



## SUBTASK 2.2 REPORT

### Documentation of Stakeholder Meeting 2 (November 7, 2018)



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**APPENDIX A**

- Meeting Invitation
- Meeting Agenda
- Meeting Presentation
- Meeting Attendance

## MEETING DETAILS

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. on Wednesday, November 7, 2018, at the offices of H-GAC in Houston.

The meeting, now considered an education and outreach workgroup, is named the Coastal Communities Water Quality Outreach Workgroup. Its purpose is to bring together staff from the communities in four coastal counties (Brazoria, Chambers, Galveston, Matagorda) with staff from larger cities who do outreach through MS4 permits and organizations and agencies who conduct water pollution prevention outreach and education across the greater Galveston Bay watershed.

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

Invitations (*Appendix A*) were sent to mayors, city managers, city secretaries, public works directors, county governments, OSSF officials, 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 23 people at the meeting, representing 14 cities, organizations, or agencies (*Appendix B*).

## PAST MEETINGS

The first stakeholder meeting was held at 2 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.

## MEETING No. 2 AGENDA

The meeting's agenda (*Appendix C*) consisted of 5 main items for the two-hour session:

1. Welcome and Introductions

2. A short overview of the Houston-Galveston Area Council's Coastal Communities Outreach Project and Formation of the Workgroup presented by Becki Begley, H-GAC Outreach Program Coordinator and Coastal Communities project manager.
3. A visioning and goal setting exercise facilitated by Kathy Janhsen, H-GAC Senior Education Coordinator.
4. Begley and Janhsen then led a discussion of next steps.
5. A short open roundtable was held to share upcoming projects and events.

## MEETING SUMMARY

### Project Overview

Using a short, nine-slide PowerPoint presentation, the attendees learned the background, issues, and purpose behind the genesis of the coastal communities outreach project.

The four focus behaviors, designed to help reduce nonpoint sources of bacteria in waterways, were introduced, along with strategies and plans for implementing those strategies. Finally, evaluation tools for the project were identified.

### Programmatic Goals of the Workgroup

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.

## Visioning Session

In addition to the stated goals of the workgroup, a visioning and goal setting discussion was conducted to identify additional needs, priorities, and opportunities for collaboration in the future.

After reviewing a list of the communities supported by this group and ground rules, attendees were asked to take two minutes to reflect on how they would answer the following question:

**“When you look at the region, what education and outreach needs do you see?”**

Through group discussion and brainstorming, the following ten needs were identified:

1. Implementation of Regional, Resource-Based Messaging
2. Education at Multiple Levels
  - K-12
  - Academia / Collegiate
  - Public
  - Elected Officials / Decision-Makers (needs to be early on to gain support for the outreach)
3. Tailoring Existing Materials, Strategies, and Campaigns to Specific Audiences, including:
  - Renters
  - Home Owners
  - Property Owners
4. Strategies for Push Information Out During Emergent Situations
  - Example, to private well owners during flood events (limited requirements)
5. More Inclusive Engagement / Multilingual Engagement
6. A “Keep Beautiful” Coalition
7. Data Baseline / Way to Calculate Return on Investment
  - For Example, Litter & Trash Calculations Underway via Trash Summit
8. Research associated with Community-Based Social Marketing to Develop Effective Tools/Strategies (a pilot project)
9. Increased Advocacy with Legislators / Decision-Makers
10. Coordinate on Volunteerism Efforts Regionally

Attendees were also asked:

**“Of the identified needs, which are your “priorities?”**

The group identified the following priorities:

1. Tapping in "Captive Audiences"
2. Audience Differentiation
3. Research Strategies to get baseline data
4. More use of Strategic Partnerships
5. ROI (return on investment) – consider as a component of reach
6. Cross-Promoting Projects, Programs and Events
7. Finding Opportunities to Better Engage the 22 communities without MS4 permits

Attendees were polled on:

**"Which of the four focus areas their organizations currently have campaigns for?"**

The largest showing was associated with Pet Waste. The second was Fats, Oils & Grease.

The Needs Assessment of the 22 communities without MS4s showed that most communities are also concerned with Fats, Oils & Grease. Attendees requested that copies of the Needs Assessment be shared with the group to help steer the next phase of discussions.

Finally, attendees were asked:

**"Who isn't here that should be a part of this conversation?"**

The group identified the following entities for participation in the workgroup:

1. City of Alvin, new Council Member (name not provided)
  - Alvin Community College Representative agreed to help reach out to this potential participant.
2. Each of the 22 communities with MS4 permits, specifically Public Works Directors
  - Alvin Community College Representative agreed to help reach out to this potential participant.
3. Community Leaders
  - Keep Beautiful
  - Chambers of Commerce
4. Fair Housing Organizations with Action Community Members
  - Bayou City Water Keeper Representative agreed to help reach out to these potential participants.
5. Authorized Agents for Each County (OSSF-related)

- H-GAC can create contact list.
6. Area Industry / Wastewater Treatment Plans
    - City of Houston Representative agreed to help reach out to these potential participants.
  7. Texas A&M AgriLife Extension Agents
    - HARC Representative agreed to help reach out to these potential participants.
  8. Double Bayou / Trinity Bay Districts
    - HARC Representative agreed to help reach out to these potential participants.
  9. River Authorities, including Trinity River Authority, Brazos River Authority, San Jacinto River Authority.
    - No Representative agreed to help reach out to the potential participants. Volunteer needed.
  10. Region H / Texas Water Development Board
    - No Representative agreed to help reach out to the potential participants. Volunteer needed.
  11. County OSSF Authorized Agents

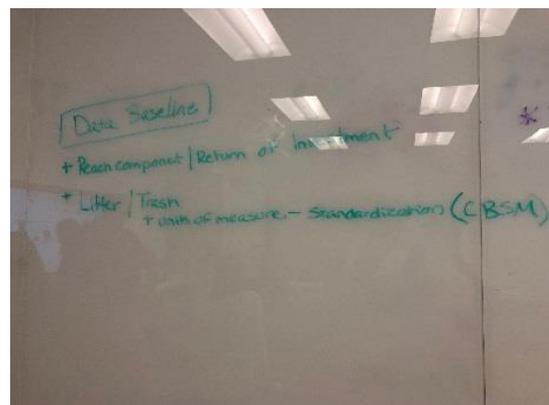
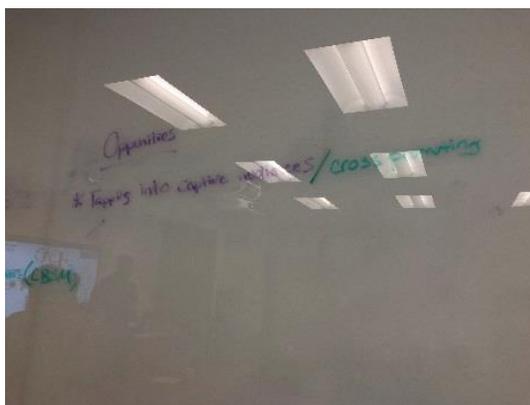
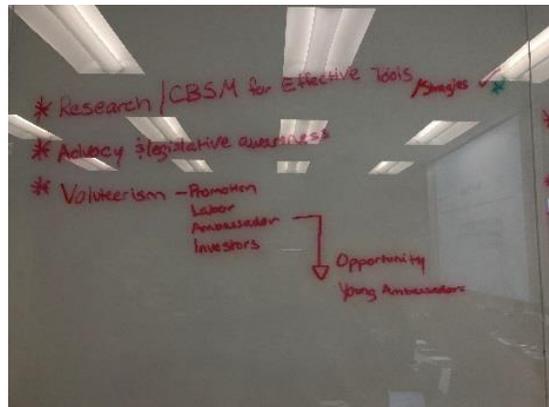
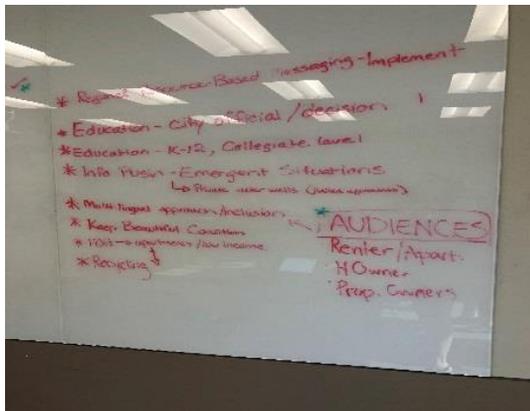


Photo Caption: Whiteboard brainstorming during visioning session

## **NEXT STEPS**

The meeting was well attended with a new mix of outreach agencies and organizations. It is exciting to have new ideas and new sources for contacts and reach engagement.

Only one city staff member was in attendance, despite sending invitations to about two dozen cities, including multiple invitations. More legwork will need to be done to get them to attend, including calling as well as emailing. More one-on-one meetings with cities are needed in 2019 to do needs assessments and gain interest for the outreach opportunities.

We need to set up a way for the workgroup to communicate and get materials. We will examine the capabilities of a password-protected page on the website or an extranet site through SharePoint. H-GAC will distribute the completed Final Outreach Plan and Roadmap, Needs Assessment, and Meeting Summary to the workgroup by December 1.

A date and a location for the next workgroup meeting in February 2019 will be forthcoming. The group agreed that during this meeting, it would finalize:

1. Goals
2. Priorities
3. Vision

In May 2019, a webinar with the 22 communities without MS4 permits will be conducted to support engagement efforts.

## **OPEN FORUM/ROUNDTABLE DISCUSSION**

Attendees were open to meeting quarterly or more, as needed. They also indicated that Wednesday afternoons (1 to 3 p.m.) is the preferred meeting time.

Alvin Community College and Lee College both offered to potentially host future workgroup meetings.

The General Land Office talked about the economic incentive to help promote interest in this project (ecotourism, ecosystem services, tax-basis of property on impaired waterways).

Alvin Community College is starting a recycling initiative on-campus.

## **HOMEWORK**

1. Come to the next meeting with the answer to this question:

**“How do you focus on FOG in our organization?”**

2. Invite someone to come with you to the next meeting – especially city staff members who do outreach at any size city.