

Public Perception Assessment and Community-Based Social Marketing Campaigns to Enhance Conservation and Educational Outreach Programs

Final Report



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Conservation and Educational Outreach Programs Final Report

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Table of Contents

Executive Summary	1
Introduction	2
Project Significance and Background	3
The Cultivation of Conservation	3
Methods	4
Evaluation of Galveston Bay Area Residents	4
Community Partner Outreach	5
Results and Observations	7
Evaluation of Galveston Bay Area Residents	7
Community Partner Outreach	8
Follow-up interviews	11
Jacinto City – Jacinto City government	12
Galena Park – Environmental Community Advocates of Galena Park	12
Pasadena- Harris County Pollution Control	12
Discussion	13
Key Findings and Strategies	13
Investing Time	13
Building Relationships	13
Partnership Cultivation	13
Individualized Consideration	14
Removal of Barriers	14
Communication of Benefits	14
Lessons Learned and Future Implications	14
Lessons Learned	14
Future Implications	15
Community Indicator Development	15
Key Findings and Strategies Documents	15
Publishing with UH	16
Future Research	16
References	17
Appendix A. Community Partner Questionnaire – Full results	19

List of Figures

Figure 1. Map of project area – the lower Galveston Bay watershed (orange outline).	5
Figure 2. Map of project area – the lower Galveston Bay watershed (orange outline). GBRC presentation, exhibit, and press release locations from 2016 through 2021.	6
Figure 3. Graphic representation of responses to the sixth question of the Community Partner Questionnaire.	9
Figure 4. Graphic representation of responses to the seventh question of the Community Partner Questionnaire.	9
Figure 5. Graphic representation of responses to the eighth question of the Community Partner Questionnaire.	10
Figure 6. Graphic representation of responses to the ninth question of the Community Partner Questionnaire.	10
Figure 7. Graphic representation of responses to the eleventh question of the Community Partner Questionnaire.	11
Figure 8. Graphic representation of responses to the twelfth question of the Community Partner Questionnaire.	11

Abbreviations

CBSM	Community-Based Social Marketing
COVID-19	Coronavirus disease 2019
GBEP	Galveston Bay Estuary Program
GBF	Galveston Bay Foundation
GBRC	Galveston Bay Report Card
HARC/GTRI	Houston Advanced Research Center/Geotechnology Research Institute
PPE	Public Participation and Education
TCEQ	Texas Commission on Environmental Quality
UH	University of Houston

Executive Summary

The Galveston Bay Report Card is a community-driven, scientific analysis of the health of Galveston Bay. It is the result of a partnership between the Houston Advanced Research Center/Geotechnology Research Institute and the Galveston Bay Foundation, which has been ongoing since 2014. The Galveston Bay Report Card uses 22 indicators across six categories to offer scientific guidance on the direction of environmental work and learning opportunities for the public to participate in environmental stewardship in Galveston Bay and its watershed. Community collaboration and feedback are essential to the Galveston Bay Report Card.

The Houston Advanced Research Center/Geotechnology Research Institute and the Galveston Bay Foundation formed an advisory working group of environmental outreach and stewardship experts in the lower Galveston Bay watershed and designed an evaluation of knowledge and attitudes about Galveston Bay and environmental stewardship. The evaluation of community members was performed by the University of Houston Hobby School of Public Affairs with target demographics that represented the population distribution across the counties making up the lower Galveston Bay watershed. The results of this evaluation were summarized in the stand-alone Evaluation of Galveston Bay Residents report (Buttorff et al., 2021).

The team used the results of the evaluation to create a community outreach plan that used community-based social marketing principles to identify barriers and benefits to environmental engagement within three communities. The communities were chosen based on their proximity to Galveston Bay, their lack of engagement with the Galveston Bay Report Card in recent years, and the interest and capacity of their community leaders. The collaborations among the Galveston Bay Report Card team and the communities served as pilots of community-based social marketing-style interactions. The lessons learned from these collaborations will inform future community collaborations and strengthen the methods and effect of the Galveston Bay Report Card.

As the Galveston Bay Report Card and other educational outreach programs develop, the need to communicate effective campaigns and programs will be key for reaching diverse and underserved communities. The comprehensive approach of the Galveston Bay Report Card makes it an important educational resource that can bring communities together to make a difference in the lower Galveston Bay watershed. The cultivation of a community conservation ethic begins with understanding the community itself and collaborating with relevant partners. The insight gained through this evaluation and community pilots will enhance the overall mission of the Galveston Bay Report Card, as well as strengthen educational outreach programs for the lower Galveston Bay watershed.

The community partner pilot test showed the complexity and difficulty that can occur when executing communication and campaign plans to communities, especially during a global pandemic. Though the sample size was small, it gave a realistic representation of various communities in the lower Galveston Bay watershed.

Introduction

The Houston Advanced Research Center/Geotechnology Research Institute (HARC/GTRI) has been working in partnership with the Galveston Bay Foundation (GBF) to create and advance the Galveston Bay Report Card (GBRC) since 2014. The GBRC is a community-driven, scientific analysis of the health of Galveston Bay. The GBRC grades 22 indicators across six categories (habitat, water quality, human health risk, pollution events and sources, wildlife, and coastal change) to give the public an assessment of the health of the Galveston Bay ecosystem and identify areas for improvement. The GBRC offers scientific guidance on the direction of environmental work and learning opportunities for the public to participate in environmental stewardship in Galveston Bay and its watershed. HARC/GTRI conducts the GBRC data acquisition, analysis, grading, and website, while GBF engages the public by sharing science and conservation information to influence behavior change. The program serves as a model for stakeholder-focused watershed report cards and outreach, directly connecting approximately 5,700 people to the GBRC each year and indirectly connecting hundreds of thousands of people to GBRC information, tools, and activities through media outreach.

Continued adaptation of the GBRC to current issues and community concerns is vital for the success of this project. The goal of the project discussed in this study was to assess public perception levels of Galveston Bay and execute outreach and education campaigns in specific communities in the lower Galveston Bay watershed using an innovative, community-centered approach.

In Phase I, HARC/GTRI and GBF sought to learn how the residents of the lower Galveston Bay watershed value Galveston Bay and environmental stewardship, as well as assess their knowledge about the GBRC and other local environmental campaigns. The team partnered with an expert working group as well as experts in survey creation and distribution at the University of Houston (UH) Hobby School of Public Affairs to create and distribute an evaluation of knowledge and attitudes about Galveston Bay and environmental stewardship in six counties of the lower Galveston Bay watershed.

In Phase II, HARC/GTRI and GBF used the community-based social marketing (CBSM) model to implement campaigns to educate communities about preserving Galveston Bay. CBSM is a targeted community-level approach to outreach and behavior change (Mckenzie-Mohr, 2011). The CBSM determined what barriers and benefits existed concerning perceptions of Galveston Bay to foster a sense of stewardship and collaboration among the GBRC team and community members. The goal of the GBRC was to educate, inform, and inspire actions in the community that benefit Galveston Bay. To ensure the conservation of Galveston Bay for future generations by inspiring real, lasting changes in behaviors, it is essential to assess the barriers and benefits to conserving Galveston Bay in represented communities. This adapted CBSM study set out to build upon and enhance the effect of the GBRC and community partners. Before implementing a successful community-based partnership to guide a future campaign, there are a few steps to follow, including selecting which community partners to build relationships with, identifying the barriers and incentives for these partners to support

their communities, and strategizing how to reduce these barriers while simultaneously increasing the partners' perceived benefits.

Using the results of the evaluation and assessment of areas that have been underserved by the GBRC, the team identified three communities to target for developing outreach and education campaigns targeting behavior change. Due to limitations related to the Coronavirus disease 2019 (COVID-19), this phase was amended to focus on collaborating with community leaders and building a partnership based on their needs and barriers. The resulting community action plan can serve as a guide for future community collaborations based on the lessons learned in the evaluation and community pilots.

Project Significance and Background

In 2017, Galveston Bay stakeholders attended the introduction course to Dr. Mackenzie-Mohr's CBSM workshop at the Houston Zoo. After the course, a core group of stakeholders reflected on conversations about current outreach and campaigns. In 2018, this group began one of its first collaborative CBSM projects: a fishing line campaign led by various environmental organizations and partners. As this project gained momentum and conversations continued, HARC/GTRI and GBF considered the second phase of the GBRC, and how to best connect with more communities and encourage positive action for Galveston Bay.

The Cultivation of Conservation

With many environmental campaigns, it is difficult to measure long term change as it can be considered conceptual and there can be insufficient evidence to support conclusions on what communications worked best (Berk et al.,1993). It is important to assess and adapt plans to fit the targeted community, which can be difficult on a budget and with other constraints. Changes to the perception of conservation takes time, resources, and skill (Ardoin et al., 2020; Lucas, Gora, & Alonso, 2017). There is a need to constantly collaborate with other stakeholders while evaluating and reevaluating approaches to each community that cultivate sustainable change. Even though environmental advocacy organizations are leading the way in sustainable behavior change, there is still a need for changing current approaches (Bortree et al., 2012). For example, programs and campaigns are implemented without an understanding of their audience. Without knowing the community and assessing specific barriers and benefits, many campaigns lack the impact that is needed for sustainable change (McKenzie-Mohr, 2011).

To be effective, organizations must shift their approaches to different partners and collaborations, and especially consider how a given community is approached. This shift means assessing and analyzing current programs, presentations, and campaigns using baseline studies to understand barriers and benefits in a given community. Doing so is the first step towards cultivating a conservation ethic with partners that is needed to preserve the natural world.

Quantitative evaluation was used to assess a baseline of past and current outreach campaigns and programs, based on guidance from the Galveston Bay Estuary Program (GBEP) Public Participation and Education (PPE) subcommittee. This level of evaluation had never been conducted before and was beneficial to fostering sustainable behavior for the preservation and protection of Galveston Bay by centering the community at the heart of this evaluation (McKenzie-Mohr, 2011). Once the evaluation was complete, the work group guided the pilot based on the results.

Methods

To maintain the CBSM approach, more diverse information was needed from an explanatory sequential mixed methods approach (Creswell & Creswell, 2018). Through the partnership with the UH Hobby School of Public Affairs, an evaluation was conducted targeting people in the counties surrounding Galveston Bay.

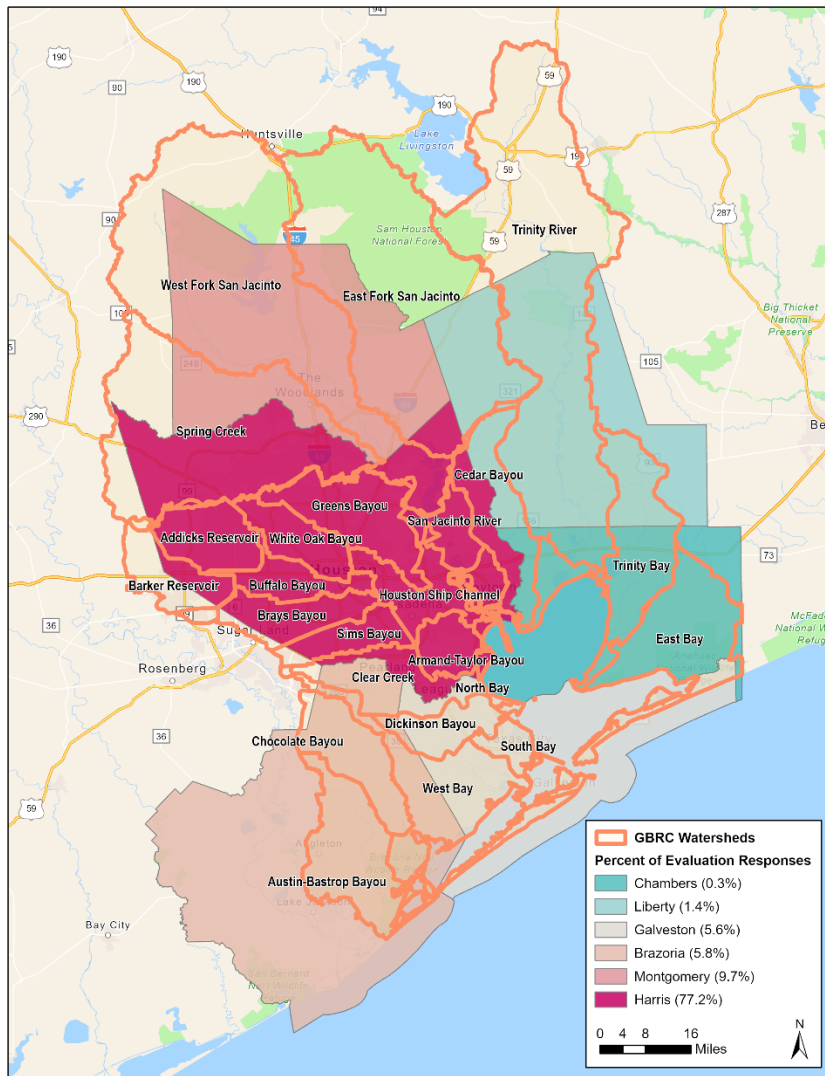
Beginning in August 2019, HARC/GTRI and GBF invited several local experts in community outreach within the lower Galveston Bay watershed to guide project development, implementation, and information dissemination. The work group included participants from HARC/GTRI, the North American Association for Environmental Education, GBF, GBEP, the Houston Zoo, Action Research, the Houston-Galveston Area Council, and professors from the UH Hobby School of Public Affairs. The working group discussed the goals of the evaluation, best practices, geographic scope, and question design. The design went through several rounds of revision and approval with the Texas Commission on Environmental Quality (TCEQ) and was finally approved in the summer of 2020, amid the COVID-19 pandemic. It was decided to delay the launch of the evaluation until the fall due to the COVID-19 pandemic, in the hopes that the target audience would be more receptive to participating in a lengthy evaluation.

Evaluation of Galveston Bay Area Residents

Between September and December 2020, the Survey Research Institute at the Hobby School of Public Affairs conducted an evaluation on behalf of HARC/GTRI and GBEP to assess the awareness and engagement of residents concerning the health of Galveston Bay. The evaluation asked respondents about:

- What they knew about Galveston Bay.
- How often they frequented Galveston Bay.
- What effect Galveston Bay had on their communities.
- What environmental concerns they had about Galveston Bay and other area waterways.

The evaluation included 1,012 respondents aged 18 years old and older who resided in six counties around the Galveston Bay watershed: Brazoria, Galveston, Harris, Liberty, Chambers, and Montgomery counties (Figure 1). The counties of residence of respondents were targeted to match the population distribution across the different counties. For example, Harris County representing the largest proportion of residents within the study area, also represented the largest proportion of evaluation responses.



Counties included in the evaluation are colored according to the percentage of respondents from each county: pink represents the highest percentage of respondents while blue is the lowest percentage of respondents.

Figure 1. Map of project area – the lower Galveston Bay watershed (orange outline).

Community Partner Outreach

After the evaluation’s results were analyzed, the working group decided to connect with community partners and gain a more individualized insight on feedback and commitment for the CBSM pilot. This was due to community engagement events and outreach being infrequent and inconsistent during the COVID-19 pandemic. It was recognized by the team and the advisory working group that the capacity of many communities to participate in events and outreach opportunities was limited due to the multiple stressors of COVID-19 and other factors. In the true spirit of

collaboration, the team was respectful of the time and capacity of the communities and their leadership.

Based on the evaluation results, HARC/GTRI produced a map (Figure 2) that revealed where GBRC outreach had (and had not) occurred over time, and through that revelation, it was decided to focus on connecting with three community partners in Galena Park, Jacinto City, and Pasadena. After building relationships with these partners, each partner was delivered a questionnaire and interviewed for 15-30 minutes by GBF personnel to decide what community needs can be met with GBRC and connected resources. The combination of questionnaires and interviews led to the development of a community plan that could be adapted to support diverse communities moving forward.

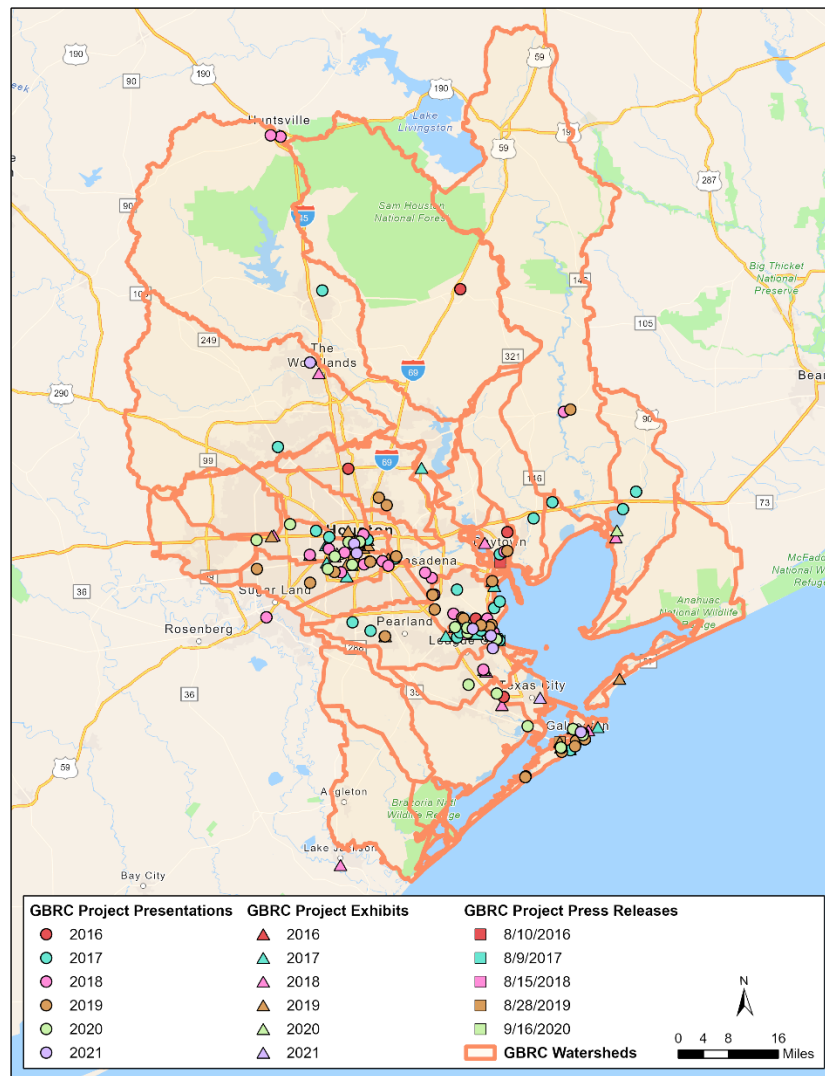


Figure 2. Map of project area - the lower Galveston Bay watershed (orange outline). GBRC presentation, exhibit, and press release locations from 2016 through 2021.

Results and Observations

Evaluation of Galveston Bay Area Residents

The evaluation was made available online between Sept. 1 and Dec. 9, 2020. It surveyed 1,012 respondents aged 18 years old and older who lived in six counties in the Galveston Bay watershed: Brazoria, Galveston, Harris, Liberty, Chambers, and Montgomery counties. Half of the 1,012 respondents were female. As shown in The Evaluation of Galveston Bay Area Residents report, 36 percent of respondents identified as white, 16 percent as Black or African American, and 31 percent as Hispanic or Latino(a). The remaining respondents identified as Asian or Pacific Islander, other, or two or more races.

The following are key themes that emerged from the responses featured in the Evaluation of Galveston Bay Area Residents stand-alone report (Buttorff et al. 2021). Several responses were of particular significance to the mission of the GBRC project, and those appear in bold.

- Most respondents (51%) reported visiting Galveston Bay at least a few times in 2019. Visiting the beach and dining were the most common activities respondents engaged in.
- One-third of respondents believe that the health of their area waterways will improve over the next 10 years. Respondents with a bachelor's degree or higher (51%) were more likely to agree that the health of the area's bayous, wetlands, and beaches would improve compared to those with a high school degree.
- Almost 80% of respondents expressed that they were concerned with the health of Galveston Bay. Nearly one-third of respondents felt that multiple sources/practices harm the health of Galveston Bay, including natural disasters and pollution from businesses and industry.
- About 86% of respondents who self-reported living less than five miles from Galveston Bay are concerned about the health of the Bay. About 75% of respondents who said they live more than 50 miles from Galveston Bay expressed that they are concerned with the Bay's overall health. About 84% of respondents who identified as Hispanic or Latino(a) reported caring the most about the health of Galveston Bay compared to other racial and ethnic groups.
- Despite the concern for the health of Galveston Bay, 60% of respondents felt that Galveston Bay was very safe or somewhat safe for recreational purposes, especially those who were 65 years and older and those who self-reported living fewer than five miles from Galveston Bay. However, a trend emerged that the farther a person reported living from Galveston Bay, the more they felt that the Bay was unsafe for recreational activity.

- In general, most respondents had not heard of various programs or initiatives that help protect Galveston Bay and surrounding wildlife and waterways, such as the Galveston Bay Action Network. Trash Bash and See Them, Save Them were the most widely known programs and initiatives.
- **One-third of respondents were aware of and/or familiar with the purpose of the GBRC. Yet, 62% of respondents did not know what the GBRC was.**
- When it comes to the importance of Galveston Bay to respondents' communities, nearly 90% of respondents expressed that Galveston Bay was either very or somewhat important to their community. A large majority of respondents also said that Galveston Bay was important to their quality of life.
- When asked how important clean water was to their local area, a majority of respondents chose either very important or somewhat important for each of the following: the environment (95.2%), general quality of life (95.8%), economic growth (93.2%), and outdoor recreational activities (93.3%).
- A majority of respondents said that they recycle (60.6%), conserve water and electricity (64.9%), cut down on trash (60.2%), and/or avoid using fertilizer and pesticides (56%) always or frequently in their day-to-day life.
- **Generally, respondents expressed a willingness to engage in activities that improve the health of area bays and bayous if they felt their actions would make a difference, if they could save money, and if the time commitments were minimal. Those personally harmed by pollution found significant motivation to act.**
- **Over half of the respondents indicated that they would be more likely to engage in activities to improve the health of the surrounding bays and bayous if they had more information on how they could help.**
- Two in three respondents did not visit any state or local parks during the COVID-19 pandemic. Of those who did visit state or local parks, younger respondents (ages 30-44) were more likely to visit these parks. Respondents residing in Chambers, Liberty, and Montgomery counties reported visiting these parks the most during the COVID-19 pandemic, while those living in Brazoria and Galveston counties were the least likely to visit.

Community Partner Outreach

HARC/GTRI and GBF were successful in reaching three community-based organizations who agreed to complete the Community Partner Questionnaire and follow-up interview. Key results from the [Community Partner Questionnaire](#)¹ are

¹docs.google.com/forms/d/e/1FAIpQLSd5VbfHgSsdFTxLyF286djctJ3THtRPBasFFP7TrG7lQEWj9Q/viewform

shown graphically following this paragraph (Figures 3-8). The cumulative response data to the Community Partner Questionnaire is in Appendix A.

Did you hear or know of the Galveston Bay Report Card before being contacted?
3 responses

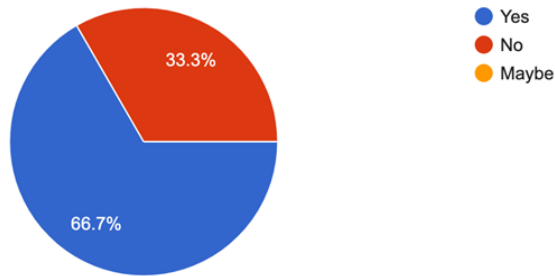


Figure 3. Graphic representation of responses to the sixth question of the Community Partner Questionnaire.

Please rank the categories you feel are important to your community? (First being the most important)

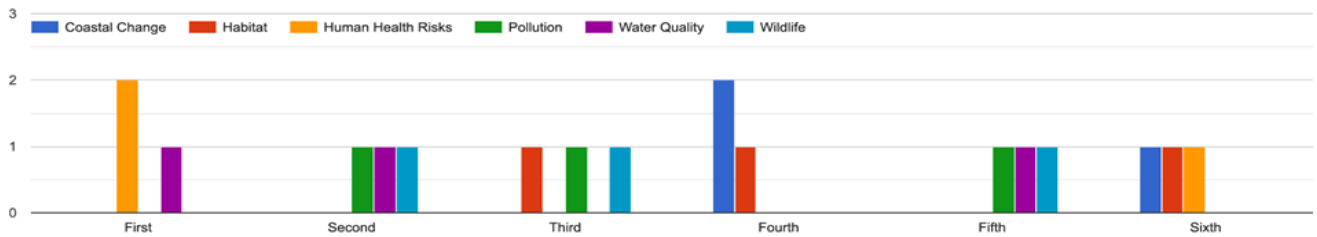


Figure 4. Graphic representation of responses to the seventh question of the Community Partner Questionnaire.

What would your community or group be interested in? Check all that apply.

3 responses

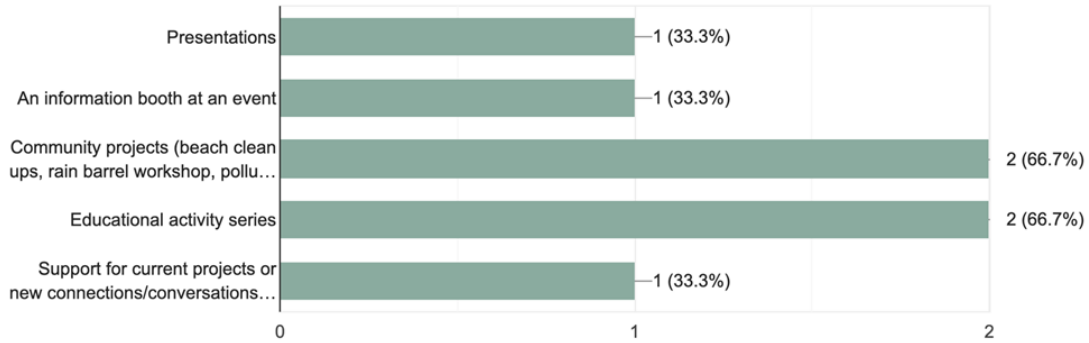


Figure 5. Graphic representation of responses to the eighth question of the Community Partner Questionnaire.

How often would you like to collaborate or connect?

3 responses



Figure 6. Graphic representation of responses to the ninth question of the Community Partner Questionnaire.

If you could rate the willingness of your community to take action for environmental issues, how would you score?

3 responses

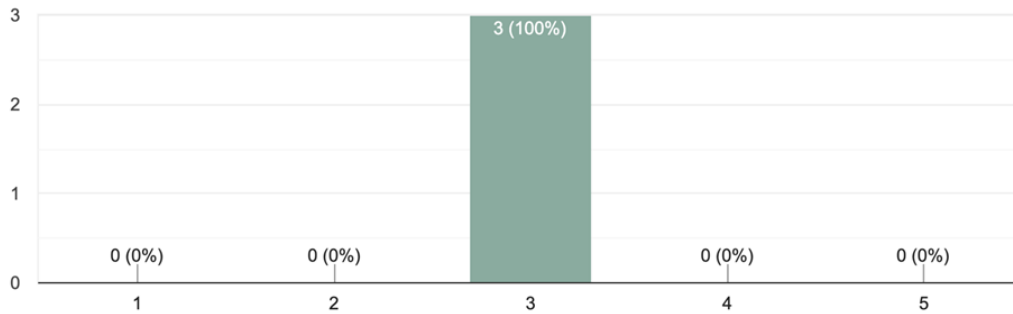


Figure 7. Graphic representation of responses to the eleventh question of the Community Partner Questionnaire.

How likely do you think your community would engage in activities that improve the health of Galveston Bay, bayous, and watersheds?

3 responses

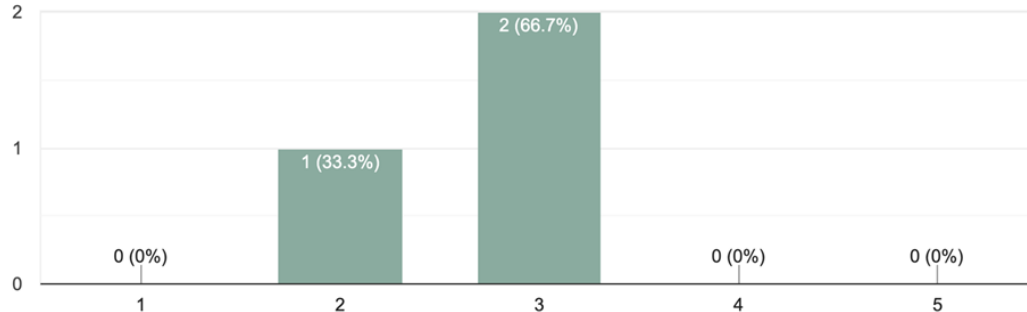


Figure 8. Graphic representation of responses to the twelfth question of the Community Partner Questionnaire.

Follow-up interviews

The follow-up interviews were conducted by GBF's Community Outreach Coordinator. The questions were derived from the final evaluation report and an internal assessment of the GBRC current implementation status.

Jacinto City – Jacinto City government

- **Community Communication Preference:** Most of the people served by this community partner use the Jacinto City website and Facebook page for information. However, Facebook is used sparingly due to past negative responses and political comments on posts. Moreover, COVID-19 impacts pressed residents to access these platforms more than they did before.
- **Challenges:** This partner can successfully enforce not doing something, but additional information on alternatives to enforced rules is needed. The importance of providing information on what to do was noted by the GBF Community Outreach Coordinator.
- **Campaign Suggestion:** Jacinto City keeps the parks in its municipality well-maintained. However, based on the responses in the interview, there is a need for a pet waste campaign and signage support. As transportation is not a barrier, people are using parks and pet waste is a major issue. The community plan could be structured to focus on a Pet Waste Campaign centered around prompts and commitments in that community-partner-identified gully area. Communications could include strategic presentations offered on Zoom and an online digital component with simple framing.

Galena Park – Environmental Community Advocates of Galena Park

- **Community Communication Preference:** Most of the people served by this community partner use two local social media groups to share information. People are still not comfortable coming to in-person meetings since the COVID-19 pandemic.
- **Challenges:** This community partner is not sure how to connect with the next generation. Even though this community is situated close to Galveston Bay, there is no connection to the importance of the Bay until something “bad happens.” Even though many efforts are being made to bring fresh food and opportunities, the community has not been receptive. In addition, there is a lack of support from some community leaders that hinders partnerships.
- **Campaign Suggestion:** There is a need for further research with community members that are 18-30 years old, which could be done in a focus group. That information could lead to a specific pilot focused on 18-30-year-old community members that includes “On the Bay” presentation boat rides with short pre- and post-surveys. From that information, a campaign focus could be derived and implemented.

Pasadena-Harris County Pollution Control

- This participant did not respond to schedule their interview. The survey questions were e-mailed to them in the hopes that they would respond, but so far there have been no responses. The plan is to follow up with this community partner and find ways to support them in the future.

Discussion

The in-depth investigation on the overall perceptions of Galveston Bay and the community's commitment to it confirmed assumptions about outreach, highlighted critical next steps, and the need for continued evaluation. Although the COVID-19 pandemic prompted pivots and adaptations, brainstorming and navigating through it proved beneficial. Furthermore, it solidified the need to individualize communities by assessing barriers and benefits to preserve and protect Galveston Bay.

In addition, although the process of this project was slowed due to COVID-19 impacts, employee transitions, and hardships, many valuable lessons were derived from it. We were therefore unable to complete a full pilot study according to the full CBSM principles and adjusted our goals to reflect the capacity and availability of the targeted communities. Moreover, had those challenges not arisen, this project would have yielded beneficial information, but could have resulted in a less community-collaborative outcome. COVID-19 impacts and the working group guided the inquiry to shift to collaborating with community partners. This collaboration revealed the importance of connecting to partners that are already in the community doing the work, fostering trust among both the partners and community to generate a stronger effect.

Key Findings and Strategies

Investing Time

It was exceptionally challenging to connect with new partners during the COVID-19 pandemic because it takes substantial time to research the backgrounds of potential partners and determine whose interests and work overlap with our organization.

Building Relationships

Once a connection with a new community partner is made, it is important to provide several opportunities to connect to support the building of a new relationship. Starting out with e-mails and phone calls proved to be the most efficient launch point. As conversations began, listening was vital to accomplish this project's objective. Moreover, COVID-19 impacts brought an awareness that the task of building relationships needed to be easy and community engagement opportunities needed to be accessible. Community partners responded well to being supported during already established or planned events, and because of these efforts, became interested in collaborating on innovative activities like campaigns, presentations, and action events later.

Partnership Cultivation

Strengthening partnerships over time requires a balance of following up and offering space. Due to factors like employee turnover, department revamping, lack of resources, and a strain on time, it is important to stay in contact and support the

community partners with patience and grace. These questions are especially important to consider when cultivating partnerships:

- What do they need?
- Can I create relevant, condensed, and digestible content to have them share with their community?
- Are there accessible environmental events or activities close by that I can share?

Individualized Consideration

Different communities require different plans. Based on these findings, there is a general foundation that can be used to build a plan for a new community partnership, but the barriers and benefits specific to each community must be assessed and identified. Therefore, it is imperative to go through the previously listed practices to assess what needs to be considered for each community partnership.

Removal of Barriers

Questionnaires, discussions, and collaborations offer opportunities to discover what a community partner's needs are and what needs can be addressed to facilitate sustainable behavior change. By removing those barriers, outreach opportunities can cause a greater effect and partners can communicate the benefits that support the community and the environment. Some barriers are easier to remove than others, however, challenging barriers offer the opportunity to brainstorm and support solutions together.

Communication of Benefits

Benefits are key to supporting commitments and change. When barriers are removed and benefits are understood, a momentum of positive change can begin. More importantly, the full process of CBSM provides the tools and pathway to communicate effectively to a community. Understanding CBSM offers more than education or awareness, it offers the platform for civic action, environmental literacy, and advocacy. These questions are important to consider when communicating benefits:

- What unique values does a community have?
- How do they get their information?
- How can similar partners be encouraged to share information?

Lessons Learned and Future Implications

Lessons Learned

This project shows that organizations and community members need to be connected to ensure a community-centered approach and this takes time. Once these internal connections are made, a community-centered approach should be implemented based on areas of need. Communication is necessary for continued progress and each community partner operates differently. However, partnership development is key to

having a positive impact on Galveston Bay. One reason for the CBSM community partnership approach is to ensure campaigns and programs are effective and not duplicated unnecessarily. There were many campaigns and programs that launched over the past five years, few of which were recognized by the evaluation sample. In addition, this approach ensures that resources and time are not wasted.

It is critical to prepare pilots and assess a community or audience before presentations are developed, programs are implemented, or campaigns are launched. A pilot shows the importance of studying human behavior as many organizations are more versed in science than understanding their community members (Ardoin et al., 2020; Lucas, Gora, & Alonso, 2017). Once a relationship has been established with a community partner, researching the hindrances to their community and identifying what the community requires leads to long-lasting behavior change (McKenzie-Mohr, 2012; Monroe et al., 2017). This process can be challenging, as campaigns are often funded by grants with time-sensitive deadlines and required deliverables. However, components of CBSM can prove useful if strategically selected for grant-funded projects.

Without baseline community research and understanding, resources and campaigns will not achieve their intended effect and information will not inspire action or change. With advances in technology and social media, campaigns can be launched online and communication can be improved, though impressions and views do not necessarily equate to sustainable behavior change or community partnership development. Investing time and building relationships with community partners can feel time-consuming and laborious, but it enables a better foundation to support the communities being targeted. The evaluation process and CBSM Community Partner implementation can be challenging, but it is a critical component to the future of Galveston Bay.

Future Implications

Community Indicator Development

The community-centered approach to preserving Galveston Bay is a key component of sustainable change. This study points to the need for a community indicator to be added to the GBRC, something that would assess the involvement of communities in doing their part to protect Galveston Bay. With the data collected, there is necessary guidance to make this valuable addition to the 2023 GBRC. A digital prompt sticker is also in development to remind community members of commitments made with the GBRC, according to the CBSM methods (McKenzie-Mohr, 2011).

Key Findings and Strategies Documents

Although this final report will be available to Galveston Bay stakeholders, we highlighted this project's key findings to create a quick overview for those interested

in replicating this approach. A presentation of key findings is scheduled for the June 2022 Partners in Litter Prevention subcommittee meeting.

Publishing with UH

In the summer of 2022, HARC/GTRI and GBF teams will meet with the UH team to discuss publishing the evaluation and findings. To honor the beautiful life and profound dedication of Cynthia Clevenger, previous PPE Coordinator for GBEP, we hope to bring to light this important work and inspire the need for continued research.

Future Research

The GBRC is a great resource for people, but this study solidified the effect the resource could have when connected to community partners. Future research could include: a qualitative study with community leaders, quantitative research with diverse community partners, and a mixed-method study with community members in traditionally underserved communities. Each of these studies could be braced with CBSM components to support a community-centered research design.

It is our genuine hope that this robust study will support future inquiries to bolster preservation and protection of Galveston Bay.

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Appendix A. Community Partner Questionnaire – Full results

Question #	1	2	3	4	5	6
Question	Email Address	Name	Organization or Group Name	Organization or Group Mission Statement	Have you visited the website? https://www.galvbaygrade.org/	Did you hear or know of the Galveston Bay Report Card before being contacted?
Respondent 1	ticohino@gmail.com	Cruz R. Hinojosa, Jr.	ENVIRONMENTAL COMMUNITY ADVOCATES OF GALENA PARK	The mission of the Environmental Community Advocates of Galena Park (ECAGP) is to organize and educate the community on the environmental conditions in Galena Park and the surrounding area. This nonprofit organization was established in 2010 after a two-year long community planning process where residents identified their priority health issues. Through this process, three priority areas were identified, including air quality, access to health care, and a quality-built environment.	Yes	Yes
Respondent 2	lon.squyres@jacintocity-tx.gov	Lon D. Squyres		We are a municipality serving over 10,000 residents.	Yes	Yes
Respondent 3	elita.castleberry@pcs.hctx.net	Elita Bartley Castleberry	Harris County Pollution Control Services	Control pollution in the environment	Yes	No

Public Perception Assessment and Community-Based Social Marketing Campaigns to Enhance Conservation and Educational Outreach Programs Final Report

7					
Please rank the categories you feel are important to your community? (First being the most important) [First]	Please rank the categories you feel are important to your community? (First being the most important) [Second]	Please rank the categories you feel are important to your community? (First being the most important) [Third]	Please rank the categories you feel are important to your community? (First being the most important) [Fourth]	Please rank the categories you feel are important to your community? (First being the most important) [Fifth]	Please rank the categories you feel are important to your community? (First being the most important) [Sixth]
Human Health Risks	Water Quality	Pollution	Coastal Change	Wildlife	Habitat
Human Health Risks	Pollution	Wildlife	Habitat	Water Quality	Coastal Change
Water Quality	Wildlife	Habitat	Coastal Change	Pollution	Human Health Risks

Public Perception Assessment and Community-Based Social Marketing Campaigns to Enhance Conservation and Educational Outreach Programs Final Report

8	9	10	11	12
What would your community or group be interested in? Check all that apply.	How often would you like to collaborate or connect?	What makes it difficult for you and/or your group to visit the Bay? (Select all that apply)	If you could rate the willingness of your community to take action for environmental issues, how would you score?	How likely do you think your community would engage in activities that improve the health of Galveston Bay, bayous, and watersheds?
Presentations, An information booth at an event, Educational activity series, Support for current projects or new connections/conversations with other organizations/businesses	Quarterly	Access to transportation, Time	3	3
Community projects (beach clean ups, rain barrel workshop, pollution prevention, etc.), Educational activity series	Quarterly	We are able to visit the Bay as often as we like	3	2
Community projects (beach clean ups, rain barrel workshop, pollution prevention, etc.)	Quarterly	Access to transportation, Cost of transportation, Time	3	3