



Galveston Bay Bacteria Reduction Plan

Policy and Outreach/Cease the Grease Workgroup Meeting Agenda Tuesday, October 27th, 2015 2:00PM-3:30PM

Nassau Bay City Hall – Conference Room

1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

Attendance: Charlene Bohanon (GBF), Neally Rhea (GBF), Paul Lopez (City of Nassau Bay), Cathy Gray (City of Friendswood), Celina Gauthier (TX Coastal Watershed Program), Charriss York (TX Coastal Watershed Program), Bill Goloby (City of Houston), Linda Shead (Double Bayou Watershed Partnership), Brandie Minchew (Double Bayou Watershed Partnership), Bianca Locke (City of Pasadena)

- I. 2:00PM-2:05PM: Welcome**
 - a. Introductions

- II. 2:05PM-2:10PM: I-Plan & Funding Update**

- III. 2:10PM-3:20PM: Cease the Grease**
 - a. 2:10PM Outreach tracking
 - i. What we've accomplished so-far this year
This time last year: evaluating performance measures, discussing landing page, planning toolkit, discussing handout materials.
Now: launched mobile-optimized website, launched survey, attended over 20 events, and organized mass media outreach,
Impressions: July 4th – 51,300 YouTube impressions; 13,500 in person (3,900 adults and 4,800 youth); total ~65,000
Social media: FB reach 18,715; 629 interactions; 931 clicks
Website traffic: 86% new sessions, 245 users have visited page, 285 sessions recorded indicating some people are visiting more than once, 580 individual page views.
Print Publications: 2-3 this year
GRAND TOTAL: 84,000 people have seen the campaign through our website, social media, or YouTube. (not including July 4th web tracking)
Shoutout! League City and La Porte – our two most involved partners!
 - ii. Review of new graphics and materials
Focus on distribution! Interest remains for sharing a booth-game. GBF can order handouts/booth items for partners if notified in advance.
Questions: How can we maximize the impact of using the handouts? What events are best to go to? How can we involve the City of Anahuac? – Tips: Set out only a few items at a time. Always distribute an item with a handout or infographic. Be watchful-only give items if the participant plays a game or participates in

your booth. Outreach tracking can be helpful for knowing which events are good to attend. Write to GBF and we can ask around!

- iii. "What revisions do you need to utilize these graphics?"
 - 1. Web banners, print ads, bill inserts, color edits, dimensions, etc.
- b. 2:30PM Campaign website
 - i. Review of helpful features: survey, map, tips,
 - ii. Opportunities for partners to use the website: partner page, upcoming events, latest news, stories
As we drive more people to the website, that means more visibility for you!
- c. 2:40PM Holiday mass media outreach
 - i. Review of 2014 plan
 - ii. KPRC suggestions for this year
Website visits: 42% are age 35-44, 62% female,
 - iii. "What holiday events do you have coming up where we can do outreach?"
Lots of upcoming events were provided as outreach possibilities, such as:
Pasadena Taste of the Town - November
Friendswood Home for the Holidays – December 12th
Houston Rodeo – March 1st-20th
Pasadena Rodeo and Cook-Off Event – September 11th-19th
County Fairs and Farmers Markets - Ongoing
Strawberry Festival
Friendswood Fall Hall – November 14th
Oak Island Christmas Boat Parade
.... and others.
- d. 3:00PM Recycling stations
 - i. Pilot-cities: League City & Galveston
 - ii. Two installation options
Drop-off station with Cease the Grease imagery (League City)
Pour-in station for free through Hauler with no imagery
 - iii. Pros v. cons and other important information
SSO clean-ups are very costly (\$3,500). Stations may need to be monitored by police. Be mindful of flood zones and areas that frequently flood. Aesthetics are important, as well as cleanliness. How often is the oil picked up? What sizes of containers can be left at the station and what are the exact dimensions of the station? Small station is better. Public works may do pick-up.

IV. 3:20PM-3:25PM: Action Item

- a. Review Public Participation Plan
- b. Send your upcoming holiday events to GBF.
- c. Send graphic revisions to GBF.

V. 3:30PM: Adjourn

- a. Next meeting time: Tuesday, January 12th, 2016