2022 River, Lakes, Bays 'N Bayous Trash Bash®

Final Report



By Kendall Guidroz Houston-Galveston Area Council Submitted to TCEQ June 2022 Contract No. 582-19-90216

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GBEP	Galveston Bay Estuary Program	
H-GAC	Houston-Galveston Area Council	
TCEQ	Texas Commission on Environmental Quality	
U.S. EPA	United States Environmental Protection Agency	

Executive Summary

The River, Lakes, Bays 'N Bayous Trash Bash® – Texas's largest, single-day, volunteer-based waterway cleanup event – celebrated its 28th cleanup event on Saturday, March 26, 2022. This cleanup marked the first in-person Trash Bash® event since 2019 due to the COVID-19 pandemic.

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

The 2022 cleanup included 14 of the 16 previous Trash Bash® sites. After two years of no in-person cleanups, several sites had completely new site coordination teams, and two were unable to get new site coordination team members and were therefore closed for the 2022 event. Working with the new site coordination teams, as well as dealing with the many logistical changes resulting from the COVID-19 pandemic, meant that most coordination efforts for 2022 centered on simply getting the in-person event up and running again rather than expanding the different elements. The event returned with all of its previous elements including lunch, transportation to satellite cleanup sites, door prizes, and education stations with the interactive exhibits discussing nonpoint source pollution topics. Despite logistical challenges the event went well, and the overall impression site coordinators received from volunteers was that they were very excited to have the in-person event back.

Combined site results from the 2022 event (Table 1) show that participation was down from pre-pandemic levels, but that was not surprising due to the reduced number of sites and ongoing COVID concerns. The amount of trash removed during the event was actually greater than in recent years. A breakdown of 2022 results by site is located in the Results and Observations section, and comprehensive results with a breakdown by year is located in Appendix A.

	Table 1. Trasl	n Bash® cor	nbined site	e results fo	r all, 2019	9, and 2022	cleanups.
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Results	1994-2022	2019	2022
Volunteers	117,065	4,290	2,589
Tons of Trash	2,411.43	56.5	74.98
Tons of Recycling	22.53	2.8	2.31
Discarded Tires	11,965	513	336
Shoreline Miles	1,880.48	158.3	117.05

Introduction

The River, Lakes, Bays 'N Bayous Trash Bash® has provided a fun, educational, and engaging annual litter cleanup event in the Galveston Bay watershed since 1994. However, Trash Bash® has evolved to be much more than a single-day waterway cleanup. With multiple cleanup locations across the watershed, Trash Bash® involves local communities in volunteer cleanups promoting a sense of ownership and stewardship among the participants, many of whom return each year. The event also engages participants through educational activities that promote behaviors that help to reduce nonpoint source pollution. Over the years Trash Bash® has added new locations to reach more communities and has expanded the educational exhibits to four interactive displays discussing 1) pet waste disposal, 2) fats, oils, and grease disposal, 3) low impact development strategies, and 4) reducing litter and recycling correctly.

On Saturday, March 26, 2022, Trash Bash® returned to its normal in-person litter cleanups after being cancelled in early March 2020 due to the COVID-19 pandemic and being reimagined as a virtual "Backyard to Bay" cleanup in 2021. The bulk of the effort in coordinating Trash Bash® 2022 was spent on the logistics of returning to a full inperson event after two years and training new site coordination teams. While returning to the in-person cleanups did present hurdles, the feedback from volunteers was overwhelmingly positive, and the amount of trash removed from the watershed showcased the continued impact of the event.

Project Significance and Background

Trash Bash® annually receives support from residents, civic groups, nonprofits, industry, and local governments who participate as volunteers, sponsors, and as site coordinators on the Trash Bash® steering committee. The continued support and effort by these groups has helped to make the event a success, reflected by the 30 local, regional, and state level awards that Trash Bash® has been honored with since its inception.

With this history of successful litter cleanup events, Trash Bash® strives to continue expanding and adapting as needed to have a positive impact on the Galveston Bay watershed. To that end, Trash Bash® supports all four priority areas of the Galveston Bay Estuary Program (GBEP) as outlined in the U.S. Environmental Protection Agency (EPA) and Texas Commission on Environmental Quality (TCEQ)-approved Galveston Bay Plan, 2nd Edition.

- 1. Ensuring safe and human 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

Methods

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 (H-GAC). A volunteer-based steering committee made up of residents and staff from nonprofits, industry and local governments coordinate and run each individual cleanup location.

Regional Coordinator tasks include:

- Updating hotline, website, and social media
- Checking hotline and email
- Returning calls and emails
- Facilitating steering committee meetings
- Coordinating steering committee planning meetings, including agendas and meeting notes
- 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
- Compiling event results

- Performing storage unit inventory
- Maintaining and providing training on educational displays

The steering committee is comprised of site coordinators and other interested individuals and is instrumental in planning and implementing the event. The steering committee meets twice in the fall and monthly in January, February, and March, with project deadlines such as site maps due in-between. Additional meetings were held as needed to help train new site coordinators on event logistics and the educational exhibits. Steering Committee Meeting agendas (Appendix B) illustrate the various topics discussed at the planning meetings.

To aid communication between the regional coordinator and the site coordinators, the <u>Trash Bash® website</u>¹ includes a password-protected page that serves as a tool and storage space for site coordinator planning needs. The website also serves as the primary means of event communication with volunteers, with a Trash Bash® Hotline phone number and email address available for responding to volunteer questions.

Trash Bash® provides all supplies needed for the litter cleanups, including trash bags, gloves, garbage pickers, and safety equipment. The event also provides all volunteers with lunch and a commemorative t-shirt, and commemorative patches are available for participating scouts. Due to the reduced but ongoing COVID-19 concerns in the region, Trash Bash® also provided re-usable face masks to volunteers in 2022.

Following the event, the Texas Conservation Fund hosted an appreciation luncheon for site coordinators and sponsors.

Promotion

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

Printed promotional materials include postcards and sponsor posters. Trash Bash® postcards are designed each year and mailed out to about 15,000 interested individuals who signed up for event notifications. An additional 4,000 postcards were printed in English and Spanish and were available for site coordinators to distribute in their community or at their offices or events. Sponsor posters are printed closer to the event and are mailed to sponsors and available for site coordinators to distribute.

Electronic promotion is provided through e-mail promotions and social media. Two save-the-date emails were sent to about 800 contacts. A contact form on the website allows interested individuals to submit their contact information to be added to this notification list. Trash Bash® promotions were also included in several other H-GAC

¹ Trashbash.org

and local organization e-newsletters. Trash Bash® utilizes a Facebook page to promote the event, share results, answer questions, and share educational information about litter reduction and other local opportunities for volunteers.

Site coordinators are also encouraged to promote Trash Bash® in their communities and through their organization's platforms where available. A communications plan (Appendix C) is developed each year with suggested language and graphics to keep promotion consistent.

Funding Overview

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

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

- TCEQ Supplemental Environmental Project funds;
- Funding through GBEP; and
- Private and corporate sponsorships.

Trash Bash® offers several sponsorship levels and benefits for potential partners. In addition to allowing sponsors to make a significant and positive impact on Texas waterways, sponsorship benefits include a listing on the website, posters, thank you banners, and t-shirts. Sponsorships for individuals and organizations was made easier in 2019 with the addition of an online donation button located on the website.

The 2022 sponsors, including GBEP, generously committed to supporting Trash Bash® with both cash and in-kind donations. For the 2022 event, 16 sponsors donated \$5,000 or more in cash or in-kind donations, seven donated at least \$2,500, 18 donated at least \$1,000, and 15 donated between \$1 and \$1,000. The cash and in-kind donations supported the event in mostly the same ways as previous in-person events.

- In-kind services provided waste containers and disposal and bottled water for volunteers.
- Cash donations funded printing costs, a portion of the supply and safety items costs, lunch for volunteers, commemorative t-shits and patches, and door prizes.
- GBEP grant funding provided a portion of the regional coordinator position and efforts with the educational exhibits.
- Donations to Trash Bash® provided buses for safe transportation of volunteers to satellite or remote cleanup locations for some sites. They also supplied portalets and hand washing stations which were previously supplied in-kind by a vendor who no longer services the region.

Results and Observations

Contract Task Requirements

Project Task 1: Project Administration

H-GAC administered, coordinated, and monitored all work performed under this project including technical and financial supervision and preparation of status reports.

- Submission of reimbursement requests.
- Communication with project manager at GBEP for approvals and issues.

Project Task 2: Coordination of the 2022 Trash Bash® Cycle

H-GAC staff administered, coordinated, and executed the annual Trash Bash® event held on Saturday, March 26, 2022.

 H-GAC convened planning meetings to coordinate stakeholder involvement and execute the 2022 event. Primary meetings included steering committee meetings held in September, November, January, February, and March. Agendas and meeting minutes were created for each of those meetings and are provided in Appendix B. Due to the ongoing COVID-19 situation in the region all meetings were only held in a virtual format.

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

H-GAC did not print, laminate, or produce new materials for the educational exhibits for use at Trash Bash® 2022. Most of the effort in 2022 was directed to overcoming logistical hurdles resulting from two years without an in-person event, and because two sites were closed in 2022, there were enough of the educational exhibits in good working condition for each site.

After the event was completed and results compiled, H-GAC had the *Fish Me from the Watershed* poster created in 2019 translated into Spanish and Vietnamese so that each language has a complete set of the four displays. The original English poster and the translated Spanish and Vietnamese posters are shown in Figures 1, 2 and 3.



Figure 1. Trash Bash® Litter Display Poster in English.

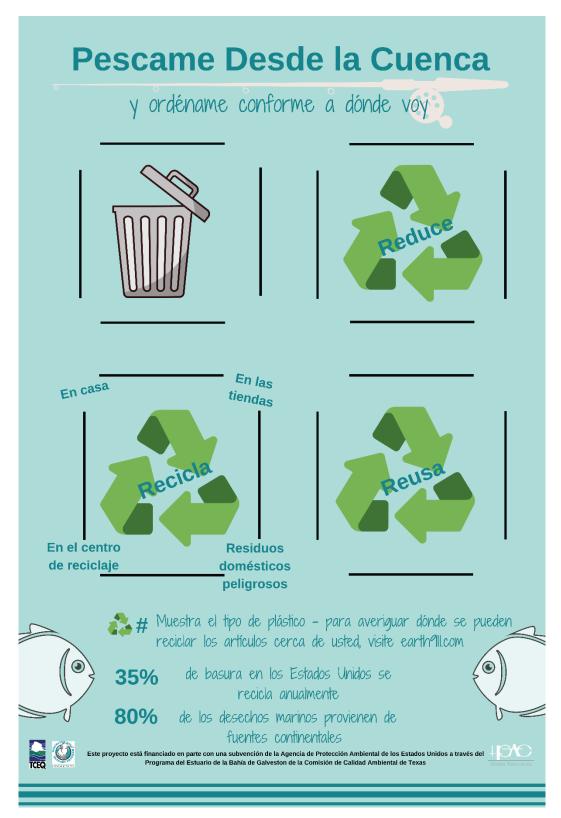


Figure 2. Trash Bash® Litter Display Poster in Spanish.



Figure 3. Trash Bash® Litter Display Poster in Vietnamese.

Project Task 4: Final Report

H-GAC submitted a final report summarizing, as applicable:

- All educational activities
- Volunteers
- Successes and challenges
- Results for all sites
- Total amounts of funding used for printing and laminating
- Cost of the design and materials for new displays
- Photos
- Other exhibits discussed in the report

Trash Bash® 2022 Results

Trash Bash® 2022 resumed in-person litter cleanups at 14 locations across the Galveston Bay watershed. Although volunteer numbers were down slightly from previous in-person cleanups, the total trash removed was significantly higher despite having two fewer sites than in 2019. The larger amount of trash removed is an outlier to the downward trend noted in the trash volume collected from 1994-2019 but could be a result of not having cleanups for two years. In total, 2,589 volunteers helped remove just under 75 tons of trash, 2.3 tons of recycling, and 336 illegally dumped tires from the Galveston Bay watershed. A breakdown of results by each of the 14 cleanup sites is available in Table 2.

Table 2. Trash Bash® 2022 results by cleanup location.

Sites	Volunteers	Pounds of Trash	Pounds of Recycling	Discarded Tires	Shoreline Miles
Armand Bayou	520	10,000	4,000	14	30
Bastrop Bayou	92	14,000	0	27	16
Baytown Nature Center	205	4,000	0	5	2.8
Brays Bayou	112	1,100	25	3	2
Buffalo Bayou	390	8,000	200	4	6
Cypress Creek	315	34,800	0	12	8
Dickinson Bayou	118	36,000	20	228	9
Galveston Bay (Seabrook)	198	4,500	75	0	3

Sites	Volunteers	Pounds of Trash	Pounds of Recycling	Discarded Tires	Shoreline Miles
Galveston Bay (Virginia Point)	50*	11,063	0	3	2
Kuhlman Gully	5	400	80	0	0.25
Little White Oak Bayou	245	14,400	0	15	2
Sims Bayou	80	3,900	10	20	2
White Oak Bayou (Ermel)	95	3,600	10	1	20
White Oak Bayou (Jersey Village)	164	4,200	200	4	14

^{*}Virginia Point volunteer numbers intentionally kept small to help with logistics and safety due to road construction around the site.

Discussion

Challenges

After two years without an in-person Trash Bash® event, several hurdles to event coordination and execution presented themselves. These challenges required more coordination time and effort than most Trash Bash® events and prevented expansion of other parts of the event such as the educational exhibits. The biggest hurdles fell into three categories and included:

COVID-19 related health concerns and guidelines.

While the improving COVID-19 situation in the region allowed the Texas Conservation Fund to make the decision to return to an in-person event in 2022, recurring surges of the pandemic illustrated the need to institute new public health guidelines and protocols. The discussion of these guidelines and the additional supplies needed monopolized a large portion of several steering committee meetings and coordination time.

Loss of previous site coordination teams or team members.

While site coordination teams have had changes in the past due to staff turnover or a change in a member's personal situation, a greater number of sites lost their entire primary site coordination team. Five of 2019's 16 cleanup sites lost all or part of their 2019 coordination team, and two had to be closed in 2022 because a new coordination team could not be recruited and trained in time. Additional time and effort were

needed to recruit, train, and assist new team members for the other three locations. In addition to the losses of primary coordination team members, several sites faced the challenge of losing volunteer help within weeks, or even days, of the event due to health issues, personal situation changes, and changes to county jurisdiction boundaries which affected team members. In some of these cases, the site teams were left short-staffed and had to recruit last minute help. In one case, the loss was so last minute the site was unable to staff the educational exhibits.

Changes and COVID-related issues with long term vendors and sponsors.

For certain logistical aspects of Trash Bash® the same vendor has been used for years due to either in-kind sponsorship or service and pricing that fit the event's needs and budget better than other vendors. Four of these vendors had their situations change during the COVID-19 pandemic in a way that either prevented their involvement in Trash Bash® or required more logistical effort than normal to figure out. The previous portalet and handwashing station vendor no longer provides those services in the Houston region, and one of the two long-term transportation vendors has likely gone out of business. The other transportation vendor faced a shortage of bus drivers and was unable to meet the needs of the event for the first time. And finally, the vendor that provides water for the volunteers underwent an ownership change, and while they were happy to still provide the water, the coordination processes that had become routine required adaptation.

Successes

Despite these challenges, Trash Bash® 2022 returned to in-person litter cleanups at 14 locations across the Galveston Bay watershed and was met by enthusiastic volunteers who removed almost 75 tons of trash from the watershed. Utilizing a new online registration system also allowed site coordinators to set a limit on the number of volunteers at each site. This was instituted to allow for reduced site numbers in case of another COVID surge but had the additional benefit of helping some of the locations with historically larger numbers to keep participants to a more manageable level so that all volunteers enjoyed themselves and had plenty of trash to pick up. This registration tool will continue to be used for this purpose moving forward.

Educational Materials

No new educational items were developed or printed for the 2022 Trash Bash® but existing materials for the four developed educational exhibits were used at the cleanup locations and a training on the four displays was provided to new site coordination team members. A streamlined version of the manual for the educational displays is planned to help new staff understand how to use the displays and more effectively engage volunteers on the topics. The educational materials supported by GBEP funding 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 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. The fourth set of posters for the newest Fish Me from the Watershed game was translated into Spanish and Vietnamese during this project, and the posters were printed in each language.

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 within the Galveston Bay watershed used to help volunteers connect and build a positive relationship with the waterway closest to their home. These posters were also translated into Spanish and Vietnamese and printed. With the printing completed during this project, there are 4 complete sets of posters in Spanish and 2 complete sets in Vietnamese.

Illustrations of these previously developed educational materials are available in Appendix D.

Appendix A. Cumulative Trash Bash® Results

Table 3. Cumulative Trash Bash® Results 1994-2022.

Year	Volunteers	Trash (tons)	Tires	Recycled (tons)	Shoreline (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

Year	Volunteers	Trash (tons)	Tires	Recycled (tons)	Shoreline (miles)
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	158.3~
2020^	Canceled	Canceled	Canceled	Canceled	Canceled
2021-	765	5.5	51	0.15	N/A
2022	2,589	74.98	336	2.31	117.05
TOTAL	117,065	2,411.43	11,965	22.53	1,880.48

^{*}Attendance affected by rain.

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

[^]The 2020 cleanup was cancelled due to the COVID-19 pandemic.

 $^{^{}I}$ A virtual "Backyard to Bay" event with personal cleanups due to the ongoing COVID-19 pandemic.

Appendix B. Steering Committee Meeting Agendas

Date/Time	Wednesday, September 22, 2021, 10:00 to 11:30 a.m.
Physical Location	H -GAC, 3555 Timmons Lane, 2nd Floor, Conference Room D Not Available
Virtual Option via Zoom:	Zoom Registration Link: https://zoom.us/meeting/register/tJYsf-2uqDkvEtH9RRyl_6wt4PBefF03Ue5r
Dial In Only:	Available from Zoom after registration

1. Welcome and Introductions

- Roll Call
- Site Discussion
- Needed changes for COVID safety
- Existing Site evaluations
- Meeting Schedule, Contact Information, and Deadlines
- Meeting Schedule
- Contact Updates (new contacts, updates to email or cell phone)

Deadlines for Coordinators	Date
Site Map Information for Website	09/30/21
Waste Haulers Confirmed (trash/tires)	09/30/21
Allocation Forms	11/01/21
Trash/Tires/Portalet Maps	1/12/22
Transportation Maps	02/09/22
Site Report/Survey/Photo Upload	04/08/22

- Site Coordinator Page on TrashBash.org
- Password has been updated
- 2. 2021 Event Wrap-up & New for 2022
 - 2021 results
 - Texas Litter Database
 - Community Cleanup Challenge
- 3. Fundraising and Budget
 - Online Donation Tool
 - Forms, letters, etc.
 - Sponsor deadlines
- 4. Publicity

- 2022 communications plan will be posted on site coordinator page
- Postcards, save the date graphics
- New ideas

5. Education

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

6. New Business

• Other new business as brought forth by committee members

Date/Time	Wednesday, November 17, 2021, 10:00 to 11:30 a.m.
Physical Location	H-GAC, 3555 Timmons Lane, 2 nd Floor, Conference Room D Not Available
Virtual Option via Zoom:	Zoom Registration Link: https://us06web.zoom.us/meeting/register/tZwude2opjoqEtdXhKPQ2z7R97NRtO8ULF eE
Dial In Only:	Available from Zoom after registration

- 1. Welcome and Introductions
- 2. Site Discussion
 - Closed and pending sites for 2022
 - Updates on any issues at sites
- 3. Update on New COVID-Related Strategies
 - Eventbrite registration
 - Lunch
 - Masks
 - Desired signage
 - Other ideas?
- 4. Meeting Schedule, Contact Information, and Deadlines
 - Meeting Schedule
 - Contact Updates (new contacts, updates to email or cell phone)

Deadlines for Coordinators	Date	Extended to
Site Map Information for Website	09/30/21	10/22/21
Waste Haulers Confirmed (trash/tires)	09/30/21	
Allocation Forms	11/01/21	

Deadlines for Coordinators	Date	Extended to
Trash/Tires/Portalet Maps	1/12/22	
Transportation Maps	02/09/22	
Site Report/Survey/Photo Upload	04/08/22	

- 5. Publicity
 - 2022 communications plan and current implementation
 - New ideas
- 6. New for 2022
 - Community Cleanup Challenge resources from Trash Free Texas
 - STOP Texas statewide litter database
- 7. Fundraising and Budget
 - Forms, letters, etc.
 - Sponsor deadlines
- 8. Education
 - Review all educational materials and Instruction Guide
 - Training volunteers to run educational areas
- 9. New Business
 - Other new business as brought forth by committee members

Date/Time	Wednesday, January 19, 2022, 10:00 to 11:30 a.m.
Physical Location	H-GAC, 3555 Timmons Lane, 2 nd Floor, Conference Room D Not Available
Virtual Option via Zoom:	Zoom Registration Link: https://us06web.zoom.us/meeting/register/tZwrfuirqz8jHtJDvZB3c4RzCOwnsu4Avm7K
Dial In Only:	Available from Zoom after registration

eting:

- 1. Welcome and Introductions
- 2. Site Discussion
 - Coordination updates
 - Registration reports
 - Site Updates, Issues, etc.
 - Security and first aid
- 3. Update on New COVID-Related Strategies
 - Previously discussed
 - Masks, signage, lunch set up, extra sanitizing

- New measures
 - Masks for Site Volunteers
 - Limiting site numbers?
- 4. Meeting Schedule, Contact Information, and Deadlines
 - Meeting Schedule
 - Contact Updates (new contacts, updates to email or cell phone)

Deadlines for Coordinators	Date	Extended to
Site Map Information for Website	09/30/21	10/22/21
Waste Haulers Confirmed (trash/tires)	09/30/21	
Allocation Forms	11/01/21	
Trash/Tires/Portalet Maps	1/12/22	
Transportation Maps	02/09/22	
Site Report/Survey/Photo Upload	04/08/22	

- 5. Publicity
 - 2022 communications plan and current implementation
 - Include request to register and public health precautions in publicity
- 6. Fundraising and Budget
 - Sponsor deadlines
- 7. Education
 - Review all educational materials and Instruction Guide
 - Training volunteers to run educational areas
- 8. New for 2022
 - Community Cleanup Challenge resources from Trash Free Texas
 - STOP Texas statewide litter database
- 9. New Business
 - Other new business as brought forth by committee members

Date/Time	Wednesday, February 16, 2022, 10:00 to 11:30 a.m.
Physical Location	H-GAC, 3555 Timmons Lane, 2 nd Floor, Conference Room D Not Available
Virtual Option via Zoom:	Zoom Registration Link: https://us06web.zoom.us/meeting/register/tZModO6trD4iHtBT8744EFdz Xl7M9oVz1Yhp
Dial In Only:	Available from Zoom after registration

- 1. Welcome and Introductions
- 2. Site Discussion
 - Coordination updates
 - Registration reports
 - Site Updates, Issues, etc.
 - Security and first aid updates
- 3. COVID-Related Strategies
 - Update on new resources
- 4. Fundraising and Budget
 - Sponsorships update
 - Site Budgets
- 5. Meeting Schedule, Contact Information, and Deadlines
 - Meeting Schedule
 - Contact Updates (new contacts, updates to email or cell phone)

Deadlines for Coordinators	Date	Extended to
Site Map Information for Website	09/30/21	10/22/21
Waste Haulers Confirmed (trash/tires)	09/30/21	
Allocation Forms	11/01/21	
Trash/Tires/Portalet Maps	1/12/22	
Transportation Maps	02/09/22	
Site Report/Survey/Photo Upload	04/08/22	

- 6. Supplies
 - Sign-up process for Supply Distribution and Returns
 - Supply Return Checklist
 - Extra Supplies not on Allocation Forms
- 7. Publicity
 - Include request to register and public health precautions in publicity
 - Postcards still available for pickup
 - Email and press release will be going out
- 8. Education
 - Review all educational materials and Instruction Guide
 - Training volunteers to run educational areas
- 9. New Business
 - Other new business as brought forth by committee members

Date/Time	Wednesday, March 16, 2022, 10:00 to 11:30 a.m.	
Physical Location	H-GAC, 3555 Timmons Lane, 2 nd Floor, Conference Room D Not Available	
Virtual Option via Zoom:	Zoom Registration Link: https://us06web.zoom.us/meeting/register/tZ0tcO- qqz0iG9PzGCrq_vc-8ledeBLZMPuU	
Dial In Only:	Available from Zoom after registration	

eting:

- 1. Welcome and Introductions
- 2. Site Discussion
 - Coordination updates
 - Registration reports
 - Site Updates, Issues, etc.
- 3. COVID-Related Strategies
 - Update on new resources
- 4. Fundraising and Budget
 - Site Budgets
 - HEB Gift Cards
- 5. Meeting Schedule, Contact Information, and Deadlines
 - Contact Spreadsheet for day-of communication
 - Post-event deadlines
- 6. Supplies
 - Supply Pick up Schedule for Next Week
 - Washburn Tunnel Safety Briefing
 - Supply Return Checklist
 - Extra Supplies not on Allocation Forms
- 7. Safety
 - Registration Forms
 - Safety Briefing
 - Safety Signs
 - Hazardous Materials
- 8. Education
 - Review all educational materials
- 9. New Business
 - Other new business as brought forth by committee members

Appendix C. Trash Bash® 2022 Communications Plan

RIVER, LAKES, BAYS 'N BAYOUS TRASH BASH® - 2022 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:

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

COMMUNICATIONS TOOLS:

- Print materials, including posters (11x17 standard size), flyers (no bigger than 8.5x11), and postcards (4x6) for mailing.
- Create a 3-up rack card with educational information about Trash Bash® and its purpose for year-round use.
- Electronic email blasts through Constant Contact distribution lists.
- Creation of a Trash Bash® Newsletter and/or inclusion of items in other newsletters.
- 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.
- Website.
- Video and audio public service announcements.
- Promotion by partner organizations.
- Targeted press releases, media alerts, and targeted pitches.
- Television, newspaper, magazine, and radio interviews.
- Billboards, signage, and other publicly viewed items.

• Word of mouth through presentations at churches, civic organizations, etc.

FUNDING SOURCES:

- General sponsorship monies.
- SEP funding if available.
- Alternative sources of funding for advertising.

OTHER:

- Please let us know when you get publicity; i.e. newspaper articles, blog posts, social media mentions, etc.
- Anyone interested in helping with the communications push, please let us know.
- 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. Initial contact with potential new sites or satellites. Hashtag is <i>#TrashBash2022</i>
July	Save the Date and a Countdown post to Facebook. Article in H-GAC C&E Newsletter (1600 subscribers).
August	Save the Date Email blast to volunteers and sponsors (~25,000). Save the Date post to Facebook. Article in H-GAC C&E Newsletter. Article in Texas Stream Team Newsletter (400 subscribers). Finalize design and print postcards.
Sept.	Article in H-GAC C&E Newsletter. Save the Date posts to social media. Sponsor packet materials available to Site Coordinators. Sponsor packet materials sent to sponsor lists. Postcards printed for distribution to Site Coordinators. Posted to Keep Texas Beautiful Calendar of Events. [http://www.ktb.org/get-involved/calendar.aspx] and [http://www.ktb.org/get-involved/calendar/keep-texas-waterways-cleanrivers-lakes-bays-n-ba.aspx]

MONTH	PLANNED COMMUNICATIONS
Oct.	Save-the-Date posts to social media. (Metrics:) Save the Date sent to email distribution list. (Metrics:) Save the Date in H-GAC C&E Newsletter.
Nov.	Postcards mailed to 15K on mailing list. Save-the-Date posts to social media. Article in H-GAC C&E Newsletter. Article in Texas Stream Team Newsletter. Add event to Texas Master Naturalist calendar [http://txmn.org/] Add event to [http://dontrashagoodthing.org]
Dec.	Save the Date posts to social media. Article in H-GAC C&E Newsletter. Contact GreenSheet about advertising. Create PSAs (audio and video versions) Reach out to partner organizations for articles in upcoming newsletters in Jan, Feb, and March.
Jan.	Poster designed/ready for print upon receipt of final sponsor list. Contact Radio and TV stations (community, school, and government cable stations) for PSA play beginning in February. Save the Date posts to social media. Save the Date eblast #2 to email list. Article in H-GAC C&E Newsletter. Cut off Sponsors on printed materials is Jan. 31 Email blast to science teachers. Email blast to governments. Email blast to running/cycling clubs. Email blast to ISD communications groups.
Feb.	Posters distributed to Site Coordinators and Sponsors at Feb meeting. Save the Date posts to social media. Article in H-GAC C&E Newsletter. Article in Texas Stream Team Newsletter.
March	Posters distributed in neighborhoods, schools, etc. by Site Teams by March 1. Event Press Release sent. Targeted emails sent for sites in Brazoria, Galveston counties. It will be posted on the H-GAC website and sent out via social media. 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 air time prior to the event. Daily posts to social media, including #TBT posts each Thursday. Early in the month, reach out to all our partner organizations for social media sharing, liking, posting. Article in H-GAC C&E Newsletter.

MONTH	PLANNED COMMUNICATIONS
April	Gather results from site coordinators.
May	Results story in H-GAC Community & Environmental Newsletter and Texas Stream Team newsletter. Results posted on website, Facebook, H-GAC Regional Focus Newsletter. Post wrap-up video to Website, Facebook, YouTube for Appreciation Luncheon. Certificates of Appreciation to sponsors, committee. Results Press Release to targeted media.

Copy for Newsletters:

The River, Lakes, Bays 'N Bayous Trash Bash®, Texas's largest single-day waterway cleanup, is excited to welcome back volunteers to the 28th annual event on Saturday, March 26, 2022. We've missed you! And after two years without cleanups, our Trash Bash® sites need your help.

Volunteers Needed. Since its inception, more than 114,000 volunteers have collected over 2,300 tons of trash, 20 tons of recyclable materials, and 11,629 tires. Find out how to volunteer and promote a healthy Galveston Bay watershed at one of our 16 cleanup locations on March 26. Come on out and help us "Clean it like you mean it!" ®

Become a Sponsor. Trash Bash® is made possible through generous contributions and support by sponsors. Check out the various sponsorship levels and benefits 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 guaranteed inclusion on printed materials is February 1, 2022.

Materials Used for Publicity:

Link to Public Service Announcement:

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

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



Trash Bash® 2022 English postcard



Trash Bash® 2022 Spanish postcard



Trash Bash® 2022 e-blast graphic for sponsors and volunteers



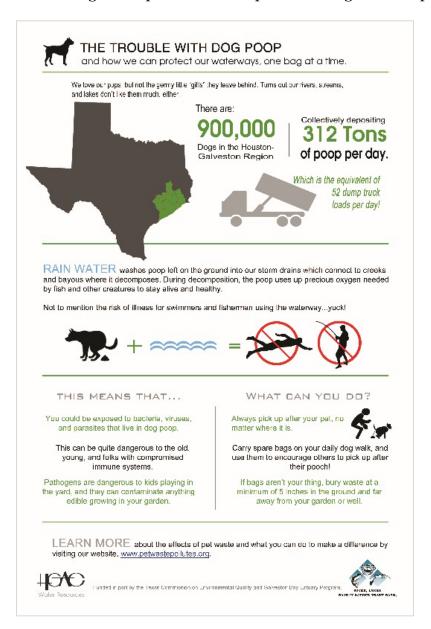
Trash Bash® 2022 e-blast graphic for volunteers only

Appendix D. Trash Bash® Previously Developed 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

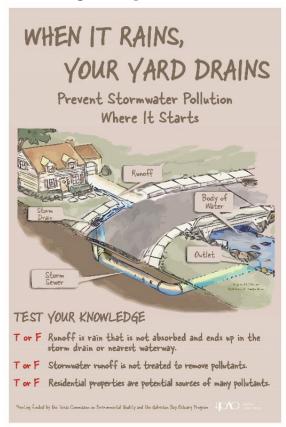






Turn Your Yard Into a Sponge: Preventing Nonpoint Source Pollution from Residences

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)







Trifold Display Brochures





Stormwater Quality Brochure





Trash Bash® Evergreen Promotional Rack Card



Translated Materials with Fiscal Year 2019 Funding





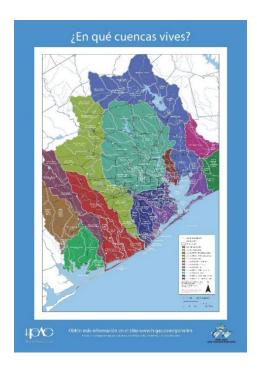


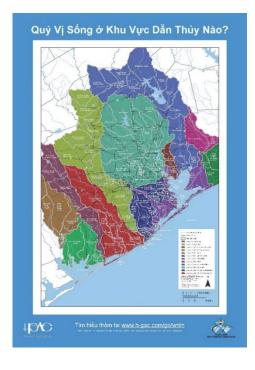






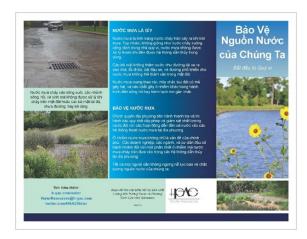












Appendix E. Trash Bash® 2022 Event Pictures



Trash Bash® cleanup site banner.



Trash Bash® volunteers hold up event t-shirts at registration.



Trash Bash® participants with their trash bags and grabbers.



Trash Bash® participants with safety vests and trash bags and grabbers.



Trash Bash® participants wear event t-shirts and face masks.



Trash Bash® youth participants play the Fish Me from the Watershed game created in 2019.