

Community Outreach on KPRC

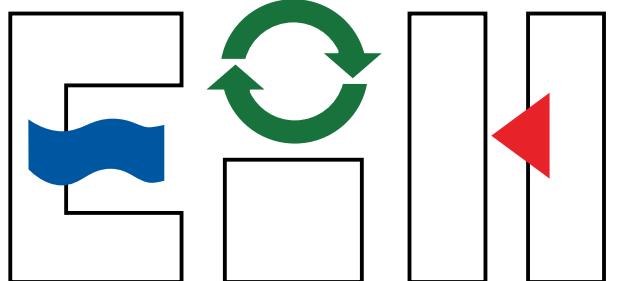
PRESENTED BY DEBBIE BUSH
ENVIRONMENTAL INSTITUTE OF HOUSTON
UNIVERSITY OF HOUSTON-CLEAR LAKE

DECEMBER 2025

COMMUNITY OUTREACH ON KPRC



A PROGRAM OF TCEQ



Environmental Institute of Houston



Click2Houston.com

UHCL University of Houston
Clear Lake

ABOUT THE PROJECT



BANNER ADS



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



Lenny Juarez

WHITE OAK BAYOU RIPARIAN RESTORATION



TRASH BASH



Hand Control
MODEL CS7M 2400-021
www.csengrptv.com

BEHIND THE SCENES



TRASH BASH



OYSTER SHELL RECYCLING



BEHIND THE SCENES



OYSTER SHELL RECYCLING



COASTAL HERITAGE PRESERVE



BEHIND THE SCENES



COASTAL HERITAGE PRESERVE



GIVE WATER A BREAK



BEHIND THE SCENES



Sabiha Mahmood



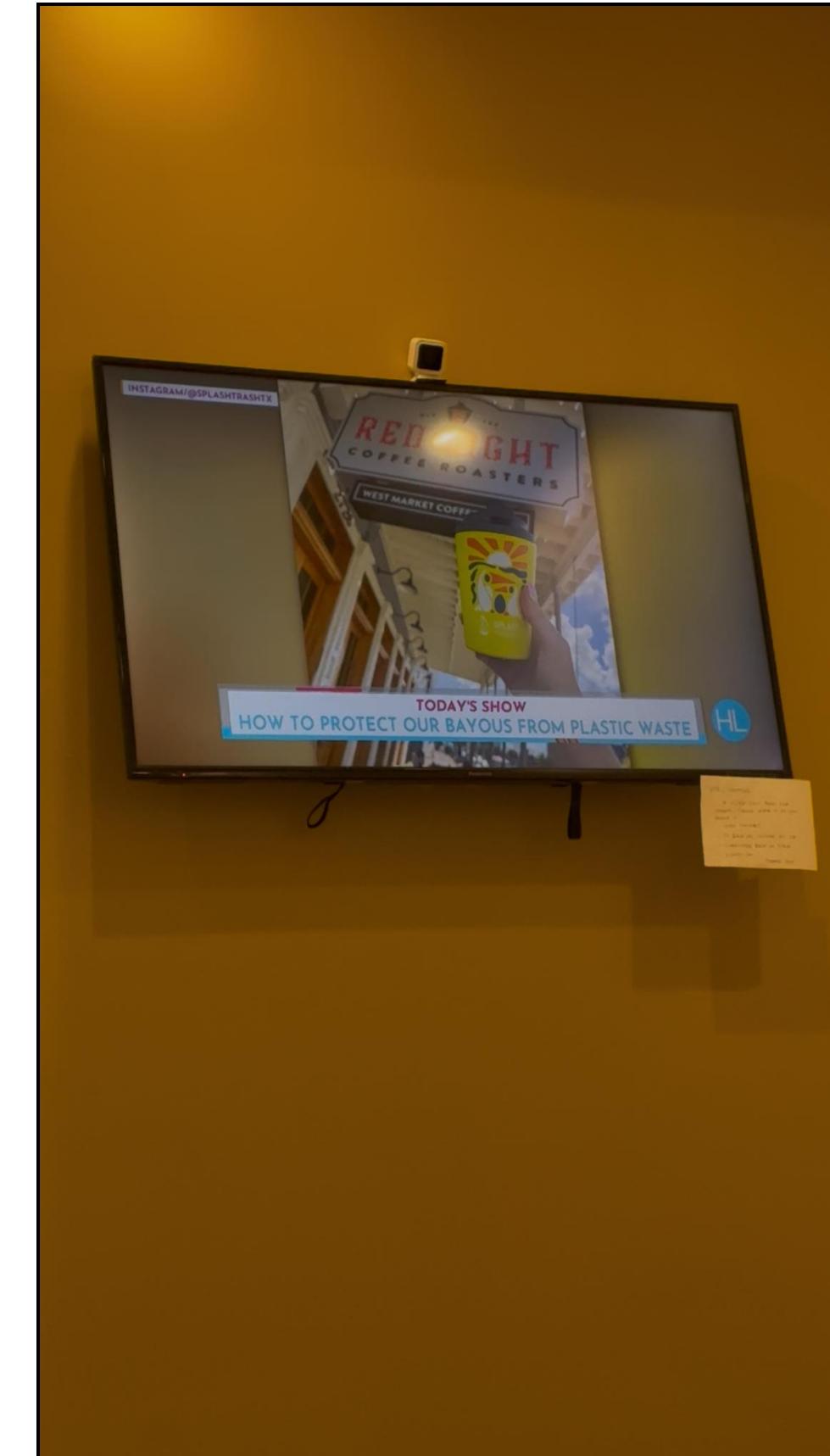
GIVE WATER A BREAK



STOPPING
PLASTICS AND
LITTER ALONG
SHORELINES



BEHIND THE SCENES



STOPPING PLASTICS AND LITTER ALONG SHORELINES



TARGETED MICROPLASTICS MONITORING



BEHIND THE SCENES



TARGETED MICROPLASTICS MONITORING







“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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