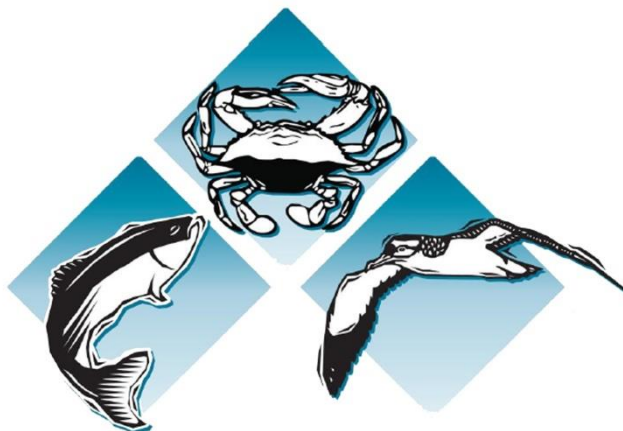


ANNUAL REPORT 2018

Galveston Bay Estuary Program supports the
2018 River, Lakes, Bays 'N Bayous Trash Bash®
Contract No. 582-15-50886 Amendment No. 3



RIVER, LAKES BAYS 'N BAYOUS TRASH BASH®

Questions about this report should be directed to:

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This report is funded by the Texas Commission on Environmental Quality and Galveston Bay Estuary Program.

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EXECUTIVE SUMMARY

Texas's largest, single-day, volunteer-based waterway cleanup event—River, Lakes, Bays N' Bayous Trash Bash®—celebrated its 25th consecutive cleanup event in 2018.

Trash collected increased by 40 percent over the past two years and was a nine-year high, due in large part to Hurricane Harvey. Nearly 3600 volunteers also gathered 356 tires and about a ton of recyclable materials, while cleaning 158.5 miles of shoreline. One half of the volunteers were under 18 years of age, and about 25 percent were scouts. Individual site results are available in **Appendix D**.

The mission of the Trash Bash® is to promote environmental stewardship of our watersheds through public outreach while utilizing hands-on educational tools and by developing partnerships between environmental, governmental, and private organizations. The event was awarded the 2018 Texas Environmental Excellent Award in the civic/community category.

RESULTS (1994-2018)		RESULTS (2018)	
109,421	Volunteers	3,591	Volunteers
2,274	Tons of Trash	85.5	Tons of Trash
17	Tons of Recycling	1	Tons of Recycling
11,065	Discarded Tires	356	Discarded Tires
1,605	Shoreline Miles	158.5	Shoreline Miles



INTRODUCTION

This project supports many Galveston Bay Estuary Program goals:

PPE-1: Establish citizen involvement as an integral part of GBEP

PPE-3: Develop and implement a long-range adult education and outreach program

PPE-5: Continue to develop effective volunteer opportunities from citizens

SD-5: Improve trash management near the shoreline

Trash Bash® implements PPE priority goals contained in the Charting the Course to 2015: Galveston Bay Strategic Action Plan (SAP).

Specific goals include:

- Public Stewardship Goal 1, Objective B: Develop and promote programs and events to encourage all cultural components of the community to participate in activities relating to stewardship of the bay.
- Public Awareness Goal 2, Objective B: Develop and promote initiatives, programs, and events that reach all cultural components of the community and specific target audiences.

Trash Bash® Site Locations

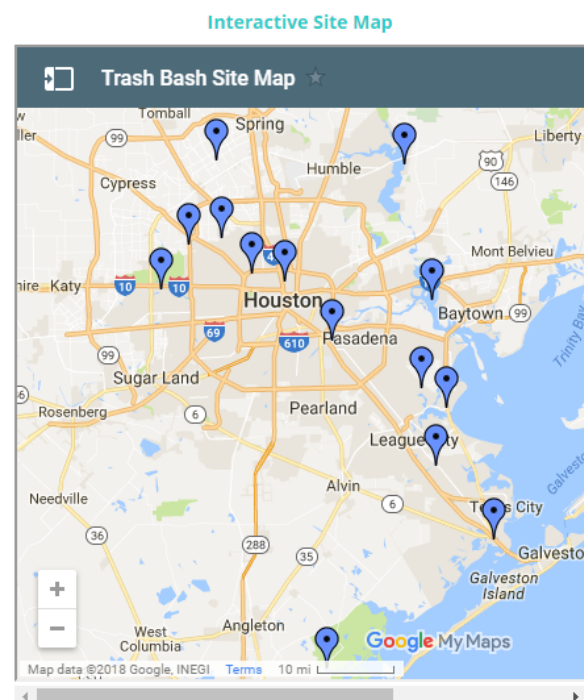
(Locations may change. Please check back periodically before the event for updates and changes.)

Please click on the links below to get specific information about each individual site location. Some sites use buses to transport volunteers to satellite cleanup locations.

- [Armand Bayou \(Bay Area Park\)](#)
- [Bastrop Bayou \(Marlin Marina\)](#)
- [Baytown Nature Center](#)
- [Buffalo Bayou Upper - \(Terry Hershey Park\)](#)
- [Cypress Creek - \(Collins Park\)](#)
- [Dickinson Bayou - \(Highway 3 Bridge\)](#)
- [Galveston Bay - \(Seabrook - Bay Elementary\)](#)
- [Galveston Bay \(Virginia Point Peninsula Preserve\)](#)
- [Lake Houston \(Texas Adaptive Aquatics\)](#)
- [Little White Oak Bayou \(Moody Park\)](#)
- [Sims Bayou - \(Glenbrook/Gragg/Reveille/Sims Woods Parks\) & Kuhlman Gully](#)
- [White Oak Bayou - \(Little Thicket Park\)](#)
- [White Oak Bayou North - \(Erme Elementary School\)](#)
- [White Oak Bayou Upper - \(Jersey Village\)](#)

[Click here to view our sites using Google Maps.](#)

Unsure which site is your best fit? E-mail us!



PROJECT METHODOLOGY

Trash Bash® is managed by the Texas Conservation Fund and is organized by a regional coordinator (currently the Water Resources outreach coordinator at the Houston-Galveston Area Council), the Gulf Coast Authority, and a volunteer-based steering committee who coordinate and run each individual location.

The steering committee is comprised of site coordinators and other interested individuals. **Appendices A and C** contain documentation of roles, responsibilities, and reporting functions of the regional coordinator, site coordinators, and committee. A timeline for the regional coordinator (**Appendix B**) is used to make sure important milestones and deadlines are met. This team meets monthly beginning in the fall and twice during the month of the event. Sample agendas (**Appendix E**) illustrate the various topics discussed at the planning meetings.

H-GAC staff support a full website, a Facebook page, and a web-based, password-protected planning tool used by site coordinators to plan for the needs of individual sites and effectively communicate that information to the regional coordinator (www.TrashBash.org).

To better manage volunteers, a group registration process has been implemented so site coordinators could plan for large groups. A Trash Bash® Hotline phone number and email address are available for responding to questions from potential volunteers.



The Trash Bash® organization provides trash bags, gloves, garbage pickers, safety equipment, lunch, and a commemorative t-shirt for all volunteers. Scouts can earn a patch for volunteering at the event.

Trash Bash® also provides portalets, hand washing stations, tents, signage, solid waste disposal, tire recycling, and environmental education displays/resources to all sites. Sample allocation forms (**Appendix F**) and site maps (**Appendix G**) are provided.

The Texas Conservation Fund holds an appreciation luncheon for site coordinators and sponsors. In 2018, 35 sponsors and 25 coordinators attended the luncheon at Monument Inn on May 15.

Regional Coordinator Tasks Include:

- Updating hotline and website
- Checking hotline and email
- Returning calls and emails
- Facilitating steering committee meetings
- Coordinating steering committee planning meetings, including agenda and meeting notes
- Writing and sending out sponsor letters
- Communicating and coordinating with all vendors, site coordinators, and sponsors
- Acquiring quotes and ordering supplies
- Coordinating park and sound permits
- Ensuring event has event and transportation insurance
- Compiling and distributing supply allocation lists
- Following up with coordinators to ensure correct number of supplies
- Updating postcard and email mailing lists
- Sending out email updates to volunteers
- Updating sponsor lists and tracking contributions
- Compiling event results
- Performing storage unit inventory

A variety of tools are used to promote the Trash Bash® event.

Before the event, "Save-the-Date" postcards were printed and distributed in English and Spanish to approximately 15,000 interested individuals who signed up for event notification, with an additional 5,000 printed for use by individual site coordinators to promote their local location. (See **Appendix H** for postcard design)

An e-newsletter was sent to 550 contacts, and additional interested individual email addresses are continually added to decrease the number of traditional mailings. An e-newsletter was sent to about 650 contacts, and additional interested individual email addresses are continually added to decrease the number of traditional mailings.

450 posters (left) including event and sponsor information were printed and distributed for display to sponsors, site coordinators, and volunteers a few weeks prior to the event.

A twenty-fifth anniversary commemorative patch and t-shirt was designed for the 2018 event.



More than 300 posting were made to Facebook with information about trash and litter, partner projects, and the event. Facebook eclipsed the 740 followers mark this year. (<https://www.facebook.com/TrashBash/>)

The Conclusions and Lessons Learned section of the report and **Appendix H** contain more information about communications and publicity.



FUNDING OVERVIEW

Trash Bash® is managed by the Texas Conservation Fund, a 501(c)(3) organization, with additional guidance and management leadership from its 40-person steering committee and H-GAC.

River, Lakes, Bays 'N Bayous Trash Bash® is made possible through generous contributions and support by our sponsors. We offer several sponsorship levels and benefits for being a Trash Bash® partner while making a significant and positive impact on our Texas waterways. Benefits include inclusion on the website, posters, thank you banners, and t-shirts.

The event is funded through a variety of sources, including:

- TCEQ Supplemental Environmental Project (SEP) funds;
- Private and corporate sponsorships; and
- Funding through the Galveston Bay Estuary Program.

Sponsors (including GBEP) generously supported Trash Bash® with both cash and in-kind donations.

- In-kind services provided waste containers and disposal, portalets and hand washing stations, and bottled water for volunteers.
- Cash donations funded printing costs, a portion of the supply and safety item costs, lunch for volunteers, commemorative t-shirts and patches, door prizes, and a portion of regional coordinator position (GBEP).
- Donations to Trash Bash® provided buses to some sites to safely transport volunteers to satellite/remote cleanup locations.

Thank You Trash Bash® Sponsors & Partners for Keeping It Clean for 25 Years!

















Air Products • Albemarle Foundation-Pasadena •
Association of Bayport Companies (ABC) • Pasadena Refining-PRSI

AECOM • Air Liquide Bayport Complex • Alkermes • Bayou Preservation Association • Calanese LTD • Chevron Phillips Chemical Co. LP (Pasadena Plant) • Eastman Chemical • INEOS • INEOS Styrolution America LLC • IOI, Inc. • Keep Texas Waterways Clean • KIM Liquids Terminals LLC • Kuraray America, Inc. • LBC Houston, LP • Lubrizol Corporation • Nalco Champion-an Ecologix Company • Nestlé Waters North America • Occidental Chemical Corporation • RPS • South Coast Terminals, LP • The Goodyear Tire & Rubber Company • TPC Group • TRECORA Chemical, Inc. • W. R. Grace & Co. • Waste Connections of Texas • YMCA of Greater Houston

A.J.'s Meat Market Arkansas Amund Bayou Nature Center Bay C&E Baytown Nature Center Brazoria County Biter Forest Super Neighborhood Council Calumet Dickinson Refining Charitas York | Texas AgriLife Extension CITGO City of Baytown City of Dickinson Public Works City of Houston Health Department City of Houston Moody Park City of Pasadena City of Seabrook Clean Rivers Program Cook Middle School (Cy-Fair ISD) Crowder Funeral Homes Cypress Creek Flood Control Coalition Emel Elementary School (Aldine ISD) Eurocat U.S. Incorporated ExxonMobil Foundation Galveston Bay Foundation Greater Northside Management District Harris County Precinct 3 Parks Department Harris County Precinct 4 Parks Department Houston Bar Association | Lawyers for a Beautiful Houston Hugh Patrick Keep Dickinson Beautiful Lansdowne-Moody M. D. Anderson Family YMCA Martin Marina McRee Ford Nalco LLC. OilSpilling Texas City LP Pinky's Kayak Rental PricewaterhouseCoopers LLP REI Save Our Forest! Scenic Galveston, Inc. Seabrook Rotary Seaworld & Busch Gardens Conservation Fund Spill Environmental Steven Levy Enterprises, Inc. Texas Adaptive Aquatics V. F. Waste Services

Event funded in part through the Texas Commission on Environmental Quality Supplemental Environmental Projects program by contributions from respondents in enforcement actions.



Trash Bash.

Saturday, March 24, 2018
8:00 AM - 1:00 PM

Cleanup Supplies • Free Lunch • Entertainment • T-Shirts • Door Prizes



Find a cleanup location near you at www.TrashBash.org

Celebrating 25 Years Cleaning Area Waterways

Thank you to our sponsors

  	    	  	  
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Gold

Air Products • Albemarle Foundation-Pasadena • Association of Bayport Companies (ABC) • Pasadena Refining-PRSI

Silver

AECOM • Air Liquide Bayport Complex • AkzoNobel • BASF • Bayou Preservation Association • Celanese LTD • Chevron Phillips Chemical Co., LP (Pasadena Plant) • Eastman Chemical • INEOS • INEO Styrolution America LLC • IOOffice, Inc. • Keep Texas Beautiful • KM Liquids Terminals LLC • Kuraray America, Inc. • LBC Houston, LP • Lubrizol Corporation • Nalco Champion-an Ecolab Company • Nestlé Waters North America • Occidental Chemical Corporation • RPS • South Coast Terminals, LP • The Goodyear Tire & Rubber Company • TPC Group • TRECOR Chemical, Inc. • W.R. Grace & Co. • Waste Connections of Texas • YMCA of Greater Houston

Event funded in part through the Texas Commission on Environmental Quality Supplemental Environmental Projects program by contributions from respondents in enforcement actions.

www.TrashBash.org

ONE

Day Makes a Difference

25TH ANNIVERSARY



RIVER, LAKES
BAYS 'N BAYOUS TRASH BASH.
MARCH 24, 2018



2,189
tons of trash



105,800
volunteers



16.33
tons recycled



10,709
tires



Results
1994-2017



1,447
shoreline miles

Event funded in part through the Texas Commission on Environmental Quality Supplemental Environmental Projects program by contributions from respondents in enforcement actions.

Logo Level Sponsors (\$5,000 +)

PLATINUM LEVEL



GBEP TASK CONTRACT REQUIREMENTS

Project Task 1: Printing, laminating, and/or procuring educational posters

H-GAC will print, laminate, and/or procure educational posters relating to water quality and biodegradation for all 15 Trash Bash® sites for the 2015 and 2016 events.

- No monies were used for this purpose for the 2018 event.
- Items produced in 2015 and 2016 were used at all 14 sites in 2018.

Project Task 2: Coordinate Planning and Communication

H-GAC will convene as many meetings as necessary to coordinate stakeholder involvement and execute the 2018 event.

- Meetings were held in September, November, January, February, and March. (The October meeting was eliminated for 2018).
- Supplies were distributed over three days prior to the event and returned over two days after the event.
- An appreciation luncheon was held on May 15.

Project Task 3: Coordination of the 2018 Trash Bash® Cycle (September 1, 2017 – August 31, 2018)

H-GAC will provide a description of coordinator duties, provide regional coordination timeline, and provide steering committee agenda and minutes (**Appendices A, B, E**).

- All remaining funding for the contract was used to fund the coordinator position for the 2018 event. The final invoice has been submitted and approved.



Educational Material



Food Distribution



Supply Distribution

PROJECT RESULTS

There were 14 cleanup locations in 2018. Several sites have satellite locations that enhance the amount of trash collected and the number of shoreline miles cleaned. A new satellite location opened at Woodland Park on White Oak Bayou. Photos of the event can be found throughout this document. See Map on page 4 for site locations.

The 25th 2018 Trash Bash® was a great success. 3,591 volunteers at 14 locations across the Galveston Bay watershed collected 85.5 tons of trash (a 40% increase from 2017 and the most since after IKE), 1 ton of recyclable materials (much of the plastic was too degraded to recycle after the hurricane) and gathered 356 illegally dumped tires (down substantially since many are buried in silt). More than half the volunteers were under 18 years of age, and a quarter was involved in scouting.

Educational displays and/or activities are provided for each location. All materials have been redesigned and upgraded. Sites may host additional watershed demonstrations by partner organizations to help increase awareness and understanding of water quality and conservation.

Educational Materials created using GBEP funding in past contracts:

Pitch the Poop: Illustrates the effects of bacteria and nutrient pollution from pet waste through improper disposal. Accompanied by infographic poster, pledge poster, and pet waste bag dispenser giveaways for pet owners.

Defeat the Grease Monster: Illustrates the effects of improper disposal of fats, oils, grease, resulting in clogged pipes and sanitary sewer overflows. Accompanied by a best management practices poster and pledge poster.

When It Rains, It Drains: Illustrates the advantages of low impact development (LID) for controlling stormwater quantity and quality. Accompanied by a poster that illustrates the concept of stormwater and a pledge poster.

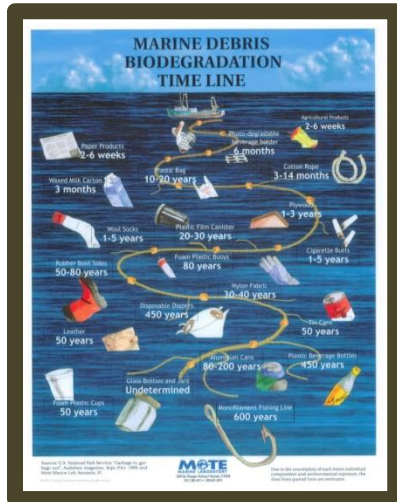
See illustrations on page 12 and 13.



Trifold Display Posters: Illustrates (1) the concept of a watershed (2) the journey of trash (3) what you can do.



Marine Debris Biodegradation Timeline: Illustrates the breakdown life of common trash items. This poster is used by all sites to supplement interactive educational games and other educational materials.



CONCLUSIONS & LESSONS LEARNED

H-GAC staff has identified areas of success and accomplishment as well as areas for potential growth and improvement for future Trash Bash® events.

ACCOMPLISHMENTS

Educational Games and Exhibits

Introduced in 2014 as part of a TCEQ 319 grant, Trash Bash now includes three interactive games and exhibits at every location, along with a poster set containing three posters (The Journey of Trash, What Watershed Do You Live In, and What Can You Do) and the Marine Debris Timeline Poster (see pages 12 and 13). For the second year, the Regional Coordinator provided training sessions for all education materials for site coordinators and other volunteers who staff the exhibits at each location. Five sites sent representatives, as well as the Student Conservation Association and Bayou Preservation Association.

Five sites participated in a new Zero Waste Experience, where they learned how to sort their lunch trash into landfill, recycling, and composting. It is hoped that this will become a new educational experience in 2019 at all locations. A new interactive game/exhibit, based on trash, will debut in 2019.



Sponsorship

Trash Bash® is made possible through generous contributions and support of sponsors. Several sponsorship levels and benefits are offered. Sixteen sponsors donated at least \$5,000 in cash or in-kind donations. This year, Waste Management provided portalet and hand washing stations as a 100% in-kind donation. H-E-B again donated \$5,000 in gift cards used by sites to purchase supplies for lunch, safety items, and door prizes. *The*

Greensheet provided print and web advertisements valued at \$8,950 (See ad below). Four sponsors donated at least \$2,500, 27 donated at least \$1,000, and nine donated at least \$500. Sponsorships totaled almost \$129,000.



Communications

An event communications plan was created and posted on the site coordinator webpage to facilitate planning and tracking media and public outreach. The creation and monthly updating of the plan allows site coordinators to track the promotion of the event. (**Appendix H**)

More than \$173,000 in media value was accomplished without any media purchases. Tracking media values was useful to show the importance of reaching out to media to grow the event. Accomplishments included a live appearance on KPFT radio, a live story on FOX 26 video at the Sims Bayou site, stories in the *Brazosport Facts* and *Guidry News*. A 2016 *Houston Chronicle* slideshow on what's in the bayou is still active.

A cycling/running club database was used to reach out to an audience sharing the trails Trash Bash® cleans. The event was also sent to a database of environmentally-friendly organizations. The event was promoted in more than two dozen newsletters and websites in the region.

A 30-second PSA was created in both English and Spanish and H-GAC, with donations from the Houston Airport System, created a 3:00 wrap-up video. They are posted on the [HGACog YouTube](#) channel, [TrashBash.org](#) website, and the [Trash Bash® Facebook](#) page.

The Facebook page reached the 800 likes milestone in March 2018, an 11% increase over the 2018 event promotion cycle. For the first time, Trash Bash paid (\$10) to boost a post –the PSA in English–on January 19, 2018. It reached 3,206 people and was viewed 1,643 times, garnering 130 reactions, comments, and shares.

Trash Bash: 2018 Trash Bash Promo Video...
Come join us at the 25th annual River, Lakes, Bays 'N Bayous Trash Bash on Saturday, March 24! Watch this 30-second video to learn why you should be part of the largest, single-day waterway cleanup in Texas.

Performance for Your Post

Minutes Viewed	507
Video Views	1,643
10-Second Views	912
Video Average Watch Time	0:09
Audience Retention	
Audience and Engagement	

Below are the top performing Facebook Posts (4/117-3/31/18).

Trash Bash
Published by Becki Boal Begley [?] · March 22 ·

Trash Bash is held rain or shine. Due to the widespread locations of sites, one site may be experiencing weather problems while another is not. If there is a question about weather, please call our hotline at (281) 486-9500 or visit [www.TrashBash.org](#) to receive information pertaining to the weather

Get More Likes, Comments and Shares
Boost this post for \$10 to reach up to 5,300 people.

1,386 people reached

Amy Dinn, Judy Eglin Moss and 5 others

Performance for Your Post

1,386 People Reached

31 Reactions, Comments & Shares

23 Like	7 On Post	16 On Shares
1 Love	0 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
7 Shares	7 On Post	0 On Shares

98 Post Clicks

9 Photo Views	6 Link Clicks	83 Other Clicks
---------------	---------------	-----------------

NEGATIVE FEEDBACK

4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Trash Bash

Published by Becki Boal Begley [?] · March 24 ·

Like Page

Today is the Day that can make a difference! Trash Bash has posted amazing results over the past 24 years - let's pump up those stats today at one of our 14 locations! Most sites begin registration at about 8 a.m.
<http://www.trashbash.org/sites.html>

www.TrashBash.org

ONE

Day Makes a Difference

RIVER, LAKES
BAYS 'N BAYOUS TRASH BASH®

Performance for Your Post

706 People Reached

43 Reactions, Comments & Shares

35 Like	17 On Post	18 On Shares
2 Love	0 On Post	2 On Shares
1 Comments	0 On Post	1 On Shares
5 Shares	5 On Post	0 On Shares

19 Post Clicks

6 Photo Views	1 Link Clicks	12 Other Clicks
---------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Trash Bash

Published by Becki Boal Begley [?] · March 19 ·

Like Page

Saturday, March 24, thousands of Trash Bash volunteers will clean miles and miles of area waterways thanks to many generous sponsors. Come join us. Learn more at www.TrashBash.org

Celebrating 25 Years Cleaning Area Waterways

Thank you to our sponsors

FLOOD CONTROL DISTRICT

GREENSHEET media

REPUBLIC SERVICES

CQA

covestro

DEJANIE

TEXAS CONSERVATION FUND

DOW

TOTAL

4PAC

lyondellbasell

Chevron Phillips

PORT HOUSTON

W.M. WAREHOUSE MANAGEMENT

Air Products • Albemarle Foundation-Pasadena • Association of Bayport Companies (ABC) • Pasadena Refining-PRSI

Gold

AECOM • Air Liquide Bayport Complex • AkzoNobel • Bayou Preservation Association • Celanese LTD • Chevron Phillips Chemical Co. LP (Pasadena Plant) • Eastman Chemical • INEOS • INEOS Styrolution America LLC • iOffice, Inc. • Kean Texas Waterways Clean • KM Liquids Terminals LLC •

Silver

Performance for Your Post

1,262 People Reached

39 Likes, Comments & Shares

23 Likes	8 On Post	15 On Shares
2 Comments	1 On Post	1 On Shares
14 Shares	14 On Post	0 On Shares

42 Post Clicks

4 Photo Views	2 Link Clicks	36 Other Clicks
---------------	---------------	-----------------

NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Trash Bash
Published by Becki Boal Begley [?] · March 17 ·

Like Page

...

Join us one week from today for Trash Bash, the largest, single-day waterway cleanup in Texas - get the details in 30 seconds!

Trash Bash ENGLISH PSA VIDEO
Join us on March 24, 2018 when thousands of volunteers gather along Texas waterways to do their part in cleaning up...
[YOUTUBE.COM](#)

Get More Likes, Comments and Shares
Boost this post for \$10 to reach up to 5,300 people.

855 people reached

Boost Post

Like

Comment

Share

Performance for Your Post

855 People Reached

27 Likes, Comments & Shares

18 Likes	6 On Post	12 On Shares
1 Comments	0 On Post	1 On Shares
8 Shares	8 On Post	0 On Shares

23 Post Clicks

0 Photo Views	14 Link Clicks	9 Other Clicks
-------------------------	--------------------------	--------------------------

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Trash Bash
Published by Becki Boal Begley [?] · March 12 ·

Like Page

...

YOU DID IT! Trash Bash has received the 2018 Texas Environmental Excellence Award in the Civic/Community Organization category. Our site coordinators, volunteers, sponsors, and vendors all worked together to make this happen! What a great way to celebrate 25 years of "cleaning it like you mean it!" See all the winners at <https://www.tceq.texas.gov/.../teea-winners.../teea-winners-2018>

Get More Likes, Comments and Shares
Boost this post for \$10 to reach up to 5,300 people.

1,134 people reached

Boost Post

Performance for Your Post

1,134 People Reached

121 Reactions, Comments & Shares

79 Like	23 On Post	56 On Shares
10 Love	2 On Post	8 On Shares
4 Wow	0 On Post	4 On Shares
20 Comments	2 On Post	18 On Shares
8 Shares	8 On Post	0 On Shares


90 Post Clicks



12 Photo Views	5 Link Clicks	73 Other Clicks
--------------------------	-------------------------	---------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page


Reported stats may be delayed from what appears on posts





Trash Bash added 6 new photos.

 Like Page
 


Published by Becki Boal Begley (?) · February 21 ·


Dickinson Bayou was hit hard by Harvey and there is still a lot to do. Meet at the Highway 3 Boat Ramp (46th St.) to clean the banks of Dickinson Bayou and tributaries, including the drainage ditches leading to the bayous. Check out our map to find a location near you at <http://www.trashbash.org/sites.html>



+3


Get More Likes, Comments and Shares
 Boost this post for \$10 to reach up to 5,300 people.

 1,928 people reached

Boost Post

Performance for Your Post

1,928 People Reached

93 Reactions, Comments & Shares

63 Like	14 On Post	49 On Shares
1 Love	0 On Post	1 On Shares
8 Comments	4 On Post	4 On Shares
21 Shares	20 On Post	1 On Shares

488 Post Clicks

159 Photo Views	18 Link Clicks	311 Other Clicks
---------------------------	--------------------------	----------------------------

NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

OPPORTUNITIES TO IMPROVE

Hurricane Harvey

While the biggest impact of Hurricane Harvey (August 2018) had on Trash Bash was the 40% increase in trash collected, there were other impacts. One of the storage units flooded and had to be relocated. Thanks to the Galveston Bay Foundation for help with cleaning and moving the unit. The flooding also had an impact on site coordinators, several who experienced severe flooding in their homes. Thanks to CITGO for stepping in to help with coordination of the Buffalo Bayou–Terry Hershey site this year. The importance of building corporate relations is critical to the continued success of Trash Bash. Work is underway to build that relationship with Olin Corporation and Schlumberger for 2019.

Potential for New Sites

Continue to evaluate the attendance and trash volume trends at each site and determine if new locations are required or if it is possible to clean different locations from existing sites using satellite locations.

Planning for 2019 includes potentially engaging the San Jacinto Monument Site, reviving the Lake Conroe location, opening a second Brazoria County site, and evaluating the need for two existing sites where either trash or attendance is declining.

Innovative Partners

Two exciting innovations fell through for 2018. Terracycle reached out to Trash Bash® to become part of a pilot program that allows for all rigid plastics to be collected for recycling as part of a Proctor & Gamble project to turn it into bottle packaging. Unfortunately, the program was suspended in early 2018 due to too much plastic.

The second project involved partnering with Lone Star College-Kingwood to use drones to scout for trash at several locations. This plan did not work out when the professor who owns the drones informed us that pilot licenses were required to fly them, and he was not willing to fly them for us.

Nontraditional Funding Sources

Continue to work with the Texas Conservation Fund to investigate methods of raising small cash donations from the public to use for non-restricted purposes, including advertising and to offset staffing costs. Social media and internet applications make donating very easy to do and track.

CONCLUSION

The River, Lakes, Bays N' Bayous Trash Bash® celebrated 25 years cleaning the waterways of the Houston-Galveston area in 2018. The year was capped off with the Texas Environmental Excellence Award announcement just two weeks before the event. The [TCEQ-produced video](#) is a great promotional piece to showcase the event.

It continues to attract thousands of volunteers each year who are committed to a cleaner waterscape. The importance of the steering committee, site coordinators, and administrative task help make the monumental organization of this event possible.

The Steering Committee sincerely appreciates your continued support. Without our generous sponsors, including GBEP, an event of this importance and magnitude would not be possible, and for that, we are extremely grateful.

For additional information about the event, visit www.TrashBash.org.

LIST OF APPENDICES

APPENDIX A - Regional Coordinator Responsibilities

APPENDIX B - Regional Coordinator Timeline

APPENDIX C - New Site Overview-Site Coordinator Manual

APPENDIX D - Results Summary by Site and by Year

APPENDIX E - Steering Committee Meeting Agendas

APPENDIX F - Sample Site Allocation Form

APPENDIX G - Sample Maps for Waste and Portalets

APPENDIX H - Communications Plan-Media Values





**RIVER, LAKES
BAYS 'N BAYOUS TRASH BASH®**

APPENDIX A

Regional Coordinator Responsibilities

Regional Coordinator Responsibilities

Working with Site Coordinators: 10%

- Answering questions via email and phone
- Forwarding appropriate materials (including but not limited to: food delivery/pickup schedules, event updates and allocation lists)

Working with vendors/ supplies: 20%

- Ordering food, drinks, ice, print approvals, etc.
- Researching new vendors
- Submitting quotes and work orders

Miscellaneous Administrative duties: 45%

- Checking Trash Bash email and hotline, returning calls and emails as necessary
- Updating database
- Modifying forms and letters
- Compiling event totals
- Preparing reports and updates

Sponsorship/Grants: 10%

- Researching applicable grants and sponsorships
- Following up on sponsorship requests
- Providing sponsors with updated event information including results, Appreciation Luncheon, pictures, etc.
- Completing grant and sponsorship requests

Inventory: 5%

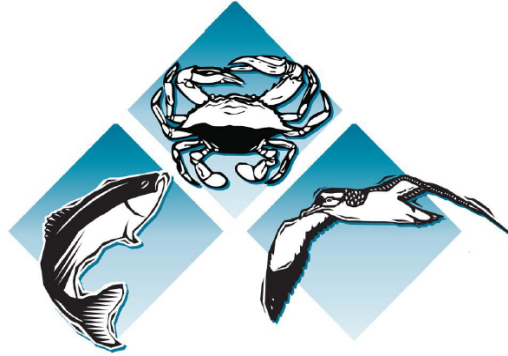
- Conducting inventory at both H-GAC office as well as storage units
- Distributing and receiving event supplies including signage, tents, forms, etc.

Outreach, Public Relations and Volunteer Relations: 5%

- Answering corporate and private volunteer group questions
- Promotion of Trash Bash at community events
- Submitting media requests to community papers, internet sites and personal media contacts

Planning/ Meetings/Event Execution: 5%

- Meetings w/ Regional Coordinator, Project Manager and Board President re: event status and action items
- Executing Trash Bash event
- Appreciation Luncheon



**RIVER, LAKES
BAYS 'N BAYOUS TRASH BASH®**

ATTACHMENT B

Regional and Site Coordinator Timelines

Regional Coordination - Timeline

Task

May	<ul style="list-style-type: none">Add new date to hotlineNotify Boy Scouts and Girl Scouts of new dateAdd next event to website and Facebook, consider Spanish translation of websitePrint Registration Form E/SpReview Sponsorship Form for changes or updatesContact "Potential New Sites"Establish Rules for T-Shirt Design Contest - send to ISDs via Constant ContactUpdate Trash Bash Sharepoint and server filing systems for next eventReserve Conference Rooms (Sept-Dec meetings at H-GAC)
June	<ul style="list-style-type: none">Inventory Supplies at Arrington's Self StorageInventory Supplies at BullsEye StorageRepairs to Equipment as necessaryFinalize "Save the Date" contacts listSend out Electronic Save the Date to email distribution lists (volunteers/sponsors)Send out Electronic Save the Date to site coordinators (volunteers/sponsors)Ask Lori Traweek about Budget Status to stock up on supplies
July	<ul style="list-style-type: none">Final grant report to grant sponsors TCEQ 319 (July 30)Final grant report to grant sponsor GBEP (July 30)KHB MPP award application due (July 27)
August	<ul style="list-style-type: none">New Coordinator Training (as needed)Draft Door Prize and Local Sponsorship letter and send to site coordinatorsSend letter to site coordinators electronically for their fundraising effortsSend email-version of the sponsor letter that can be sent as a follow up to a phone callFollow up with ISDs for T-shirt Design ContestPost T-shirt Design Contest to websiteSTAR award application due (August 28)Finalize 2015 Site Coordinator Meeting Schedule (Sept - Dec meetings)
September	<ul style="list-style-type: none">Review Interactive Map of all Sites Confirm/Update Maps and descriptions on website with Site CoordinatorsContact Waste Haulers to see if they can sponsor dumpsters: Republic Waste, Waste Management, Waste Connections, etc.Confirm Tire Disposal and add organizations providing this in-kind service to list of sponsorsVerify tire pickup for the event:Contact HCFCD about trash and tire pickup within Harris CountyRequest Suggestions for Patch Design from Site CoordinatorsRequest Suggestions for Postcard Design from Site Coordinators (English/Spanish)Send out reminder to Site Coordinators that any educational projects need to be approved by the Steering CommitteeTEEA Award application due (September 25)

- October**
- Finalize 2016 Site Coordinator Meeting Schedule (Jan-Mar meetings)
 - Send out Supplies Allocation List to Site Coordinators
 - Request water from Nestlé, save as PDF, send to Delphine Fairley/Rick Heasley to follow up
 - Quotes for Port-a-Lets: Bid out to multiple vendors for 2016
 - Finalize signage numbers and order if necessary
 - Build 319 Grant Educational game and print collateral materials
 - Finalize postcard design
 - Quote/Order postcard
- November**
- Order recycling bags for ClearStream Containers if necessary
 - Order gloves if necessary
 - Order garbage bags if needed
 - Order trash pickers if needed
 - Order megaphones and safety vests if needed
 - Finalize top portion of poster design
 - Finalize T-Shirt Design (site coordinator vote) and finalize numbers
 - Create PSA for Trash Bash
 - Last Opportunity for a New Site to be added due to printing deadlines
 - Distribute blank postcards to site coordinators
- December**
- Send PSA to contacts - also reach out to network English and Spanish TV/radio stations for public service possibilities
 - Apply for HEB Grant (gift cards), Cyndy Garza-Roberts
 - Order wristbands
 - Purchase Nets if requested
 - Finalize Patch Design
 - Quote/Order Patch
 - Provide postcard as PDF and PUB to site coordinators; create e-mail with the postcard design and send to site coordinators
 - Renew Agreement with "The Greensheet"
 - Apply for permits with City of Houston
- January**
- Finalize H-E-B Commitment
 - Renew Storage Agreement with Arrington's Self Storage
 - Order Event Boxes and Event Box Liners from Republic Waste if necessary
 - Quote and order buses from Merlo Charter
 - Quote and order buses from Alamo Bus Service
 - Any other promotional activities start now
 - Remind Lori to request insurance certificates from Pugh Insurance: needed for permits and the event (28 days out)
 - Prepare for Safety Training in February - set up First Aid/CPR training - redo video?
 - Continue Calling Sponsors who have not responded to the sponsor letter and continue to the end of January
 - Finalize sponsor commitments by January 31 - upload to website as confirmed
 - Finalize Port-A-Lets list and Maps with Site Coordinators
 - Finalize Waste Hauling List and Maps with Site Coordinators

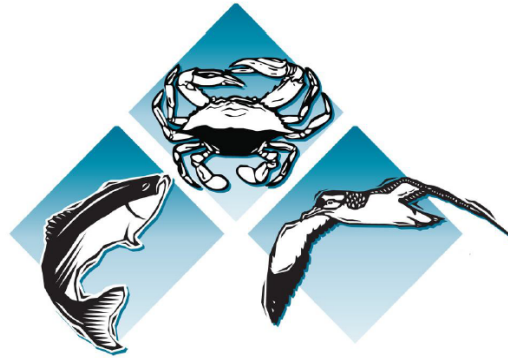
Finalize Bus Route Maps and Descriptions (routes, schedules, size and number of buses)

- February**
- Send "Local Sponsor Form" to Site Coordinators to collect their list of sponsors
 - Finalize design and order Posters
 - Review Site Budgets with Lori, prepare final site budget list for meeting and provide site coordinators with their numbers
 - Poster printing, delivery and handout to site coordinators
 - Poster distribution to sponsors
 - Get invoices from Flowers Bakery for prepayment
 - Send Ad to "The Greensheet"
 - Track coverage and airing of media
 - Send PSA to Radio Stations
 - Send out Press Release to news media
 - Post PSA , Press Release and all other promotional pieces to Trash Bash website
 - Order paper products if needed: napkins, paper towels, paper boats
 - Quote/Order T-Shirts
 - Quote/Order for Buns
 - Quote/Order for Hot Dogs, Chips and Cookies
 - Order/Replenish First Aid Kits
 - Finalize Local Sponsors List for "Thank You" and order "Thank You" Banners
 - Get sponsor t-shirt numbers from TCF
 - Review Locations and Maps with Port-a-let Provider
 - Review Locations and Maps with Waste Haulers
 - Determine Delivery of Water with Nestlé
 - Pick up Park and Sound permits
 - Thank you Banner Printing and Delivery
 - Receive Water Donation from Nestlé Waters
 - Send out Port-a-let details to site coordinators (contacts, delivery time)
 - Send out Waste Hauling details to site coordinators (contacts, delivery time)
 - Set date/location for Appreciation Luncheon (late April)
 - Send site report form to coordinators
 - Send out details for pickup of water and T-shirts to Site Coordinators
 - Send out details for pickup of food items to Site Coordinators
 - Safety Training Meeting
- March**
- Send details on buns pickup to coordinators (Flowers Bakery location, times, quantities, payment details)
 - Follow up with Port-a-let Provider to see if everything is set for the event
 - Follow up with Waste Haulers to see if everything is set for the event
 - Receive and hand out HEB gift cards
 - Send Ad to "The Greensheet"
 - Send Press Release to "The Greensheet"
 - Hand out park and sound permits
 - Print and distribute "Site Coordinators Phone List"
 - Distribute insurance certificates to site coordinators

T-Shirts delivered to storage for handout
T-Shirts and Posters to Sponsors
Site Coordinators pick up supplies from storage units
Balance supplies among the two storage units based on allocations
Trash needs to be hauled away within days after the event
Renew storage agreement with BullsEye Storage

**April
2016**

Receive/Sign Off on Supplies returned to storage units
Site Reports from Site Coordinators due to H-GAC within 15 days
Site Surveys from Site Coordinators due to H-GAC within 15 days
Photos from Sites due to H-GAC within 15 days
Remind Site Coordinators to turn in Registration Forms to TCF
Remind Site Coordinators to turn in Expense Reports to TCF
Remind Site Coordinators to turn in leftover HEB gift cards to TCF
Submit results to Trash Bash President for her SEP report
Design and print certificates for sponsors, coordinators and staff
Post results to Trash Bash website
Send e-mail invitation for Appreciation Luncheon to Coordinators (each site can be presented with 2 people)
Send Invitation Letter for Appreciation Luncheon to Sponsors (can bring one guest)
Request results from Trash Haulers
Add photos from sites to presentation for Appreciation Luncheon
Add results to presentation for Appreciation Luncheon
Appreciation Luncheon - DATE TBD
Post event photos, audio files and movies to Trash Bash website and Facebook
Prepare/Conduct Post Mortem Meeting



**RIVER, LAKES
BAYS 'N BAYOUS TRASH BASH®**

APPENDIX C

New Site Overview - Site Coordinator Manual



River, Lakes, Bays 'N Bayous Trash Bash®

New or Satellite Site Overview

STEPS TO JOIN

Founded 25 years ago, this is the largest single-day waterway cleanup in the state of Texas and currently offers 14 sites for cleanup around the region. To be considered for Trash Bash, you must:

- 1. Provide proof of at least \$5,000 in sponsorships for the site (this is an annual cost that covers bags, pickers, food, tents, etc) by October 1.**
- 2. Prepare a presentation for the Trash Bash Steering Committee, which would outline the following:**
 - a. Where
A map displaying the site for clean-up, along with a general feel for layout and parking. Any new sites must be a reasonable distance from existing sites. Satellite sites can be a bit closer but require additional coordination steps.
 - b. Permission
Indicate whether you've received permission from the land-owner(s) of the potential site to access, use, and clean the property.
 - c. Coordinator
Identify the individual that will lead efforts, both building up to and during the event.
 - d. Site Committee
Identify those individuals that will assist the Site Coordinator in making decisions, procuring goods, and fundraising.
 - e. Volunteers
Demonstrate how the Site Coordinator and Committee will reach out to community members to encourage volunteerism
- 3. Present your site / presentation to the Trash Bash Steering Committee during one of their monthly meetings.**
- 4. After the presentation, you would excuse yourself while the group discussed the details and vote yes or no on the satellite site.**

MAJOR RESPONSIBILITIES OF SITE COORDINATOR

It is important to note that the time commitment associated with Trash Bash can be significant and should not be taken on lightly. The Site Coordinator for any site is responsible for:

- Attending monthly Steering Committee meetings.
- Creating and convening your Site Committee.
- Providing volunteer estimates, which are used to order t-shirts, food, collection materials, etc.
- Providing day-of leadership during the event, ensuring that all participants have signed safety waivers / registration forms, watched the safety video, etc.
- Fundraising (including anything outside of the initial \$5,000).
- Creating a site layout plan, securing any/all required permits required for use of the site, etc.

GET INVOLVED

If you can't join Trash Bash as a new site this year, there are still several ways you can become involved!

- **Monetary & Material Donations** - This event is funded entirely by monetary and material donations. Material donations might include collection dumpster rental(s), printing / covering print costs for educational materials, etc.

With both monetary and material donations, you or your organization will be listed on our website and promotional materials as a sponsor for the dollar value equivalent of the items supplied. Learn more about sponsorships at <http://www.trashbash.org/sponsors.html>.

- **Organize a Volunteer Group** - Promoting a sense of environmental responsibility is a great way to support Trash Bash! Consider putting together a group of like-minded individuals to clean it like they mean it.
- **Promote the Event on Social Media** - Help Trash Bash spread the word and encourage volunteers to come out by sharing our message on Facebook, Twitter, and LinkedIn. Our Facebook page is www.Facebook.com/TrashBash



Site Coordinators Manual

for the River, Lakes, Bays 'N Bayous Trash Bash®

Current Revision: 09/16
Previous Revision: 06/15
Original: 8/03

Trash Bash Mission: To promote environmental stewardship of our watershed through public education by utilizing hands-on educational tools and by developing partnerships between environmental, governmental, and private organizations.

Site Coordinator Responsibilities

Expectations and Requirements of a Site Coordinator (SC) are as follows:

- Establish a site committee comprised of volunteers that will assist in planning and will work at the site the day of the event to help ensure the event runs smoothly. See Site Committee section.
- Responsible for directing the site committee and managing all Trash Bash activities and deliveries at the site.
- Attend all Trash Bash monthly meetings. If a conflict arises, please send another site representative from the site committee.
- Solicit sponsors, both regional and local. If a Site Coordinator secures a donation from a new sponsor who does not already donate to Trash Bash, the first \$250 will be dedicated to that site to enhance their site budget. The balance will go into the Trash Bash account to help fund regional expenses for the event.
- Provide site shipping address and contact information to Regional Coordinator (RC) for each item requiring shipment or delivery.
- Arrange to have photos taken at your site during the event and share them with the RC with final site report. Digital photos are the easiest to use and share.
- Poster distribution is the responsibility of the SC and site committee to gain local visibility for their site. The RC is responsible for sending posters to the regional sponsors.
- Publicity – SCs and their committees are expected to seek publicity for the event at the local level. Always try to recognize the Trash Bash web site, total number of sites and logo level sponsors in interviews about the event realizing the media has final editing power.
- Permits may be required for the use of parks, signs, food and loud speakers. While the Regional Coordinator may coordinate these permits, it is the responsibility of the Site Coordinator to ensure their site has the correct permits.
- Insurance – an event-wide insurance policy is secured each year which covers liability (damage) to the sites themselves. Please contact the Regional Coordinator for copy of policy certificate for your site. This is **not** liability coverage for volunteers. **Therefore, it is imperative that all volunteers sign a Liability Waiver at Registration, so they understand this. We must maintain the signed document as a record, so all forms should be turned in to the RC after the event is over in an envelope labeled with site and event year.** If volunteer is a minor, the form **must** be signed by legal guardian. Watercraft owners are responsible for their own liability insurance/safety.
- Site coordinators should be continually monitoring the status of safety supplies (water, gloves, and vests if applicable) during registration so if supply amounts begin to significantly decline, efforts can be made to get additional supplies from other sites, storage

units or purchase from a store before the supplies are depleted. Volunteers are not allowed to participate in clean up without safety supplies.

- Buses and vans are provided based on necessity and available funding for some of the clean-up sites. This service must first be requested by the site and approved by RC. Buses should run back and forth to the drop off site continually during event. Bus driver instructions and route maps must be submitted to Regional Coordinator prior to event. SCs must arrange to have a knowledgeable person ride the bus route with the driver at least once at the start of the day and be stationed at the bus to instruct all volunteers about where they are going, where and when they will be picked up and to confirm that all volunteers have gloves, water and trash bags before allowed on bus.
- Site coordinators are not authorized to in any way to bind the board members of the Texas Conservation Fund (TCF) or TCF itself.

Use of Trash Bash name and Logo

- Site coordinators agree to safeguard the "River, Lakes, Bays 'N Bayous Trash Bash" and "Trash Bash" logo since both are trademarks of the event. If you learn of other groups using either name, please contact the RC with information.
- Use of logo should always be accompanied by the River, Lakes, Bays 'N Bayous Trash Bash® name as well as the registered trademark symbol. Do not distort logo shape or delete parts of logo.
- Any printed materials, either hard copy or mass emails, released in association with the Trash Bash® event must be approved by the regional coordinator and/or the Texas Conservation Fund board of directors before being printed and distributed.

Site Committee

Site Committees are formed by each Site Coordinator. Each Site Committee is responsible for the following:

- ✓ Mailing labels for "Save the Date" cards
- ✓ Scouts – solicit and confirm participation in advance
- ✓ Door prizes – purchase and/or solicit door prizes
- ✓ Short Term refrigeration for hot dogs, up to one-week long storage for buns, chips
- ✓ Crowd Control at the site during the event
- ✓ Traffic and Parking considerations and signage
- ✓ Identify signage needs and placement
- ✓ Educational projects/displays/activities
- ✓ Assemble and inventory all supplies needed for the event in advance so if items are missing, you have time to get replacements.
- ✓ General information table at event
- ✓ Registration table where registration and liability forms are collected and wrist bands are handed out

- ✓ Table for gloves, trash bags, water and safety vests and/or trash grabbers (if applicable) directly following registration
- ✓ First Aid area with kit marked by sign that is visible and accessible to volunteers
- ✓ Placement of recycling bins during event
- ✓ Roll Off Bins – Give map with locations to RC and trash hauler.
- ✓ Harris County sites only – Harris County provides trash pickup of trash bags without dumpsters for Harris County sites but need to determine location for staging trash for pick up. Give map of location to RC.
- ✓ Port-a-lets – how many and where to locate? Give needs and map to RC.
- ✓ Hand washing stations –give needs and map for location to RC.
- ✓ Cardboard trash boxes with plastic liners for lunch trash – how many do you need for your site? Give needs to RC.
- ✓ Decide how and where to cook hot dogs (& chili?)
- ✓ Who will cook & serve the food?
- ✓ Where will food be located once prepared including buns, hotdogs, ketchup, mustard, relish, cheese, chili, etc.
- ✓ Who's purchasing condiments, drinks, etc. and from where?
- ✓ Food pickup and storage during the week before the event – who, when and where? Delivery &/or pick-up will be a couple of days before the event.
- ✓ If there is leftover food, where to donate. Identify missions and shelters and their needs prior to event so food can be delivered same day. We strongly support donating to those in need.
- ✓ Identify who will be responsible for recycling items collected such as cans that can be recycled.

Safety

Safety is our **number one** priority for volunteers.

- Registration – gloves and water must be given to all volunteers before they can clean up. If volunteers are going to be cleaning alongside a road, that volunteer must also be issued an orange safety vest. If the site runs out of any of these supplies, volunteer must wait until more supplies are available before allowed to clean up trash.
- NO adults or minors will be allowed to participate in the cleanup unless liability and registration form is filled out and signed by adult or legal guardian for minors.
- Volunteers younger than age 10 will not be allowed to clean along a road side or on the banks of a flowing waterway.
- First Aid – at a minimum each site is required to have a first aid station manned by individual(s) familiar with or knowledgeable about first aid including techniques for treating/dealing with cuts, abrasions, bites, stings, allergic reactions, heat stress, etc. and having ability (cell phone) to call for ambulance, if needed. The location of this station must be identified by a sign so easily visible to volunteers.

- In case of injury requiring medical attention, that is the responsibility of the person injured if an adult and of the guardian if injured person is a minor. Site Coordinator should assist in calling 911 if requested to by the adult or in an emergency.
- EMS is not required but recommended if available on volunteer or in-kind basis. Many industries have this service on site and may volunteer the service for the event.
- In the case of a lost child, this child should be taken to Site Coordinator or Registration table and held until picked up by adult who accompanied child to event. Check ID and document if any question.
- Criterion for Canceling TB – Trash Bash is held rain or shine unless conditions deteriorate and become unsafe. Criteria for cancelling event and sending volunteers home are:
 - Lightning – if lightning is observed during event, event must be cancelled
 - Hail – if observed, send volunteers to immediate cover, i.e. pavilion, tents, buses, cars, etc. and monitor after passed for other unsafe conditions
 - Drenching rainfall – cancel event as makes slopes slick and footing uncertain
 - Rising water – cancel event if rising quickly and/or more rain is forecast
 - Other concerns that make conditions unsafe. If unsure, call RC.

Funding for Event

RC and the Texas Conservation Fund along with Site Coordinators raise money each year for the event. We have many longtime sponsors but also get new sponsors each year. The money raised covers the following budgets/expenses each year:

- Site Budget – The Trash Bash organization provides each Trash Bash site a site budget to reimburse the site for entertainment and supplies that will enhance the event. The site budget can be used to pay for entertainment, door prizes, tables, chairs, tents OR for any other item/activity that has been pre-approved upon request from SC by the Regional Coordinator with approval from board. The site coordinator must maintain all receipts for items/entertainment spent and submit a signed reimbursement request form with receipts and explanation to TCF president for reimbursement.
- Event-wide Site Allocations – Outside of site budget. Some of these items are donated, some are paid for in advance by RC, others will be paid for with purchasing cards, and some should be paid for and reimbursed to site coordinator or committee member. The funding of these items can change year to year. These items include:

Safety:

- ✓ Water (donated in-kind)
- ✓ Gloves (purchased by RC)
- ✓ Safety Vests if cleaning along roads (purchased by RC)
- ✓ Trash Grabbers for those who request them (purchased by RC)

Food and Drink Budget:

- ✓ Hot dogs (purchased by RC)
- ✓ Buns (purchased by RC)
- ✓ Chips & Cookies (provided by RC)
- ✓ Condiments (purchased by gift card, or SC and reimbursed)

- ✓ Sodas (purchased by gift card, or SC and reimbursed)
- ✓ Ice (some provided by RC or purchased by SC and reimbursed)
- ✓ Serving supplies (some provided by RC or purchased by SC and reimbursed)

Misc. Supplies Budget (purchased by Regional Coordinator):

- ✓ Trash Bags
- ✓ T-Shirts
- ✓ Patches
- ✓ Wristbands
- ✓ Signage

Education Budget:

- ✓ Site specific projects must be approved by Steering Committee depending on merit and available funding
- ✓ Steering Committee can vote to provide educational project/items to all sites.

Trash Hauling and Disposal (purchased by RC)

Tire Disposal (purchased by RC)

Waste Issues

- What should not be collected by volunteers but should be marked and reported to Site Coordinator. Site Coordinator should report the location of these items to the County Health Department for collection. These items include the following:
 - Drums
 - Containers leaking unknown contents
 - Sharps
 - Freon
 - Creosote
 - Weapons
 - Suspicious looking items

The location of those items should be documented or marked and reported to the Site Coordinator. The Site Coordinator should contact the County Health Department for appropriate collection.

- Normal trash and debris can be placed in trash bags and roll off boxes.
- Tires must be staged separately and will be picked up by a tire recycler at one location per site after the cleanup. Tires must not be placed on the roll off boxes.
- Materials collected separately at event for recycling like drink cans, plastic bottles, etc. should be recycled by a member of the Site Committee after the event. The available recycling locations should be identified by the Site Committee in advance of the event.

Activities after the Event

- ✓ Thank you notes and/or letters to Site Sponsors and Site Committee.
- ✓ Regional Coordinator will send thank you notes and/or letters to regional sponsors.
- ✓ Identify additional preparations and lessons learned for NEXT year's event and record.

Event Site Report

A site report should be compiled immediately after the event and submitted to the RC. The report should include:

- ✓ Attendance (number of volunteers)
- ✓ Amount of trash and tires collected – contact your waste hauler for info
- ✓ Review left-over supplies and revise numbers accordingly next year
- ✓ Amounts of left-over food & ice – where was it donated?
- ✓ Did you have any first aid incidents? Explain what happened and how it was handled.
- ✓ What worked well at your site?
- ✓ What needs to be changed at your site?

Site Inventory and Return to Storage:

- ✓ Inventory all equipment/items/supplies on loan from Trash Bash organization and note any damage
- ✓ Identify amounts of supplies left over from this year's event that can be used next year (Gloves, trash bags, t-shirts, patches, wristbands, signage etc.)
- ✓ Provide inventory list to RC and identify which storage unit you are using or approved alternative storage location. If an item was damaged, report to RC as well.
- ✓ Return items to storage (as inventoried) clean and in good condition.



**RIVER, LAKES
BAYS 'N BAYOUS TRASH BASH®**

APPENDIX D

Results Summary by Site & by Year

2018 River, Lakes, Bays 'N Bayous Trash Bash® Individual Site Results									
Site	Trash	Tires	Recycled	Volunteers	Under 18	Scouts	Miles Cleaned	Planning Hours	Volunteer Hours*
Armand Bayou	6620	6	900	626	376	271	43	160	3290
Bastrop Bayou	11660	28	36	97	1	0	14	30	515
Baytown Nature Center	5000	1	0	90	33	9	3	14	464
Buffalo Bayou (Terry Hershey Park)	6000	5	200	265	142	57	14	25	1350
Cypress Creek	8100	2	0	480	240	105	12	74	2474
Dickinson Bayou	66000	248	15	247	84	18	10	18	1253
Galveston Bay-Seabrook	7000	0	100	293	222	127	3	40	1505
Galveston Bay-Virginia Pt.	19000	8	5	199	67	42	11.5	70	1065
Lake Houston	16500	5	40	233	106	104	2	108	1273
Little White Oak Bayou (Moody Park))	6000	6	0	469	259	38	9	80	2425
Sims Bayou	13500	1	40	240	100	2	5	100	1300
White Oak Bayou (Little Thicket Park)	2100	0	0	52	7	5	3	83	343
White Oak Bayou North (Ermel Elementary)	1800	1	40	200	120	10	15	30	1030
White Oak Bayou Upper (Jersey Village)	1700	45	500	100	64	64	14	35	535
Totals	170980	356	1876	3591	1821	852	158.5	867	18822
Total tonnage DOES NOT include tire weight	85.49	7392 lbs.	0.938						

HCFC Reports in cubic yards of waste, including tire weight: converted using 300 lbs. per cubic yd.

Tires 21 lbs.

Cubic yards of Debris 65.5 (65.5*300=19,650 lbs. or 9.825 tons)

Equipment hours 19

Waste Connections reported actual tonnage. (Bastrop)

Republic Services based on 5.5 tons per 30-yard box and coordinator's estimate of how full box was

Volunteer hours @ 5 per volunteer plus planning hours

Harris Cty Prct 3 reported in cubic yards

Recycling weight down - many plastics were too degraded for recycling this year



RIVER, LAKES
BAYS 'N BAYOUS TRASH BASH.

Cumulative Results

Year	Volunteers	Trash (tons)	Tires	Recycled (tons)	Shoreline (miles)
1994	4,685	150	N/A	N/A	N/A
1995	5,000	132	N/A	N/A	N/A
1996	4,500	148	N/A	N/A	N/A
1997	3,569	145	N/A	N/A	N/A
1998	3,092	97	N/A	N/A	N/A
1999	3,900	145	N/A	N/A	N/A
2000	5,125	172	1,349	N/A	N/A
2001	4,830	212.5	677	N/A	N/A
2002	4,495	100.2	318	N/A	N/A
2003	4,451	93.8	573	N/A	N/A
2004	4,451	74.41	553	N/A	N/A
2005	2,766	73.6	643	N/A	N/A
2006	4,417	55	788	N/A	N/A
2007*	1,000	6	200	Heavy rains affected participation.	
2008	4,471	42.5	643	0.7475	97.13
2009	4,678	107.5	636	0.343	79
2010	5,566	104	841	0.398	122.6
2011	6,722	69.61	636	2.7585	176
2012	6,274	30.73	474	3.56	158.8
2013	5,012	49.3	483	2.91	167
2014	4,622	37.6	369	1.43	157
2015	4,384	37.4	434	1.31	162
2016	4,578	53.9	518	1.41	177
2017*	3,242	51.9	574	1.46	150.1
2018	3,591	85.5	356	0.94	158.5
TOTAL	109,421	2,274.45	11,065	17.27	1605.13

*Attendance affected by rain.



**RIVER, LAKES
BAYS 'N BAYOUS TRASH BASH®**

APPENDIX E

Steering Committee Meeting Agendas

River, Lakes, Bays 'N Bayous Trash Bash 2018

Steering Committee Meeting

Event Date: Saturday, March 24, 2018

Wednesday, September 27, 2017
10:00 am

H-GAC, 3555 Timmons Lane
2nd Floor **Conference Room D**

Conference call option for this meeting

Dial In: 800-240-3895 Passcode: 1084242#

Please call in by 10 a.m. – you will be able to talk to us and vice versa

Remember to mute if not talking to cut down on background noise

Email Becki at becki.begley@h-gac.com if you would like the PowerPoint to view during call

AGENDA

1. Welcome and Introductions (breakfast snacks available)

2. Updates on Hurricane Harvey issues

- a. Storage Units
- b. Items stored off-site
- c. Site Visits

3. Meeting Schedule and Contact Information

- a. Site Coordinator Page on TrashBash.org (<http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html>)
Password: sitecoordinator2014
- b. Contact updates (including email and cell phone)
- c. Meeting Schedule
- d. Coordination items deadlines

4. Presentation by Rudy San Filippo, Terracycle on Beach Plastics Program (10:30 call-in)

- a. Via telephone (approximately 30 minutes)
- b. Discuss feasibility of Trash Bash participation
- c. Discuss logistics of program
- d. Decision on whether to go forward

5. Publicity

- a. New logo for 25th celebration
- b. T-shirt art contest
- c. Ideas for new ways to promote Trash Bash this year

6. Education

- a. Use of educational materials
- b. Pre-approval of all groups requesting space at your site by TCF

7. New Business

- a. Discussion of trash, recycling weight estimates
- b. Needs for coming year
- c. Other items

Site Coordinators Website: <http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html>

PW: sitecoordinator2014

Next Meeting: Wednesday, November 1, 2017 at 10:00am

H-GAC, 3555 Timmons Lane, 2nd Floor conference room A

AGENDA

River, Lakes, Bays 'N Bayous Trash Bash 2018 Steering Committee Meeting

Event Date: Saturday, March 24, 2018

Wednesday, November 1, 2017
10:00 am

H-GAC, 3555 Timmons Lane
2nd Floor Conference Room D

Conference call option for this meeting

Dial In: 800-240-3895 Passcode: 1084242#

Email Becki at becki.begley@h-gac.com by 4 p.m. Tuesday if you would like the PowerPoint to view during call.

1. Welcome and Introductions

2. Meeting Schedule and Contact Information

- a. Site Coordinator Page on TrashBash.org
(<http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html>) Password: sitecoordinator2014
- b. Contact updates (including email and cell phone)
- c. Meeting Schedule
- d. New storage unit in the south

3. Deadlines

- a. Reports on preliminary site visits to assess damage (erosion, etc.)
- b. Reports on items stored off-premises
- c. Completion of Allocation Requests for supplies (DUE TODAY)
- d. Completion of Site Information Forms for website (DUE TODAY) Please return as word documents.
- e. Due by January 10 (Trash, Tires, Portalet Maps – will send via email for updating)

4. Presentation by Rudy San Filippo, Terracycle on Beach Plastics Program

- a. Via Skype
- b. Discuss feasibility of Trash Bash participation
- c. Discuss logistics of program
- d. Decision on whether to go forward

5. Publicity & Fundraising

- a. Investigated the Harvey Relief Resources – couldn't really find a fit for us anywhere? Any ideas?
- b. Newsletters and websites – begin posting (let me know if you put it on a website or in a newsletter)
- c. PSA – will be done by Dec. 1 (audio and video versions)
- d. More ideas for new ways to promote Trash Bash this year
- e. Postcards for distribution
- f. Group Reservation Form is up on website. How would you like those delivered to you?
- g. Sponsorship information updated and on website
- h. Powerpoint presentation available

6. Education

- a. Use of educational materials required for each site – training of volunteers
- b. Pre-approval of all groups requesting booth space at your site by TCF

7. New Business

AGENDA
River, Lakes, Bays 'N Bayous Trash Bash 2018 Steering Committee Meeting
Event Date: Saturday, March 24, 2018

Wednesday, January 10, 2018
10:00 am

H-GAC, 3555 Timmons Lane
2nd Floor Conference Room D

Conference call option for this meeting

Dial In: 800-240-3895 Passcode: 1084242#

Email Becki at becki.begley@h-gac.com by 4 p.m. Tuesday if you would like the PowerPoint to view during call.

1. Welcome and Introductions

2. Meeting Schedule and Contact Information

- a. Site Coordinator Page on TrashBash.org
(<http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html>) Password:
sitecoordinator2014
- b. Contact updates (including email and cell phone)
- c. Review meeting schedule

3. Deadlines

- a. ACTION ITEM: Trash, Tires, Portalet Maps due today
- b. ACTION ITEM: Review and verify delivery and pickup requirements for dumpsters
- c. Importance of site visits

4. Fundraising & Publicity

- a. Newsletters and website postings – report to me for communications plan
- b. View PSA
- c. T-shirt design
- d. Patch design
- e. Press Release
- f. Other progress on communications plan

5. Education

- a. Use of educational materials required for each site
- b. ACTION ITEM: training dates for volunteers (one north, one south)
- b. Pre-approval of all groups requesting booth space at your site by TCF

6. New Business

- a. Bayou Preservation Association proposed survey (Attached to email to preview)
- b. Drone use to pre-map litter

AGENDA

River, Lakes, Bays 'N Bayous Trash Bash 2018 Steering Committee Meeting

Event Date: Saturday, March 24, 2018

Wednesday, February 14, 2018
10 to 11:30 a.m.

H-GAC, 3555 Timmons Lane
2nd Floor Conference Room D

Conference call option for this meeting

Dial In: 800-240-3895 Passcode: 1084242#

Email Becki at becki.begley@h-gac.com by 4 p.m. Tuesday if you would like the PowerPoint to view during call.

1. Welcome and Introductions and Refreshments

- a. New committee members for Buffalo Bayou, Virginia Point Peninsula
- b. Roll Call

2. Meeting Schedule and Contact Information

- a. Site Coordinator Page on TrashBash.org
(<http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html>) Password: sitecoordinator2014
- b. Contact updates (including email and cell phone)
- c. Meeting Schedule

3. Deadlines

- a. Bus Route maps are due today, Feb. 14.
- b. All local sponsors for listing on Thank You banner are due by Friday, Feb. 16

4. Safety Briefings

- a. Presentation by Sarah Gossett (Galveston Bay Foundation) on [Galveston Bay Action Network](#) for reporting pollution
- b. Presentation on Safety expectations for GCA Washburn Tunnel water/t-shirt pickup process – Phyllis Frank, GCA/Sims Bayou
- c. Review safety video
https://www.youtube.com/watch?v=oA8kV0DqHI8&index=1&list=PL9IU4D6EoaV7FAgXP_BbHlzYK8_niMEPd
- d. First Aid Station – manned at all times. All groups must have a cell number for the station manager. (Have some Ice and water there.)

5. Fundraising

- a. Sponsorship Report from Texas Conservation Fund.
- b. Sponsorship period closed. No additional sponsors on poster, t-shirts, or banner after Friday, 2/16.

6. Publicity

- a. PSA on website, Facebook, YouTube (English <https://www.youtube.com/watch?v=y-d8qab4CCM>) (Spanish <https://www.youtube.com/watch?v=m9oXTymesZk>)
- b. Press release to groups.
- c. Press release to media.
- d. TV coverage.
- e. Social media.
- f. The Greensheet.

7. Supplies

- a. Sign up for supply distribution and returns starting at the meeting. First come, first served for times.
 - (1) All sites Wednesday 3/21: Gulf Coast Authority Washburn Tunnel, then to HC Pollution Control Parking Lot
 - (2) Thursday, 3/22: Pick up at Iron Guard Storage (south)
 - (3) Friday, 3/23: Pick up at Advantage Storage (north)
 - (4) Monday, 3/26: Returns at Iron Guard Storage (south)
 - (5) Tuesday, 3/27: Returns at Advantage Storage (north)
- b. Sign up for hot dog bun pick up day, too. (Washington Ave location or Texas City location)
- c. Please verify what you have stored off-site one more time. Pick up list at meeting.

8. Education

- a. Pre-approval of all groups requesting booth space at your site by TCF. No sales allowed.
- b. Dates for training volunteers on games:
 - (1) Feb. 28 5:30-6:30 p.m. at H-GAC, Conference Room A, Second Floor, 3555 Timmons Lane, 77027
 - (1) March 1 2:00-3:00 p.m. at GBEP Offices, 17041 El Camino Real, Ste. 210, 77058

8. New Business

- a. Confirmation by Feb. 14 for interest in drones. Review FAA requirements.
- b. Need confirmation by Feb. 14 if your site wants to be part of the Zero Waste exhibit experience so signage can be made.
- c. Other new business as brought forth by committee members.

AGENDA

River, Lakes, Bays 'N Bayous Trash Bash 2018 Steering Committee Meeting

Event Date: Saturday, March 24, 2018

Wednesday, March 14, 2018
10 to 11:30 a.m.

H-GAC, 3555 Timmons Lane
2nd Floor Conference Room D

Conference call option for this meeting

Dial In: 800-240-3895 Passcode: 1084242#

Email Becki at becki.begley@h-gac.com by 4 p.m. Tuesday if you would like the PowerPoint to view during call.

1. Welcome and Introductions

- a. Roll Call (in person and phone)

2. Meeting Schedule and Contact Information

- a. Site Coordinator Page on TrashBash.org
(<http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html>) Password: sitecoordinator2014
- b. Contact updates (including email and cell phone)

3. Supplies

- a. Sign up for supply distribution and returns starting at the meeting. First come, first served for times.
 - (1) All sites Wednesday 3/21: Gulf Coast Authority Washburn Tunnel, then to HC Pollution Control Parking Lot
 - (2) Thursday, 3/22: Pick up at Iron Guard Storage (south)
 - (3) Friday, 3/23: Pick up at Advantage Storage (north)
 - (4) Monday, 3/26: Returns at Iron Guard Storage (south)
 - (5) Tuesday, 3/27: Returns at Advantage Storage (north)
- b. Hotdog Bun pickup. (Washington Ave location or Texas City location)
- c. Please verify what you have stored off-site one more time. (Attached to this email)

4. Safety Briefings

- a. Review dress expectations for GCA Washburn Tunnel water/t-shirt pickup process – Phyllis Frank, GCA/Sims Bayou
- c. Review safety video
https://www.youtube.com/watch?v=oA8kV0DqHl8&index=1&list=PL9IU4D6EoaV7FAgXP_BbHlzYK8_niMEPd
- d. First Aid Station preparedness.

4. Fundraising and Budget

- a. Sponsorship Report from Texas Conservation Fund.
- b. Budgets sent already.
- c. HEB Gift Cards distribution

6. Publicity

- a. Reports from various sites on what they've done.
- b. Distribute posters.

7. Education

- a. Pre-approval of all groups requesting booth space at your site by TCF. No sales allowed.
- b. Review of all educational materials and Instruction Guide.
- c. Training volunteers on games: (1) March 14 5:30-6:00 p.m. at Bayou Preservation Association, 2990 Richmond Ave, Suite 500, 77098.

8. New Business

- a. No drones – must have a drone license to fly them and Lone Star unable to fly them for us.
- b. Zero Waste experience information coming later this week. Signage and instructions.
- c. Other new business as brought forth by committee members.

Site Coordinators Website: <http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html> PW: sitecoordinator2014

Next Meeting: Wednesday, March 14, 2018 at 10:00am

H-GAC, 3555 Timmons Lane, 2nd Floor conference room D



**RIVER, LAKES
BAYS 'N BAYOUS TRASH BASH.®**

APPENDIX F

Sample Allocation Form for Sites

ALLOCATIONS 2018		Sims Bayou	
Estimated Attendance_____		STORING OFF-SITE	
Registration		Signage	
Reg. Form (E)		13' Sign	3
Reg. Form (S)		9'Sign	3
Wristbands		Bandit Date Sign	3
Tents		H-Stake	3
Gloves*		Welcome Banner	
Small (dozen)		Thank You Banner	
Medium (dozen)		Bandit - Trash Bash	
Large (dozen)		Bandit - No Parking	
X-Large (dozen)		Bandit - Bus Stop	
Waste Receptacles		Bandit - No Parking, Bus Stop	
Recycling Unit Stand w/Lid		Bandit - No Dumping	
Clear Bags for Recycling Units		Bandit - Drop Trash Here	
Event Boxes		Wire Stakes for Bandit Signs	
Natural Bags for Event Boxes		Educational Items	
Black Bags for Trash Items		LID Stormwater Game	
Blue Bags for Recycled Items		Stormwater Poster	
Garbage Pickers		LID Pledge	
Products for Food		FOG Game	
Cooler Boxes		FOG Pledge	
Hot Dog Paper Boats (1.5 per)		Pitch the Poop (PTP) Poster	
Napkin Dispenser Stands		PTP Sandwich Board Easel	
Napkin Cartridges (875 per)		Pitch the Poop Pledge	
Paper Towel Rolls		PTP Trash Cans (2)	
First Aid & Safety		PTP Play-Doh (2)	
First Aid Kit		Trash Timeline Poster	
Safety Vests		Tri-Fold Display	
Megaphone		Tri-fold posters (3)	
First Aid Sign		FOG Poster	
Safety First Sign		Pet Waste Bag Dispensers	
Caution Snakes Sign			



**RIVER, LAKES
BAYS 'N BAYOUS TRASH BASH.**

APPENDIX G
Sample Maps for Waste and Portalets

2018 River, Lakes, Bays, 'N Bayous Trash Bash
Armand Bayou (Bay Area Park) – March 24, 2018



2018 River, Lakes, Bays, 'N Bayous Trash Bash, March 24, 2018 – **Lake Houston (Texas Adaptive Aquatics Shoreline Property, 101 Old Atascocita Rd)**



Texas Adaptive Aquatics
Property
101 Old Atascocita Rd
Huffman, TX 77336

Lisa Montemayor
(713) 376-0384 cell
(832) 393-5684 office



Three Port-a-lets
Standard



One Handwashing
Unit

****TUESDAY DELIVERY
REQUESTED. PLEASE CALL AHEAD
SO WE CAN MEET YOU ON SITE.
PROPERTY IS GATED.****



**RIVER, LAKES
BAYS 'N BAYOUS TRASH BASH®**

APPENDIX H

Communications Plan - Media Values

RIVER, LAKES, BAYS 'N BAYOUS TRASH BASH® - 2018 COMMUNICATIONS PLAN

The mission of the River, Lakes, Bays 'N Bayous Trash Bash® is to promote environmental stewardship of the Galveston Bay Watershed by removing litter and debris, utilizing hands-on educational tools, and developing partnerships between environmental, governmental, and private organizations.

To achieve that mission, it is vital that communication, using all the tools for promotion and publicity afforded to us, be ongoing with the diverse groups involved with planning, promotion, and participation.

Having a coordinated plan of communications will facilitate the success of the event on April 2, 2016, through the achievement of the following **GOALS**:

1. Increase sponsorships for both the general event and at individual sites.
2. Increase volunteer participation.
3. Increase shoreline miles cleaned and debris tonnage collected.
4. Increase education opportunities at each site.

COMMUNICATIONS TOOLS:

1. Print materials, including posters (11x17 standard size), flyers (no bigger than 8.5x11), and postcards (4x6) for mailing.
2. Create a 3-up rack card with educational information about Trash Bash and its purpose for year-round use.
3. Electronic email blasts through Constant Contact distribution lists.
4. Creation of a Trash Bash Newsletter and/or inclusion of items in other newsletters.
5. Social media tools, including Facebook, Twitter, Instagram. Posting and sharing of these items to partner pages and personal pages helps exponentially spread the word on social media.
6. Website.
7. Video and audio public service announcements.
8. Promotion by partner organizations.
9. Targeted press releases, media alerts, and targeted pitches.
10. Television, newspaper, magazine, and radio interviews.
11. Billboards, signage, and other publicly viewed items.
12. Word of mouth through presentations at churches, civic organizations, etc.

FUNDING SOURCES:

1. General sponsorship monies.
2. SEP funding if available.
3. Alternative sources of funding for advertising.

OTHER:

1. Please let us know when you get publicity; i.e. newspaper articles, blog posts, social media mentions, etc.
2. Anyone interested in helping with the communications push, please let us know.
3. We have a volunteer with extensive experience working with the media who will help us with our targeted media outreach in March.

MONTH	PLANNED COMMUNICATIONS
-------	------------------------

June	<ol style="list-style-type: none"> 1. Post new date to website and social media. 2. Initial contact with potential new sites or satellites. 3. Hashtag is #25thTrashBash2018
July	<ol style="list-style-type: none"> 1. Save the Date and a Countdown post to Facebook. 2. Article in H-GAC C&E Newsletter (1600 subscribers).
August	<ol style="list-style-type: none"> 1. Save the Date Email blast to volunteers and sponsors (~25,000). 2. Save the Date post to Facebook. 3. T-shirt Contest Email blast to 200+ educators in 25 school districts. 4. Article in H-GAC C&E Newsletter. 5. Article in Texas Stream Team Newsletter (400 subscribers). 6. T-shirt contest post to Facebook. 7. Finalize design and print postcards.
Sept.	<ol style="list-style-type: none"> 1. Article in H-GAC C&E Newsletter. 2. Save the Date posts to social media. 3. Sponsor packet materials available to Site Coordinators. 4. Sponsor packet materials sent to sponsor lists. 5. Postcards printed for distribution to Site Coordinators. 6. Posted to Keep Texas Beautiful Calendar of Events. https://www.ktb.org/get-involved/calendar-of-events/cleanup/waterways/river-lakes-bays-n-bayous-trash-bash-2
Oct.	<ol style="list-style-type: none"> 1. Postcards mailed to 15K on mailing list. 2. Save the Date posts to social media. 3. Personal contact with each school district for T-shirt contest with help of Steering Committee members. 4. T-shirt contest reminder e-blast to 200+ educators and 550 TB subscribers. 5. T-shirt contest in H-GAC C&E Newsletter. 6. Save the date in H-GAC C&E Newsletter and Texas Stream Team newsletter.
Nov.	<ol style="list-style-type: none"> 1. Save the Date posts to social media. 2. Article in H-GAC C&E Newsletter. 3. Article in Texas Stream Team Newsletter. 4. Add event to Keep Texas Beautiful Clean Up calendar [http://www.ktb.org/get-involved/calendar.aspx] and [http://www.ktb.org/get-involved/calendar/keep-texas-waterways-clean/keep-texas-waterways-clean---rivers-lakes-bays-n-ba.aspx] 5. Add event to Texas Master Naturalist calendar [http://txmn.org/] 6. Add event to [http://dontrashagoodthing.org] 7.
Dec.	<ol style="list-style-type: none"> 1. Save the Date posts to social media. 2. Article in H-GAC C&E Newsletter. 3. Contact Greensheet about advertising. 4. Create PSAs (audio and video versions) 5. Reach out to partner organizations for articles in upcoming newsletters in Jan, Feb, and March.
Jan.	<ol style="list-style-type: none"> 1. Contact list and initial emails to cycling/running clubs. Post to site coordinator page so that they can divide up for follow up contacts if desired. 2. Poster designed/ready for print upon receipt of final sponsor list.

	<ol style="list-style-type: none"> 3. Contact Radio and TV stations (community, school, and government cable stations) for PSA play beginning in February. 4. Save the Date posts to social media. 5. Article in H-GAC C&E Newsletter. 6. Cut off Sponsors on printed materials is Jan. 31. 7. Email blast to science teachers. 8. Email blast to governments. 9. Email blast to ISD communications groups. 10. Contacted Great Day Houston (KHOU/11), Houston Life (KPRC/2), Houston Matters (KUHF/88.7)
Feb.	<ol style="list-style-type: none"> 1. Posters distributed to Site Coordinators and Sponsors at Feb. 10 meeting. 2. Save the Date posts to social media. 3. Article in H-GAC C&E Newsletter. 4. Article in Texas Stream Team Newsletter. 5. If budget allows — several well-placed PSA billboards along Interstate Highways (Gulf Freeway, Eastex Freeway, I-610, US 290, SH 225?)
March	<ol style="list-style-type: none"> 1. Posters distributed in neighborhoods, schools, etc. by Site Teams by March 1. 2. Event Press Release sent. 3. Targeted emails sent for sites in Brazoria, Galveston counties. It will be posted on the H-GAC website and sent out via social media. 4. Targeted media alerts and contacts for TV, Radio, and Print Media for news and feature stories, interviews, and/or briefs will be sent out for distribution days to try to get some air time prior to the event. 5. Daily posts to social media, including #TBT posts each Thursday. 6. Early in the month, reach out to all our partner organizations for social media sharing, liking, posting. 7. Article in H-GAC C&E Newsletter. 8. T-shirt contest media release.
April	<ol style="list-style-type: none"> 1. Gather results from site coordinators.
May	<ol style="list-style-type: none"> 1. Lead story in H-GAC Community & Environmental Newsletter. 2. Results posted on website, Facebook, H-GAC Regional Focus Newsletter. 3. Post 2016 wrap-up video to Website, Facebook, YouTube for Appreciation Luncheon. 4. Certificates of Appreciation to sponsors, committee. 5. Results Press Release to targeted media.

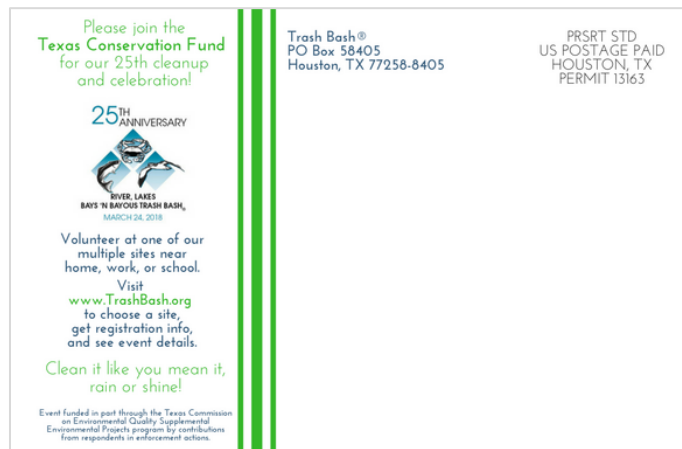
Copy for Newsletters:

The 25th annual [River, Lakes, Bays 'N Bayous Trash Bash®](#), Texas's largest single-day waterway cleanup, is set for Saturday, March 24, 2018.

Become a Sponsor. Trash Bash® is made possible through generous contributions and support by sponsors. Check out the various [sponsorship levels and benefits](#) that make it possible for your organization to become a Trash Bash® partner and make a positive impact on local waterways. The deadline to be included on printed materials is January 31, 2018.

Volunteers Needed. Since its inception, nearly 106,000 volunteers have collected almost 2,200 tons of trash, 16 tons of recyclable materials, and 10,709 tires. Find out [how to volunteer](#) and promote a healthy Galveston Bay watershed at one of our 14 cleanup locations.

Print Postcards (English):



Print Postcards (Spanish):



E-blasts (sponsor, volunteer, combo):

River, Lakes, Bays 'N Bayous Trash Bash®	River, Lakes, Bays 'N Bayous Trash Bash®	River, Lakes, Bays 'N Bayous Trash Bash®
 <p>25TH ANNIVERSARY</p>  <p>Please join the Texas Conservation Fund in supporting the 25th cleanup and celebration!</p> <p>Sponsorships allow partners to make a significant and positive impact on local waterways.</p>	 <p>25TH ANNIVERSARY</p>  <p>Please join the Texas Conservation Fund for our 25th cleanup and celebration!</p> <p>Volunteer at one of our convenient locations near home, work, or school.</p>	 <p>25TH ANNIVERSARY</p>  <p>Sponsorships help us make a significant and positive impact on local waterways.</p> <p>Volunteer at one of our convenient locations near home, work, or school.</p>
<p>See sponsorship levels and benefits and get a sponsor form at www.TrashBash.org.</p>	<p>Choose a site, get registration info, and see event details at www.TrashBash.org.</p>	<p>Please join the Texas Conservation Fund for our 25th cleanup and celebration! Become a sponsor or volunteer at www.TrashBash.org.</p>

Cumulative Results Poster:

Sponsor Poster:

www.TrashBash.org

ONE

Day Makes a Difference

25TH ANNIVERSARY



RIVER, LAKES
BAYS 'N BAYOUS TRASH BASH®
MARCH 24, 2018

		
2,189 tons of trash	105,800 volunteers	16.33 tons recycled
10,709 tires	Results 1994–2017	1,447 shoreline miles
		

Event funded in part through the Texas Commission on Environmental Quality Supplemental Environmental Projects program by contributions from respondents in enforcement actions.

Outlet/Publication	Stories	Total Page Views	Page Views Per Visitor	Circulation: Unique Visitors	Ad Value	Link to Media
Chron.com Slideshow	1			16528881	\$152,892.15	http://www.chron.com/news/houston-texas/texas/article/You-won-t-believe-the-junk-Houston-s-rivers-are-6798391.php
FOX 26 video (3/24/18)	1			28396 (audience total)	\$11,613.00	https://www.dropbox.com/sh/4thqfutu8j58vie/AADqHoANVdd1y8uM64YA-vfwa?dl=0
The Vindicator	1					http://www.thevindicator.com/anahuac_progress/news/article_8473aba4-2de1-11e8-a60a-2749d06f4701.html
The Facts	1			8864	\$81.99	http://thefacts.com/news/article_b31ecd4e-2293-5b36-808a-7122c924f513.html
Guidry News	1			2042	\$18.89	http://www.guidrynews.com/story.aspx?id=1000089652
KPFT (3/6/18) http://ecology.org/p=2393	1					http://app.criticalmention.com/app/#clip/view/33836022?token=5d465371-ee61-47d7-bb1a-f17d07827f03
The Greensheet advertorial	1				\$300.00	
Greensheet advertisements	12				\$8,650.00	
TOTAL	19			16539787	\$173,556.03	

Other Coverage (no value assigned)

iOfficeCorp.com	1	Sierra Club Website	1
EPA Trash Free Waters Newsletter 011818	1	World Water Day Website	1
Citizens' Environmental Coalition (March 21, 2018)	1	Save Buffalo Bayou Website	1
H-GAC Regional Focus (March 2018)	1	Community Associations Institute	1
H-GAC Community & Environmental Newsletter	7	AIChE website	1
H-GAC Texas Stream Team Newsletter	4	L4BH website	1
H-GAC Transportation Newsletter (March 2018)	1	Meetup website	1
City of Kendleton Website	1	Quail Valley Fund.org	1
City of Fulshear Website	1	Houston Canoe Club	1
City of Hedwig Village Website	1	Energy Corridor website	1
City of La Porte Website	1	Friends of Woodland Park	1
City of Seabrook Website	1	VolunteerHouston.org	1
San Jacinto Girl Scout newsletter	2	SPTE-GUS Young	1
San Jacinto Girl Scout 3rd party registration link	1	Professional Bay Area Unitarian	1
Get Out There Houston Website	1	Universealities Texas	1
Galveston Bay Foundation Website	1	Campaign for the	1
Keep Texas Beautiful Website	1	NASA	1
H-GAC Website	1	Senior Forest Super Neighborhood	1
Volunteer Match Website	1	HAR.com	1
Nextdoor Website	1	Carpe Diem! Houston bureau or	1
		Pollution Control and Harris County Precinct 4	1