

**Galveston Bay Estuary Program
Comprehensive Conservation Management Plan Revision**

**Public Engagement Plan
FINAL**

October 14, 2016

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I. OVERVIEW

The Houston-Galveston Area Council (H-GAC) has been tasked with supporting the Galveston Bay Estuary Program (GBEP) in revising the Comprehensive Conservation Management Plan (CCMP)– or The Galveston Bay Plan.

H-GAC will engage GBEP, the Galveston Bay Council (GBC), GBC subcommittees, partner organizations, regional stakeholders, and the public on utilizing existing plans, GBEP documents and an implementation review to:

- identify remaining relevant CCMP and strategic action plan (SAP) actions
- recognize new and emerging issues facing the estuary and watershed that are not found or adequately addressed by the CCMP or the SAP; and
- collaborate through a series of planning work sessions to prioritize and condense activities into a strategic revised plan.

Additionally, H-GAC will lead public engagement efforts to gather, organize and assess implementation goals and priorities. H-GAC will then compile the information collected from stakeholders into the revised plan.

II. PURPOSE & GOALS

This Public Engagement Plan will outline the outreach process used to inform and engage stakeholders and the community-at large in the project area, as specified by Task 2 of the contract.

Specific goals of this plan are to:

1. Create a clear foundation for the public engagement methodology.
2. Identify stakeholders that will actively participate on the project.
3. Establish the schedule for task completion and critical milestones.

III. APPROACH

H-GAC proposes an approach focused primarily on digital outreach, the use of partner resources, and H-GAC staff acting as project ambassadors.

1. *Digital Outreach / Shareable Content*

- a. Utilize digital communications as primary outreach vessel(s) for various stakeholder groups.
 - i. Social Media Posts
 - ii. Eblasts / Newsletter Updates
 - iii. Online Questionnaires

2. *Partner Piggy-Backing*

- a. Utilize partner stakeholders' existing communications networks / mechanisms to push out project information and request project feedback.

3. *Project Ambassadors*

- a. H-GAC staff will act as Plan ambassador at various meetings and workshops over the course of the project lifecycle, including:
 - i. Clean Waters Initiative
 - ii. Flood Awareness Success in Texas

- iii. Natural Resources Advisory Committee
- iv. Parks and Natural Areas Subcommittee
- v. Regional Flood Management Council
- vi. Various TMDL/I-Plan and WPP Stakeholder Group Meetings
- vii. CRP Steering Committee

H-GAC will also conduct three (3) public workshops targeting the two primary groups in and around the Galveston Bay watershed: the critical audience and secondary audience.

The **critical audience** is Galveston Bay Council members and sub-committee members. The bulk of schedule coordination and outreach will be focused on this group.

The **secondary audience** invited to participate will be comprised of members of various “interested parties,” including:

- Local / regional governmental entities
 - City Representatives
 - County Representatives
 - Texas Commission on Environmental Quality
 - Texas State Soil and Water Conservation Board
- Adjacent professional services partners / non-profits
 - Bayou Preservation Association
 - Galveston Bay Foundation
 - Houston Advanced Research Center
 - Texas A&M AgriLife Extension
 - Texas Parks & Wildlife
 - Texas Forest Service
 - Houston Audubon
 - Houston Wilderness

A detailed stakeholder list is currently under development.

The execution of this Approach, and its corresponding schedule, are outlined within this Public Engagement Plan.

IV. WORKSHOP OVERVIEW

Three (3) workshops are planned to obtain feedback on existing Galveston Bay Plan priorities, identify additional needs not included in previous Plan iterations, present Draft content and allow for public comment.

Workshop #1 – October 2016

Establish prioritization of goals to be utilized as framework for plan revision.

Workshop #2 – February 2017 (tentative)

Present “crosswalk” of DRAFT Plan goals and priorities using feedback from Workshop #1 and follow up questionnaire(s).

Workshop #3 – June 2017 (tentative)

Present DRAFT Plan and provide opportunity for public review and comment.

An Execution Plan detailing the purpose, approach, agenda and schedule will be created for each Workshop as the date approaches, but will not be included in this document.

V. PUBLICITY EFFORTS

Publicity efforts for the Galveston Bay Plan Update will be multi-faceted, and will include the following outreach categories:

- Digital Outreach / Sharable Content
 - E-blasts (Constant Contact)
 - Social Media Posts
 - Questionnaires
 - Website

- Traditional Outreach
 - Press Release(s)
 - *Newspaper, Television, and Radio Stations Outreach
 - Online Community Calendars
 - Media Kits

In order to generate interest in the project and Plan, H-GAC will e-mail local newspapers, television stations, and radio stations a Press Release announcing the details of each workshop.

A list of the specific print, television, and radio outlets to be targeted is under development.

**It should be noted that Television and Radio interest, particularly on-air interest and support, is likely to be very limited; however, online interest through "Community Calendar" pages is often higher.*

VI. STAKEHOLDER LIST & CRITICAL CONTACTS

GBEP will provide H-GAC access to the existing listserv / current stakeholder contact data for the Galveston Bay Plan by September 2016.

H-GAC will also pull contact data for stakeholders involved in ongoing watershed planning efforts.

Additionally, GBEP will establish and coordinate with a Technical Advisory Committee (TAC), comprised of GBEP leadership and key GBC members, to provide project leadership and review for outreach and Plan materials over the course of the project lifecycle.

VII. CRITICAL MILESTONES / PRODUCTION SCHEDULE

H-GAC will provide a schedule of critical path items, including project milestones, required review deadlines, and Workshop-specific and project deliverables.

Production schedules will be updated throughout the project lifecycle, with particular emphasis on activities surrounding the three (3) public workshops.