



Back the Bay

Creating a Regional Awareness Campaign



About GBEP

The Galveston Bay Estuary Program (GBEP) is one of two U.S. EPA National Estuary Programs in Texas. As a non-regulatory program administered by the Texas Commission on Environmental Quality, the program is charged with implementing *The Galveston Bay Plan*.

Since 2000, GBEP and partners have restored and protected an estimated 16,000 acres of important coastal habitats, including wetlands and oyster reefs.





Value of the Bay



The Bay's Value

- Provides:
 - Natural resources
 - Economic benefits
 - Ecological services
 - Recreational opportunities
 - Transportation connections
 - Aesthetic rewards



Quick Facts about the Bay

- Generates more than 1/2 of Texas' recreational fishing revenues
- Generates more than 1/3 of the state's commercial fishing income
- Ecotourism is the fastest growing segment within the tourism industry
- Second most productive fishery in the US
- Neighbor to half of the nation's petrochemical production facilities
- Produces more oysters than any other estuary in the nation



Challenges

- Wetland loss
- Declining sea grass meadows
- Vanishing forests and coastal prairies
- Pollution
- Seafood contamination
- Population growth





BACK
— THE —
BAY

Goals

Raise regional awareness of Galveston Bay and its value; and promote positive behavior changes that help preserve habitat, conserve water, and improve water quality



Pillars

Awareness, Support and Action ultimately lead to:

- Habitat Preservation
- Water Conservation
- Water Quality



Strategy

Use benchmark research to determine

- Baseline attitudes, awareness, behavior changes, barriers
- Target audiences
- Messages that resonate

Develop a comprehensive campaign

- Brand the bay and create unified, consistent messages
- Highlight connection to the Bay
- Coordinate advertising, publicity, and outreach
- Evaluate at intervals



Pre-Pilot Research

Five key Barriers

- Residents lack knowledge of the expansiveness of the Bay which results in lack of sense of membership to the Bay region
- Residence unaware of their impact to the Bay; its value to their lives; therefore unable to see how their actions affect the Bay
- Do not perceive preservation concerns
- Do not feel personally responsible for the Bay, and instead attribute an unhealthy Bay to forces beyond their control such as natural disasters and industry pollution
- Unaware of the steps to help preserve the Bay



Pre-Pilot Research

Audiences

- Residents who engage in outdoor activities in the Bay more than once a month
- Residents who are aware their storm drain connects to the Bay

Messages

- “Galveston Bay needs to be preserved for future generations”
- “Conserving water at home improves the Bay’s health”
- “You’re more connected to Galveston Bay than you think”





Pearland Pilot Campaign

June – July 2011

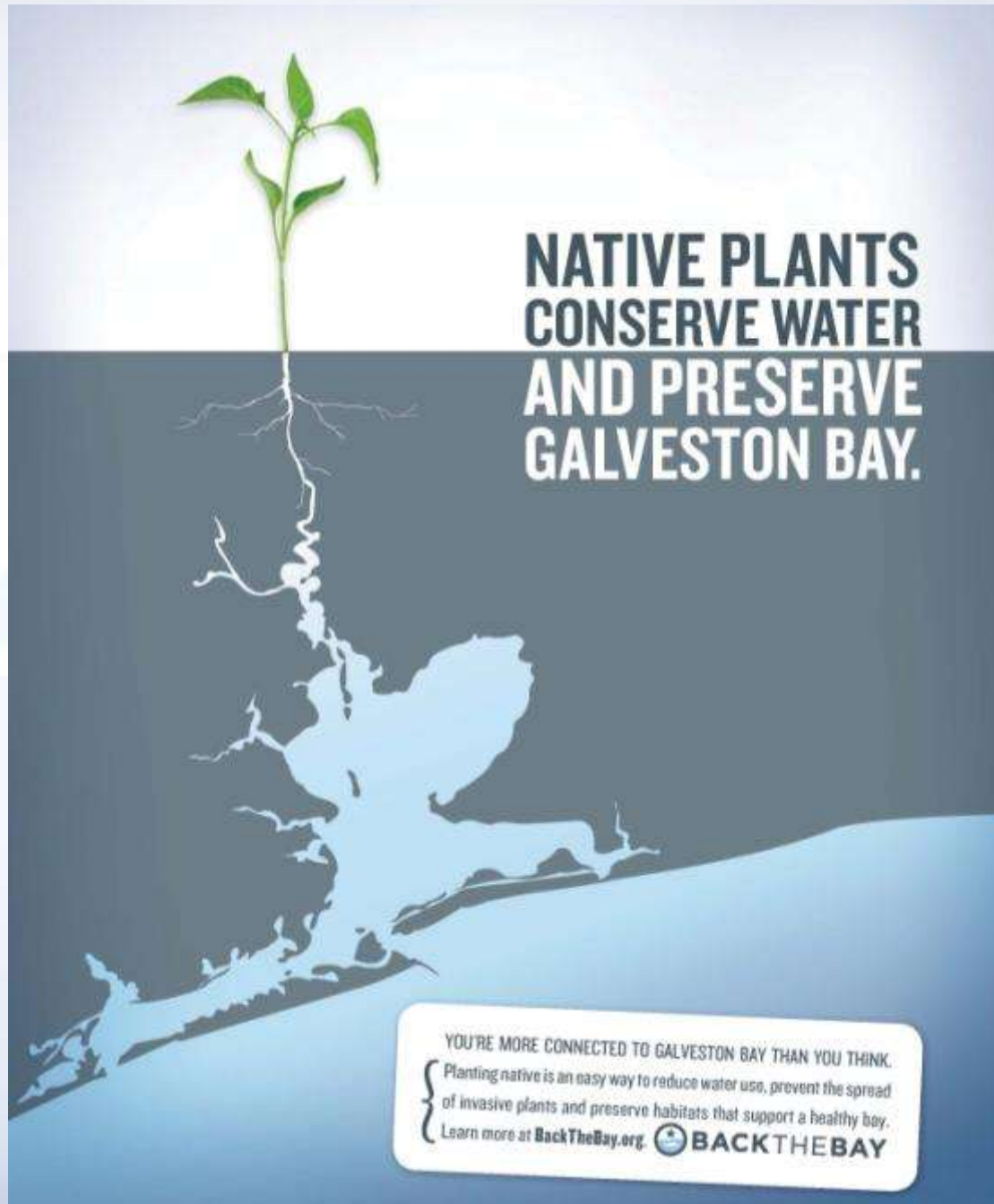


Pearland Pilot Campaign


- Media Mix:
 - Advertising
 - Outreach events
 - Media relations
- Web Landing Page
- Post-Pilot Research



Connection to the Bay



**NATIVE PLANTS
CONSERVE WATER
AND PRESERVE
GALVESTON BAY.**

YOU'RE MORE CONNECTED TO GALVESTON BAY THAN YOU THINK.
Planting native is an easy way to reduce water use, prevent the spread of invasive plants and preserve habitats that support a healthy bay.
Learn more at BackTheBay.org.  **BACKTHEBAY**

Print Ad



Connection to the Bay



Gas Station Pump Topper



CONSERVE WATER.

{ Saving water at home helps maintain the delicate balance that marine life in Galveston Bay depends on. Learn more at BackTheBay.org.  **BACKTHEBAY**



DON'T CONSERVE WATER.
{ Wasting water at home affects the amount of fresh water that flows into Galveston Bay, and that harms young fish and shellfish. Learn more at BackTheBay.org.  **BACKTHEBAY**

DON'T CONSERVE WATER.

{ Wasting water at home affects the amount of fresh water that flows into Galveston Bay, and that harms young fish and shellfish. Learn more at BackTheBay.org.  **BACKTHEBAY**



CONSERVE WATER.
{ Saving water at home helps maintain the delicate balance that marine life in Galveston Bay depends on. Learn more at BackTheBay.org.  **BACKTHEBAY**

Billboard Size: 48'x14'



RUNOFF
FROM YOUR HOUSE ENDS UP IN
GALVESTON BAY.



 **BACKTHEBAY.org**

Billboard



LEARN MORE WAYS TO PROTECT OUR BAY.



**SEE HOW
YOUR DAILY
ACTIONS
IMPACT
OUR BAY.**

LEARN MORE



**SEE HOW YOUR
DAILY ACTIONS
IMPACT OUR BAY.**

LEARN MORE



Web Banners





BACK THE BAY
PRESERVE GALVESTON BAY

YOU'RE MORE CONNECTED TO GALVESTON BAY THAN YOU THINK.



DON'T TRASH A GOOD THING

- Clean up after your dog.
- Avoid fertilizer runoff.
- Dispose of oil and chemicals properly.
- Keep trash in your boat, not in the Bay.



SAVE WATER HERE — AND THERE

- Don't water during the heat of the day.
- Fix leaky pipes and faucets.
- Landscape with native plants.



HELP PRESERVE BAY HABITATS

- Volunteer for a wetland restoration program.
- Support green space and land conservation programs.
- Work to stop the spread of invasive species.

You're more connected to Galveston Bay than you think.

Your daily actions can have a big impact on one of the Houston area's greatest natural resources. So do your part — by taking simple steps at home and work, you can help keep our Bay healthy for all of us. To learn more, download our fact sheet and brochure by clicking the buttons to the right or visit the [Galveston Bay Estuary Program website](#).

**CLICK TO
DOWNLOAD
FACT SHEET**

**CLICK TO
DOWNLOAD
BROCHURE**

Community Events



Community Events



Pilot Campaign Results

Advertising

- Print: 836,000 estimated impressions
- Pump toppers: 1 million estimated impressions
- Online: 1.8 million estimated impressions
- Billboard: 2.9 million estimated impressions

Outreach events

- 2 events in Pearland
- 350+ visitors
- 190 Back the Bay pledges



Pilot Survey

- To measure awareness of Galveston Bay and knowledge/rxn to information seen, read or heard.
- To assess the recall levels of specific information (aided recall) about Galveston Bay.
- To measure the impact that Galveston Bay has on the community, and to assess respondents' value of Galveston Bay and how important it is to their quality of life.



Pilot Survey Results

- In 2010, the BP oil spill dominated the news, and therefore had a large impact of the views about the coast and Galveston Bay.
- There was statistically significant increase in Pearland regarding the water that enters the storm drain in your area ending up in Galveston Bay (60% in 2010, 69% in 2011).



Pilot Survey Results

- There was a statistically significant increase in Pearland regarding the percentage of respondents who say the daily activities they carry on in and around their homes has a lot of impact on the overall health of Galveston Bay (5% in 2010, 12% in 2011).
- This effort became part of a broader and important narrative in which those who have seen, read or heard anything about (pay attention to) the Bay are more apt to recall specific messaging.



Current Activities

- H-GAC Watershed Signs
- City of Pearland Stormwater Brochure
- KPRC Going Green



Join Us

*Join the Back the Bay campaign as a partner,
and help us protect Galveston Bay.*

Galveston Bay Estuary Program

Phone: 281-486-1246

Email: ericka.mccauley@tceq.texas.gov

