

THE GALVESTON BAY PLAN REVISION
Workshop #3 Meeting Summary

October 1, 2018

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I. WORKSHOP #3 OVERVIEW

Workshop #3 took place on March 5, 2018 from 4 p.m. to 7 p.m. at Texas A&M AgriLife Extension – Galveston in La Marque, TX. Thirty-five participants, including H-GAC and the GBEP staff, participated.

a. Purpose of Workshop #3

The purpose of Workshop #3 was to 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*.

For those unable to attend the open house, an online forum for reviewing the draft document and providing public comment was made available on the project website beginning March 5 at 4:00 p.m., and closing 30-days later on April 4 at 4:00 p.m.

b. Audience for Workshop #3

The primary audience for Workshop #3 remained the Galveston Bay Council, its subcommittees, and stakeholders that participated in the Open House and Workshops #1 and #2.

However, Workshop #3 was advertised more widely to reach more members of the public (see Engagement Tools for more information on Workshop #3 promotion).

c. Engagement Tools

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

Media Outreach

H-GAC distributed a GBEP and TCEQ-approved Press Releases promoting the workshop two weeks prior to the workshop date.

Two media inquiries resulted from this effort, both requests from Houston Chronicle reporters. A single article in the Houston Chronicle appeared in the days leading up to Workshop #3, [which can be viewed here](#).

Online

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

1. Project Website

H-GAC updated the [existing project website](#), with current project status information, upcoming / past meetings and events, and pertinent project documents.

The draft *The Galveston Bay Plan, 2nd Edition* was posted online at 4:00 p.m. on March 5, 2018, coinciding with the start time of Workshop #3.

Visitors to the website could download the document in its entirety, or by section, and submit comments using either an online form or by

uploading an Excel document containing comments. The online comment form closed on April 5, 2018 at 4 p.m.

2. Social Media

Posts on the Facebook accounts managed by H-GAC appeared on:

- Workshop #3 Promotion
 - [February 21, 2018](#)
 - [March 2, 2018](#)
- Public Comment Promotion
 - [March 5, 2018](#)
 - [March 19, 2018](#)
 - [April 2, 2018](#)

Facebook posts were shared 34 times by various partners and individuals, including but not limited to:

- Americans United in Action
- Citizens' Environmental Coalition
- City of Beach City
- Galveston Bay Foundation
- Keep Dickinson Beautiful
- Texas A&M Water Network
- The Eddie V. Gray Wetlands Education and Recreation Center
- Trash Bash

Additional postings to [H-GAC's Twitter account](#) occurred on the same dates as Facebook posts.

3. Eblasts

H-GAC set eblasts advertising Workshop #3 and public comment period to ~1,800 contacts using an online marketing companies.

- Workshop #3 Promotion
 - February 6, 2018
 - February 20, 2018
 - March 2, 2018
- Public Comment Promotion
 - March 5, 2018
 - March 19, 2018

Newsletters

H-GAC promoted the workshop in its monthly Community & Environmental Newsletter in [February](#) and [March](#), with an additional request for public comment in [April](#).

In addition, multiple stakeholders promoted Workshop #3 online / via their newsletters, including the [Sierra Club – Houston Group](#), [Houston Advanced Research Center](#) and [The Citizens Environmental Coalition](#).

d. Format for Workshop #3

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

- 1. Plan Priority One: Ensure Safe Human and Aquatic Life Use of Galveston Bay**
Technical content from this section of The Galveston Bay Plan, 2nd Edition was 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 of Galveston Bay**
Technical content from this section of The Galveston Bay Plan, 2nd Edition was 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 the Communities of Galveston Bay**
Technical content from this section of The Galveston Bay Plan, 2nd Edition was 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: Inform Science-based Decision Making in Galveston Bay**
Technical content from this section of The Galveston Bay Plan, 2nd Edition was 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 included 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, Plan Priority stations were manned primarily by the GBEP staff and subcommittee chairs / vice chairs, as appropriate. Each station included a mechanism for providing content feedback, though all Workshop #3 attendees expressed a preference for using the online feature after more careful review of the draft *The Galveston Bay Plan, 2nd Edition*.

e. Timeline for Workshop #3

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	Call w/Technical Advisory Group & TCEQ Management RE: Workshop #3 (10-11AM Conference Call)
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
5-Mar-18	5-Mar-18	Workshop #3 / Release for Public Comment
5-Mar-18	4-Apr-18	Public Comment Period

II. PUBLIC COMMENT OUTCOMES

In addition to the in-person workshop, the project website provided a space for stakeholders and the public to provide comments on the draft of *The Galveston Bay Plan, 2nd Edition*. This feature became live the day of Workshop #3 and remained available for 30-days after.

A total of 427 comments were received. While some stakeholders provided feedback on the draft *The Galveston Bay Plan, 2nd Edition* before its release, most of the feedback received occurred during the public comment period. The specific break down of public comments is as follows:

- a. **Public Comment received prior to Workshop #3***
Nine comments were received from two commenters prior to the official release of the draft *The Galveston Bay Plan, 2nd Edition* but after the close out of the Galveston Bay Council / subcommittee comment period.
- b. **Public Comment received Online**
Two comments were received from two commenters.
- c. **Public Comment received via Email**
181 Comments were received from three commenters.
- d. **Public Comment received via Letter**
170 comments were received from one commenter.
- e. **Public Comment received via Excel Spreadsheet**
65 comments were received from six commenters.

Additional Information Requests

Requests for Workshop #3 aggregate comments, photos, and other materials should be submitted by e-mail to Kathy.Janhsen@h-gac.com.