The Galveston Bay Water Brigade
and
The Water Wise Bay Cities Challenge

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Water Conservation Outreach for Galveston Bay

TEXAS LIVING WATERS PROJECT

Environment

What Environment?

Nature

The physical world including all living things as well as the land and the seas

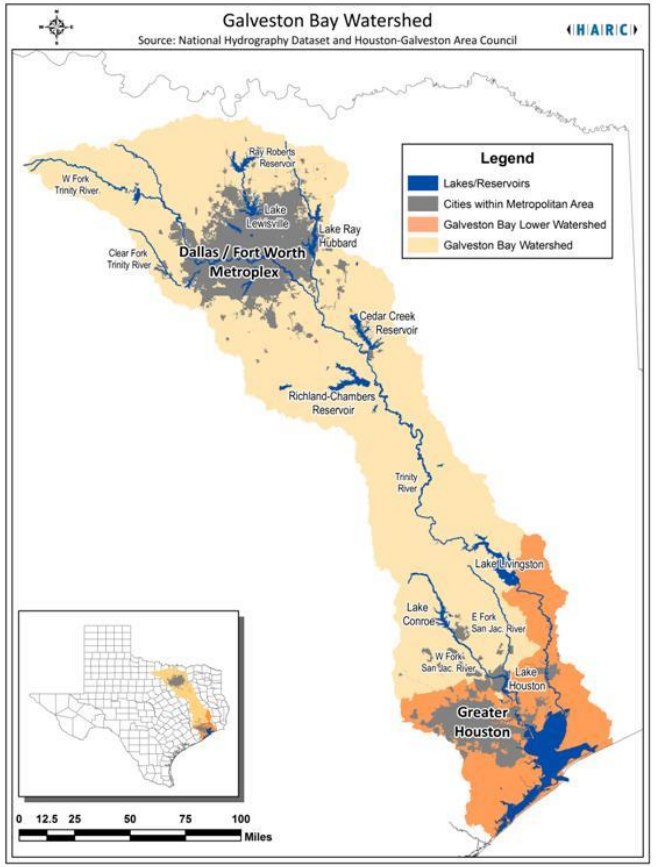
(including us)

All life is touched by water

Galveston Bay Facts

The Bay has been around for a while

- Created during the last Ice Age
- First settlements: 5500 BCE
- Most important bay in Texas
- 2nd most important in the U.S.
- Watershed population: 12 million



Economics

Potential value of wetlands to WQ: $124M/yr
Wetlands: $5.7B
Tourism: $7.5B/yr
Oysters only: $25M/yr
Commercial fishing: 25M/yr
Recreational Fishing: 539M/yr

Freshwater and Galveston Bay

Bay is at risk of losing its freshwater

2016 Galveston Bay Report Card: "C" for "Coastal Change"

Threats:

- Rapid population growth
- Associated water demand increase
- Conversion from ground to surface water
- Permitted water rights without environmental conditions
- Inadequate protection for the San Jacinto and Trinity
- Houston: The perception that we have more water

Water Conservation: A Cost-Effective Solution

Solution: Water Conservation for the Bay

Campaign that provides a voice for the environment

The Galveston Bay Water Brigade

- Water Conservation: As a proactive WMS
- Goal: raise awareness about the connection between water conservation and increased freshwater inflows for the Bay.

What is it?

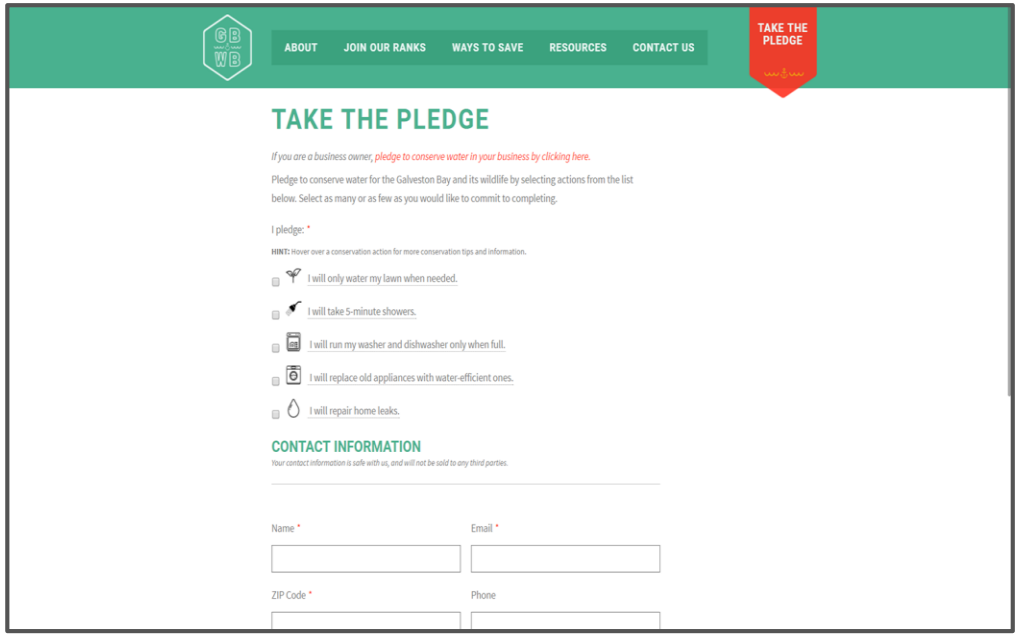
Galveston Bay Water Brigade

Conservation messaging through calls of action

Campaign that promotes water conservation as a means to protect the Galveston Bay's health, overall productivity and the wildlife it sustains.

Target audiences: Houston-area residents, young professionals

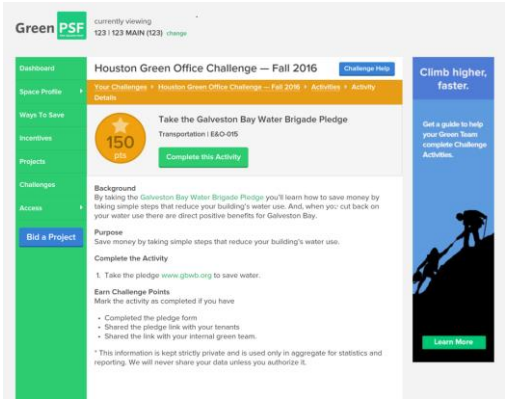
Messaging encourages audiences to "pledge" to conserve water through microsite form



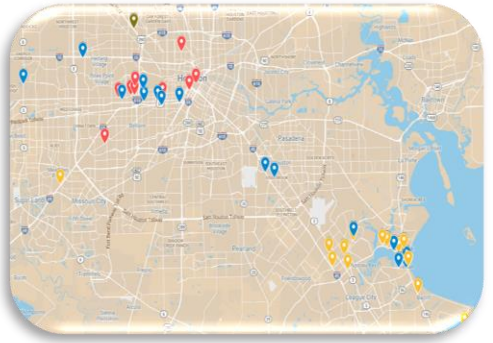
Outreach Mediums

Individuals: Social Media

Business Pledge: 2016 HGOC



Promotional materials: 38 local restaurants



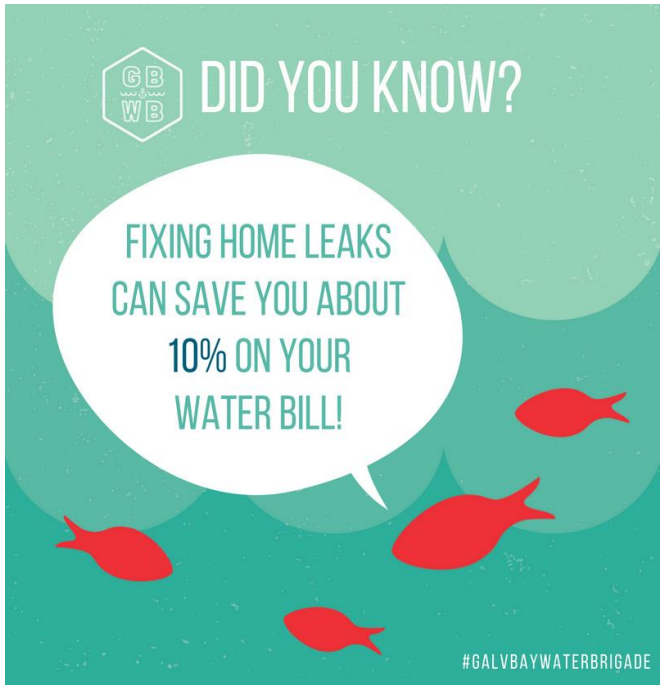
What's the point?

How does water conservation become a cultural norm?

The first step is making these ideas common knowledge:

1. Conserving water can be easy
2. Conserving water saves you money
3. Conserving water helps protect the water features you love

GBWB leverages social platforms to expose target audiences to importance and ease of water conservation.



Successes

Facebook:

2 months; 17 posts:

- Reached 77,700 Houston-Galveston residents.
- Engagement ratio: 1/$0.25 spent.

Estimated overall reach: + 630,000 (individuals newsletters, press coverage, Facebook and Twitter and Instagram).

Challenges

Converting awareness into action

No incentive to pledge

Which brings us to…

Water Wise Bay Cities Challenge

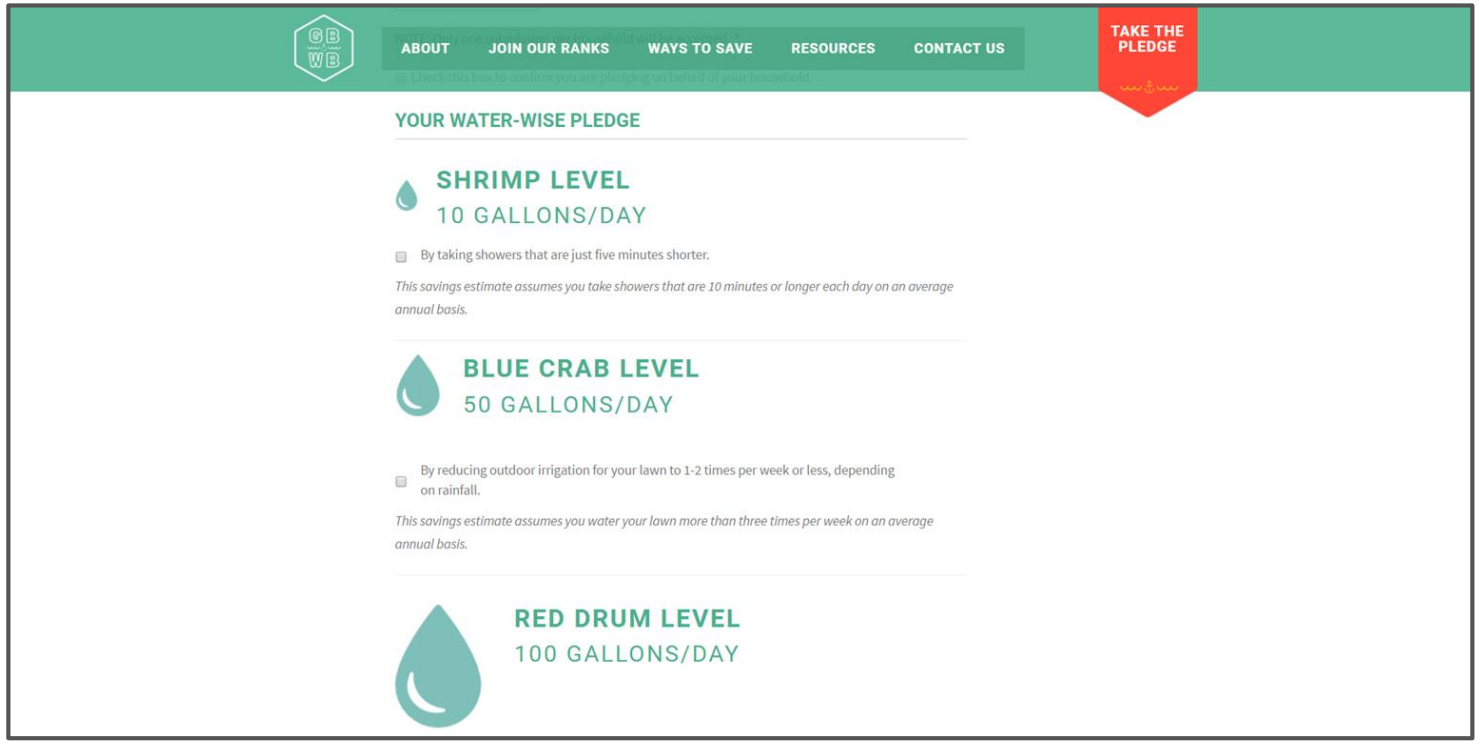
Leveraging incentives to convert awareness into action

What is it?

Water Wise Bay Cities Challenge

Friendly competition targeted at 20 bay-area cities

- Feb. 23 - May 10
- Residents pledge to conserve water on behalf of their cities



How does it work?

Water Wise Bay Cities Challenge

- Three cities with most pledges win!
- One pledge per household
- One pledging resident from each "winning city" is randomly selected to win a prize:
  - Bay-related prizes
- Winning cities and residents awarded at Bay Day Festival on May 13, 2017.

Who will we reach?

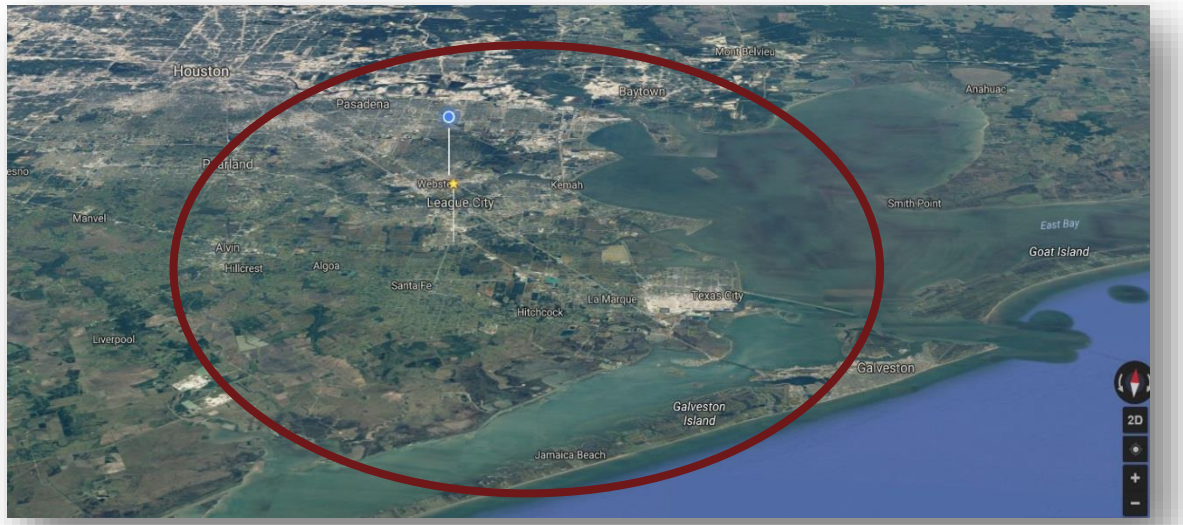
Water Wise Bay Cities Challenge

Target audience:

- Total population: 719,942 in bay area
  - 25-30%: single-family households
    - Homeowners that have yards, can replace fixtures

Bay area is high density with steady growth

- Strongest connection to Galveston Bay due to location; message most likely to resonate with these individuals



How can cities participate?

City participation

- All 20 cities in the Bay area can participate:

1. City of Alvin
2. City of Baytown
3. Clear Lake Shores
4. City of Deer Park
5. City of Dickinson
6. City of El Lago
7. City of Friendswood
8. City of Galveston
9. City of Hitchcock
10. City of Kemah
11. City of La Marque
12 City of La Porte
13. City of League City
14. City of Nassau Bay
15 . City of Pasadena
16. City of Pearland
17. City of Santa Fe
18. City of Seabrook
19. City of Texas City
20. City of Webster

Others? Yes if in the Bay area!

- Outside the Bay area: Let us know if you are interested in a similar Challenge.
- How to participate? Simply request your Digital Social Media Toolkit and flyer!

Why should cities participate?

City participation

- Have influence
- Can become a leader in forward-thinking water management by setting the tone for a conservation-minded culture shift
- Help to create a sense of civic community around conservation goals
- Create a positive brand by partnering with conservation efforts

Are you ready?

Thank you!

Questions?

We'd love to hear from you!

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