



FINAL REPORT

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Project Title: Galveston Bay Public Awareness and Education Campaign

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Sub-grantee: Texas Commission on Environmental Quality (TCEQ)

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Campaign Description Background

The Back the Bay public awareness campaign was started in 2010 with a contract between the TCEQ and EnviroMedia. The campaign was awarded the Coastal Impact Assistance Program (CIAP) grant in December 2012, and the contract with the General Land Office was executed in June 2013. In August 2015, the Galveston Bay Estuary Program (GBEP) concluded a 5-year contract with EnviroMedia who helped design the Back the Bay campaign creative materials, messaging, and outreach booths.

Back the Bay aims to improve the environmental quality of Galveston Bay by increasing awareness about the bay's value among the public. The campaign educates citizens in the Houston-Galveston region and focuses on three main goals of improving water quality, conserving water, and protecting critical fish and wildlife habitats. The campaign is unique in that it engages stakeholders in the creative process to help design the outreach materials, website, public service announcements, video and digital materials as well as helping to identify key audiences. The campaign started in 2010 after stakeholders identified lack of public awareness and public stewardship as one of the biggest threats to preserving Galveston Bay. GBEP has made great effort to include stakeholders and partners in the planning and execution of the campaign through the entire process.

The campaign started with a smaller pilot-campaign in 2011 in Pearland and Friendswood as an effort to assess what messages and creative materials were most impactful and what adjustments needed to be made before the campaign was implemented within the entire 5-county region.

Measuring success of the campaign

Conducting surveys

The campaign started in 2010 before the CIAP grant was awarded to GBEP. In 2010, contractor EnviroMedia conducted a survey for the entire 5-county region to gauge the general awareness level to help inform the direction of the campaign and the key messages to be used. It is important to note that for this survey, the Deepwater Horizon oil spill was still on-going, and it dominated the news raising awareness about the state of the Gulf of Mexico and Galveston Bay.

Here are 2010 Survey Highlights:

- One of the key target audiences were those who knew their storm drain connected to Galveston Bay. From that audience:
 - 79% said they had a personal impact on the bay.
 - 63% believed the bay was valuable.
 - 67% had seen, read or heard something about Galveston Bay recently when the survey was conducted on July 7, 2010.
 - 44% are willing to make changes to their daily habits to help preserve Galveston Bay.
 - 20% think about the bay when they are outdoors.
- Another key target audience is those who hunt, boat, fish, kayak, canoe or participate in outdoor activities at least once a month.
 - When this audience was asked if habitat was important to protect built infrastructures around the bay, 85% said “yes.”
 - When asked if habitat such as wetlands help filter pollutants, 89% said “yes.”
 - 93% said wildlife habitat is valuable to the Bay.
 - 54% said they are willing to make personal changes to help preserve Galveston Bay.

CIAP funded campaign survey

In July 2014, EnviroMedia conducted another survey of the entire 5-county region. This survey was funded by the CIAP grant. It was conducted to gauge general awareness levels and to test the effectiveness of the campaign messages and creative assets. Below are highlights from the 2014 survey.

- Survey participants asked if they have seen, read or heard anything recently about Galveston Bay.
 - Total of the 5-county region - 42% in 2014 said “yes” versus 67% in 2010.
 - Galveston Co. 55% in 2014; 61% in 2010
 - Liberty/Chambers Co. 46% in 2014; 68% in 2010
 - Harris Co. 73% in 2014; 73% in 2010
 - Brazoria Co. 35% in 2014; 62% in 2010
 - The 42% who said they had seen, read or heard anything recently about Galveston Bay represent one of the campaign’s target audiences, those who participate in outdoor activities at least once a month, and those who hunt, fish, boat, kayak, and canoe.
 - 59% recalled “Back the Bay”
 - 54% recalled “You’re more Connected to Galveston Bay than you think”
 - 54% recalled the native plant ad
 - 40% recalled the habitat conservation print ad in newspapers
 - 56% recalled the fish chalk art storm drain PSA
 - 54% recalled radio PSA
 - 50% said they were willing to make changes to their daily life
 - 53% said their daily activities impact the bay
 - 44% said they participated in boating, hunting, fishing, kayaking on a monthly basis. 42% less than monthly.
 - 51% had visited nature centers
 - 55% had participated in environmental/conservation festival.

- Survey participants who were asked, “Do you think the water that enters the storm drain in your area ends up in the Galveston Bay?” is another target audience.
 - The total number, in all 5-counties, who knew the storm drains connect to Galveston Bay was 65% in 2014, and 61% in 2010. While this is not statistically significant, when you break down the 65% in 2014, the target audience recalled the Back the Bay message and ads.
 - 80% recalled “Back the Bay”
 - 73% recalled “You’re more connected than you think”
 - 72% recalled “conserve water to protect the bay”
 - 73% recalled the native plant message
 - 72% recalled the radio ad
 - 72% recalled the fish storm drain ad
 - 88% said their daily impacts had “a lot” of impact on the health of the Bay.
 - 74% said they are willing to make changes
 - 79% said Galveston Bay is “extremely” valuable to their community, 68% said the Bay is “very” valuable
 - In Liberty/Chambers County, a priority part of the watershed for habitat conservation, had a significant increase in awareness of the storm drain connection by 16% (64% in 2014 versus 48% in 2010).
- Survey participants were asked to describe in their own words what they have seen, read or heard about Galveston bay, the top three answers were
 - 1) Eco-system (19%). This included trash and beach cleanup, beach restoration. General Public still associates Galveston Bay with the Gulf of Mexico;
 - 2) Bay Protection; and
 - 3) Tourism.
- What is the first thing that comes to mind when you think about Galveston Bay? The top three answers were 1) Natural Beauty; 2) Fun/recreation; 3) Not pleasant.

Significant to note is that when measuring the campaign’s impact on behavior change, once respondents were either shown the TV and/or heard the radio PSA on the internet, or had the TV/radio PSAs described to them over the phone, 4 out of 5 said were more willing to make changes in their personal behavior to preserve the health of Galveston Bay. This demonstrates the Back the Bay messaging is impactful, but the challenge is delivering the message via mass media in an expensive media market.

Challenges in measuring objectives

Measureable objectives for the CIAP award were to strive to increase awareness about the Back the Bay campaign; recognition of the bay’s value among priority audiences; increase awareness of priority audience’s connection to the bay; increase awareness of behavior changes that help conserve habitat and water, and improve water quality—all by 30 percent. Also, a measurable goal was to increase awareness of the value of land conservation among priority audiences by 20 percent.

It is difficult to measure the campaign’s effectiveness in meeting these goals for several factors. First, due to the campaign season getting started late in 2013 due to the challenges of contract execution, we were not able to conduct an end-of-season campaign survey. In 2014, we did conduct a survey, but the overall 5-county

assessment of the campaign was held up against a general awareness survey conducted in 2010, and the Deep Water Horizon oil spill skewed the awareness level in 2010.

A post-pilot survey was conducted in Friendswood and Pearland in 2011, and results showed positive awareness levels of those communities. These communities are important to gauge because of the significant population growth over the five years the campaign has existed.

- Comparing 2011 post-pilot campaign survey results in Pearland and Friendswood to the 2014 results:
 - A statistically significant increase in terms of recent recall about Galveston Bay occurred both in Friendswood (37% in 2014 from 27% in 2011), and in Pearland (40% in 2014 from 24% in 2011).
 - Do you recall seeing “You’re more connected than you think”? Pearland - 2014: 31% / 2011: 28%. Friendswood: 2014: 37% / 2011: 29%. There was a significant 8% upwards trend in results in Friendswood.
 - Do you recall seeing “Back the Bay”? Pearland – 2014: 23% / 2011: 15%. Friendswood – 2014: 28% / 2011: 15%. There was a significant 8% upwards trend in results in Pearland.
 - When survey participants were asked, “Which best describes how valuable you consider Galveston Bay to be to your community?” There was a 13% increase from the residents in Pearland who felt Galveston Bay was very important to their community (2014: 64% / 2011: 51%).

The large media buy and media relations for the campaign took place yearly between March and August 31. Because the CIAP award contract did not begin until June 21, 2013, it was not possible to conduct a campaign survey for 2013. We did not have a full campaign season to accurately gauge the awareness level and if the Back the Bay messaging was reaching the campaign’s key audiences. If it had been possible to conduct a survey in 2013, it may have been able to better assess the effectiveness of the campaign.

Finally, the Galveston Bay watershed is massive in geographic size and population, and the Greater Houston region is the 10th largest media market in the U.S. To make an impact on TV, radio and the Web is a significant challenge.

It was planned to conduct another survey at the end of the 2015 campaign season, but the campaign did not effectively start until mid-May due to the contracting process. Again due to the time sensitivity of the media buys and media relations, a full campaign season is needed to accurately gauge public awareness levels to compare to 2014.

Deliverables

Media and Community Relations:

- The Back the Bay campaign secured a “takeover” of the Houston Chronicle’s Outdoor section online for 6 months during the fall and winter hunting season starting September 2013.
- Contractor EnviroMedia worked with the GBEP, the Public Participation and Education subcommittee, as well as the Natural Resource Uses subcommittee members to develop a new habitat conservation print ad that was produced and placed in 10 newspapers in the 5-county region starting in January 2014.

- With the coordination of partners, the first Spanish language in-studio interview for Back the Bay was conducted by Univision TV’s Vive La Mañana in June 2014 focusing on bird nesting season. The interview can be viewed on Univision TV’s Facebook page <https://www.facebook.com/video.php?v=841843029178050&set=vb.239977856031240&type=2&theater>.
- In 2015, EnviroMedia distributed two statewide press releases to help generate awareness about Galveston Bay, and recommended ways to avoid nesting birds and turtles to protect their habitats. The second press release showcased Galveston Bay’s contribution to nature tourism in Texas to help make the connection to the importance of habitat conservation. The press releases generated \$26,903.26 in earned media publicity value.
- In 2015, GBEP and EnviroMedia worked with partners from Audubon Texas and Turtle Island Restoration Network, Sea Turtle Restoration Project for an appearance on KHOU Channel 11’s Great Day Houston for an education and outreach segment on protecting birds and sea turtles especially during the nesting season. The segment highlighted awareness and tips for the public to do their part in protecting habitats.
- The Back the Bay website received a major overhaul and is now a much more engaging, user-friendly, informative experience for visitors.

Outreach: A new outreach booth was produced and was highly successful at the outreach events conducted in each one of the 5-county region.

- Back the Bay was represented at 29 outreach events and presentations. 1,760 people pledged to Back the Bay with a combined total of over 62,000 attendees combined at these events.

FY2014 Events	Number of pledges	Number of attendees
Trash Bash		250
Bay Day	170	500
Featherfest	74	651
Old Tyme Days	35	150
H-GAC Environmental Roundtable (Presentation)		10
Rails & Tails	198	8,100
Hurricane Workshop	50	250
HHW Fair PRSI, Pasadena	80	195
Family Fishing Day	35	190
Freedom Celebration (Pearland)	141	200
UHD NOAA Watershed Wonders Summer Research (presentation)		35
Texas Chemical Council’s Teacher Workshop (presentation)		42
Boat Sewage Compliance & Enforcement Meeting	6	25
KPRC Parenting Expo – Channel 2	121	

Lifetime Learners Child Development Center	10	25
GatorFest	158	30,000
Jane Long		
East End Street Fest	163	400
FY2015 Events	Number of pledges	Number of attendees
2 nd Annual Texas WaterFest	64	1,000
Bay Day	187	5,000
Family Fishing Day	52	200
The Great Texas Mosquito Festival	91	11,000
Bayou Greenways Day	Handed out materials, did not take pledges	2,000
TCEQ Trade Fair presentation		50
Galveston Bay Foundation Board Meeting presentation		20
Hurricane Workshop, City of Pasadena	125	550
Houston WaterWeek	Did not take pledges	885
Trash Bash	Did not take pledges	191
Marsh Mania	Did not take pledges	125

- In 2014, EnviroMedia created two new video/digital public service announcements (PSAs) that connect water quality and conservation together. The PSAs featured wildlife drawn with chalk on storm drains, and a stop motion video was created showing a soda bottle being dropped and rolling down the drain. The message said, “From your curb to their home.” Followed by, “You’re more connected than you think,” with a prompt to visit [backthebay.org](http://www.backthebay.org) to learn more. One PSA featured a redfish, and the second PSA featured a pelican in a nest. These videos were used as TV PSA’s, online digital ads, and mobile banners for cell phone users all delivered through KPRC-TV, web and mobile capabilities.
- In 2015, EnviroMedia and GBEP worked with stakeholders to create a 3-minute video highlighting the history, beauty, and the natural and economic resources of Galveston Bay to remind citizens they are more connected to Galveston Bay than they think, and we all can play a part in preserving the bay and protecting its natural resources. You can view the video at <http://www.backthebay.org/>. The video is available for stakeholder organizations, local governments, and other agencies to share on their different media platforms.
- Also for the 2015 campaign season, after listening to several ideas from stakeholders and partners, GBEP incorporated language into the campaign that highlights the connection of bayous to the bay. New outreach materials such as a sticker, reusable tote bag, and a poster were designed with the “Back the Bay, Back the Bayous.” The poster also reminds everyone that the Galveston Bay watershed extends past Dallas/Fort Worth.
- Total internet coverage for 2014 was 585,731 impressions. This is based on a media advisory sent out highlighting the Bay Day outreach event and a success story on GBEP’s involvement with the Coastal Heritage Preserve conservation project for partner Artist Boat. The campaign delivered 31,390,471 impressions with a goal of 23,366,666. That’s an over delivery of 34.3% 8,023,805 impressions which comes to an additional \$110,808 of in-kind value.*

- For Television in 2015, the campaign received 9.6 million impressions through KPRC-TV and KHOU-TV. This included the appearance on KHOU's Great Day Houston.
- Specific metrics for the KPRC partnership included:
 - Television performance:
 - The schedule delivered 6.9 million adults ages 35-64 with a goal of 6.8 million. This comes to a delivery of 101% for the campaign.
 - KPRC provided \$17,120 in additional in-kind value by over delivering results and placing the Back the Bay video into additional TV timeslots when available.
 - Digital performance:
 - The digital online campaign included pre-roll video and targeted ad display supported by fixed content widgets in core sections starting with the front page of Click2Houston.com weather section and mobile. With an overall delivery of 0.47% click thru rate versus an industry average of .06% that comes to an over delivery of 840%.
 - Mobile (smart phone, tablet, smart TV) delivered 0.44 click thru rate versus industry average is 0.06%
 - The pre roll on click2houston.com delivered an 8.85% click thru rate, and industry average 0.06%.
 - Core County/ Zip Code -Galveston Re-targeting ad display delivered at 0.14% click thru rate.
 - Targeted 15 second ad display rate was 77.8% which is 72% greater than industry average of 45%.
 - The campaign delivered 17, 764,948 impressions with a goal of 13,600,000, an over delivery of 30.6%,
 - 4,164,948 impressions, which comes to an additional \$55,727 of in-kind value.

Partnerships:

- New partnerships garnered in 2014:
 - American Bird Conservancy
 - Audubon Texas
 - Houston Audubon
 - Gulf Coast Bird Observatory (Galveston Bay Council Member)
 - Texas Rail Road Commission (Galveston Bay Council Member)
 - Coastal Conservation Association (Galveston Bay Council Member)
 - Chambers-Liberty County Navigation District (Galveston Bay Council Member)
 - City of Nassau Bay
 - Gulf Coast Economic Development District
 - Houston Parks Board – Bayou Greenways Initiative
 - Houston Wilderness
 - Houston-Galveston Area Council
 - Houston Chronicle
- New partnerships garnered in 2015:
 - Bayou Preservation Association
 - Galveston Parks Board
 - Artist Boat

- The Plastics Pollution Partnership, a consortium of several area organizations including state and federal agencies who have created a network to educate, and conduct outreach including hands-on activities to bring about awareness of birds, turtles and other wildlife and the importance of preserving habitats. Some of those key partners include: Houston Audubon, Galveston Bay Foundation, the Houston Zoo, Turtle Island Restoration Network, Gulf Coast Bird Observatory, Galveston Island State Park - Texas Parks and Wildlife, and EPA Trash Free Water initiative.
- KHOU Channel 11

*Note: Due the timing of this report due date, the complete 2015 media relations/media in-kind values are not available. When those data are available the report will be updated.

Conservation

Implementing the campaign habitat conservation issue module

One task for the campaign was to identify existing landowner programs and local stakeholders, governments, business, and landowners supportive of habitat conservation.

Beginning in 2011, GBEP and Galveston Bay Foundation (GBF) have been collaborating on land conservation through the Conservation Assistance Program (CAP). The goal of the CAP is to support regional efforts to preserve wetlands and important coastal habitats that protect the long-term health and productivity of Galveston Bay. With the help and consensus of conservation partners, a collaborative effort between GBEP, GBF, and Texas Coastal Partners identifies conservation projects, develops funding strategies, works with landowners to negotiate conservation transactions, carries out due diligence, and finalizes purchase and transfers of title to the appropriate land conservation entity.

To date, six projects have closed under this partnership, including the Bolivar Flats Sanctuary Johnson Tract and Anahuac National Wildlife Refuge (NWR) Coastal Prairie, permanently protecting 3,248 acres and leveraging \$8,678,471. Many additional projects are ongoing, including Hitchcock Prairie (3,200 acres) and Gordy Marsh (1,800 acres). Additional properties are being identified through the CAP for funding under this initiative.

In addition, GBEP secured \$2 million from Coastal Impact and Assistance Program (CIAP) funding to permanently protect properties in the West Bay Watershed through the CAP. To date, one project has closed with a potential 3,300 additional acres in progress.

Protected and Restored

GBEP and partners helped conserve 3,331.51 acres of land from 2014 to 2015.

In 2014, GBEP protected and restored 2,201.51 acres of wetlands and coastal habitats, and leveraged \$9,145,274 in local, industry, state, and federal contributions. In 2015, GBEP protected and restored 1,130 acres of wetlands and coastal habitats, and leveraged \$8,123,881 in local, industry, state, and federal contributions.

Through projects currently in progress, GBEP and partners are projected to protect or restore an additional 9,000 acres of coastal habitat.

Sustainability

Another task for the campaign was to research barriers and identify incentives for promoting sustainable growth and development in Galveston Bay.

Campaign partner the Houston-Galveston Area Council conducted intensive surveys and research and released an extensive report in 2014 titled, “Our Great Region 2040.” The report includes information on: economic development, environmental impacts, housing and transportation, and increasing resiliency to disaster and changing environment.

The report states that housing and development is one of the greatest challenges to the region with a lack of economic incentives to build sustainable communities.

Economic incentives and lack of awareness continue to be challenge when it comes to sustainable building practices that are considerate of the region’s natural environment and habitat conservation needs. This continues to be both a challenge and opportunity for the Back the Bay campaign messaging. The GBEP and partners hope to work with the H-GAC in developing messages that connects people to their homes and our region’s natural environment in an effort to preserve Galveston Bay as the region continues to see major growth in the coming years.

You can view the “Our Great Region 2040” document at www.ourregion.org.

Challenges or Obstacles Encountered

One challenge was executing timely press releases and media advisories while following TCEQ review guidelines. The project manager Cynthia Clevenger worked with contractor EnviroMedia and TCEQ management to streamline a better process for the 2015 campaign season, and as result two successful press releases were distributed through partner organizations as well as an in-studio interview for KHOU’s Great Day Houston.

The nature of the contract process for TCEQ was also a challenge. Some delays occurred in executing the work orders each fiscal year resulting in a timeframe that did not allow a full campaign season of media buys and media relations in 2014 and 2015.

Additionally, contractor EnviroMedia experienced several turnovers with account managers. This was quite challenging because with each new manager there was a learning curve for the campaign as well as the TCEQ contract process and expectations which created delays, particularly right at the end of 2015. In late July 2015, EnviroMedia had a final turnover in campaign management that resulted in some challenges with timely execution of deliverables and reporting.

2015 Deliverables

- 3-minute web video (<http://www.backthebay.org/toolkit/>)
- Press releases (attached in email)
- Back the Bayou Back the Bay sticker (<http://www.backthebay.org/toolkit/>)

- Tote Bag with Back the Bayou, Back the Bay message (<http://www.backthebay.org/toolkit>)
- 2015 Pop Up Banners (<http://www.backthebay.org/toolkit>)

Measurable Objectives

1. Increase awareness and recognition of the Back the Bay campaign among priority audiences by 30% by August 31, 2015.
 - The campaign did not reach this goal. However, there was an 8% increase in recall of the Back the Bay campaign. The challenges that were encountered are explained in the “Measuring the success of the campaign” section of the report.
2. Increase awareness and recognition of the bay's value among priority audiences by 30% by August 31, 2015.
 - The campaign did not reach this goal. However, there was a 13% increase in recognition of the bay's value among priority audiences. The challenges that were encountered are explained in the “Measuring the success of the campaign” section of the report.
3. Increase awareness of priority audiences' connection to Galveston Bay by 30% by August 31, 2015.
 - The campaign did not reach this goal. However, there was a 13% increase in awareness among priority audiences in Pearland and a 16% increase of awareness in Liberty/Chambers Counties. The challenges that were encountered are explained in the “Measuring the success of the campaign” section of the report.
4. Increase awareness of behavior changes that help conserve habitat and water, and improve water quality among priority audiences by 30% by August 31, 2015.
 - The campaign did not reach this goal. There was a 6% increase. The challenges that were encountered are explained in the “Measuring the success of the campaign” section of the report.
5. Increase awareness of the value of land conservation among priority audiences by 20% by August 31, 2015.
 - The campaign did not reach this goal. However, there was a 13% increase in the Pearland region, a priority watershed. The challenges that were encountered are explained in the “Measuring the success of the campaign” section of the report.
6. Increase the number of local governments, conservation non-governmental organizations (NGOs), and businesses partnering to support the campaign by 3 each year through August 31, 2015.
 - The campaign did reach this goal. A list of partners is on page 7.
7. Increase the number of businesses, local governments, and landowners participating in habitat conservation projects and/or promotion of habitat conservation by 1 each year through August 31, 2015.
 - The campaign did reach this goal. A list of partners is on page 7.
8. Increase the number of news organizations partnering to support the campaign by 1 each year through August 31, 2015.
 - The campaign did reach this goal. The campaign partnered with KPRC and the Houston Chronicle in the first year, and added KHOU-TV the second year.