



SUBTASK 2.2 REPORT

Documentation of Stakeholder Meeting 3 (February 20, 2019)



This cooperative project is funded in part by the United States Environmental Protection Agency and the Texas Commission on Environmental Quality

CE1118

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Contract No. 582-18-80213
Subtask 2.2 Meeting No. 3

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MEETING DETAILS

The third stakeholder meeting for the Houston-Galveston Area Council (H-GAC) Coastal Communities Outreach Project (582-18-80213) was held from 2 to 4 p.m. on Wednesday, February 20, 2019, at Alvin Community College.

H-GAC has convened a Water Quality Education & Outreach Workgroup to provide a forum for networking, planning, mentorship, and collaboration by connecting groups conducting education and outreach in the Houston-Galveston area with local governments in coastal areas who wish to provide it to their residents.

GOAL 1: Improve collaboration among education/outreach organizations to determine regional outreach priorities, share materials, plan and schedule to provide better breath of coverage with less overlap and redundancy.

GOAL 2: Increase collaboration between cities and organizations to offer more education/outreach events and materials to residents, targeting behavior change that improves water quality.

GOAL 3: Match larger cities with MS4 permits conducting residential outreach in compliance with their permits to mentor smaller non-MS4 cities in the same watersheds to share outreach opportunities and materials.

Expected outcomes include a more comprehensive and cohesive outreach strategy and increased assistance for non-MS4 permit cities to conduct this work.

Invitations (*Appendix*) were sent to mayors, city managers, city secretaries, public works directors, county governments, OSSF officials, Keep Texas Beautiful affiliates, and organizations and agencies who conduct water pollution prevention outreach and education across the greater Galveston Bay watershed. Twenty-two non-MS4 cities received invitations, including those in the EPA-approved Bastrop Bayou and Double Bayou Watershed Protection Plans.

There were 11 people at the meeting, representing 10 cities, organizations, or agencies (*Appendix*).

PAST MEETINGS

The first stakeholder meeting was held from 2 to 4 p.m. on Wednesday, August 22, 2018, at the Brazoria County Library, Alvin Branch in Alvin (Brazoria County). It was an open-house style meeting with organizations and agencies who conduct water pollution prevention outreach and education across the greater Galveston Bay watershed displaying their outreach programs and materials.

The second stakeholder meeting for the Houston-Galveston Area Council (H-GAC) Coastal Communities Outreach Project (582-18-80213) was held at 10 a.m. to noon on Wednesday, November 7, 2018, at the offices of H-GAC in Houston. It was primarily a meeting for visioning and setting group goals and priorities, as well as determining what groups were missing from the table.

MEETING No. 3 AGENDA

The meeting's agenda (*Appendix*) for the two-hour session:

1. Welcome and Introductions.
2. Review meeting summary from November 2018 meeting.
3. Tour of Coastal Communities website.
4. Finalize vision, goals, and priorities.
5. Inventory existing programs, projects and outreach opportunities in coastal counties in each of the project's four focus areas.
6. Plan topic and brainstorm presenters for May webinar for local governments.
7. Networking and open roundtable discussion.
8. Assign homework.

MEETING SUMMARY

Welcome and Introductions

- Two elected officials were recognized (Councilmember Joel Castro – Alvin and Councilmember Adrian Hernandez – Pearland). One city director (John Wilkson – Clute Public Works) and one city staff member (Ryan Prillman – City of Houston) attended.
- The president of Alvin Community College dropped by before the meeting to welcome the workgroup. One ACC staffer attended the meeting.

- In addition to H-GAC staffers, three coastal outreach organizations were represented (Galveston Bay Foundation, Artist Boat, Galveston Bay Estuary Program).
- The TCEQ project manager from Austin attended.

Review of November Meeting Summary

- Identified three groups that need to be part of this workgroup – non-MS4 coastal county cities, MS4 coastal county cities, and governmental and nonprofit organizations who engage in outreach in the coastal counties.
- Pointed out that the goals of the workgroup include networking, planning, mentorship, and collaboration.

Coastal Communities Project Overview Presentation

- Because all three city attendees and one organization were new to the workgroup, the Coastal Communities Outreach Project PowerPoint presentation was given again. It is included in the Appendix.

Tour of Coastal Communities Website

- Attendees were given a guided tour of the [Coastal Communities website](#) via live internet. A PowerPoint presentation tour of the website, prepared in case of internet failure during the meeting, is included in the Appendix.
- More detail about the roadmap was given in response to a question about topics. Attendees were advised to read the Outreach Plan & Roadmap for more information.
- In response to the community-based social marketing model and approach, it was asked if we should perhaps focus all the messaging on one topic each quarter. While all attendees agreed that having a focus for our outreach is vital, we want to make outreach on all four focus areas available to help meet needs for individual communities throughout the year. It was noted that some messaging is seasonal or holiday-based.

Visioning and Goal Setting

- There seems to be agreement for the three programmatic goals for the workgroup.

Priority Focus

It appears that the Fats, Oils, and Grease focus for this project has been chosen to be tackled first. All agreed that it is a message that residents need to learn about and act to change behavior.

Discussion Items Included:

- Possible topic for an H-GAC Clean Waters Initiative Workshop
- Focus on two separate FOG messages (different disposal methods and options)
 - Small amounts like bacon grease, fat-based foods
 - Large quantities like fryer oil
- The City of Houston shared their fat container bags.
- Also noted is the importance of multilingual materials.
- Pearland Councilmember Hernandez noted that Waste Management removed FOG from their recycling contract. Requested a focus on recycling options.
- Pearland Councilmember Hernandez explained the concept of regional grease traps for commercial development.
- Both Pearland and Alvin comments on the rapid growth of housing developments and HOAs that could be great vehicles for dissemination of information.
- We should put out a call to local governments for good photos and videos featuring FOG clogs.
- Create materials for audiences including apartments, hotels, restaurants (big sources)
- It was noted that FOG is a big issue in apartment complexes. A project to address this with apartment managers in the City of Fort Worth was identified as being successful and worthwhile for several messages, including FOG.
- It was suggested that taking text from social media posts and putting it into a short video format to increase views.
- Suggested that we need to work with HOAS more – need help preparing a master list. Pearland Councilmember Hernandez will be of help with this.
- Also discussed was multiple messages for different audiences – kids scraping plates, dad calling plumbers.
- Cost-savings – show the cost of improper FOG disposal for apartments, homeowners, cities, etc.

Inventory of Programs, Projects, and Outreach

- This item was not completed at this meeting. Will be on the May 2019 agenda.
- We identified CeasetheGrease.net and the role of the Galveston Bay Foundation and the Galveston Bay Estuary Program in setting up the website, creating drop-off locations and mapping them, and providing best management outreach items (funnels and scrapers). It was noted that the Cease the Grease program began in the City of Dallas and has been used for close to a decade in the DFW area.
- We looked at the Houston-Galveston Area Council's Defeat the Grease Monster exhibit and poster materials. The poster is also available in Spanish and Vietnamese. It and all H-GAC educational materials are available for check out. They were created for Trash Bash and are in storage the other 364 days each year.

Planning May Fats, Oils, Grease (FOG) Webinar

It was agreed that a local government-facing webinar, hopefully in May, will focus on FOG. It was determined that policies, strategies, tools, and education could be good topics. Contact Becki Begley with presenter ideas for the webinar.

OPEN FORUM/ROUNDTABLE DISCUSSION

The Water Now Alliance is holding a summit on municipal water treatment in Austin on March 27-28. WaterNowSummit.org for more information.

HOMEWORK

1. Invite someone to come with you to the next meeting – especially city staff members who do outreach at any size city.
2. Suggestions for who is needed at the table still:
 - Brazoria County Stormwater Coalition
 - More local government elected officials and staff
 - Councilmembers Castro and Hernandez promised to invite Manvel next time
 - Private entities, including waste haulers
3. Next meeting of the workgroup will be in May 2019 at a location to be determined.