



COASTAL COMMUNITIES OUTREACH PROJECT OUTREACH PLAN & ROAD MAP



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(Photos: Four Pillars of Outreach (clockwise from top left): On-site Sewage Facilities, Litter/Illegal Dumping Abatement; Fats, Oils and Grease Disposal; Pet Waste Management)



HOUSTON-GALVESTON AREA COUNCIL

September 1, 2018

Dear Coastal Community Governments,

The Houston-Galveston Area Council (H-GAC), with support from the Texas Commission on Environmental Quality, is pleased to be able to offer support to your staff and residents to increase engagement about surface water quality, with a more specific goal of reducing bacteria concentrations in coastal community waterways.

H-GAC is committed to working to improve surface water quality, with eight active water-quality related projects underway in the region's coastal counties. The ninth, Coastal Communities Outreach, offers an overarching engagement, education, and outreach program for all these efforts.

Bacteria is a serious issue in surface waters in the region. Bacteria concentrations are measured to ensure a water body is safe for recreation, especially in the tidal portions of the waterways. High concentrations may cause gastrointestinal illnesses or skin infections in swimmers or others who come into direct contact with the water. Eight percent of lakes, 58 percent of freshwater streams, and 56 percent of tidal streams in the H-GAC basins have an impairment or concern for bacteria, meaning they do not meet state standards. No bays are impaired for enterococci bacteria but may be impaired for oyster harvesting due to elevated concentrations of fecal coliform bacteria.

Through a comprehensive website; site visits with city leadership and staff; creation of needs assessments; availability of outreach materials, activities, and event attendance, H-GAC staff hope to support your efforts to talk with residents about simple things they can do at home, every day, to reduce bacteria levels in the watersheds where they live, work, and play. Improving water quality protects sources of drinking water, allows for safe and healthy water recreation, and safeguards aquatic habitat.

H-GAC invites you to join us, explore the website, call for help, attend our work group networking meetings, and help us reach your residents to talk about water quality. Page five of this document outlines some of the benefits of getting involved. Instructions for using the toolbox and roadmap are included.

Sincerely,

A handwritten signature in black ink, appearing to read 'Becki Begley', is written over a light blue horizontal line.

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PROJECT OVERVIEW AND SCOPE

The Houston-Galveston Area Council's (H-GAC) Coastal Communities program is a locally-led project providing outreach resources and support for small communities in coastal watersheds of the upper Texas Gulf Coast region. The [Houston-Galveston Area Council](#) is the regional organization through which local governments consider issues and cooperate in solving area-wide problems. Through H-GAC, local governments initiate collaborative efforts in anticipating and preventing problems, saving public funds. The 13-county H-GAC service region is growing, becoming more diverse, and constantly changing, dramatically affecting water quality in communities in the region's coastal counties.

Most of the waterways in the H-GAC [Clean Rivers Program](#) monitoring area are impaired or have a concern for one or more pollutants. H-GAC's 2018 [Basin Highlights Report](#) notes that eight percent of lakes, 58 percent of freshwater streams, and 56 percent of tidal streams in the H-GAC basins have an impairment or concern for bacteria. Forty percent of lakes, 37 percent of freshwater streams, 33 percent of tidal streams, and 36 percent of bays also have a concern for nutrients. To address the impact of bacteria and nutrients on these waterways, H-GAC participates in bacteria reduction projects and watershed protection plans. Communities using this outreach plan and roadmap can be stakeholders in at least one of these plans or projects. This project intends to bridge the gap between the needs identified by coastal communities and the implementation measures for outreach identified in the plans.

The program helps small communities without municipal separate storm sewer system permits engage residents in education and outreach promoting behavior change to reduce the potential for water pollution. These communities typically lack financial and staff capacity to develop, launch, implement, and maintain public outreach campaigns.

Public outreach is crucial to educate stakeholders and improve water quality, especially if behavioral change is required. It is a lengthy process beginning with addressing awareness about issues, providing benefits and removing barriers to change through education and outreach, to encourage residents to make behavioral changes to reduce sources of pollution in area waterways.

H-GAC hopes to employ [Doug McKenzie-Mohr's community-based social marketing strategy](#) to foster sustainable behavior whenever possible in this plan. This strategy includes selecting specific behaviors, identifying barriers and benefits to changing behavior, developing strategies based on research, building community support, creating effective messages, conducting pilot projects before broad-scale implementation, and evaluating progress.

The plan focuses on four pillars of behavior change: pet waste; fats, oils, and grease (FOG) disposal; litter and illegal dumping; and on-site sewage facility repair and maintenance. Simple changes by residents can help reduce water pollution and improve the quality of the water and the recreational capacity of the waterways.

This outreach plan will offer resources, tools, and techniques; with technical assistance from H-GAC outreach staff, to plan and implement residential education and outreach about reducing sources of water pollution in these communities. This plan and roadmap can be used by local governments, utility districts, schools, civic organizations, HOAs, apartment managers, and other volunteers to engage residents in positive behavior change.

BENEFITS FOR STAKEHOLDERS

Why get involved with this project?

This section of the outreach plan identifies targeted stakeholder groups and benefits for them.

| STAKEHOLDERS | INCENTIVES TO GET INVOLVED |
|---|--|
| Local Governments | <ul style="list-style-type: none"> ✚ Reduces costs related to sanitary sewer overflows ✚ Reduces litter and illegal dumping abatement ✚ Provides low cost options with professional guidance for residential outreach ✚ Facilitates opportunities for mentorship and collaboration with larger governmental entities in the watershed(s) ✚ Offers materials, training, and plans for residential outreach |
| Utility Districts | <ul style="list-style-type: none"> ✚ Reduces costs related to sanitary sewer overflows ✚ Reduces litter and illegal dumping abatement ✚ Provides low cost options with professional guidance for residential outreach ✚ Facilitates opportunities for mentorship and collaboration with larger governmental entities in the watershed(s) ✚ Offers materials, training, and plans for residential outreach |
| Schools | <ul style="list-style-type: none"> ✚ Provides opportunities for student volunteer involvement ✚ Provides contacts for in-school presentations, lesson plans, and curricular elements for teaching about water pollution in grades K-12 |
| Civic Organizations | <ul style="list-style-type: none"> ✚ Provides focus for volunteer projects ✚ Offers opportunities for involvement in community beautification projects ✚ Facilitates connections for vendors to participate in outreach at civic events ✚ Offers materials, training, and plans for residential outreach |
| HOAs | <ul style="list-style-type: none"> ✚ Offers professional educational and useful material for newsletters/social media ✚ Provides valuable justification for rules and regulations regarding stormwater management techniques and litter/illegal dumping ✚ Facilitates connections for guest speakers for meetings and vendors for events ✚ Reduces cost related to clogged pipes, pet waste disposal, and litter abatement ✚ Offers materials, training, and plans for residential outreach |
| Apartment Managers | <ul style="list-style-type: none"> ✚ Offers professional educational and useful material for newsletters/social media ✚ Provides valuable justification for rules and regulations regarding stormwater management techniques and litter/illegal dumping ✚ Facilitates connections for guest speakers for meetings and vendors for events ✚ Reduces cost related to clogged pipes, pet waste disposal, and litter abatement ✚ Offers materials, training, and plans for residential outreach |
| Water Quality Environmental Organizations | <ul style="list-style-type: none"> ✚ Coordinates and planning for regional messaging ✚ Avoids duplication of messages and resources ✚ Network about obstacles and opportunities in outreach ✚ Strategize for future planning |
| Residents | <ul style="list-style-type: none"> ✚ Get tools to change behaviors to reduce potential sources of pollution ✚ Save money on home maintenance ✚ Enjoy recreation on waterways that may be less polluted |

SERVICES PROVIDED TO COASTAL COMMUNITIES

H-GAC created an outreach strategy to engage coastal communities to become active participants in the project. Listed on pages 6–9 are the step-by-step strategies being used to engage and provide service to participating communities. H-GAC staff are also identified as contact points for each strategy.

ONE-ON-ONE MEETINGS & NEEDS ASSESSMENTS

ONE-ON-ONE MEETINGS

Mayors and city managers of the selected communities received a letter of introduction and an overview flyer about the project. H-GAC staff then called each community. Emails were sent as a follow-up to each phone call, with the overview flyer, one-page summary, and needs assessment questionnaire attached. Phone calls and emails continue at intervals until an in-person or phone conference meeting is scheduled and a needs assessment is completed.

The census-designated places are more challenging to reach. Creative networking, with county governments, municipal utility districts (MUDs), drainage districts, school districts (ISD), churches, civic organizations, and homeowner associations may be required to complete more comprehensive needs assessments for these communities.

A contact log spreadsheet is kept as a record of all communications with the communities.

ASSIGNED RESPONSIBILITIES

Outreach Program Coordinator
Environmental Planners

One-on-one meetings with elected officials and city staff
Set up meetings on specific topics

NEEDS ASSESSMENTS

Needs assessment are conducted to aggregate data established during initial stakeholder meetings with coastal communities and develop a list of needs/required resources.

Questions in the assessment gauge the general level of awareness of staff and residents about the causes of water pollution in their community.

Existing pet waste and grease trap ordinances are catalogued. Information about number of on-site sewage facilities, sanitary sewer overflows, and instances of littering and illegal dumping is gathered. Funding and staff for outreach activities is identified, including what outreach efforts have been used in the past and what is planned to go forward.

Each assessment includes requests for help and potential stakeholder partners.

ASSIGNED RESPONSIBILITIES

Outreach Program Coordinator
Environmental Planners

Review meeting notes and prioritize needs for each community
Provide input from local water quality projects

WATER QUALITY EDUCATION & OUTREACH WORKGROUP

A series of stakeholder group meetings will be scheduled to continue to identify needs, discuss opportunities and common issues, and encourage collaboration when implementing the Outreach Toolbox and continued project developments. The Water Quality Education & Outreach Workgroup will meet three times per year. H-GAC staff will facilitate and meetings will be held in venues throughout the four counties to encourage participation. Webinar options will also be available. Invitees will include staff and elected officials from local governments, counties, ISDs, utility districts, environmental organizations with a water quality focus, HOAs, apartment management, civic groups, and residents.

The goals of the workgroup include:

- ✚ Networking by local governments with and without municipal storm sewer permits
- ✚ Identification of common water quality impairments and concerns
- ✚ Watershed messaging coordination
- ✚ Increasing awareness of watershed protection activities by residents
- ✚ Increased participation in regional water quality projects and plans
- ✚ Regional coordination of outreach projects, events, and messages by water-quality focused organizations

More information on the workgroup can be found on page 19.

ASSIGNED RESPONSIBILITIES

Outreach Program Coordinator

Senior Education Coordinator

Facilitate meetings, send invitations, set agendas, disseminate minutes

GENERAL PROGRAM AND FUNDING ASSISTANCE

H-GAC has planners on staff to assist with identification of water quality issues, low-impact development, flooding, funding opportunities, and acquisition of information about regional watersheds and community improvement projects. This assistance is free of charge to participating communities and H-GAC member cities.

ASSIGNED RESPONSIBILITIES

| | |
|---|--|
| H-GAC Environmental Planners Water Resources Manager Community & Environmental Director | Assigned based on technical subject matter requested |
|---|--|

ON-SITE SEWAGE FACILITY FUNDING

H-GAC has funding for the repair or replacement of failing on-site sewage facilities (traditional and aerobic systems) through its [Wastewater Assistance Program](#). Recipients of funding must be homeowners living on the property and meet certain income restrictions. Systems that have been cited can be eligible.

ASSIGNED RESPONSIBILITIES

| | |
|---|---|
| Senior Environmental Planner Water Resources Manager Outreach Program Coordinator | Initial screenings for functionality of system, income and ownership requirements, securing bids, arranging work with homeowners Overall supervision of program Promotion of program in coastal communities |
|---|---|

EVENTS

H-GAC will coordinate with water quality partner organizations to bring a water quality outreach display, booth, and/or exhibit to **at least one event** in the community.

H-GAC has ready-to-use educational exhibits covering the four project pillars, with instruction manuals, that can be loaned out for use by staff and volunteers. Promotional best-management-practice items and collateral materials will be distributed as supplies permit.

Materials will be available in English, Spanish, and Vietnamese in 2019.

ASSIGNED RESPONSIBILITIES

| | |
|--|---|
| Outreach Program Coordinator | Schedule events and coordinate outreach materials with partners for events; attend events at H-GAC representative; manage outreach materials loan program |
| Senior Education Coordinator Environmental Planners | Event planning and execution Attend events as H-GAC representatives |

PRESENTATIONS

H-GAC education, outreach and planning staff is available to give presentations and demonstrations on water quality at a variety of technical levels and audience interest, from governments, civic organizations, academic groups, K-12 education, and general resident interest groups.

H-GAC will also help coordinate presentations and demonstrations with partner governments and organizations where in-house expertise is not available.

ASSIGNED RESPONSIBILITIES

| | |
|------------------------------|--|
| Water Resources Manager | Technical expertise and project-focused topics |
| Planners | Technical expertise and project-focused topics |
| Senior Education Coordinator | Community-based engagement strategies |
| Outreach Program Coordinator | Outreach and education |

WHY USE THE OUTREACH TOOLBOX AND ROADMAP?

You don't have to reinvent the wheel to do effective, engaging outreach. The Outreach Toolbox and Roadmap contain most everything you will need. Time and money are both valuable resources that are scarce in most communities. Many employees wear multiple hats, have widely-varied job responsibilities, and work across many programs and projects. With so many simultaneous water quality projects in the same region, consolidating messages and materials to provide strong, cohesive outreach and education across all watersheds is a good idea.

The Coastal Communities Outreach project offers coordinated outreach and education focused on a specific area with a common water quality issue. It allows communities of any size to access the foundational information and materials needed to conduct high-quality, engaging outreach to residents at low cost.

COMPONENTS OF THE OUTREACH TOOLBOX

WEBSITE

The [Coastal Communities website](#) (page 11) is the heart of the project, containing materials for finding funding for projects, materials for engaging in outreach, news, and information about the region, and opportunities to learn and network through events, workshops, and trainings offered by H-GAC and outreach partners.

MATERIALS OFFERED BY H-GAC

H-GAC maintains an inventory of interactive displays and exhibits, posters, brochures, and best-management-practices promotional items (page 12–13) focused on reducing water pollution. The displays and exhibits can be loaned out to communities to use at local resident-facing events. Brochures and BMP items are available upon request as supplies last to supplement displays and exhibits with a take-away useful message.

PARTNER-CREATED MATERIALS AND RESOURCES

The [Coastal Communities website](#) contains links to a multitude of credible, tested programs and materials from organization in Texas and around the country that work when engaging residents on environmental issues. The sites contain curriculum, activities, games, and free downloadable materials to use when building a campaign. H-GAC staff can help identify resources to fit your needs.

COMPONENTS OF THE OUTREACH ROADMAP

MESSAGING CALENDAR & RATIONALE

Having a plan of attack helps ensure effective, engaging outreach. Certain topics resonate more clearly at specific times of year, while other topics can be promoted at regular intervals as reminders of everyday habits.

The Roadmap (page 14-18) offers timely messages in a variety of formats to reach all your residents monthly.

COASTAL COMMUNITIES WEBSITE

The Coastal Communities website (www.CoastalCommunitiesTX.com) is designed to become a one-stop shop for local governments and residents to get tools, resources, and messaging to provide outreach resulting in residential behavior changes that improve water quality in their communities.

The information on the website is targeted to local governments in coastal counties, schools and other educational groups, and residents looking for general water quality information. It is updated at least weekly.

WEBSITE SITE MAP

| PAGE | TOPICS | AUDIENCE |
|-------------------------------|---|---|
| Home | Introduction to site | All website visitors |
| About | Explanation of the project Description of H-GAC | All website visitors |
| Find Funding | Funding with Deadlines Ongoing Funding Opportunities Permanent Funding Resources Resiliency Resources Local H-GAC Resources | Primarily local governments |
| Get Tools | Introduction to Five Toolbox Tabs | All website visitors |
| (1) Featured Programs | Description and Resources for the Project Pillars; Complementary Programs Supporting the Project Pillars | All website visitors |
| (2) Outreach Plan and Roadmap | Outreach Plan Outreach Roadmap and Products | Local governments and ISDs Groups doing outreach activities |
| (3) Materials | Links to H-GAC Displays and Outreach Materials; Links to Partner Educational Materials and Curriculums | Local governments Groups doing outreach activities School districts |
| (4) Model Resources | Sample Local Pet Waste, FOG/Grease Trap, and Scrap Tire Ordinances | Local governments Homeowner Associations |
| (5) Interactive Mapping Tools | Features H-GAC's Suite of Interactive Web Mapping Applications with a Focus on the Water Quality Applications | All website visitors |
| (6) Glossary | Contains definitions of terms commonly used to discuss water pollution issues | All website visitors |
| Events | Features Events, Workshops, Trainings and Webinars of interest to coastal communities | All website visitors |
| In the News | Post news and information related to coastal life as a news feed. | All website visitors |
| Contact | Email, phone, social media | All website visitors |

MATERIALS

H-GAC has compiled resources for all four pillars of the project to facilitate education and outreach activities. Permanent display materials are developed by H-GAC and are available for loan for events, demonstrations, and presentations. Display materials come with Instructors Guides so that volunteers can easily do outreach with them. See page 13 for all materials.

Printed collateral materials and best management practices promotional items are available as supplies permit. Printable versions of all posters, pledges, and brochures are available on the [Coastal Communities website](#). All materials owned by H-GAC are available for free use, but credit is requested.

Contact waterresources@h-gac.com for more information or to customize materials.

H-GAC TOOLBOX MATERIALS (ALL ITEMS CAN BE BORROWED FOR LOCAL USE)

| TOPIC | INTERACTIVE DISPLAY | POSTER | PLEDGE | BROCHURE | BMP ITEMS |
|---|---------------------|--------|--------|----------|-----------------------------------|
| Pet Waste* | √ | √ | √ | | Pet waste bag leash dispensers |
| Fats, Oils, Grease* | √ | √ | √ | | Funnels and Scrapers |
| OSSF Repair/Replacement* | | | | √ | |
| Litter and Illegal Dumping* | 2019 | 2019 | 2019 | | 2019 |
| Residential Stormwater Pollution Prevention* | √ | √ | √ | √ | |
| General Water Quality* | √ | √ | | √ | 2020 |
| Trash Bash®* | | | | √ | |

(* Asterisk indicates that some or all materials are or will be available in Spanish and/or Vietnamese in 2019.



(Photos: each interactive display is accompanied by a pledge that reiterates the take-away message)

PARTNER MATERIALS

There are many excellent other free water quality educational and outreach materials available through federal, state, local, and nonprofit agencies. H-GAC has compiled some of these on the website in the get tools materials dropdown. **H-GAC staff can help locate materials for your specific education/outreach goal.**

I Pledge...
To sign the pledge, I will do the following:
- I will not pour any oil, grease, or other liquids down my drain.
- I will not pour any paint, solvents, or other chemicals down my drain.
- I will not pour any antifreeze down my drain.
- I will not pour any car wash water down my drain.
- I will not pour any motor oil down my drain.
- I will not pour any antifreeze down my drain.
- I will not pour any car wash water down my drain.
- I will not pour any motor oil down my drain.

How's the Water?
THE QUALITY OF OUR WATER IS CRUCIAL TO OUR HEALTH AND THE HEALTH OF OUR ENVIRONMENT. BUT HOW CAN WE PROTECT IT?
- DON'T POUR OIL, GREASE, OR OTHER LIQUIDS DOWN THE DRAIN.
- DON'T POUR PAINT, SOLVENTS, OR OTHER CHEMICALS DOWN THE DRAIN.
- DON'T POUR ANTIFREEZE DOWN THE DRAIN.
- DON'T POUR CAR WASH WATER DOWN THE DRAIN.
- DON'T POUR MOTOR OIL DOWN THE DRAIN.

What Can You Do?
- Turn off the water when brushing your teeth.
- Turn off the water when shaving.
- Turn off the water when washing dishes.
- Turn off the water when taking a shower.
- Turn off the water when doing laundry.
- Turn off the water when watering your lawn.
- Turn off the water when filling your pool.
- Turn off the water when watering your plants.

THE JOURNEY OF TRASH
- 10% of trash is recycled.
- 30% of trash is landfilled.
- 60% of trash is incinerated.
- 10% of trash is buried in the ocean.
- 10% of trash is buried in the desert.

What Watershed Do You Live In?
- The map shows the watersheds in the state of Texas, color-coded by watershed.

Freddie the Fish
- Freddie the Fish is a cartoon fish that helps educate children about water quality.

Pitch the Poop
- A game that teaches children about proper pet waste disposal.

Marine Debris Biodegradation Time Line
- A chart showing how long different types of debris take to biodegrade in the ocean.

Protecting Our Water
- A brochure that provides information on how to protect water quality.

Designing for Impact
- A brochure that provides information on how to design projects to minimize impact on the environment.

Water Quality Evergreen Brochure
- A brochure that provides information on water quality and how to improve it.

Trash Bash Evergreen Brochure
- A brochure that provides information on how to reduce, reuse, and recycle.

H-GAC OUTREACH MATERIALS

DEFEAT THE GREASE MONSTER, DISPLAY AND MATERIALS (FOCUS ON FATS, OILS, GREASE DISPOSAL)

MISCELLANEOUS INFORMATIONAL POSTERS AVAILABLE LAMINATED AND/OR COROPLAST AND PDF FILES FOR PRINTING, EXCEPT TIMELINE)

A variety of other brochures created by partner organizations may be available. Availability of reports and other documents should be discussed with project managers.

UNDERSTANDING THE OUTREACH ROADMAP

The first step of the community-based social marketing model is to select the behavior you wish to change. There are usually multiple behaviors to be targeted, as is true when addressing water quality. It is important to consider carefully which behaviors are the most worthwhile to target. Targeted behaviors need to (1) require only one action, and (2) produce the desired outcome, in this case helping reduce bacteria levels in area waterways.

The four pillars targeted for this project are

- (1) pet waste management;
- (2) fats, oils, grease (FOG) disposal;
- (3) litter and illegal dumping; and
- (4) proper on-site sewage facility (septic system) maintenance.

The behavior change desired for each pillar requires just one action. Tools needed to act to change behavior will be provided to residents through H-GAC as needed and as supplies permit.

- 1) Pet waste should be picked up off the ground and placed in a plastic bag in the trash. (tools: pet waste bag dispensers for residents and pet waste stations for communities)
- 2) Food items containing fats, oils, and grease (FOG) should be placed in the trash not poured down the sink. (tools: funnels and pan scrapers)
- 3) Trash should be placed in a recycling or trash container or hauled to a facility that accepts it. (Tool: to be determined)
- 4) On-site sewage facility (septic system) maintenance should be performed regularly. (Tool: H-GAC Wastewater Assistance Program)
- 5) Nothing should be flushed except toilet paper regardless of type of sewage system.



USING THE OUTREACH ROADMAP

As mentioned earlier, having a plan of attack helps ensure effective, engaging outreach. Certain topics resonate more clearly at specific times of year, while other topics can be promoted at regular intervals as reminders of everyday habits.

The Outreach Roadmap identifies two focused-topic messages for each month of the year. Messages are chosen for each month based on relevance to season, holiday, or common residential activities, as explained in the chart on page 15.

- The Outreach Roadmap showcases focuses these monthly messages for local governments, nonprofits, civic groups, HOAs, apartment management, schools, and other groups to use to reach different population segments within their communities using traditional print, online, and social media. Two social media posts per topic
- One web banner per topic
- One bill insert/brochure per topic
- One flyer (PDF and JPG) per topic

The Outreach Roadmap is presented three ways on the following pages:

- 1) Rationale chart – explains why messages are distributed in specific months (page 16)
- 2) Monthly topics – presented in a list format (page 17)
- 3) Monthly topics – presented in a calendar format (page 18)

Messages will be available 30 days in advance (i.e. January messages will be available by December 1 for planning purposes) and will remain accessible through the project website (www.coastalcommunitiestx.com).

Contact waterresources@h-gac.com for customization of messaging (i.e. logos, phone numbers, websites, etc.) or alternative deadline requirements.

MESSAGING CALENDAR RATIONALE

| MESSAGE | TIMING | RATIONALE |
|--------------------------------|---------------------------|--|
| Pet Waste | February, June, September | Annual message for any time of year so this message can be moved to any month |
| Fats, Oils, Grease | March, November, December | Promote prior to traditional holidays where big family dinners are cooked with menu items containing large quantities of fats, oils, and grease are cooked; many in-home plumbing issues occur around these events |
| No Wipes in the Pipes | March, November | Promote prior to holidays where many guests may visit or stay overnight |
| OSSF Maintenance | May, October | Reminder to residents that maintenance should be done twice a year; annual message for any time of year so this message can be moved to any month if desired |
| Illegal Dumping | January, July | Dumping of big items frequently increase after Christmas and right before the start of school due to new gifts and back-to-school items being purchased |
| Litter | May, June, July, August, | Litter can increase during summer months when more residents engage in outdoor activities; Memorial Day, July Fourth, Labor Day picnics, family reunions, and other parties at parks during summer months |
| Household Hazardous Waste | May, October | Removing these items from homes prior to the start of hurricane season can protect water quality in the event of flooding and or wind damage to homes and storage sheds; clean out old lawn care items at the end of the summer outdoor season |
| Lawn Fertilization | February, September | Proper timing and technique for applying fertilizers, herbicides, pesticides keep these chemicals out of waterways; timing is one month prior to common application deadlines |
| Nonpoint Source Pollution | January | Start the year with messaging about how residents can inadvertently contribute pollutants to waterways during everyday activities at home |
| Only Rain Down the Storm Drain | April, December | Annual message for any time of year so this message can be moved to any month Reminds residents not to use storm drains or ditches for disposal of any item |

MESSAGING CALENDAR AT A GLANCE (LIST FORMAT)

MONTH/MESSAGE

MONTH/MESSAGE

JANUARY

Illegal Dumping (Post-Christmas)
What is Nonpoint Source Pollution

FEBRUARY

Pet Waste Disposal
Lawn Fertilization Timing and Technique

MARCH

Proper Disposal of Fats, Oils, and Grease
No Wipes in the Pipes

APRIL

Maintenance of On-site Sewage Facilities
Only Rain Down the Storm Drain

MAY

Disposal of Household Hazardous Waste
Littering – Memorial Day

JUNE

Littering
Pet Waste Disposal

JULY

Littering – Independence Day
Illegal Dumping (Back-to-School)

AUGUST

Littering
Sorting of Storm Debris

SEPTEMBER

Lawn Fertilization Timing and Technique
Pet Waste Disposal

OCTOBER

Maintenance of On-site Sewage Facilities
Disposal of Household Hazardous Waste

NOVEMBER

Proper Disposal of Fats, Oils, and Grease
No Wipes in the Pipes

DECEMBER

Proper Disposal of Fats, Oils, and Grease
Only Rain Down the Storm Drain

MESSAGING CALENDAR AT A GLANCE (CALENDAR FORMAT)

CALENDAR LEGEND

PET WASTE DISPOSAL



FATS, OILS, GREASE DISPOSAL



NO WIPES IN THE PIPES



MAINTAIN SEPTIC SYSTEM



LITTER & ILLEGAL DUMPING



HAZARDOUS HOUSEHOLD WASTE



STORMWATER POLLUTION



LAWN CARE



A YEAR'S WORTH OF WATER POLLUTION PREVENTION MESSAGES



January



February



March



April



May



June



July



August



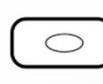
September



October



November



December



WATER QUALITY EDUCATION & OUTREACH WORKGROUP

GOALS

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.

SCHEDULES & AGENDA

The initial meeting of the Water Quality Education & Outreach Workgroup was held in August 2018 as an outreach open house-style meeting. Nonprofits and NGOs doing water quality outreach and education, coastal community city and county staff, outreach staff from regional cities of all sizes (MS4 and non-MS4), and interested residents were invited to attend the two-hour networking session.

A follow-up organizational meeting was held in November 2018 to

- determine goals for the group;
- develop a roster of attendees;
- determine outreach priorities; and
- plan topics, presentations, and demonstrations for future meetings.

Regular two-hour meetings will be held in **February, June, and October** beginning in 2019. Locations will be rotated between H-GAC and coastal county locations. Invitations will be sent 6-8 weeks prior to each meeting.



(Photos from Kick-off Coastal Communities Outreach Open House on August 22, 2018)

Quantifying the results of bacteria reduction activities in waterways is difficult because bacteria is introduced through a variety of point and nonpoint source pollutants.

H-GAC may evaluate the results of this three-year outreach project using these measures.

On-Site Sewage Facilities

- track residents who apply for the on-site sewage facility repair/replacement program
- number of residential on-site sewage facilities (conventional and/or aerobic) pumped, repaired or replaced in the project area, including the estimated decrease in bacteria load per system

Pet Waste Management

- number of pet waste bag dispensers and related print collaterals received by households in project communities
- number of pet waste stations and related print collaterals received by project communities

Fats, Oils, Grease (FOG) Disposal

- number of FOG scraper, funnels, and related print collaterals received by households in project communities
- track sanitary sewer overflows (number, volume, and dates) in participating coastal community cities with September 1, 2017-August 31, 2018 as the base year

Litter & Illegal Dumping

- number of Brazoria and Chambers County residents who participate in the River, Lakes, Bays, 'N Bayous Trash Bash®
- number of locally-organized cleanup events held in project communities

Public Engagement

- number of new Texas Stream Team monitoring sites in the project area
- participation by project communities in water quality education & outreach workgroup meetings

Communications

- track reach of websites banners, social media, and flyers distributed or posted by project communities
- track H-GAC outreach materials loaned out for use at events or as displays
- track number of Trash Bash® or water quality brochures provided to project communities and related groups

CONTACT INFORMATION

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