ANNUAL REPORT 2020

Galveston Bay Estuary Program supports the 2020 River, Lakes, Bays 'N Bayous Trash Bash® Contract No. 582-19-20916



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EXECUTIVE SUMMARY

Texas's largest, single-day, volunteer-based waterway cleanup event — the River, Lakes, Bays 'N Bayous Trash Bash® — was slated to celebrate its 27th consecutive cleanup event on March 28, 2020. Due to the public health and safety concerns presented by the COVID-19 pandemic, the Texas Conservation Fund officially cancelled Trash Bash® for the first time in its history on March 12, 2020.

The mission of Trash Bash® is to promote environmental stewardship of our watersheds through public outreach utilizing hands-on educational tools and by developing partnerships between environmental, governmental, and private organizations.

Even though Trash Bash® was cancelled, the decision was made just over two weeks out from the event, so most of the preparation work had been completed. The only outstanding tasks included the final Trash Bash Steering Committee Meeting, which was cancelled, and an educational signage order that was postponed pending a contract status update regarding the cancellation of the event.

Before the cancellation, Trash Bash® 2020 was on track to have another successful cleanup event. At the time Trash Bash® was cancelled the Group Reservation Form had been used to RSVP for over 2,000 expected volunteers. This number does not include the many volunteers who come individually or as families and do not use the form, suggesting that Trash Bash® 2020 could have expected to have at least the average 4,000 annual volunteers if not more.

INTRODUCTION

The River, Lakes, Bays 'N Bayous Trash Bash® supports all four priority areas of the Galveston Bay Estuary Program as outlined in the United States Environmental Protection Agency and Texas Commission on Environmental Quality-approved *The Galveston Bay Plan, 2nd Edition*:

- 1: Ensuring safe human and aquatic life use
 - NPS-1 Support watershed-based plan implementation
 - NPS-2 Support nonpoint source education and outreach campaigns
 - PS-1 Support stormwater education programs
- 2: Protecting and sustaining living resources
 - HC-3 Enhance existing habitats to increase overall function and productivity
- 3: Engaging communities
 - SPO-1 Develop new and support existing stewardship programs and volunteer opportunities for stakeholders
 - SPO-2 Support and promote events that facilitate stakeholder and partner involvement
 - SPO-3 Develop new and support existing programs that change behaviors and attitudes with a focus on adult education
- 4: Informing science-based decision making
 - ACS-2 Provide access to data
 - RES-6 Evaluate the effectiveness of best management practices to address nonpoint source pollution and improve water quality

PROJECT METHODOLOGY

Coordination

Trash Bash® is managed by the Texas Conservation Fund and Gulf Coast Authority, with event logistics and planning handled by a regional coordinator at the Houston-Galveston Area Council, in conjunction with a volunteer-based steering committee who coordinate and run each individual clean-up location.

Regional Coordinator Tasks Include:

- Updating hotline and website
- Checking hotline and email
- Returning calls and emails
- Facilitating steering committee meetings
- Coordinating steering committee planning meetings, including agenda and meeting notes
- Writing and sending out sponsor letters
- Communicating and coordinating with all vendors, site coordinators, and sponsors
- Acquiring quotes and ordering supplies
- Coordinating park and sound permits
- Ensuring event has event and transportation insurance
- Compiling and distributing supply allocation lists
- Following up with coordinators to ensure correct number of supplies
- Updating postcard and email mailing lists
- Sending out email updates to volunteers
- Updating sponsor lists and tracking contributions
- Compiling event results
- Performing storage unit inventory

The steering committee is comprised of site coordinators and other interested individuals. **Appendices A and C** contain documentation of roles, responsibilities, and reporting functions of the regional coordinator, site coordinators, and committee. A timeline for the regional coordinator (**Appendix B**) is used to ensure important milestones and deadlines are met. Coordinators meet twice in the fall and monthly between January and March. The 2020 meeting agendas (**Appendix E**) illustrate the various topics discussed at the planning meetings.

The regional coordinator supports a full website¹, social media posting, and a web-based, password-protected planning tool used by site coordinators to plan for the needs of individual sites and effectively communicate that information to the regional coordinator.

To better manage volunteers, a group registration process has been implemented so site coordinators can plan for larger groups. A Trash Bash® Hotline phone number and email address are available for responding to questions from potential volunteers.

Trash Bash® provides trash bags, gloves, garbage pickers, safety equipment, lunch, and a commemorative t-shirt for all volunteers. Scouts can earn a patch for volunteering at the event.

Trash Bash® also provides portalets, hand washing stations, tents, signage, solid waste disposal, tire recycling, and environmental education displays/resources to all sites. Sample supply allocation forms (**Appendix F**) and site maps (**Appendix G**) are provided.

The Texas Conservation Fund usually holds an appreciation luncheon for site coordinators and sponsors, but in 2020 the luncheon was cancelled along with the cleanup due to the COVID-19 pandemic.

Promotion

A variety of tools are used to promote the Trash Bash® event.

Each fall, save-the-date postcards are printed and distributed in English and Spanish to approximately 15,000 interested individuals who signed up for event notification, with an additional 5,000 printed for use by individual site coordinators to promote their local location.

An e-newsletter is sent to about 1,000 contacts, and additional interested individual email addresses are continually added to decrease the number of traditional mailings. Additional email promotions are sent to cycling/running clubs, school districts, and other interested groups. Trash Bash® is promoted in a variety of newsletters at the Houston-Galveston Area Council and with other regional organizations.

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¹ http://www.trashbash.org

Posters including event and sponsor information were printed for sponsors, site coordinators, and volunteers a few weeks prior to the event, but with the cancellation of the event the posters were not distributed.

A commemorative patch and t-shirt were designed as usual for 2020, but with the cancellation of the event the patches were not distributed.

Postings were made to Facebook² with information about trash and litter, partner projects, and the event. Facebook followers increased by 17% during the 2020 event cycle.

The Lessons Learned section of the report and **Appendix H** contain more information about communications and publicity.

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² https://www.facebook.com/TrashBash/

FUNDING OVERVIEW

Trash Bash® is managed by the Texas Conservation Fund, a 501(c)(3) organization, with additional guidance and management leadership from its 40-person steering committee, the Gulf Coast Authority, and the Houston-Galveston Area Council.

The event is funded through a variety of sources, including:

- Texas Commission on Environmental Quality Supplemental Environmental Project (SEP) funds;
- · Funding through the Galveston Bay Estuary Program;
- Private and corporate sponsorships.

Several sponsorship levels and benefits for being a Trash Bash® partner are offered, allowing sponsors to make a significant and positive impact on Texas waterways. Benefits include inclusion on the website, posters, thank you banners, and t-shirts.

An online donation button was added to the Trash Bash® website in 2019 and remained active in 2020. The button allows corporate sponsors to donate via credit card and individuals to donate directly to the event in amounts from \$0-100, or more.

Before the event had to be cancelled, sponsors (including the Galveston Bay Estuary Program) generously committed to supporting Trash Bash® with both cash and in-kind donations. The cash and in-kind donations were slotted to support the event the same way as in previous year.

- In-kind services provided waste containers and disposal, portalets and hand washing stations, and bottled water for volunteers.
- Cash donations funded printing costs, a portion of the supply and safety item costs, lunch for volunteers, commemorative t-shirts and patches, door prizes, and a portion of regional coordinator position with Galveston Bay Estuary Program grant funding.
- Donations to Trash Bash® provided buses to some sites to safely transport volunteers to satellite/remote cleanup locations.

In 2020, 16 sponsors donated \$5,000 or more in cash or in-kind donations, six donated at least \$2,500, 28 donated at least \$1000, and 13 donated less than \$1,000. Total cash and in-kind donations exceeded \$136,000. When the event was cancelled sponsors were offered the opportunity to get a refund or put their sponsorship toward Trash Bash® 2021.

TASK CONTRACT REQUIREMENTS

Project Task 1: Project Administration

The Houston-Galveston Area Council administered, coordinated, and monitored all work performed under this project including technical and financial supervision and preparation of status reports.

- Submission of reimbursement requests;
- Work on amendment Scope of Work edits; and
- Communicate with project manager at the Galveston Bay Estuary Program for approvals and issues.

Project Task 2: Coordination of the 2020 Trash Bash® Cycle

Houston-Galveston Area Council staff will administer, coordinate, and execute the annual Trash Bash® event.

- The Houston-Galveston Area Council convened meetings as necessary to coordinate stakeholder involvement and execute the 2020 event. Meetings were held in September, November, January, and February. All meetings are also available via webinar and conference call. The March meeting was scheduled for March 18, 2020 and was cancelled along with the event.
- The Houston-Galveston Area Council will provide a description of coordinator duties, provide a regional coordination timeline, and provide steering committee agenda and minutes (**Appendices A, B, E**).

Project Task 3: Printing, Laminating, Design, Production of Materials

The Houston-Galveston Area Council will procure, replace, print, and laminate new and existing educational materials for all Trash Bash® locations as needed.

 Posters and game supplies were replaced as needed due to wear and tear. The order was not placed until the fourth quarter due to COVID-19 related delays.

Project Task 4: Final Report

The Houston-Galveston Area Council will submit a final report summarizing all educational activities, volunteers, successes and challenges, results for all sites, total amounts of funding used for printing and laminating, as well as the cost of the design and

cost of the materials for the new displays. and photos and other exhibits discussed in the report. The report is required to summarize and include text, and if applicable, appendices. The report will be submitted to the TCEQ project manager and the U.S. Environmental Enforcement Agency.

The reports should be structured per the following outline:

- Title;
- Table of Contents;
- Executive Summary;
- Introduction;
- Project Significance and Background;
- Methods;
- Results and Observations;
- Discussion;
- Summary;
- References; and
- Appendices.

The draft final report is due 45 days prior to the end of the contract date, with the final report due no later than 15 days prior to the contract end date.

PROJECT RESULTS

Trash Bash® 2020 was scheduled to have sixteen cleanup locations. Several sites planned to have satellite locations that increase the amount of trash collected and the number of shoreline miles cleaned.

Event results since 1994 are found in **Appendix D**. Although no trash was collected in 2020, the downward trend in total trash collected over the years still serves as evidence that the cleanup is effective. When the 27th cleanup occurs in 2021 a continuation of this trend is expected.

Educational displays and/or activities were inventoried, and replacements were ordered as necessary to provide for each location. Illustrations of all educational items are found in **Appendix I**.

Printed and laminated printed materials supported using Galveston Bay Estuary Program funding from 2015 through 2019 include:

Pitch the Poop: Illustrates the effects of bacteria and nutrient pollution from pet waste through improper disposal. Accompanied by infographic poster, pledge poster, and pet waste bag dispenser giveaways for pet owners.

Defeat the Grease Monster: Illustrates the effects of improper disposal of fats, oils, and grease, resulting in clogged pipes and sanitary sewer overflows. Accompanied by a best management practices poster and pledge poster.

When It Rains, It Drains: Illustrates the advantages of low impact development (LID) for controlling stormwater quantity and quality. Accompanied by a poster that illustrates the concept of stormwater and a pledge poster.

Fish Me from the Watershed: Illustrates common littered items found in waterways and encourages participants to consider the possible disposal options available for each item; including the landfill, recycling (several options), reducing use, or reusing the items.

Educational Display Posters: Two posters are created for each educational exhibit or game: a 24x36" infographic style poster to help with education about the game topic and an 18x24" pledge poster for participants to review what they have learned and

pledge to change a behavior going forward. The infographic posters for three games are available in Spanish and Vietnamese.

Trifold Display Posters: A set of three posters (1) the journey of trash (2) what you can do to prevent water pollution (list coincides with the subjects of the four games, and (3) a map of watersheds in the Galveston Bay watershed used to help volunteers connect with the waterway closest to their home and build a positive relationship with it.

Marine Debris Biodegradation Timeline: Illustrates the breakdown life of common trash items. This poster (shown below) is used by all sites to supplement interactive educational games and other educational materials.

Stormwater Quality Trifold Brochure: Explains the concept of stormwater, how it can become polluted, and offers ways to reduce stormwater pollution, at home, in the yard, and around town. Also available in Spanish and Vietnamese.

Trash Bash® Promotional Rack Card: This undated card highlights the features of Trash Bash® and drives traffic to the website for site selection, volunteer information, and more.

Best Management Practices Giveaway Items: All sites receive pet waste bag leash dispensers and Earth911.com recycling refrigerator magnets. Sites serving Galveston, Chambers, and Brazoria counties receive fat scrapers and cooking oil funnels, compliments of the Houston-Galveston Area Council Coastal Communities Water Quality Outreach project. The items help promote the behavior changes encouraged by each of the exhibits/games by providing an appropriate tool.

LESSONS LEARNED

Houston-Galveston Area Council staff has identified continued areas of success and accomplishment as well as areas for potential growth and improvement for future Trash Bash® events.

Accomplishments

Communications

An event communications plan was created and posted on the site coordinator webpage to facilitate planning and tracking media and public outreach. The creation and monthly updating of the plan allowed site coordinators to track the promotion of the event. A sample plan and publicity materials are included in **Appendix H**.

The Texas Conservation Fund contracted H-GAC's Communication Department to produce a 30-second video public service announcement in both Spanish and English for Trash Bash® use on the website, social media, YouTube, and local government cable outlets. Unfortunately, the video was slated to be released the week the event was cancelled, so it was not put into circulation.

Social media and the website continue to increase in value as communications tools. Facebook page followers now number 1,098, a 17 percent increase over the 2019 event promotion cycle. In the 30-day period leading up to the cancellation of Trash Bash®, the website recorded 2,065 unique visitors, each viewing, on average, three pages of the website. This 30-day period does not include the last few weeks leading up to the event when most website visits are historically recorded.

Opportunities to Improve

Potential for New Sites

The Houston-Galveston Area Council will continue to evaluate the attendance and trash volume trends at each site and determine if new locations are required or if it is possible to clean different locations from existing sites using satellite locations.

Planning for 2021 includes potentially engaging the Greens Bayou Coalition, cities of Pearland and Friendswood along Clear Creek, and evaluating the need for existing sites where either trash or attendance is declining. The biggest challenge for new sites is always the initial donation.

Nontraditional Funding Sources

The Houston-Galveston Area Council will continue to work with the Texas Conservation Fund to investigate methods of raising small cash donations from the public to use for non-restricted purposes, including advertising and to offset staffing costs.

The online donation button, introduced in 2019, helped raise some funding for the 2019 and 2020 events, but the fee for the tool might prove to be cost-prohibitive in the future.

Educational Games and Exhibits

While the addition of the extensive suite of educational games/exhibits has made the educational portion of the Trash Bash® mission statement more impactful in terms of public education and outreach, it has also complicated site coordination by requiring additional tables, tents, and most importantly, trained volunteers. Although all the educational materials are made available to every Trash Bash® location, observations, photographic evidence, and comments make it obvious that not every site is putting the same effort into making the exhibit area functional and educational for volunteers.

The regional coordinator is working with the Bayou Preservation Association which has proposed taking over responsibility for training and staffing the educational areas at some or all Trash Bash locations as part of their watershed volunteer programs. A pilot program for a more in-depth training for volunteers at a few locations was planned for 2020 but ended up being postponed. Efforts toward this goal will continue into the next Trash Bash® planning season and will hopefully result in a pilot program at a few sites in 2021. Bayou Preservation has been working the educational exhibit area at the Cypress Creek location for years and understands the mission and how all the materials work.

CONCLUSION

Despite the fallout from the unforeseeable COVID-19 pandemic and resulting cancellation of the 2020 River, Lakes, Bays 'N Bayous Trash Bash®, the efforts of the Steering Committee, the amount of cash and in-kind sponsorships, and the number of group volunteer registrations suggest that the event was following the successful trend set by previous years. While cancelling the event for the first time in 27 years was disappointing, it was also necessary to safeguard the health of the event's volunteers—many of whom return year after year.

Trash Bash® continues to attract thousands of volunteers each year who are committed to a cleaner waterscape. The steering committee, site coordinators, sponsors, and administrative team help make the monumental organization of this event possible each year.

The Steering Committee sincerely appreciates the support of the Galveston Bay Estuary Program. Without continued support, an event of this importance and magnitude would not be possible, and for that, we are extremely grateful.

For additional information about the event, visit the Trash Bash website.

APPENDIX A

Regional Coordinator Responsibilities

For Trash Bash® to grow and prosper, consistent and responsive administrative and organizational support is vital. The Texas Conservation Fund (TCF) manages and funds the overall event. Gulf Coast Authority (GCA) and Houston-Galveston Area Council (H-GAC) staff provide the "backbone" of leadership, financial management, and daily administration for Trash Bash. An all-volunteer steering committee is made up of 40+volunteers who provide approval for decisions and are responsible for planning and running the individual cleanup sites. Supporting the personnel costs of the H-GAC regional coordinator for Trash Bash® ensures continuity throughout the process and consistency in planning and execution from year to year. Trash Bash planning is a year-round process and requires ongoing planning, maintenance, and attention every month.

The H-GAC regional coordinator handles a wide variety of tasks (percentages indicate a breakdown of time required for each category):

Working with Site Coordinators: 15%

- Answering questions via email and phone
- Forwarding appropriate materials (including by not limited to: food delivery/pickup schedules, event updates and allocation lists)

Working with vendors/ supplies: 20%

- Ordering food, drinks, ice, print approvals, etc.
- Researching new vendors
- Submitting quotes and work orders

Miscellaneous Administrative duties: 20%

- Checking Trash Bash email and hotline, returning calls and emails as necessary
- Updating database
- Modifying forms and letters
- Compiling event totals
- Preparing reports and updates

Sponsorship/Grants: 10%

- Researching applicable grants and sponsorships
- Following up on sponsorship requests

- Providing sponsors with updated event information including results, appreciation luncheon, pictures, etc.
- Completing grant and sponsorship requests

Inventory: 5%

- Conducting inventory at both H-GAC office and storage units
- Ordering, distributing, and receiving all event supplies including signage, tents, forms, etc.

Outreach, Public Relations and Volunteer Relations: 15%

- Planning and executing a comprehensive communications plan
- Responding to corporate and private volunteer group questions via the hotline and email address
- Promotion of Trash Bash (including T-shirt art contest)
- Submitting media requests to community papers, internet sites, social media, television and radio, and personal media contacts
- Planning and executing social media strategy
- Updating the Trash Bash website

Planning/ Meetings/Event Execution: 15%

- Meetings w/ site coordinators, project managers and TCF board president regarding event status and action items
- Executing Trash Bash event
- Plan Appreciation luncheon

The current regional coordinator is an H-GAC outreach coordinator, and additionally is responsible for designing, implementing, and updating educational/outreach materials used for Trash Bash, many of which were printed using GBEP grant funding. Part of this responsibility is to provide training and instructions for the use of the interactive exhibits and materials with the volunteers.

APPENDIX B

Regional Coordinator Timeline

	Task
May	Add new date to hotline
	Notify Boy Scouts and Girl Scouts of new date
	Add next event to website and Facebook
	Contact "Potential New Sites"
	Update Trash Bash SharePoint and server filing systems for next event
June	Inventory Supplies at Simply Self Storage
	Inventory Supplies at Advantage Storage
	Repairs to Equipment as necessary
	Send out Electronic Save the Date to email distribution lists (volunteers/site coordinators)
	Send out Electronic Save the Date to site coordinators (sponsors)
	Ask Lori Traweek about Budget Status to stock up on supplies
July	Draft grant report to grant sponsor GBEP (July 15)
July	
	Reserve Conference Rooms (Sept-Dec meetings at H-GAC)
	Add event to KTB calendar
	Design Postcards in English and Spanish
	Establish Rules for T-Shirt Design Contest - send to ISDs via Constant Contact in early August
August	New Coordinator Training (as needed)
	Email to ISDs for T-shirt Design Contest
	Quote/Order postcard
	Post T-shirt Design Contest to website and social media
	STAR award application due
	Finalize 2020 Site Coordinator Meeting Schedule (Sept - Dec meetings)

Sept.	Review Site Map Confirm/Update maps/descriptions on website with Site Coordinators
	Contact Waste Haulers to see if they can sponsor dumpsters: Republic Waste, Waste Management, Waste Connections, etc.
	Verify other tire pickup for the event
	Confirm Portalet Vendor
	Contact HCFCD about trash and tire pickup within Harris County
	Send out reminder to Site Coordinators that any educational projects need to be approved by the Steering Committee
	TEEA Award application due (September 30)
October	Send out Reminder about T-shirt Design Contest
	Send out Supplies Allocation List to Site Coordinators
	Finalize 2020 Site Coordinator Meeting Schedule (Jan-Mar meetings)
	Finalize Patch Design
	Quote/Order Patch
	KHP Proud Partner Award Application - 2018
	EPA Gulf Guardian Award Application - 2019
Nov.	Order recycling bags for ClearStream Containers if necessary
	Order gloves if necessary
	Order garbage bags if needed
	Order trash pickers in needed
	Order megaphones and safety vests if needed
	Finalize top portion of poster design
	Finalize T-Shirt Design (site coordinator vote) and finalize numbers
	Last Opportunity for a New Site to be added due to printing deadlines
	Renew agreement with the Greensheet
	Distribute blank postcards to site coordinators
Dec.	Create PSA for Trash Bash
<i>Dec.</i>	Order wristbands
	Order Date Signage Banners
	Order Date Signage Flags if needed

	Order Date Signage Stickers
	Purchase Nets if requested
	Provide postcard as PDF and PUB to site coordinators; create e-mail with the postcard design and send to site coordinators
	Reserve Conference Rooms (Sept-Dec meetings at H-GAC)
	Apply for permits with City of Houston
January	Print Registration Form En/Sp
	Finalize signage numbers and order if necessary
	Order Event Boxes and Event Box Liners from Republic Waste if necessary
	Quote and order buses from Merlo Charter
	Quote and order buses from Alamo Bus Service
	Place final order for dumpsters and trash pickup
	Place final order for portalet service
	Any other promotional activities start now
	Upload sponsors to website as confirmed by TCF
	Finalize Port-A-Lets list and Maps with Site Coordinators
	Finalize Waste Hauling List and Maps with Site Coordinators
	Order Bandit Signage for closed sites Little Thicket
February	Finalize design and order Posters
	Remind TCF to get liability insurance (Reminder to LT in early FEB)
	Poster delivery and handout to site coordinators
	Finalize Bus Route Maps and Descriptions (routes, schedules, size and number of buses)
	Poster distribution to sponsors
	Get invoices from Flowers Bakery for prepayment
	Send Ad to "The Greensheet"
	Track coverage and airing of media
	Send PSA to contacts - network English and Spanish TV/radio stations for public service possibilities
	Send out Press Release to news media
	Post PSA, Press Release and all other promotional pieces to Trash Bash website
	Distribute Budgets for Sites

	Order paper products if needed: napkins, paper towels, paper boats
	Quote/Order T-Shirts
	Quote/Order for Buns
	Quote/Order for Hot Dogs, Chips and Cookies
	Order/Replenish First Aid Kits
	Finalize Local Sponsors List for "Thank You" and order "Thank You" Banners
	Get sponsor t-shirt numbers from TCF
	Review Locations and Maps with Port-a-let Provider
	Review Locations and Maps with Waste Haulers
	Determine Delivery of Water with Nestlé
	Pick up Park and Sound permits
	Thank You Banner Printing and Delivery
	Send out Port-a-let details to site coordinators (contacts, delivery time)
	Send out Waste Hauling details to site coordinators (contacts, delivery time)
	Set date/location for Appreciation Luncheon (early to mid-May)
	Send site report form to coordinators
	Send out details for pickup of water and T-shirts to Site Coordinators
	Send out details for pickup of food items to Site Coordinators
	Safety Training Meeting
March	Send details on buns pickup to coordinators (Flowers Bakery location, times, quantities, payment details)
	Order supplies from Keep Texas Waterways Clean
	Follow up with Port-a-let Provider to see if everything is set for the event
	Follow up with Waste Haulers to see if everything is set for the event
	Send Press Release to The Greensheet
	Distribute HEB gift cards
	Hand out park and sound permits
	Print and distribute "Site Coordinators Phone List"
	Send insurance certificate to Steve Dorman @ Terry Hershey Park by 3/15
	Distribute insurance certificates to site coordinators
	T-Shirts delivered to storage for handout

	T-Shirts distribution to Sponsors
	Site Coordinators pick up supplies from storage units
	Balance supplies among the two storage units based on allocations
	Trash needs to be hauled away within days after the event
April	Receive/Sign Off on Supplies returned to storage units
	Site Reports from Site Coordinators due to H-GAC within 15 days
	Site Surveys from Site Coordinators due to H-GAC within 15 days
	Photos from Sites due to H-GAC within 15 days
	Remind Site Coordinators to turn in Registration Forms to TCF
	Remind Site Coordinators to turn in Expense Reports to TCF
	Remind Site Coordinators to turn in leftover HEB gift cards to TCF
	Submit results to Trash Bash President for her SEP report
	Design and print certificates for sponsors, coordinators and staff
	Post results to Trash Bash website
	Request results from Trash Haulers
	Add photos from sites to presentation for Appreciation Luncheon
	Add results to presentation for Appreciation Luncheon
	Post event photos, audio files and movies to Trash Bash website and Facebook
	Prepare/Conduct Post Mortem Meeting
	Report Results to Keep Texas Beautiful (Keep Texas Waterways Clean)

APPENDIX C

New Site Overview-Site Coordinator Manual

New or Satellite Site Overview

STEPS TO JOIN

Founded over 25 years ago, this is the largest single-day waterway cleanup in the state of Texas and currently offers 14 sites for cleanup around the region. To be considered for Trash Bash, you must:

- 1. Provide proof of at least \$5,000 in sponsorships for the site (this is an annual cost that covers bags, pickers, food, tents, etc.) by October 1.
- 2. Prepare a presentation for the Trash Bash Steering Committee, which would outline the following:
- a. Where

A map displaying the site for clean-up, along with a general feel for layout and parking. Any new sites must be a reasonable distance from existing sites. Satellite sites can be a bit closer but require additional coordination steps.

- b. Permission
 - Indicate whether you've received permission from the land-owner(s) of the potential site to access, use, and clean the property.
- c. Coordinator
 - Identify the individual that will lead efforts, both building up to and during the event.
- d. Site Committee
 - Identify those individuals that will assist the Site Coordinator in making decisions, procuring goods, and fundraising.
- e. Volunteers
 - Demonstrate how the Site Coordinator and Committee will reach out to community members to encourage volunteerism
- 3. Present your site / presentation to the Trash Bash Steering Committee during one of their monthly meetings.
- 4. After the presentation, you would excuse yourself while the group discussed the details and vote yes or no on the satellite site.

MAJOR RESPONSIBILITIES OF SITE COORDINATOR

It is important to note that the time commitment associated with Trash Bash can be significant and should not be taken on lightly. The Site Coordinator for any site is responsible for:

- Attending monthly Steering Committee meetings.
- Creating and convening your Site Committee.
- Providing volunteer estimates, which are used to order t-shirts, food, collection materials, etc.
- Providing day-of leadership during the event, ensuring that all participants have signed safety waivers / registration forms, watched the safety video, etc.
- Fundraising (including anything outside of the initial \$5,000).
- Creating a site layout plan, securing any/all required permits required for use of the site, etc.

GET INVOLVED

If you can't join Trash Bash as a new site this year, there are still several ways you can become involved!

- Monetary & Material Donations This event is funded entirely by monetary and material donations. Material donations might include collection dumpster rental(s), printing / covering print costs for educational materials, etc.
 - With both monetary and material donations, you or your organization will be listed on our website and promotional materials as a sponsor for the dollar value equivalent of the items supplied. Learn more about sponsorships at the Trash Bash website.
- **Organize a Volunteer Group** Promoting a sense of environmental responsibility is a great way to support Trash Bash! Consider putting together a group of like-minded individuals to clean it like they mean it.
- **Promote the Event on Social Media** Help Trash Bash spread the word and encourage volunteers to come out by sharing our message on the Trash Bash Facebook page, and the Houston-Galveston Area Council social media platforms.

Site Coordinator Manual

Trash Bash Mission: To promote environmental stewardship of our watershed through public education by utilizing hands-on educational tools and by

developing partnerships between environmental, governmental, and private organizations.

Site Coordinator Responsibilities

Expectations and Requirements of a Site Coordinator (SC) are as follows:

- Establish a site committee comprised of volunteers that will assist in planning and will work at the site the day of the event to help ensure the event runs smoothly.
 See Site Committee section.
- Responsible for directing the site committee and managing all Trash Bash activities and deliveries at the site.
- Attend all Trash Bash monthly meetings. If a conflict arises, please send another site representative from the site committee.
- Solicit sponsors, both regional and local. If a Site Coordinator secures a donation from a new sponsor who does not already donate to Trash Bash, the first \$250 will be dedicated to that site to enhance their site budget. The balance will go into the Trash Bash account to help fund regional expenses for the event.
- Provide site shipping address and contact information to Regional Coordinator (RC) for each item requiring shipment or delivery.
- Arrange to have photos taken at your site during the event and share them with the RC with final site report. Digital photos are the easiest to use and share.
- Poster distribution is the responsibility of the SC and site committee to gain local visibility for their site. The RC is responsible for sending posters to the regional sponsors.
- Publicity SCs and their committees are expected to seek publicity for the event at the local level. Always try to recognize the Trash Bash web site, total number of sites and logo level sponsors in interviews about the event realizing the media has final editing power.
- Permits may be required for the use of parks, signs, food and loud speakers. While
 the Regional Coordinator may coordinate these permits, it is the responsibility of
 the Site Coordinator to ensure their site has the correct permits.
- Insurance an event-wide insurance policy is secured each year which covers liability (damage) to the sites themselves. Please contact the Regional Coordinator for copy of policy certificate for your site. This is not liability coverage for volunteers. Therefore, it is imperative that all volunteers sign a Liability Waiver at Registration, so they understand this. We must maintain the signed document as a record, so all forms should be turned in to the RC after the event is over in an envelope labeled with site and event year. If volunteer is a minor, the form must be signed by legal guardian. Watercraft owners are responsible for their own liability insurance/safety.

- Site coordinators should be continually monitoring the status of safety supplies
 (water, gloves, and vests if applicable) during registration so if supply amounts
 begin to significantly decline, efforts can be made to get additional supplies from
 other sites, storage units or purchase from a store before the supplies are depleted.
 Volunteers are not allowed to participate in clean up without safety supplies.
- Buses and vans are provided based on necessity and available funding for some of
 the clean-up sites. This service must first be requested by the site and approved by
 RC. Buses should run back and forth to the drop off site continually during event.
 Bus driver instructions and route maps must be submitted to Regional Coordinator
 prior to event. SCs must arrange to have a knowledgeable person ride the bus route
 with the driver at least once at the start of the day and be stationed at the bus to
 instruct all volunteers about where they are going, where and when they will be
 picked up and to confirm that all volunteers have gloves, water and trash bags
 before allowed on bus.
- Site coordinators are not authorized to in any way to bind the board members of the Texas Conservation Fund (TCF) or TCF itself.

Use of Trash Bash name and Logo

- Site coordinators agree to safeguard the "River, Lakes, Bays 'N Bayous Trash Bash" and "Trash Bash" logo since both are trademarks of the event. If you learn of other groups using either name, please contact the RC with information.
- Use of logo should always be accompanied by the River, Lakes, Bays 'N Bayous Trash Bash® name as well as the registered trademark symbol. Do not distort logo shape or delete parts of logo.
- Any printed materials, either hard copy or mass emails, released in association with the Trash Bash® event must be approved by the regional coordinator and/or the Texas Conservation Fund board of directors before being printed and distributed.

Site Committee

Site Committees are formed by each Site Coordinator. Each Site Committee is responsible for the following:

- ✓ Mailing labels for "Save the Date" cards
- ✓ Scouts solicit and confirm participation in advance
- ✓ Door prizes purchase and/or solicit door prizes
- ✓ Short Term refrigeration for hot dogs, up to one-week long storage for buns, chips
- ✓ Crowd Control at the site during the event
- ✓ Traffic and Parking considerations and signage
- ✓ Identify signage needs and placement
- ✓ Educational projects/displays/activities

- ✓ Assemble and inventory all supplies needed for the event in advance so if items are missing, you have time to get replacements.
- ✓ General information table at event
- Registration table where registration and liability forms are collected and wrist bands are handed out
- ✓ Table for gloves, trash bags, water and safety vests and/or trash grabbers (if applicable)
 directly following registration
- ✓ First Aid area with kit marked by sign that is visible and accessible to volunteers
- ✓ Placement of recycling bins during event
- ✓ Roll Off Bins Give map with locations to RC and trash hauler.
- ✓ Harris County sites only Harris County provides trash pickup of trash bags without dumpsters for Harris County sites but need to determine location for staging trash for pick up. Give map of location to RC.
- ✓ Port-a-lets how many and where to locate? Give needs and map to RC.
- ✓ Hand washing stations –give needs and map for location to RC.
- ✓ Cardboard trash boxes with plastic liners for lunch trash how many do you need for your site? Give needs to RC.
- ✓ Decide how and where to cook hot dogs (& chili?)
- ✓ Who will cook & serve the food?
- ✓ Where will food be located once prepared including buns, hotdogs, ketchup, mustard, relish, cheese, chili, etc.
- ✓ Who's purchasing condiments, drinks, etc. and from where?
- ✓ Food pickup and storage during the week before the event who, when and where?
 - Delivery &/or pick-up will be a couple of days before the event.
- ✓ If there is leftover food, where to donate. Identify missions and shelters and their needs prior to event so food can be delivered same day. We strongly support donating to those in need.
- ✓ Identify who will be responsible for recycling items collected such as cans that can be recycled.

Safety

Safety is our **number one** priority for volunteers.

 Registration – gloves and water must be given to all volunteers before they can clean up. If volunteers are going to be cleaning alongside a road, that volunteer must also be issued an orange safety vest. If the site runs out of any of these

- supplies, volunteer must wait until more supplies are available before allowed to clean up trash.
- NO adults or minors will be allowed to participate in the cleanup unless liability and registration form is filled out and signed by adult or legal guardian for minors.
- Volunteers younger than age 10 will not be allowed to clean along a roadside or on the banks of a flowing waterway.
- First Aid at a minimum each site is required to have a first aid station manned by individual(s) familiar with or knowledgeable about first aid including techniques for treating/dealing with cuts, abrasions, bites, stings, allergic reactions, heat stress, etc. and having ability (cell phone) to call for ambulance, if needed. The location of this station must be identified by a sign so easily visible to volunteers.
- In case of injury requiring medical attention, that is the responsibility of the person injured if an adult and of the guardian if injured person is a minor. Site Coordinator should assist in calling 911 if requested to by the adult or in an emergency.
- EMS is not required but recommended if available on volunteer or in-kind basis.
 Many industries have this service on site and may volunteer the service for the event.
- In the case of a lost child, this child should be taken to Site Coordinator or Registration table and held until picked up by adult who accompanied child to event. Check ID and document if any question.
- Criterion for Canceling TB Trash Bash is held rain or shine unless conditions deteriorate and become unsafe. Criteria for cancelling event and sending volunteers home are:
 - Lightning if lightning is observed during event, event must be cancelled
 - Hail if observed, send volunteers to immediate cover, i.e. pavilion, tents, buses, cars, etc. and monitor after passed for other unsafe conditions
 - o Drenching rainfall cancel event as makes slopes slick and footing uncertain
 - Rising water cancel event if rising quickly and/or more rain is forecast
 - o Other concerns that make conditions unsafe. If unsure, call RC.

Funding for Event

RC and the Texas Conservation Fund along with Site Coordinators raise money each year for the event. We have many longtime sponsors but also get new sponsors each year. The money raised covers the following budgets/expenses each year:

 Site Budget – The Trash Bash organization provides each Trash Bash site a site budget to reimburse the site for entertainment and supplies that will enhance the event. The site budget can be used to pay for entertainment, door prizes, tables, chairs, tents OR for any other item/activity that has been pre-approved upon request from SC by the Regional Coordinator with approval from board. The site

- coordinator must maintain all receipts for items/entertainment spent and submit a signed reimbursement request form with receipts and explanation to TCF president for reimbursement.
- Event-wide Site Allocations Outside of site budget. Some of these items are donated, some are paid for in advance by RC, others will be paid for with purchasing cards, and some should be paid for and reimbursed to site coordinator or committee member. The funding of these items can change year to year. These items include:

Safety:

- ✓ Water (donated in-kind)
- ✓ Gloves (purchased by RC)
- ✓ Safety Vests if cleaning along roads (purchased by RC)
- ✓ Trash Grabbers for those who request them (purchased by RC)

Food and Drink Budget:

- ✓ Hot dogs (purchased by RC)
- ✓ Buns (purchased by RC)
- ✓ Chips & Cookies (provided by RC)
- ✓ Condiments (purchased by gift card, or SC and reimbursed)
- ✓ Sodas (purchased by gift card, or SC and reimbursed)
- ✓ Ice (some provided by RC or purchased by SC and reimbursed)
- ✓ Serving supplies (some provided by RC or purchased by SC and reimbursed)

Misc. Supplies Budget (purchased by Regional Coordinator):

- ✓ Trash Bags
- ✓ T-Shirts
- ✓ Patches
- ✓ Wristbands
- ✓ Signage

Education Budget:

- ✓ Site specific projects must be approved by Steering Committee depending on merit
 - and available funding
- ✓ Steering Committee can vote to provide educational project/items to all sites.

Trash Hauling and Disposal (purchased by RC)

Tire Disposal (purchased by RC)

Waste Issues

- What should not be collected by volunteers but should be marked and reported to Site Coordinator. Site Coordinator should report the location of these items to the County Health Department for collection. These items include the following:
 - Drums
 - Containers leaking unknown contents
 - Sharps
 - Freon
 - Creosote
 - Weapons
 - Suspicious looking items

The location of those items should be documented or marked and reported to the Site Coordinator. The Site Coordinator should contact the County Health Department for appropriate collection.

- Normal trash and debris can be placed in trash bags and roll off boxes.
- Tires must be staged separately and will be picked up by a tire recycler at one location per site after the cleanup. Tires must not be placed on the roll off boxes.
- Materials collected separately at event for recycling like drink cans, plastic bottles, etc. should be recycled by a member of the Site Committee after the event. The available recycling locations should be identified by the Site Committee in advance of the event.

Activities after the Event

- ✓ Thank you notes and/or letters to Site Sponsors and Site Committee.
- ✓ Regional Coordinator will send thank you notes and/or letters to regional sponsors.
- ✓ Identify additional preparations and lessons learned for NEXT year's event and record.

Event Site Report

A site report should be compiled immediately after the event and submitted to the RC. The report should include:

- ✓ Attendance (number of volunteers)
- ✓ Amount of trash and tires collected contact your waste hauler for info
- ✓ Review left-over supplies and revise numbers accordingly next year
- ✓ Amounts of left-over food & ice where was it donated?
- ✓ Did you have any first aid incidents? Explain what happened and how it was handled.
- ✓ What worked well at your site?
- ✓ What needs to be changed at your site?

Site Inventory and Return to Storage:

- ✓ Inventory all equipment/items/supplies on loan from Trash Bash organization and note any damage
- ✓ Identify amounts of supplies left over from this year's event that can be used next year (Gloves, trash bags, t-shirts, patches, wristbands, signage etc.)
- ✓ Provide inventory list to RC and identify which storage unit you are using or approved alternative storage location. If an item was damaged, report to RC as well.
- ✓ Return items to storage (as inventoried) clean and in good condition.

APPENDIX D

Results Summary by Year (1994-2019)

Table 1. Results by Year (1994-2019) **2020 event cancelled due to COVID-19**

Year	Volunteers	Trash (tons)	Tires	Recycle (tons)	Shoreline
1004	4.605	150	N1 / A	N1/A	(miles)
1994	4,685	150	N/A	N/A	N/A
1995	5,000	132	N/A	N/A	N/A
1996	4,500	148	N/A	N/A	N/A
1997	3,569	145	N/A	N/A	N/A
1998	3,092	97	N/A	N/A	N/A
1999	3,900	145	N/A	N/A	N/A
2000	5,125	172	1,349	N/A	N/A
2001	4,830	212.5	677	N/A	N/A
2002	4,495	100.2	318	N/A	N/A
2003	4,451	93.8	573	N/A	N/A
2004	4,451	74.41	553	N/A	N/A
2005	2,766	73.6	643	N/A	N/A
2006	4,417	55	788	N/A	N/A
2007*	1,000	6	200	N/A	N/A
2008	4,471	42.5	643	0.7475	97.13
2009^	4,678	107.5	636	0.343	79
2010	5,566	104	841	0.398	122.6
2011	6,722	69.61	636	2.7585	176
2012	6,274	30.73	474	3.56	158.8
2013	5,012	49.3	483	2.91	167
2014	4,622	37.6	369	1.43	157
2015	4,384	37.4	434	1.31	162
2016	4,578	53.9	518	1.41	177
2017*	3,242	51.9	574	1.46	150.1
2018^	3,591	85.5	356	0.94	158.5
2019	4,290	56.5	513	2.8	153.3~
TOTAL	113,711	2,331	11,578	20.1	1,758.4

^{*}Event affected by rain.

[^]Post-hurricane event.

[~] Armand Bayou waterfront sites limited by ITC fire.

APPENDIX E

Steering Committee Meeting Agendas

AGENDA

River, Lakes, Bays 'N Bayous Trash Bash 2020 Steering Committee Meeting

Event Date: Saturday, March 28, 2020

Wednesday, September 18, 2019 3555 Timmons Lane 10 to 11:30 a.m. Conference Room D H-GAC,

2nd Floor

Participation Options

Webinar Registration Link: https://attendee.gotowebinar.com/register/2429347152740963851
Dial In Only: 800-240-3895 Passcode: 1084242#

Email Kondall at kondall guidraz@b gas com by 4 p.m. Tuesday if you would like the

Email Kendall at <u>kendall.guidroz@h-gac.com</u> by 4 p.m. Tuesday if you would like the PowerPoint to view during call.

1. Welcome and Introductions

• Roll Call (in person and phone)

2. Meeting Schedule, Contact Information, and Deadlines

- Site Coordinator Page on TrashBash.org
- (http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html) Password: sitecoordinator2014
- Contact updates (including email and cell phone)

DEADLINES for COORDINATORS	DATE
Site Map Information for Website	09/30
Waste Haulers Confirmed (trash/tires)	09/30
Allocation Forms	11/01
Trash/Portalet Maps	01/15
Transportation Maps	02/19
Site Report	04/10
Site Survey	04/10
FTP Photo Upload (link to be provided)	04/10
Inventory Squared	04/03

3. 2019 Event Wrap-up

· Survey and Discussion for needed changes

4. Site Discussion

- Potential New Site
- Existing site evaluations

5. Fundraising and Budget

- Online Donation Tool
- Forms, letters, etc.

6. Publicity

- New communication plan will be posted on site coordinator page
- Ideas for promotion (use of postcards, posters, social media, website, email)
- Ideas for ways to increase attendance and reach new audiences

7. Education

- Review of all educational materials and Instruction Guide
- Training volunteers to run educational areas

8. New Business

a. Other new business as brought forth by committee members

AGENDA

River, Lakes, Bays 'N Bayous Trash Bash 2020 Steering Committee Meeting

Event Date: Saturday, March 28, 2020
Wednesday, November 20, 2019
3555 Timmons Lane

10 to 11:30 a.m.

2nd Floor

H-GAC,

Conference Room D

Participation Options

Webinar Registration Link: https://attendee.gotowebinar.com/register/5188879445900722187

Call In: 800-240-3895 Passcode: 1084242#

Email Kandall et kandall guidez @b. gas. sam by 4 p.m. Tuesday if you would like the

Email Kendall at <u>kendall.guidroz@h-gac.com</u> by 4 p.m. Tuesday if you would like the PowerPoint to view during call.

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Trash/Portalet Maps	01/15
Transportation Maps	02/19
Site Report	04/10
Site Survey	04/10
FTP Photo Upload (link to be provided)	04/10
Inventory Squared	04/03

3. Site Discussion

Potential New Site

Existing site evaluations

4. Fundraising and Budget

- Online Donation Tool
- Forms, letters, etc.
- Individual Site Sponsorships

5. Publicity

Communication/Publicity Plan and Materials

6. PSA and Group Reservation Form

Review Group Reservation Form procedure

7. Education

- Exhibitor Pre-Approval required
- Training volunteers to run educational areas

8. New Business

AGENDA

River, Lakes, Bays 'N Bayous Trash Bash 2020 Steering Committee Meeting

Event Date: Saturday, March 28, 2020 Wednesday, January 15, 2020

3555 Timmons Lane 10 to 11:30 a.m.

Conference Room D

H-GAC.

2nd Floor

Participation Options

Webinar Registration Link: https://attendee.gotowebinar.com/register/4927694856769127691

Call In: 800-240-3895 Passcode: 1084242#

Email Kendall at kendall.guidroz@h-gac.com by 4 p.m. Tuesday if you would like the PowerPoint to view during call.

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Roll Call (in person and phone)

2. Meeting Schedule, Contact Information, and Deadlines

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- (http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html) Password: sitecoordinator2014
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Allocation Forms	11/01
Trash/Portalet Maps	01/15

Transportation Maps	02/19
Site Report	04/10
Site Survey	04/10
FTP Photo Upload (link to be provided)	04/10
Inventory Squared	04/03

3. Site Discussion

- Site Updates
- Group Reservation Form

4. Supplies

- Ordering has begun
- Care of supplies
- Return procedures

5. Fundraising and Budget

- Sponsorship Report
- Forms, letters, etc.
- Individual Site Sponsorships

6. Publicity

• Communication/Publicity Plan and Materials

7. Education

- Exhibitor Pre-Approval required
- Training volunteers to run educational areas

8. New Business

a. Other new business as brought forth by committee members

AGENDA

River, Lakes, Bays 'N Bayous Trash Bash 2020 Steering Committee Meeting Event Date: Saturday, March 28, 2020

Wednesday, February 19, 2020 3555 Timmons Lane 10 to 11:30 a.m. Conference Room D H-GAC,

2nd Floor

Participation Options

Webinar Registration Link:

https://attendee.gotowebinar.com/register/940696369662744331

Call In: 800-240-3895 Passcode: 1084242#

Email Kendall at kendall.guidroz@h-gac.com by 4 p.m. Tuesday if you would like the PowerPoint to view during call.

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Roll Call (in person and phone)

2. Meeting Schedule, Contact Information, and Deadlines

- Site Coordinator Page on TrashBash.org
- (http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html) Password: sitecoordinator2014
- Contact updates (including email and cell phone)

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Waste Haulers Confirmed (trash/tires)	09/30
Allocation Forms	11/01
Trash/Portalet Maps	01/15
Transportation Maps	02/19
Site Report	04/10
Site Survey	04/10
FTP Photo Upload (link to be provided)	04/10
Inventory Squared	04/03

3. Site Discussion

- Site Updates
- Group Reservation Form
- Time to perform first pre-event site visit (if you haven't already)

4. Supplies

- Flag signage early request needs
- Review Sign up for Supply Distribution and Returns
- Washburn Tunnel Safety Presentation
- · Care of supplies

5. Fundraising and Budget

- Sponsorship Report
- Site Budgets

6. Publicity

- Public Service Announcement
- Press Release

7. Education

- Exhibitor Pre-Approval required
- Review Educational Exhibits
- Education Trainings

8. Safety

- View safety video
- Review safety materials

9. New Business

• Other new business as brought forth by committee members

^{***}There is no agenda for the March Meeting in 2020 because the event was cancelled due to COVID-19 before the meeting took place.

APPENDIX F

Sample Site Allocation Form

2020 ALLOCATIONS	NAME OF SITE: Galveston Bay Virginia Point					
ESTIMATED ATTENDANCE: YELLOW = STORED OFF-SITE						
Registration		Signage		Buses/Shuttles		
Reg. Form (E)	175	13' Event Sign	2	Buses	0	
Reg. Form (S)	25	9' Event Sign	2	Shuttles	2	
Wristbands	200	Bandit Date Sign	2	Comfort Stations		
Tents	37	Event Banner Signage "NEW"	21	Regular Portalets	3	
Patches for Scouts	25	Heavy H-Stake for Bandit Date Sign	2	Handicapped Portalets	1	
Gloves" order by the dozen		Welcome Banner	. 1	Hand Washing Stations	2	
Small (dozen)	5	Thank You Banner	1	Trash and Tires		
Medium (dozen)	5	Bandit - Trash Bash	10	Dumpsters/Rolloffs	2	
Large (dozen)	5	Bandit - No Parking	4	HCFCD	N	
X-Large (dozen)	5	Bandit - Bus Stop	2	Other	Y	
Vaste Receptacles		Bandit - No Parking , Bus Stop	2	Tshirts		
Recycling Unit Stand w/Lid	3	Bandit - No Dumping	3	Youth M	18	
Clear Bags for Recycling Units above	12	Bandit - Drop Trash Here	3	Small	20	
Event Boxes	0	Wire Stakes for Bandit Signs	25	Medium	36	
Natural Bags for Event Boxes above	0	Educational Items		Large	48	
Black Bags for Trash Items	500	LID Stormwater Game	21	XL	48	
Blue Bags for Recycled Items	0	Stormwater Poster	1	XXL	15	
Garbage Pickers	100	LID Pledge	. 1	XXXL	্ৰ	
Products for Food		FOG Game	11	Food Items		
Cooler Boxes (2 sizes available)	2	FOG Pledge	×13	Hot Dogs (1.5 per vol)	0	
Hot Dog Paper Boats	0	FOG Poster	1	Hot Doğ Buris (I.o pei	0	
Paper Towel Rolls	4	Pitch the Poop (PTP) Poster	. 1	Chips (1 per vol)	200	
Napkin Cartridges (875 per cartridge)	0	PTP Sandwich Board Easel	0	Cookies (1 per vol)	200	
First Aid & Safets		Pitch the Poop Pledge	21	Bottled Water (2.5 per vol)	350	
First Aid Kit	0	PTP Trash Cans (2)	2	Promotional Items		
Safety Vests	30	PTP Play-Doh (2)	2	Postcards	75	
Megaphone	1	Pet Waste Bag Dispensers	25	Posters	11	
First Aid Sign	0	Litter Game	(1)	Trash Bash Rack Cards	15	
Safety First Sign	1	Litter Poster	1	Stormwater Brochures	1	
Caution Snakes Sign	1	Litter Pledge	1	Trash Timeline	- 50	
	1 -	Tri-fold posters (request as 1 set of 3)	109	Results Poster	10	

APPENDIX G

Sample Maps for Waste and Portalets



APPENDIX H

Communications Plan-Media Values

RIVER, LAKES, BAYS 'N BAYOUS TRASH BASH® - 2020 COMMUNICATIONS PLAN

The mission of the River, Lakes, Bays 'N Bayous Trash Bash® is to promote environmental stewardship of the Galveston Bay Watershed by removing litter and debris, utilizing hands-on educational tools, and developing partnerships between environmental, governmental, and private organizations.

To achieve that mission, it is vital that communication, using all the tools for promotion and publicity afforded to us, be ongoing with the diverse groups involved with planning, promotion, and participation.

Having a coordinated plan of communications will facilitate the success of the event on through the achievement of the following **GOALS:**

- 1. Increase sponsorships for both the general event and at individual sites.
- 2. Increase volunteer participation.
- 3. Increase shoreline miles cleaned and debris tonnage collected.
- 4. Increase education opportunities at each site.

COMMUNICATIONS TOOLS:

- 1. Print materials, including posters (11x17 standard size), flyers (no bigger than 8.5x11), and postcards (4x6) for mailing.
- 2. Create a 3-up rack card with educational information about Trash Bash and its purpose for year-round use.
- 3. Electronic email blasts through Constant Contact distribution lists.
- 4. Creation of a Trash Bash Newsletter and/or inclusion of items in other newsletters.
- 5. Social media tools, including Facebook, Twitter, Instagram. Posting and sharing of these items to partner pages and personal pages helps exponentially spread the word on social media.
- 6. Website.
- 7. Video and audio public service announcements.
- 8. Promotion by partner organizations.
- 9. Targeted press releases, media alerts, and targeted pitches.
- 10. Television, newspaper, magazine, and radio interviews.
- 11. Billboards, signage, and other publicly viewed items.
- 12. Word of mouth through presentations at churches, civic organizations, etc.

FUNDING SOURCES:

- 1. General sponsorship monies.
- 2. SEP funding if available.

3. Alternative sources of funding for advertising.

OTHER:

- 1. Please let us know when you get publicity; i.e. newspaper articles, blog posts, social media mentions, etc.
- 2. Anyone interested in helping with the communications push, please let us know.
- 3. We have a volunteer with extensive experience working with the media who will help us with our targeted media outreach in March.

MONTH	PLANNED COMMUNICATIONS
June	Post new date to website and social media.
	2. Initial contact with potential new sites or satellites.
	3. Hashtag is #TrashBash2020 #Bring20friendsFill20bags
July	1. Save the Date and a Countdown post to Facebook.
	2. Article in H-GAC C&E Newsletter (1600 subscribers).
August	1. Save the Date Email blast to volunteers and sponsors (~25,000).
	2. Save the Date post to Facebook.
	3. Article in H-GAC C&E Newsletter.
	4. Article in Texas Stream Team Newsletter (400 subscribers).
	5. Finalize design and print postcards.
Sept.	1. Article in H-GAC C&E Newsletter.
	2. Save the Date posts to social media.
	3. Sponsor packet materials available to Site Coordinators.
	4. Sponsor packet materials sent to sponsor lists.
	5. Postcards printed for distribution to Site Coordinators.
	6. Posted to Keep Texas Beautiful Calendar of Events.
	tp://www.ktb.org/get-involved/calendar.aspx] and [http://www.ktb.org/get-
	involved/calendar/keep-texas-waterways-clean/keep-texas-waterways-
	cleanrivers-lakes-bays-n-ba.aspx]
Oct.	1. Save the Date posts to social media.
	48 hours, reached 529, 43 engagements and 6 shares)
	2. Save the Date sent to email distribution list.
	nt to ~900 people, one-third opened the email in 48 hours)
	3. Save the date in H-GAC C&E Newsletter.
Nov.	1. Postcards mailed to 15K on mailing list.
	2. Save the Date posts to social media.
	3. Article in H-GAC C&E Newsletter.
	4. Article in Texas Stream Team Newsletter.
	5. Add event to Texas Master Naturalist calendar [http://txmn.org/]
	6. Add event to [http://dontrashagoodthing.org]
Dec.	1. Save the Date posts to social media.

	2. Article in H-GAC C&E Newsletter.
	3. Contact GreenSheet about advertising.
	4. Create PSAs (audio and video versions)
	5. Reach out to partner organizations for articles in upcoming newsletters
	in Jan, Feb, and March.
Jan.	1. Poster designed/ready for print upon receipt of final sponsor list.
	2. Contact Radio and TV stations (community, school, and government
	cable stations) for PSA play beginning in February.
	3. Save the Date posts to social media.
	4. Save the Date eblast #2 to email list.
	5. Article in H-GAC C&E Newsletter.
	6. Cut off Sponsors on printed materials is Jan. 31.
	7. Email blast to science teachers.
	8. Email blast to governments.
	9. Email blast to running/cycling clubs.
	10. Email blast to ISD communications groups.
Feb.	1. Posters distributed to Site Coordinators and Sponsors at Feb meeting.
	2. Save the Date posts to social media.
	3. Article in H-GAC C&E Newsletter.
	4. Article in Texas Stream Team Newsletter.
March	Posters distributed in neighborhoods, schools, etc. by Site Teams by
	March 1.
	2. Event Press Release sent.
	3. Targeted emails sent for sites in Brazoria, Galveston counties. It will be
	posted on the H-GAC website and sent out via social media.
	4. Targeted media alerts and contacts for TV, Radio, and Print Media for
	news and feature stories, interviews, and/or briefs will be sent out for
	distribution days to try to get some airtime prior to the event.
	5. Daily posts to social media, including #TBT posts each Thursday.
	6. Early in the month, reach out to all our partner organizations for social
	media sharing, liking, posting.
	7. Article in H-GAC C&E Newsletter.
	8. T-shirt contest media release.
Anuil	Gather results from site coordinators.
April	1. Gather results from site coordinators.
May	Results story in H-GAC Community & Environmental Newsletter and
	Texas Stream Team newsletter.
	2. Results posted on website, Facebook, H-GAC Regional Focus
	Newsletter.
	3. Post wrap-up video to Website, Facebook, YouTube for Appreciation
	Luncheon.
	4. Certificates of Appreciation to sponsors, committee.
	5. Results Press Release to targeted media.
	J. Nesults Fless Nelease to targeted filedia.

Copy for Newsletters:

The 27th annual River, Lakes, Bays 'N Bayous Trash Bash®, Texas's largest single-day waterway cleanup, is set for Saturday, March 28, 2020.

Become a Sponsor. Trash Bash® is made possible through generous contributions and support by sponsors. Check out the various <u>sponsorship levels and benefits</u> that make it possible for your organization to become a Trash Bash® partner and make a positive impact on local waterways. The deadline to be included on printed materials is January 31, 2020.

Volunteers Needed. Bring 20 friends, fill 20 bags! Since its inception, more than 109,000 volunteers have collected almost 2,300 tons of trash, 17 tons of recyclable materials, and 11,065 tires. Find out <u>how to volunteer</u> and promote a healthy Galveston Bay watershed at one of our 16 cleanup locations on March 28. Bring 20 friends, fill 20 bags!

Materials Used for Publicity:

Link to Trash Bash Facebook Page: https://www.facebook.com/TrashBash/

Link to Trash Bash website: http://www.trashbash.org/

Print Postcards (English):



Print Postcards (Spanish):

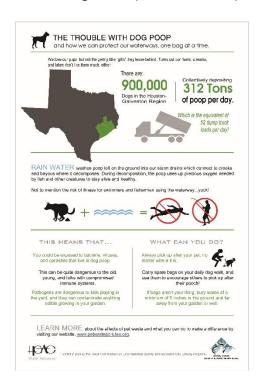


APPENDIX I

Educational Materials

Trash Bash Educational Materials

PITCH THE POOP: Proper Disposal of Pet Waste
Best management practice item – pet waste bag leash dispenser







DEFEAT THE GREASE MONSTER: Proper Disposal of Fats, Oils, Grease Best management practice items - funnels and scrapers for sites in the coastal counties







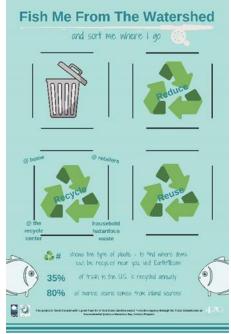
TURN YOUR YARD INTO A SPONGE: Preventing Nonpoint Source Pollution from Residences Best management practice item - Stormwater Quality Brochure





FISH ME FROM THE WATERSHED: Making Responsible Choices for Disposal of Commonly Littered Items

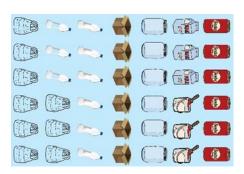
Best management practice item – Earth911.com refrigerator magnet (purchased by H-GAC Solid Waste Management Program)

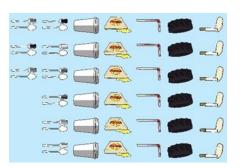






(Game Pieces shown below)

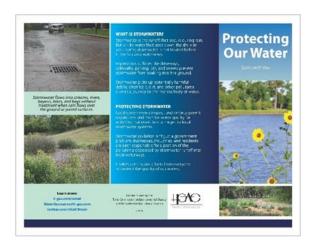




TRIFOLD DISPLAY BROCHURES



STORMWATER QUALITY BROCHURE





TRASH BASH EVERGREEN PROMOTIONAL RACK CARD





stewards for the Galveston Bay Watershed.





VOLUNTEER Scouts, clubs, schools, groups, and families can find a location close to work, school, or home





Tax-deductible donation options are available for businesses, organizations, and individuals





LEARN Games, exhibits, and displays explain the importance of protecting water quality





Learn more at www.TrashBash.org Like us at Facbook.com/TrashBash

> Funding through the laws Commission on Freitonn Quality and the Golveston Boy Fatury Program CE071e

TRANSLATED MATERIALS WITH FY19 FUNDING

