



water quality program FOR LAKE GRANBURY, TEXAS

Identifying and Analyzing Target Audiences

- Agricultural Producers
- Small Acreage Landowners
- Sportsmen
- Ecotourism
- Youth
- Gardeners and Homeowners
- Greenspace Management
- Influential People and Organizations

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Message Development and Delivery

Value of Natural Resources

- Property values surrounding the lake will be maintained by having an esthetically pleasing lake.
- Lake is a valuable water supply for local residents.
- Depressed property values and sales tax revenue losses from decreased ecotourism will impact availability of county services or require increased taxing to maintain services.
- Implementing low impact development practices can improve local beautification, scenic value and quality of life in the region.

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Problems

- What is the Lake Granbury watershed?
- What is the current water quality situation in Lake Granbury?
- Contaminants of concern for the lake:
 - Bacteria
- Trash and pet waste are impacting ecosystem.

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Solutions

- Improved agricultural management designed to diminish pollutants from ranching in the watershed.
- Improved urban stormwater management designed to diminish pollutants from urban areas.
- Enhanced wastewater infrastructure for individuals, municipalities and rural communities.
- Water quality monitoring.
- Improved wildlife and pet waste management.

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What Individuals Can Do To Help

- Find out where you live in relation to the Lake Granbury Watershed
- Ask your county and city elected officials:
 - To address pollution issues within your community
 - For recycling options in areas that have not yet adopted these practices
- Support local efforts to repair or replace outdated wastewater treatment facilities and infrastructure.
- Volunteer for environmental projects in your community, such as local trash cleanups and habitat restoration.
- Adopt a zero tolerance attitude toward littering, a potential source of pollution.
- Install and incorporate a rainwater harvesting system at your home or business to reduce stormwater, a potential source of pollution and erosion.
- Volunteer for, or encourage storm drain labeling in your community.
- Utilize proper livestock, pet and wildlife waste management.

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Strategy 1: Establish a Brand

Adopt water quality and conservation programs to improve water resources management

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Strategy 2: Deliver Basic Facts about the Lake

Objectives

- Distribute specialized fact sheets
- Develop brochures and related maps
- Develop presentations for target audiences
- Produce a video

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Strategy 3: Increase Awareness and Community Involvement in Lake Granbury Watershed Protection Plan

Objectives

- Raise awareness: multi-media, PSA's, roadway signage
- Presentations at community meetings, events and workshops
- Best management practice demonstrations
- Educational displays
- Multi-media messaging: television, radio, web, utility bills, etc.

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Strategy 4: Develop Partnerships for Message Distribution

- Agricultural producers
- Chambers of Commerce
- Master Gardener's
- Landscape professionals
- Wastewater management professionals
- Brazos River Conservation Coalition
- Civic organizations
- Water supply corporations
- Realtors
- etc

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Strategy 5: Create Micro-campaigns for Specific Target Audiences

Objectives

- Provide timely and accurate information that is relevant and specific to each sub-group
- People are more likely to take action if it effects them personally
- Explain to individuals and sub-groups how their actions effect lake water quality and what can be done to prevent it
- Demonstrate effective and efficient corrective measures

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Strategy 6: Establish a Practice of Ongoing Campaign Evaluation

Objectives

- Develop a survey instrument/tool
- Track progress and gain stakeholder feedback
- What practices have been implemented/alterred
- What behaviors have changed

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Strategy 7: Collaborate with Governmental Agencies Offering Environmental Education and Outreach

- Environmental Protection Agency
- Natural Resources Conservation Service
- Texas Commission on Environmental Quality
- Texas State Soil and Water Conservation Board
- Texas Water Development Board
- Texas Department of Agriculture
- Texas Parks and Wildlife
- Texas AgriLife Research and Extension Service
- Office of Rural Community Affairs

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Project Web site

<http://lakegranbury.tamu.edu>

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