic Life Use, specifically **NPS-2**, **PS-1**, **PHA-1**, and **PHA-2**. These efforts should be coordinated between the PPE and WSQ subcommittees. Successful implementation of Actions **SPO-3** and **SPO-4**

supports all four Plan Priorities of *GBP'18* and are necessary for the protection and preservation of Galveston Bay. Programming for these efforts should be coordinated between the PPE, WSQ, NRU, and M&R subcommittees.

Information about **NPS-2** is on page 49. Information about **PS-1** is on page 57. Information about **PHA-1** is on page 64. Information about **PHA-2** is on page 65.

**FIGURE 27**  
**STAKEHOLDER AND PARTNER OUTREACH ACTION PLAN**



# SPO-1



## Stewardship Programs and Volunteer Opportunities

Objective: Develop new and support existing stewardship programs and volunteer opportunities for stakeholders.

Priority Issue: Individuals lack a sense of ownership and / or responsibility for the health of Galveston Bay.

Description: The GBEP and its partners are continuing to develop, support, and promote stewardship programs and volunteer opportunities for stakeholders, industry, and government. Opportunities include the GBEP subcommittee participation, project stakeholder meetings, events, and volunteer programs that allow participants to become ambassadors of Galveston Bay. Program types include, but are not limited to, conservation work, water quality management, invasive species management, and trash clean up events.

Implementation location: Lower Galveston Bay watershed.

ACTIVITIES	TIMEFRAME AND OUTPUT(S)	IMPLEMENTATION COST
Develop list of existing stewardship and volunteer programs.	Within 2-5 years, develop database of existing programs.	\$0 - \$200,000
Identify new or underserved geographies and communities in need of stewardship or volunteer programs.	Within 2-5 years, identify new geographies and communities.	\$0 - \$200,000
Create stewardship plan to provide stewardship and volunteer activities to underserved geographies and communities.	Within 2-5 years, create stewardship plan to support existing (or create) 10 programs.	\$0 - \$200,000
Support and fund existing and new stewardship and volunteer programs.	Within 5-10 years, see a measurable increase in existing program participation (specific to programs already supported, such as Texas Stream Team and Trash Bash).	\$0 - \$200,000
	Within 5-10 years, support five additional programs (or 50% goal met), per the stewardship plan.	\$200,000 - \$1 Million
	Within 10-plus years, support five additional programs (or 100% goal met), per the stewardship plan.	\$200,000 - \$1 Million

### POTENTIAL IMPLEMENTERS

Bayou Preservation Association  
Galveston Bay Foundation  
HARC  
Sierra Club  
H-GAC  
Houston Zoo

Student Conservation Association  
Texans for Clean Water  
Texas Audubon  
Texas Conservation Fund  
Texas City - La Marque Community Advisory Council  
Various Partners (Including Industry)

### PERFORMANCE MEASURES

1. Evaluation and plan to support stewardship and volunteer programs completed.
2. Evaluation and plan to reach underserved geographies and communities completed.
3. Number of existing programs supported by the stewardship plan.
4. Number of new programs created in underserved communities.
5. Evaluation of program success and number of people reached completed.

### REFERENCES

GBP'95: PPE-1, PPE-5 PPE-6

SAP Reference: Public Awareness: Goal 2 / Objective B

## SPO-2



### Workshops and Events

Objective: Support and promote workshops and events that facilitate stakeholder and partner involvement.

Priority Issue: Individuals do not feel involved in the protection and preservation of Galveston Bay.

Description: To facilitate broad stakeholder and partner involvement in estuary program policy, management, and implementation, the GBEP and its partners are continuing to host and expand the State of the Bay Symposia on a three-year schedule. The GBEP and its partners are supporting existing workshops and events hosted by stakeholders and partners in “off years” and exploring opportunities for new workshops or events.

Implementation location: Lower Galveston Bay watershed.

ACTIVITIES	TIMEFRAME AND OUTPUT(S)	IMPLEMENTATION COST
Continue the regular State of the Bay Symposia to ensure key target audiences are reached.	Within 3 years, host symposia. Complete events database.	\$0 - \$200,000
	Within 5-10 years, continue to host symposia.	\$0 - \$200,000
	Within 10-plus years, continue to host symposia.	\$0 - \$200,000
Identify new opportunities for GBEP and partners to host workshops and events for stakeholders.	Within 2-5 years, identify underserved geographies and culturally diverse communities.	\$0 - \$200,000
	Within 2-5 years, create a workshop and events action plan (specific number of events to be determined).	\$0 - \$200,000
	Within 2-5 years, develop and promote a list of topical speakers, spanning all subject areas.	\$0 - \$200,000
	Within 5-10 years, see significant progress on workshop and events plan items (50% of goals met).	\$0 - \$200,000
	Within 10-plus years, complete all workshop and events plan items (100% of goals met).	\$0 - \$200,000
Support existing stakeholder activities and events in "off years."	Within 2-5 years, sponsor or assist in planning three stakeholder activities or events in years between symposia.	\$0 - \$200,000
	Within 5-10 years, continue to sponsor or assist in planning two stakeholder activities or events in years between symposia.	\$0 - \$200,000
	Within 10-plus years, continue to sponsor or assist in planning two stakeholder activities or events in years between symposia.	\$0 - \$200,000

### POTENTIAL IMPLEMENTERS

Galveston Bay Foundation  
Houston Zoo  
H-GAC  
Bayou Preservation Association  
HARC

Texas Community Watershed Partners  
Texas Soil and Water Conservation Board  
Texas A&M Agrilife Extension Service  
Texas Commission on Environmental Quality

### PERFORMANCE MEASURES

1. State of the Bay Symposia hosted every three to five years.
2. Number of workshops and events completed in the symposia off years.

### REFERENCES

GBP'95: PPE-2

SAP Reference: Public Awareness: Goal 2 / Objective A

## SPO-3

### Support Regional Initiatives

Objective: Continue to expand and support the Back the Bay campaign and other regional initiatives.



Priority Issue: Individuals do not feel connected to the health and / or protection and preservation of Galveston Bay.

Description: To increase connectivity, the GBEP and its partners are building on previous Back the Bay campaign success and exploring new opportunities to refine and expand the campaign through stakeholder and partner feedback / participation.

The GBEP and its partners are supporting other regional initiatives, such as the Cease the Grease campaign and the GBAN.

Implementation location: Lower Galveston Bay watershed.

ACTIVITIES	TIMEFRAME AND OUTPUT(S)	IMPLEMENTATION COST
Initial discussion of goals for Back the Bay, including expanded geographies and culturally diverse and underserved communities.	Within 2-5 years, create regional initiatives plan (specific goals to be determined, could include increasing the number of partners each year).	\$0 - \$200,000
Identify and support other regional campaigns, such as Cease the Grease and GBAN.		
Create new material resources and language translations, where needed.		
Annual discussion of goals for Back the Bay.	Within 5-10 years, see significant progress on regional initiatives plan items (50% of goals met).	\$200,000 - \$1 Million
	Within 10-plus years, see completion of all regional initiatives plan items (100% of goals met).	\$200,000 - \$1 Million

### POTENTIAL IMPLEMENTERS

Bayou Preservation Association  
Galveston Bay Foundation

Houston Zoo  
Texas Living Waters Project

### PERFORMANCE MEASURES

1. Communication plan for outreach and education initiatives completed.
2. Number of resource materials created to support the campaign plan and other regional initiatives.
3. Number of materials and resources translated.

### REFERENCES

GBP'95: PPE-2

SAP Reference: Public Stewardship: Goal 1 / Objective A

## SPO-4



### Local Government Outreach

Objective: Ensure local governments are knowledgeable about key estuary issues, common interests, and new information as it becomes available.

Priority issue: Local governments do not feel connected to the health and / or protection and preservation of Galveston Bay.

Description: To ensure local governments feel connected, the GBEP and its partners are developing, distributing, and promoting resource materials for local government use and reference. The resource materials developed are a vehicle to build new and support existing relationships with local governments. Additionally, the GBEP and its partners are providing specific support to MS4 permit holders to assist in meeting permit requirements. Specialized materials geared toward communities without MS4 permits to supplement public engagement activities may also be developed.

Implementation location: Lower Galveston Bay watershed.

ACTIVITIES	TIMEFRAME AND OUTPUT(S)	IMPLEMENTATION COST
Develop list of existing resource materials for local governments.	Within 2-5 years, develop a database of existing resources.	\$0 - \$200,000
Update existing resource materials list.	Within 5-10 years, update the database with new or updated resources.	\$0 - \$200,000
	Within 10-plus years, continue to update database with new or updated resources.	\$0 - \$200,000
Identify and address resource gaps / needs and target geographies and municipalities in need of resource materials.	Within 2-5 years, create plan to address key issues (specific resources to be determined based on gap analysis).	\$0 - \$200,000
Create new materials where needed.	Within 2-5 years, work with partners to create new materials identified in plan to address key issues.	\$0 - \$200,000
Distribute existing and new materials to targeted geographies and municipalities.	Within 5-10 years, see significant progress on action plan items to address key issues (50% of goals met).	\$200,000 - \$1 Million
	Within 10-plus years, see completion of all action plan items to address key issues (100% of goals met).	\$200,000 - \$1 Million

### POTENTIAL IMPLEMENTERS

H-GAC  
Galveston Bay Foundation  
Texas General Land Office  
HARC  
Sierra Club

Houston Wilderness (Gulf-Houston Regional Conservation Plan)  
National Wildlife Federation  
Texans for Clean Water  
Texas Living Waters Project

### PERFORMANCE MEASURES

1. Database of local government resource outreach and education materials of key issues for Galveston Bay completed.
2. Communication plan to address local government outreach and education efforts on key issues about Galveston Bay completed.
3. Number of local governments implementing the outreach and education action plan on key issues about Galveston Bay.
4. Assessment evaluating the success of local governments implementing the outreach and education communications plan completed.

### REFERENCES

GBP'95: PPE-2

SAP Reference: Public Awareness: Goal 2 / Objective A