

The Galveston Bay Plan, 2nd Edition
DRAFT Full Execution Plan - Workshop # 3

Revised on January 18, 2018

PURPOSE OF WORKSHOP #3

Present the draft *The Galveston Bay Plan, 2nd Edition* to stakeholders, incorporating digital and in-workshop feedback into the final *The Galveston Bay Plan, 2nd Edition*.

Workshop #3 marks the beginning of the required 30-day public comment period for the CCMP.

AUDIENCE FOR WORKSHOP #3

The primary audience for Workshop #3 remains the Galveston Bay Council, its subcommittees, and existing stakeholders that participated in the Open House and Workshops #1 and #2. However, Workshop #3 will be advertised more widely to reach more members of the public.

ENGAGEMENT TOOLS

H-GAC will use a variety of tools to promote Workshop #3 and the release of the draft *The Galveston Bay Plan, 2nd Edition*.

Media Outreach

H-GAC will distribute the GBEP-approved Press Releases promoting the workshop two weeks prior to the workshop date.

Should media outlets be interested in learning more about the project for publication, H-GAC staff will coordinate with the GBEP to determine how interviews, quotes, and correspondence are to proceed on a case-by-case basis.

Online

A significant portion of H-GAC's promotional activities will occur online, using three primary vehicles.

1. *Project Website*

H-GAC will update the existing project website, www.GalvestonBayPlan.org, with current project status information, upcoming / past meetings and events, and pertinent project documents.

2. *Social Media*

H-GAC will post project updates, links, and meeting details to the agency's Facebook and Twitter accounts. Additionally, H-GAC will ask partner entities to cross-promote posts and workshop details.

3. *Eblasts*

H-GAC will send an eblasts to the entire stakeholder list 30-days prior to the workshop, with one reminder eblast sent two weeks prior to the workshop date.

More frequent eblast reminders will be sent to the Galveston Bay Council, its subcommittees, and existing stakeholders that participated in the Open House and Workshops #1 and #2.

In addition, eblasts promoting the online component of the public comment period will be sent over the course of the 30-day public comment period.

Newsletters

H-GAC will promote the workshop in its monthly Community & Environmental Newsletter in February and March. This newsletter has a distribution list of 1,222 and a reach far beyond the “typical” channels for water quality. Additionally, H-GAC will ask partner entities to cross-promote the workshop in their February and March newsletters.

FORMAT FOR WORKSHOP #3

Unlike the facilitated approach taken for Workshops #1 and #2, Workshop #3 will be set up as an Open House with five manned stations.

1. *Plan Priority One: Ensure Safe Human and Aquatic Life Use*

Technical content from this section of *The Galveston Bay Plan, 2nd Edition* will be presented through posters and exhibits, designed to provide attendees with a broad understanding of the three Action Plans under this Plan Priority and 12 associated Actions.

2. *Plan Priority Two: Protect and Sustain the Living Resources*

Technical content from this section of *The Galveston Bay Plan, 2nd Edition* will be presented through posters and exhibits, designed to provide attendees with a broad understanding of the three Action Plans under this Plan Priority and eight associated Actions.

3. *Plan Priority Three: Engage Communities*

Technical content from this section of *The Galveston Bay Plan, 2nd Edition* will be presented through posters and exhibits, designed to provide attendees with a broad understanding of the two Action Plans under this Plan Priority and seven associated Actions.

4. *Plan Priority Four: Science-based Decision Making*

Technical content from this section of *The Galveston Bay Plan, 2nd Edition* will be presented through posters and exhibits, designed to provide attendees with a broad understanding of the two Action Plans under this Plan Priority and 11 associated Actions.

5. *General Plan Information*

This station will include posters and exhibits for content from sections of *The Galveston Bay Plan, 2nd Edition* not included under a Plan Priority, such as the Regional Monitoring Plan and Finance Plan.

To provide for more in-depth discussion, H-GAC requests that the Plan Priority stations be manned primarily by the GBEP staff and subcommittee chairs / vice chairs, as appropriate. Each station will include a mechanism for providing content feedback, likely through a designed comment form.

H-GAC does not anticipate including a formal presentation or discussion during Workshop #3. Rather, attendees are welcome to spend as much or as little time at each station as they deem appropriate.

PUBLIC COMMENT PERIOD

In addition to the in-person workshop, the CCMP website will make accommodations for providing digital comments on the draft of *The Galveston Bay Plan, 2nd Edition*. A mock-up of this feature will be drafted and shared with the GBEP prior to its launch.

This feature will become live the day of Workshop #3 and remain available for 30-days after. Post-workshop eblast, as well as social media, notifying recipients of the availability of the online Public Comment feature.

ADDITIONAL OUTREACH

Pending the availability of funds and the GBEP's preference, H-GAC will also complete one of the following scenarios.

Scenario 1

H-GAC may use the presentation given to the Galveston Bay Council meeting on **January 17, 2018** as the basis for a "guided tour" of the draft of *The Galveston Bay Plan, 2nd Edition* online.

The presentation, which walks participants through the history, structure, and technical highlights of the document, would be an image of the PowerPoint and corresponding audio of staff giving the presentation.

The guided tour would be available on YouTube and promoted through social media and on the project website. A mock-up of this feature would be drafted and shared with the GBEP prior to its launch.

Scenario 2

H-GAC may post the presentation given to the Galveston Bay Council meeting on **January 17, 2018** online for reader reference.

The presentation, which walks participants through the history, structure, and technical highlights of the document, would be available via PDF on the project website.

DELIVERABLES FOR WORKSHOP #3

- Shareable Digital Content / Posts
 - Facebook
 - Page Banners
 - Posts w/links & graphics
 - Twitter
 - Posts w/links & graphics
- Public Comment Feature on Project Website
 - Newsletter articles / text w/links
- Master eblast list / critical contacts database
- Press Release
- Workshop Sign-in sheets, way-finding signage, graphic displays/activity boards for each priority station, PowerPoint presentation, handouts
- Post-workshop results

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ANTICIPATED TIMELINE FOR WORKSHOP #3 & PUBLIC COMMENT PERIOD

Start Date	End Date (Due Date)	Description
2-Jan-18	12-Jan-18	H-GAC Creates & Submits Draft Full Execution Plan - Workshop #3
2-Jan-18	12-Jan-18	Workshop #3 Venue - Date / Availability Checks
12-Jan-18	12-Jan-18	Workshop #3 Kickoff Meeting (2-4PM Conference Call)
16-Jan-18	16-Jan-18	FEP Shared via Email with Technical Advisory Group & TCEQ Management RE: Workshop #3
10-Jan-18	17-Jan-18	GBEP Approves Workshop #3 Venue
10-Jan-18	17-Jan-18	GBEP Reviews & Approves Full Execution Plan - Workshop #3
16-Jan-18	23-Jan-18	H-GAC Develops of Eblasts, Flyers, Social Media Content & Press Release
24-Jan-18	26-Jan-18	GBEP Review & Approval of Eblasts, Flyers, Social Media Content & Press Release
7-Feb-18	7-Feb-18	Eblast Invitation (Complete Stakeholder List)
21-Feb-18	21-Feb-18	Reminder Eblast Send Out (Complete Stakeholder List)
6-Mar-18	6-Mar-18	Final Reminder Eblast Send Out (Complete Stakeholder List)
12-Jan-18	22-Feb-18	H-GAC Workshop Materials (Development)
15-Jan-18	22-Feb-18	GBEP Review & Approval of Workshop Materials (Materials Submitted Incrementally, as Available)
26-Feb-18	26-Feb-18	Training w/Workshop #3 Team
6-Mar-18	6-Mar-18	Workshop #3 / Release for Public Comment
7-Mar-18	4-Apr-18	Public Comment Period