

**Jarbo Bayou TMDL
Outreach & Communications Work Group**

Meeting Notes – June 4, 2014

DRAFT

Work Group Attendees:

NAME	ORGANIZATION REPRESENTED
Katie McCann	Galveston Bay Foundation
Skylar Carey	Texas Stream Team
Jack Murphy	City of League City

Staff Attendees:

NAME	ORGANIZATION REPRESENTED
Aubin Phillips	H-GAC
Kathy Janhsen	H-GAC
Steven Johnston	H-GAC

Meeting Overview:

- I. Welcome, Introductions, and Review Agenda

- II. Work Group Data Collection
 - a. A basic overview of the nine-element table and common implementation strategies used to mitigate waste Non Point Source waste, specifically residential outreach, was provided by H-GAC.

- III. Identify Needs
 - a. The Work Group has requested the following information:
 - i. Examples of successful outreach strategies (with metrics) implemented by other groups.
 1. CCIS Curriculum
 2. GCHD Outreach Strategies
 3. GBF Outreach Activities

 - b. During the course of discussion, the Work Group discussed exploration of the following future implementation activities:
 - i. Top Down / Bottom Up Outreach
 1. Top Down: Work with City, County and State officials to develop and implement outreach strategies.
 2. Bottom Up: Contact residents within Jarbo Bayou directly through existing organizations, events, and possibly through door hangers / knocking.

 - c. Additional Information / Statements
 - i. Successful campaigns are measurable, so we must identify data points and metrics along with our implementation strategies.

- ii. Non Point Source pollution is the most difficult to curb and will require targeted outreach.
- iii. Outreach focus should include:
 - 1. Educational Resources
 - 2. Measurable Strategies
 - 3. Tools for Implementation

IV. Develop a Schedule / Timeline

- a. July
 - i. The Work Group would like to meet to review specific strategies identified by the BIG I-Plan. Additionally, implementation strategies and activities currently underway by CCISD, GCHD, and GBF will be reviewed and discussed.
- b. August
 - i. Pending the outcome of the meeting in July, the Work Group will meet to discuss findings and determine their recommendation to the Steering Committee (join the BIG or create a new I-Plan).

V. Additional Resources or Participants?

- a. Through discussion, the Work Group identified the following entities and individuals for targeted outreach and inclusion into future Work Group meetings:
 - i. Cities of Kemah, Clear Lake Shores and League City (present)
 - ii. Galveston Bay Estuary Program (GBEP) / TCEQ
 - iii. Representatives from Other Work Groups

VI. Public Comment

- a. None.

VII. Next Steps

- a. H-GAC
 - i. Contact additional resources or participants identified by Work Group
 - ii. Distribute examples of successful outreach strategies (with metrics) implemented by other groups.
- b. Work Group Members
 - i. Submit questions or additional data needs to H-GAC in preparation for future meetings.

Please advise as to any inaccuracies, required edits or clarifications to Kathy Janhsen at Kathy.Janhsen@h-gac.com no later than June 13, 2014 by close of business for inclusion.