

PPE FOCUS AREA

Issue Area (Formerly Priority Goal): Stakeholder & Partner Outreach

PRIORITY ISSUE	ISSUE AREA DESCRIPTION	SPECIFIC OBJECTIVES	ACTION	MEASURE	TARGETED OUTPUTS (Short, Medium, Long-term)	GALVESTON BAY PLAN AREA	SAP AREA	LEAD IMPLEMENTERS	STATUS (Projects & Accomplishments)
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
Stakeholders Lack a Sense of Ownership and / or Responsibility in the Health of Galveston Bay.	Create a Sense of Personal Ownership and Shared Responsibility in Stakeholders for the Health of Galveston Bay.	Develop New and Support Existing Stewardship Programs & Volunteer Opportunities for Stakeholders.	<p>Continue to develop, support and promote stewardship programs and volunteer opportunities for Stakeholders, industry and government.</p> <p>Opportunities could include GBEP Subcommittee participation or any other projects that allow participants to become ambassadors of and for the health of Galveston Bay, as well as events, special projects, and other volunteer programs.</p> <p>Program types could include conservation work, water quality management, invasive species management, trash clean up events, etc.</p>	Develop list of existing stewardship and volunteer programs.	S: Develop database of existing programs.	PPE-1 PPE-5 PPE-6	Public Awareness Goal 2 / Objective B (pg. 18)	<ul style="list-style-type: none"> GBEP Various Partners HARC H-GAC Texas Audubon Texas Conservation Fund 	<ul style="list-style-type: none"> White Oak Bayou Project (RE: invasive species) - Current HARC Invasive Species Program - Current River, Lakes, Bays 'N Bayous Trash Bash - Annual Texas Stream Team - Current Texas Estuarine Resource Network Program (various) - Current Galveston Bay Brigade Texas Parks & Wildlife Department Learn to Fish - Current Sam Houston Council - Boy Scouts of America - Various Projects Girl Scouts of San Jacinto Council - Various Projects
				Identify new or underserved geographies and communities in need of stewardship or volunteer programs.	S: Identify new geographies and communities.				
				Create plan of action to provide stewardship and volunteer activities to underserved geographies and communities.	S: Create action plan to support existing (or create) ten programs.				
				Support and fund existing and new stewardship and volunteer programs.	M: Measurable increase in existing program participation (specific to programs already supported, such as Texas Stream Team, Trash Bash, etc.). M: Support five additional programs (or 50% goal met). L: Support five additional programs (or 100% goal met).				
Stakeholders & Partners Do Not Feel Connected to the Health and/or Protection and Preservation of Galveston Bay.	Facilitate Broad Stakeholder & Partner Involvement in Estuary Program Policy, Management, and Implementation.	Support and Promote Workshops and Events that Facilitate Stakeholder & Partner Involvement.	<p>Continue to host and expand the State of the Bay Symposia on a three year schedule.</p> <p>Support existing workshops and events hosted by Stakeholders & Partners in off years. Explore opportunities for new workshops or events.</p>	Continue and expand the regular State of the Bay Symposia to ensure that key target audiences are reached and the event grows.	S: Host 2019 and 2022 Symposia. Complete events database. M: Host 2025 Symposium. Measurable increase (5%) in attendance from 2022. L: Host 2028 Symposium. Measurable increase (10%) in attendance from 2025.	PPE-2	Public Awareness Goal 2 / Objective A	<ul style="list-style-type: none"> GBEP Galveston Bay Council Subcommittee Members 	<ul style="list-style-type: none"> State of the Bay Symposium - 2016 Trash Free Waters- Current Environmental Educators Workshop - Future Trash Summit- Current GBEP Speaker's Bureau - Future H-GAC Workshop Series (Various) - Current Texas AgriLife Programs (Various) - Current
				Identify new opportunities for GBEP to host workshops and events for Stakeholders.	S: Identify underserved geographies and culturally diverse communities. S: Create action plan (specific number of events to be determined). S: Development and promotion of a Speaker's Bureau, spanning all subject areas. M: Significant progress on action plan items (50% of goals met). L: Completion of all action plan items (100% of goals met).				
				Support existing Stakeholder activities and events in "off years."	S: Sponsor or assist in planning of three Stakeholder activities or events (2018, 2020, 2021). M: Sponsor or assist in planning of two Stakeholder activities or events (2023, 2024). L: Sponsor or assist in planning of two Stakeholder activities or events (2026, 2027).				

PPE FOCUS AREA									
Issue Area (Formerly Priority Goal): Public Education & Awareness									
PRIORITY ISSUE	ISSUE AREA DESCRIPTION	SPECIFIC OBJECTIVES	ACTION	MEASURE	TARGETED OUTPUTS (Short, Medium, Long-term)	GALVESTON BAY PLAN AREA	SAP AREA	LEAD IMPLEMENTERS	STATUS (Projects & Accomplishments)
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
An Absence of Continued, Enhanced and Estuary-Focused Education Limits Long-Term, Lasting Success in Environmental Stewardship.	Ensure the Public Receives the Knowledge Necessary to Protect & Preserve Galveston Bay, Now & In the Future.	Develop New and Support Existing Programs in Galveston Bay to Engage the Public in a Dialogue About Key Issues.	<p>Continue to develop, support and promote public awareness and start a dialogue about key issues impacting Galveston Bay and what can be done to mitigate those issues, including but not limited to the following topics:</p> <ul style="list-style-type: none"> • Freshwater Inflows • Habitat and Water Conservation • Native vs. Invasive Species • Non-Point Sources of Pollution • Risks from Contact Recreation • Seafood Consumption Safety 	Capture list of existing awareness and education programs in the region.	S: Develop database of existing programs.	PP-3	Public Education: Goal 1 / Objective B	<ul style="list-style-type: none"> • GBEP • Various Partners 	<ul style="list-style-type: none"> • Back the Bay - Current
				Conduct gap analysis, to include public awareness and perception surveys, to identify audiences and geographies needing additional education & awareness programs.	S: Conduct awareness level surveys, prior to program expansion.				
				Continue to develop, support and promote public education initiatives, with a particular focus on Adult Education, that change behaviors and attitudes in Galveston Bay.	S: Identify new geographies and communities from survey.				
				Support and fund existing and new education & awareness programs.	S: Create action plan (specific goals to be determined based on gap analysis). Coordinate with other groups conducting similar research / surveys.				
				Conduct and/or support public awareness and public perception surveys to measure awareness levels and message impact.	M: Significant progress on action plan items (50% of goals met).				
				Continue to develop, support and promote public education initiatives, with a particular focus on Adult Education, that change behaviors and attitudes in Galveston Bay.	L: Completion of all action plan items (100% of goals met).				
				Support and fund existing and new education & awareness programs.	L: Conduct awareness level surveys, after to program expansion.				
				Conduct and/or support public awareness and public perception surveys to measure awareness levels and message impact.	M: Create new materials identified in action plan.				
				Continue to develop, support and promote public education initiatives, with a particular focus on Adult Education, that change behaviors and attitudes in Galveston Bay.	L: Create any new materials, as needed.				
				Ensure Students and Educators Receive the Knowledge Necessary to Protect & Preserve Galveston Bay, Now & In the Future.	Develop New and Support Existing K-12 Galveston Bay Estuary-Related Curricular Materials for Regional Use. Find Opportunities to "Train the Trainers."				
Conduct gap analysis to identify K-12 program needs.	S: Conduct Educators Summit to identify education gaps and needs.								
Convene thought leaders in region to create plan of action to support K-12 programs.	S: Create action plan (specific goals to be determined in Educators Summit).								
Support and fund existing and new K-12 programs.	M: Significant progress on action plan items (50% of goals met).								
Support existing and build new relationships with Independent School Districts, Professional Educator Groups, Resource Developers, etc.	L: Completion of all action plan items (100% of goals met).								

*Measurable Action	Short-Term	Actions Conceived Completion within 2-5 Years
	Medium-Term	Actions Conceived Completion within 5-10 Years
	Long-Term	Actions Conceived Completion within 10+ Years

- Global M&R Element
- Global PPE Element
- Background Information / Resources Driving Plan Content