

H.0 APPENDIX H: EDUCATION AND OUTREACH PLAN

The Lake Granbury Education & Outreach Work Group follows the U.S. Environmental Protection Agency's "Getting in Step" program to construct the education and outreach component of the Lake Granbury Watershed Protection Plan. The program is designed to aid in the process of developing a comprehensive strategy to increase public awareness and participation, as well as encourage local stewardship. The program steps are:

1. Define goals and objectives
2. Identify target audience
3. Determine message
4. Packaged materials
5. Distribute educational material and message
6. Evaluation

H.1 Driving Forces, Goals and Objectives

The **driving force** for the development of the Lake Granbury Education and Outreach campaign is that Lake Granbury is identified as a priority watershed for restoration. The **goal** of Lake Granbury educational program is to share information regarding the status of Lake Granbury, future condition scenarios recognizing that the activities of people living in the watershed and around the lake will help dictate the future water quality within the lake. An educational program will utilize key messages to empower residents to accept information describing the status of the lake and implement best management practices on their property to limit availability and transport of contaminants to the lake.

Objectives:

- Increase public awareness regarding water quality around Lake Granbury.
- Increase natural resource literacy among residents of Lake Granbury.
- Identify groups within the watershed conducting environmental education programs.
- In cooperation with other Lake Granbury work groups develop educational strategies consistent with the Lake Granbury WPP priorities to increase awareness of contaminant sources and best management practices to limit contaminants from reaching the lake.
- Identify and pursue sources of funding for water quality education and outreach.

H.2 Identifying and Analyzing Target Audiences

People's actions will define the long-term water quality status in the lake. A variety of audiences will be targeted during the educational program to disseminate and share information with the public. Many people and organizations are already involved and instrumental in development of this WPP; their continued collaboration and influence will be key in future efforts to identify and educate appropriate audiences.

- Agricultural Producers
 - Ranchers

- Wildlife Managers
- Small acreage landowners
- Sportsmen
- Ecotourism:
 - Bird watching
 - Boating
 - Swimming
 - Marinas
 - Camping
 - Bed and Breakfast
- Youth
- Gardeners and Homeowners
 - OSSF Owners
 - Pet Owners
- Greenspace management:
 - Landscapers
 - Golf course managers
 - Parks and Recreation Staff
- Influential people and organizations
 - Elected officials such as county judges, county commissioners, city mayors and council members, state legislature or congressional representatives.
 - Civic organizations such as the Rotary and Lions Clubs, Junior League, Knights of Columbus.
 - Media personnel
 - City managers
 - Chamber of commerce
 - Business and community leaders
 - Water supply corporations
 - Realtors

H.3 Message Development and Delivery

These messages address the overall education and outreach objectives. They emphasize the value of the natural resources associated with Lake Granbury, along with its problems and the measures that can bring about solutions. Materials will be developed that are consistent with the Lake Granbury WPP priorities; particular educational activities will be targeted in areas identified as most in need (e.g., pet waste education in dense subdivisions near the water or small acreage land management in upper watershed areas).

Messages defining the **value** of the natural resources include:

- Property values surrounding the lake will be maintained by having an aesthetically pleasing lake.
- Lake Granbury is a valuable water supply for local residents
- Depressed property values and sales tax revenue losses from decreased ecotourism will impact availability of county services or require increased taxing to maintain services.

- Implementing low impact development practices can improve local beautification, scenic value and quality of life in the region.

Messages defining the **problems** include:

- What is the Lake Granbury watershed?
- What is the current water quality situation in Lake Granbury?
- Contaminants of concern for the lake
 - Bacteria
- Trash, pet waste and malfunctioning septic systems are impacting ecosystem.

Messages defining the recommended **solutions** include:

- Improved agricultural management designed to diminish pollutants from ranching in the watershed will reduce pollutant loading to Lake Granbury
- Improved urban stormwater management designed to diminish pollutants (bacteria) from urban areas flowing into our streams, creeks and rivers and eventually into the lake
- Enhanced wastewater infrastructure for individuals, municipalities and rural communities in the watershed will reduce pollutants in Lake Granbury
- Water quality monitoring to evaluate the condition of Lake Granbury and to gain additional knowledge of the pollutant sources and water quality problems will help target load reduction measures
- Improved wildlife and pet waste management designed to decrease fecal contamination of the watershed
- Improved stormwater management will decrease pollution in the lake

Messages defining what **individuals can do to help** include:

- Find out where you live in relation to the Lake Granbury Watershed
- Become familiar with the Lake Granbury Watershed
- Ask your county and city elected officials to address pollution issues within your community
- Ask your county and city elected officials for recycling options in counties that have not yet adopted these practices
- Support local efforts to repair or replace outdated wastewater treatment facilities and infrastructure.
- Volunteer for environmental projects in your community, such as local trash cleanups and habitat restoration.
- Adopt a zero tolerance attitude toward littering, a potential source of pollution
- Install and incorporate a rainwater harvesting system at your home or business to reduce stormwater, a potential source of pollution and erosion
- Volunteer for, or encourage storm drain labeling in your community
- Utilize proper livestock, pet and wildlife waste management

H.4 The Lake Granbury Education and Outreach Plan

To implement the educational and outreach plan, seven strategies will be pursued.

Strategy 1 – Establish a Brand

Strategy 2 – Deliver Basic Facts about Lake Granbury

Objectives:

- Distribute the basic facts about Lake Granbury to targeted audiences.
- Develop campaign brochures that include numerous photographs, illustrations, simple graphics, maps and easy reading text.
- Develop different presentations for targeted audiences.
- Create fact sheets and FAQs (Frequently Asked Questions).
- Produce a video.

Strategy 3 – Increase Awareness and Community Involvement in Lake Granbury Watershed Protection Plan

Objectives:

- Raise awareness of the Lake Granbury Watershed Protection Plan by utilizing television, radio, signs and targeted advertising strategies.
- Seek grants to develop and distribute television advertisements.
- Seek out and collaborate with other groups developing environmental PSA's.
- Work to have roadway signage to indicate the presence of Lake Granbury.
- Work with communities within the watershed to label storm drains to increase awareness between storm water and pollution.
- Use many different methods of both direct and indirect education to reach all groups within Lake Granbury through:
 - Direct Educational Methods:
 - Presentations at local meetings
 - Booth at local community activities
 - Hosting specific meetings, workshops, conferences.
 - Direct post card or letter to people
 - Electronic mailed letter
 - Site visit to local property
 - Construct demonstrations of recommended best management practices.
 - Tours of best management practice demonstrations.
 - Informational promotional/specialty items.
 - Methods of In-Direct Mass Education
 - Articles in newspaper, newsletter, blog,
 - Public service announcements implemented through radio or television.
 - Mailings through utilities mailings such as water bill
 - Educational displays at local businesses frequented by the target audience.
 - Educational trailers at local movie theatres.

Strategy 4 – Develop Partnerships for Message Distribution

Objectives:

- Develop partnership with business, community based organizations and Non-Governmental Agencies (NGO's) supporting environmental education and conservation programs for message distribution including:
 - Agricultural Producers
 - Farm Bureau
 - Small Acreage Landowners
 - Local Soil and Water Conservation District
 - Natural Resources Conservation Service District Office
 - Texas Department of Agriculture
 - Texas AgriLife Extension Service
 - Sportsmen
 - Bass Anglers Sportsmen Society (B.A.S.S.)
 - Texas Trophy Hunters Association
 - Texas State Rifle Association (TSRA)
 - Ducks Unlimited
 - North Central Texas Safari Club
 - Texas Chapter of American Fisheries
 - Ecotourism Vendors
 - Chamber of Commerce's
 - Convention and Visitor's Bureau
 - Marinas
 - Lodging
 - Schools and Educational Organizations
 - 4-H
 - FFA
 - Girl Scouts
 - Boy Scouts
 - School Carnivals and Community Festivals
 - Teachers
 - Homeowners
 - Master Gardeners
 - Master Naturalists
 - Homeowners Associations
 - Church Organizations
 - Greenspace Management
 - Landscapers
 - Golf Course Managers
 - Parks and Recreation Staff
 - Environmental Groups
 - Texas Wildlife Association
 - Granbury Friends to Animals
 - Keep Texas Beautiful
 - Sierra Club
 - BRCC

- Influential People and Organizations
 - Elected officials such as county judges, county commissioners, city mayors and council members, state legislature or congressional representatives.
 - Civic organizations such as the Rotary and Lions Clubs, Junior League, Knights of Columbus.
 - Media personnel
 - City managers
 - Chamber of Commerce
 - Business and community leaders
 - Water supply corporations
 - Clergymen or women
 - Realtors
- Develop an outreach campaign targeting local businesses and community based organizations to:
 - Inform them of Lake Granbury Watershed Protection Plan
 - Inform them how the water quality problems associated with Lake Granbury will impact them.
 - Give them ways they can aid both personally or professionally, while stressing their venue being a point of distribution for information on the LGWPP.

Strategy 5 – Create Micro-campaigns for Specific Target Audiences

1. Micro-campaign Target Audience A: Agricultural Producers

Objectives:

- Promote conservation programs sponsored by NRCS, S&WCD and other organizations that provide technical assistance and funding for the implementation of conservation measure and practices
- Construct BMP demonstrations as a learning tool
- Utilize fact sheets, presentations and other information to educate agricultural producers on:
 - Agricultural BMPs
 - Cost and Benefits of implementing BMPs
 - Stocking rates and overgrazing
 - Runoff Management

Through the following avenues:

- Texas AgriLife Extension Service sponsored events and field days
- NRCS and S&WCD Mail outs
- Texas AgriLife Extension Service Newsletters
- Ranch and Rural Magazine
- Country World News

2. Micro-campaign Target Audience B: Small Acreage Landowners

Objectives:

- Promote conservation programs sponsored by NRCS, S&WCD and other organizations that provide technical assistance and funding for the implementation of conservation measure and practices
- Construct BMP demonstrations as a learning tool
- Utilize fact sheets, presentations and other information to educate small acreage landowners on:
 - Land stewardship
 - Onsite wastewater treatment system maintenance
 - Stocking rates and overgrazing
 - Pond management
 - Pasture planting

3. Micro-campaign Target Audience C: Sportsmen

Objectives:

- Distribute brochures at local fishing support businesses such as bait stores, marinas, sporting goods stores, fishing guide businesses, boat dealerships, etc.
- Include a specific task that the fisherman can do to help do their part to improve water quality on Lake Granbury.
- Organize a fishing tournament on Lake Granbury and distribute fact sheets to each fisherman with their entry.
- Organize fisherman for clean up days.

4. Micro-campaign Target Audience D: Ecotourism Vendors

Objectives:

- Compile and keep a current database of ecotourism vendors
- Host an informational reception or luncheon for the vendors, including a presentation and invitation to participate in efforts to improve the water quality while participating in the ensuring the future of their livelihoods’.
- Include vendors in group emails and in updates from the Lake Granbury Watershed Protection Plan.
- Plan follow-up or semi-annual gatherings for the group to discuss the progress and environmental concerns.

5. Micro-campaign Target Audience E: Schools and Educational Organizations

Objectives:

- Identify all after-school programs including:
 - Learning Centers
 - Private After-School Care
 - School Extracurricular Programs (i.e. Rodeo Club, Science Club, etc.)
- Work with BRA, BRCC and other local organizations to create a youth-based learning curriculum for Lake Granbury.
- Art contest with High School art students to develop a unique logo for the stakeholder group
- Use schools as a distribution point for basic information about Lake Granbury to distribute to the families of school children through “back-pack stuffers”.

- Reach out to area science teachers through the regional education service center to provide basic information on Lake Granbury Watershed Protection Plan and offer suggestions for school projects they can incorporate into their lessons to raise interest among students in their role in helping the Lake Granbury Watershed.
- Use Stream Trailers, rainfall simulator, rainwater harvesting table top display, enviroscape, dual flush toilet as hands-on visual teaching tools to raise interest and awareness of Lake Granbury's current and future condition.

6. Micro-campaign Target Audience F: Gardeners/Homeowners

Objectives:

- Promote neighborhood association recognition for environmentally friendly landscaping.
- Target education within priority areas
 - Utilize fact sheets, presentations and other information to educate homeowners on:
 - Rainwater harvesting
 - Stormwater management
 - Pet waste management
 - Urban landscape management
 - Onsite wastewater treatment system
 - Gray water management
 - Grass clipping/leaf disposal

Through the following avenues:

- HOA's and other local meetings
- Utility bill mailings
- Tax Bills
- Water supply corporations
- Master Gardener programs.

7. Micro-campaign Target Audience G: Greenspace Management

Objectives:

- Develop demonstrations of BMPs for visual reference of practices that demonstrate the effectiveness of reducing runoff and pollution transport
- Develop a listing of stormwater control and green infrastructure measures developers can use and implement into designing a new neighborhood

8. Micro-campaign Target Audience H: Influential People and Organizations

Objectives:

- Seek frequent media contact through
 - Newspapers: Hood County News
 - Press Releases
 - TV News: Channel 5 and 11
 - BRCC
 - Chamber of Commerce: Listing of Events
 - Radio: KPIR 1420 AM – The Pirate
 - Utility bill stuffers or direct message printing

Strategy 6 – Establish a Practice of Ongoing Campaign Evaluation

Education effectiveness will be assessed throughout the Education Program. Evaluation instruments will be circulated before and after select events to assess the effectiveness of tools, outreach and presentations in convincing participants to make lifestyle changes that will benefit the watershed. Additionally, a survey instrument will be circulated annually to the Lake Granbury Watershed Stakeholders Group to assess their satisfaction with the campaign and to solicit inputs for improvements. A database of attendees of outreach events will be developed and those attendees will be surveyed six months after the event to determine whether attendees modified their lifestyle as a result of the information provided during the event. The Outreach Campaign will be continually evaluated and suggestions from stakeholders and attendees will be incorporated to make the campaign more effective.

Strategy 7 – Collaborate with Governmental Agencies Offering Environmental E&O

Groups to Collaborate with:

- United States Environmental Protection Agency (EPA)
- United States Department of Agriculture – Natural Resource Conservation Service (USDA-NRCS)
- Texas Commission on Environmental Quality (TCEQ)
 - TMDL Outreach Project
 - Clean Texas Greenscapes
- Texas State Soil and Water Conservation Board (TSSWCB)
- Texas Department of Agriculture (TDA)
 - Stop the Drop
- Texas Water Development Board
 - The Water Smart Campaign
- Texas Parks and Wildlife Department (TPWD)
- Brazos River Authority (BRA)
- North-Central Texas Council of Government (NCTCOG)
- Soil and Water Conservation Districts (SWCD)
- Texas AgriLife Extension Service
- Texas AgriLife Research
- Water Wise Council of Texas
- National Association of Conservation Districts (NACD)