

Community Outreach on KPRC

PRESENTED BY DEBBIE BUSH
ENVIRONMENTAL INSTITUTE OF HOUSTON
UNIVERSITY OF HOUSTON-CLEAR LAKE

DECEMBER 2025



ABOUT THE PROJECT



BANNER ADS



WHITE OAK BAYOU RIPARIAN RESTORATION

Houston Parks and Rec
Department (HPARD) is
working to restore forested
habitat along bayou corridors.



A PROGRAM OF TCEQ



Everyone Can Be A Conservationist.

Visit Artist Boat Coastal
Heritage Preserve today

LEARN MORE





TRASH BASH® 2025

SAVE the DATE!

SATURDAY, MARCH 29

"Clean It Like You Mean It!"®

Learn More



Take the ONE LESS PLASTIC PLEDGE

for the month of July!



+



U.S. GEOLOGICAL SURVEY and GALVESTON BAY ESTUARY PROGRAM PARTNERSHIP

Learn about how USGS research is used to
protect our coastal ecosystems from
microplastics pollution.





GALVESTON BAY FOUNDATION OYSTER SHELL RECYCLING PROGRAM

A healthy oyster ecosystem is crucial to
protecting ALL marine life in Galveston Bay

Learn More





DON'T FORGET YOUR ROOTS.

Give Water
a Break.

+



BY THE NUMBERS

Average Campaign Duration: **19** days

Average Streaming Clicks: **53**

Average Banner Clicks: **680**

Average TV Household Impressions: **745,942**

Total TV Household Impressions: **5,221,600**





WHITE OAK BAYOU RIPARIAN RESTORATION

BEHIND THE SCENES



WHITE OAK BAYOU RIPARIAN RESTORATION



TRASH BASH



BEHIND THE SCENES



TRASH BASH





OYSTER SHELL RECYCLING

BEHIND THE SCENES



OYSTER SHELL RECYCLING





COASTAL HERITAGE PRESERVE

BEHIND THE SCENES





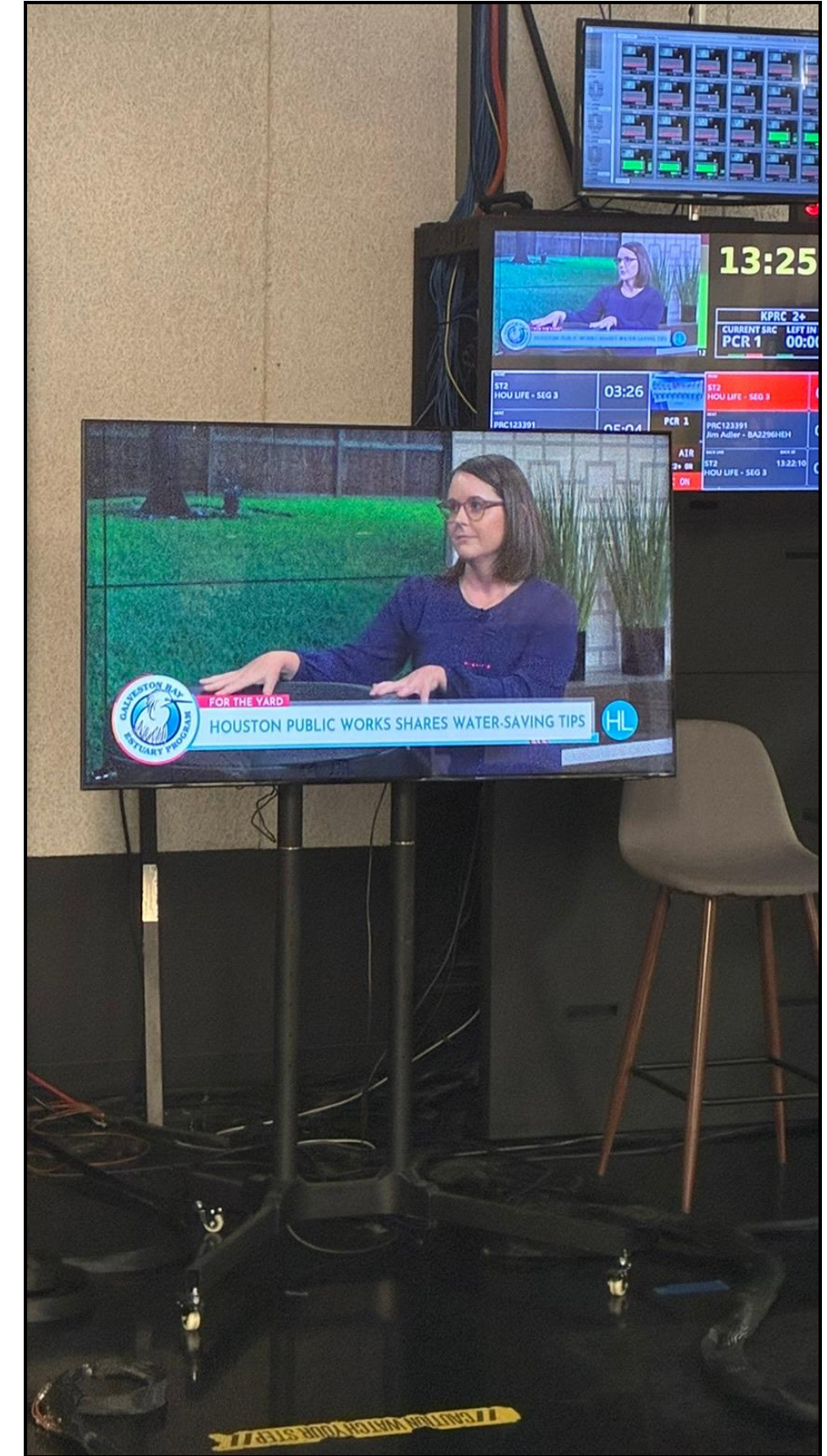
GIVE WATER A BREAK



BEHIND THE SCENES



Sabiha Mahmood



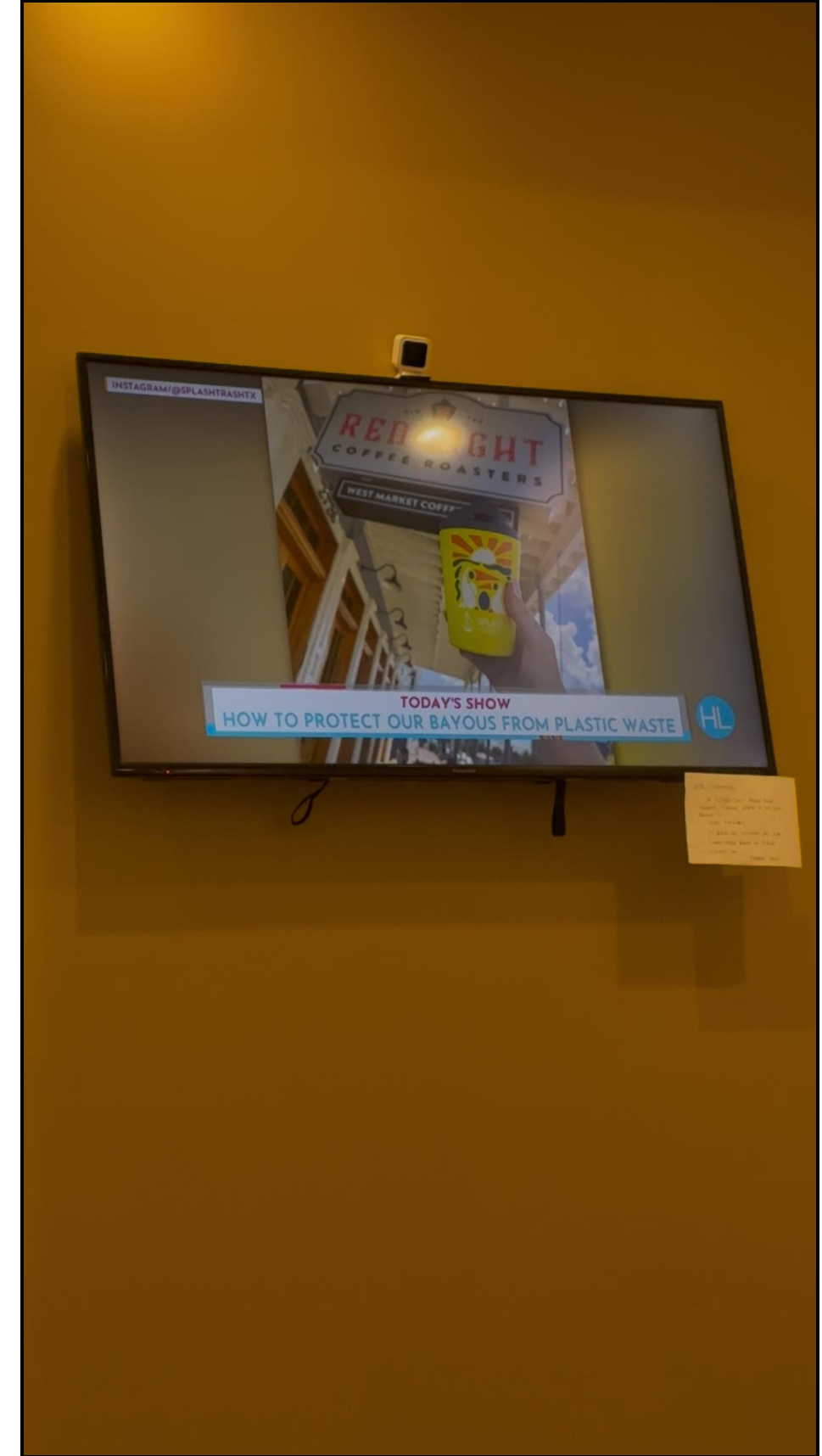
GIVE WATER A BREAK



STOPPING PLASTICS AND LITTER ALONG SHORELINES



BEHIND THE SCENES



STOPPING PLASTICS AND LITTER ALONG SHORELINES





TARGETED MICROPLASTICS MONITORING

BEHIND THE SCENES



TARGETED MICROPLASTICS MONITORING





PARTNERS





“It was such a fun and exciting morning,
getting backstage access and participating
in *Houston Life*!”

—Elizabeth Virgl, Stopping Plastics and Litter Along
Shorelines | American Bird Conservancy

WHAT'S NEXT

INTERVIEWS • INSIGHTS • IMPACT

- Informal Interviews with Initiative Partners
- Analytics
- State of the Bay Symposium

THANK YOU!

VIEW THE HOUSTON LIFE SEGMENTS AT
[HTTPS://GBEP.TEXAS.GOV/KPRC/](https://gbep.texas.gov/kprc/)

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