Lake Granbury Watershed Education and Outreach Plan

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Education and Outreach Plan

1. Define goals and objectives
2. Identify target audience
3. Determine message
4. Package materials
5. Distribute educational material and message
6. Evaluation

Driving Forces, Goals and Objectives

Objectives

- Increase public awareness regarding water quality.
- Increase natural resource literacy among residents.
- Identify groups within the watershed conducting environmental education programs.
- Develop educational strategies to increase awareness of contaminant sources and best management practices to limit contaminants from reaching the lake.
- Identify and pursue sources of funding for water quality education and outreach.
Identifying and Analyzing Target Audiences

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

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.

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.

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.
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  - Support local efforts to repair or replace outdated wastewater treatment facilities and infrastructure.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.

Strategy 1: Establish a Brand

Adopt water quality and conservation programs to improve water resources management

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

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.
Strategy 4: Develop Partnerships for Message Distribution

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

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

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/altered
- What behaviors have changed

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
Project Web site

http://lakegranbury.tamu.edu