

Galveston Bay Estuary Program: 20 years of successful partnerships.

**Sarah Bernhardt,
Program Manager**

May 7, 2014

Clean Waters Initiative

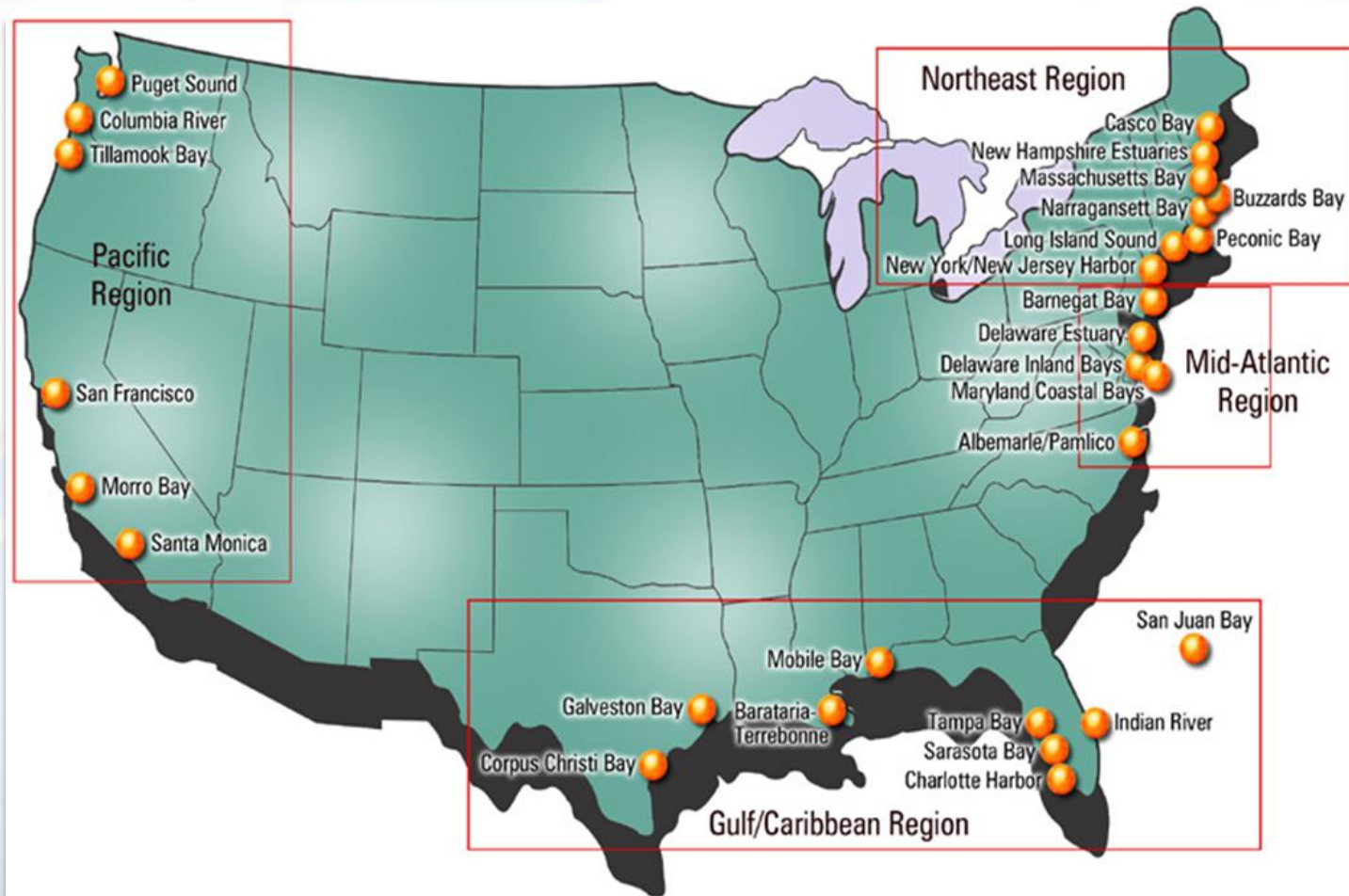
Houston Galveston Area Council



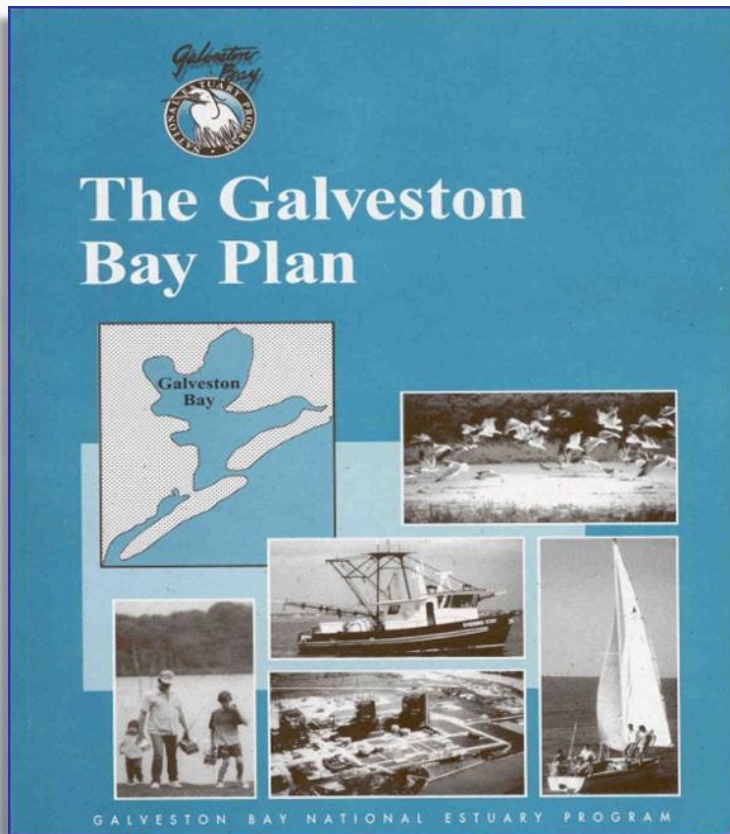
What is an estuary?



28 National Estuary Programs



The Galveston Bay Estuary Program

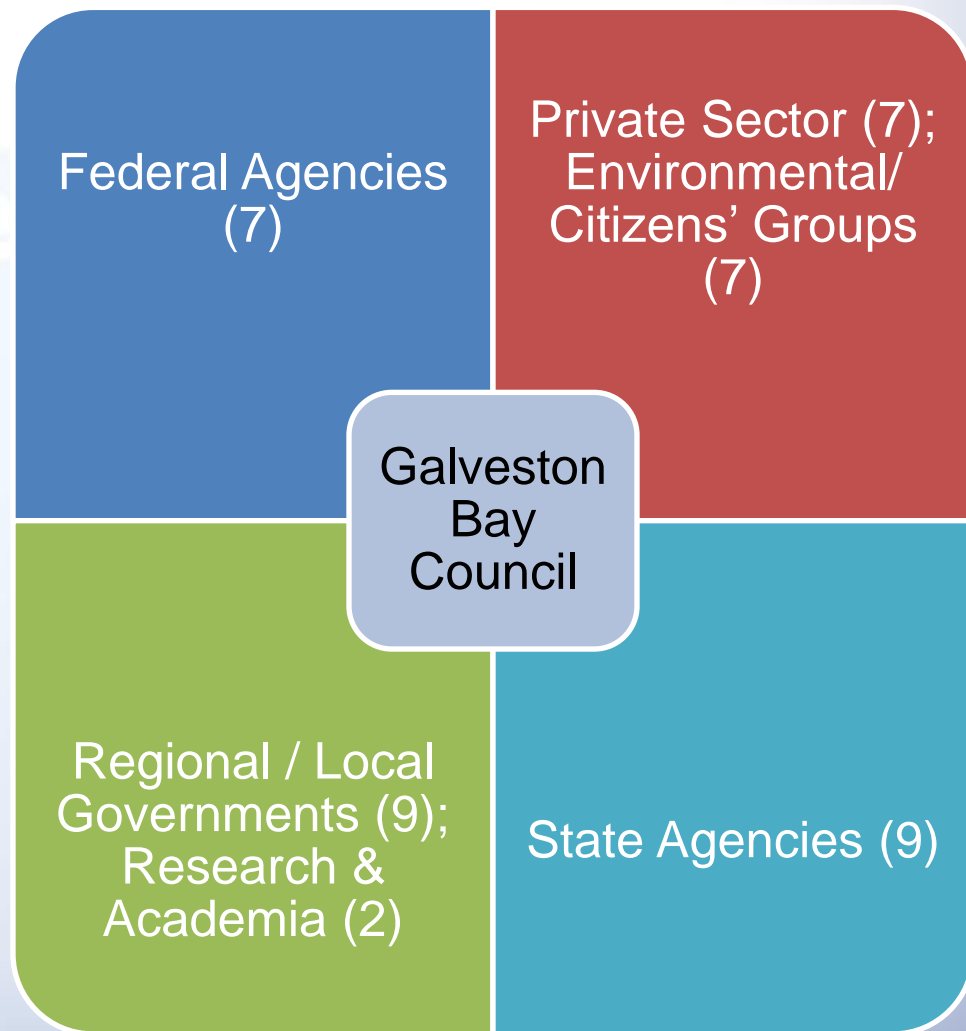


Galveston Bay Plan, approved in 1995.

- **A Program of TCEQ** established in 1989 to provide comprehensive ecosystem-based management for this economically valuable resource.
- **Mission:** To preserve and protect Galveston Bay for generations to come.
- **Non-regulatory, voluntary partnership** with citizens, local governments, industry, recreational anglers and commercial fisherman, conservation organizations, port and marinas, river authorities, federal and state agencies, and academic institutions.

Stakeholder Involvement

- Addressing multiple bay uses requires collaboration.
- **Council:** 41 members
 - 5 subcommittees:
 - Water & Sediment Quality - WSQ
 - Natural Resources Uses - NRU
 - Public Participation and Education - PPE
 - Monitoring and Research - M&R
 - Budget and Priorities - B&P



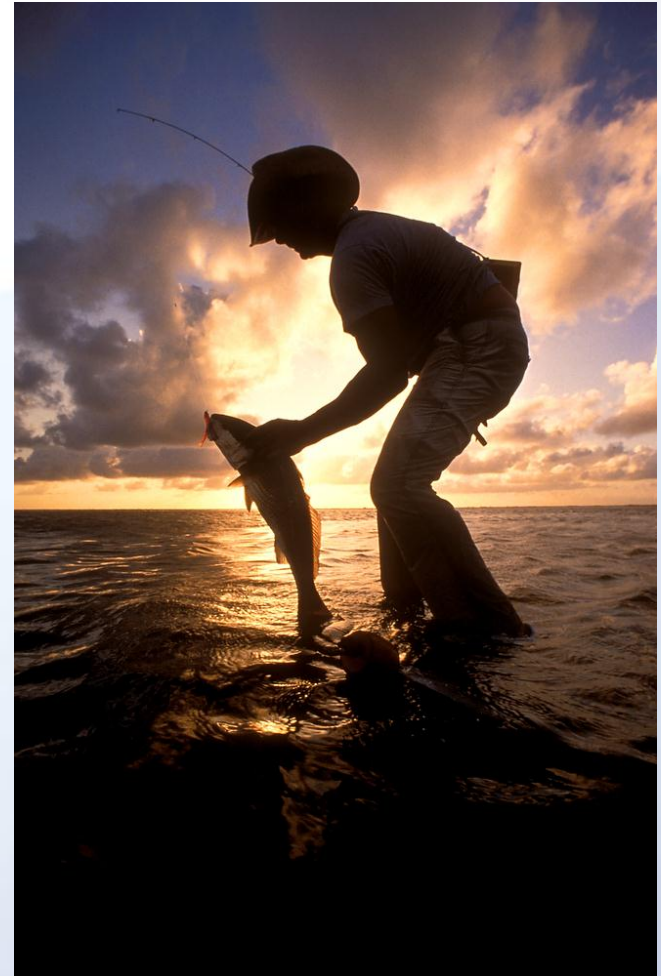
What do we do?

- **Implement *The Plan*:**
 - foster collaboration
 - build partnerships
 - leverage & acquire funds
 - implement priority projects
- **Outreach**
 - Presentations, exhibiting
 - support partner events
 - Bay Day and Trash Bash
- **Information sharing**
 - Status and Trends monitoring
 - State of the Bay Report
 - State of the Bay Symposium



Galveston Bay is Fishing & Boating

- Over half of Texas' **recreational fishing** revenues - worth \$2.8 billion/year
- 1/3 of the state's **commercial fishing** income—worth \$358 million/year
- Second to only Chesapeake Bay in estuary productivity
- Second largest **recreational boating** capital in US.



Galveston Bay is Industry

- It is the petrochemical production capital of the nation....and the 2nd largest in the world!
- One third of the nation's petroleum refining.



Galveston Bay is Ports and Shipping

- **Port of Houston:**

- #1 in US exporting
- #1 in handling breakbulk (loose) cargo
- 1.9 million TEUs (containers) in 2012

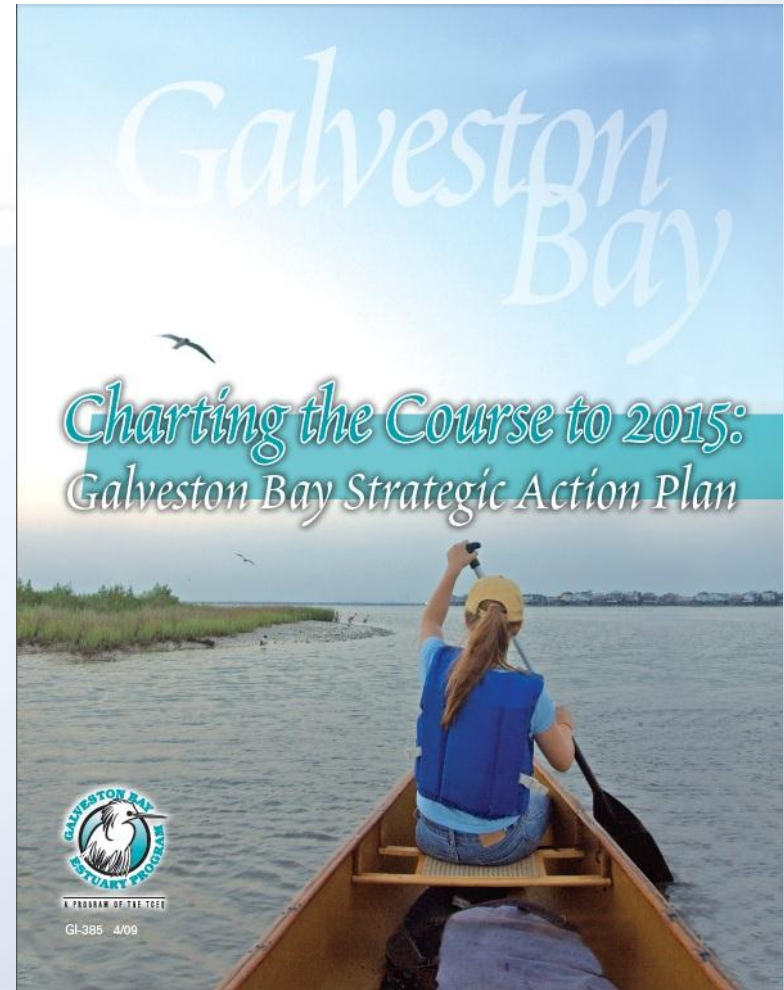
- **Ship channel-related business**

- supports more than 785,000 jobs in Texas – worth about \$118 billion/year



Galveston Bay's Challenges

- **Habitat Conservation**
 - No. 1 priority identified by stakeholders.
- **Public stewardship** and recognition of Galveston Bay's value as a natural resource.
- **Water quality and water conservation**

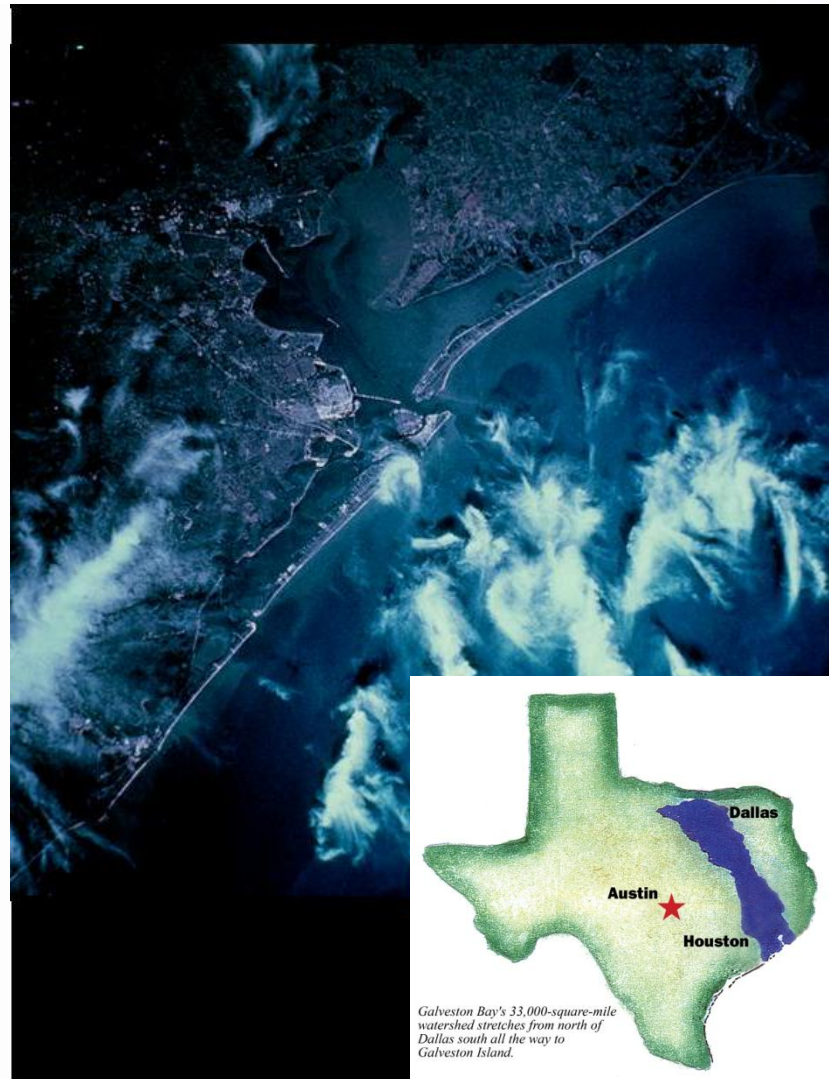
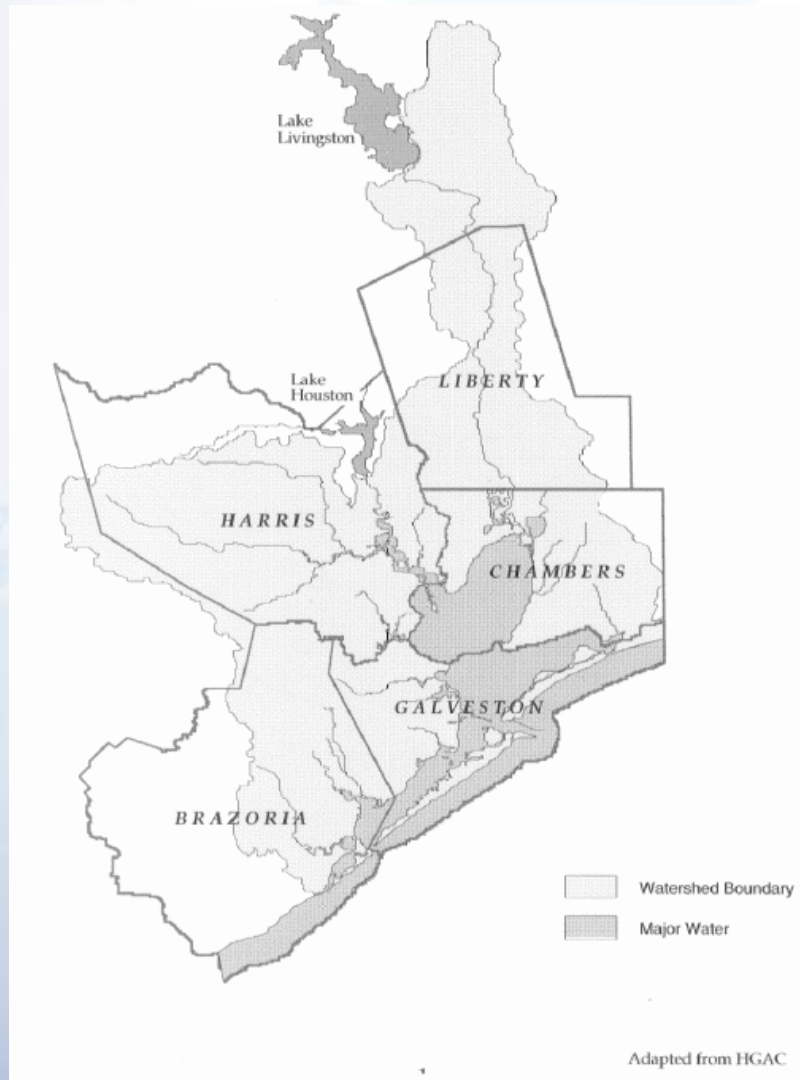


Estuary Program Accomplishments

- Restored &/or protected 24,218 acres of wetlands and important coastal habitats since 2000
- Implemented successful water quality projects
- Fostered first bay-wide seafood safety program
- Numerous awards
- Back the Bay public outreach campaign



Galveston Bay Watershed



#1 Challenge: Habitat Loss

- Nearly 35,000 acres of wetlands were lost between 1950 and 1990
- Freshwater- 53% of loss (1950-1990)
- Over 2,900 acres of estuarine (1992-2002)
- Over 9,000 acres freshwater wetlands (1992-2002)



Photo Courtesy of Woody Woodrow, USFWS

Importance of Wetlands

- Attenuate waterborne pollutants
- Retain water during rainfall events
- Reduce shoreline erosion
- Provide habitat for fish and wildlife
- Provide opportunities for recreation
- Add aesthetic value in surrounding communities



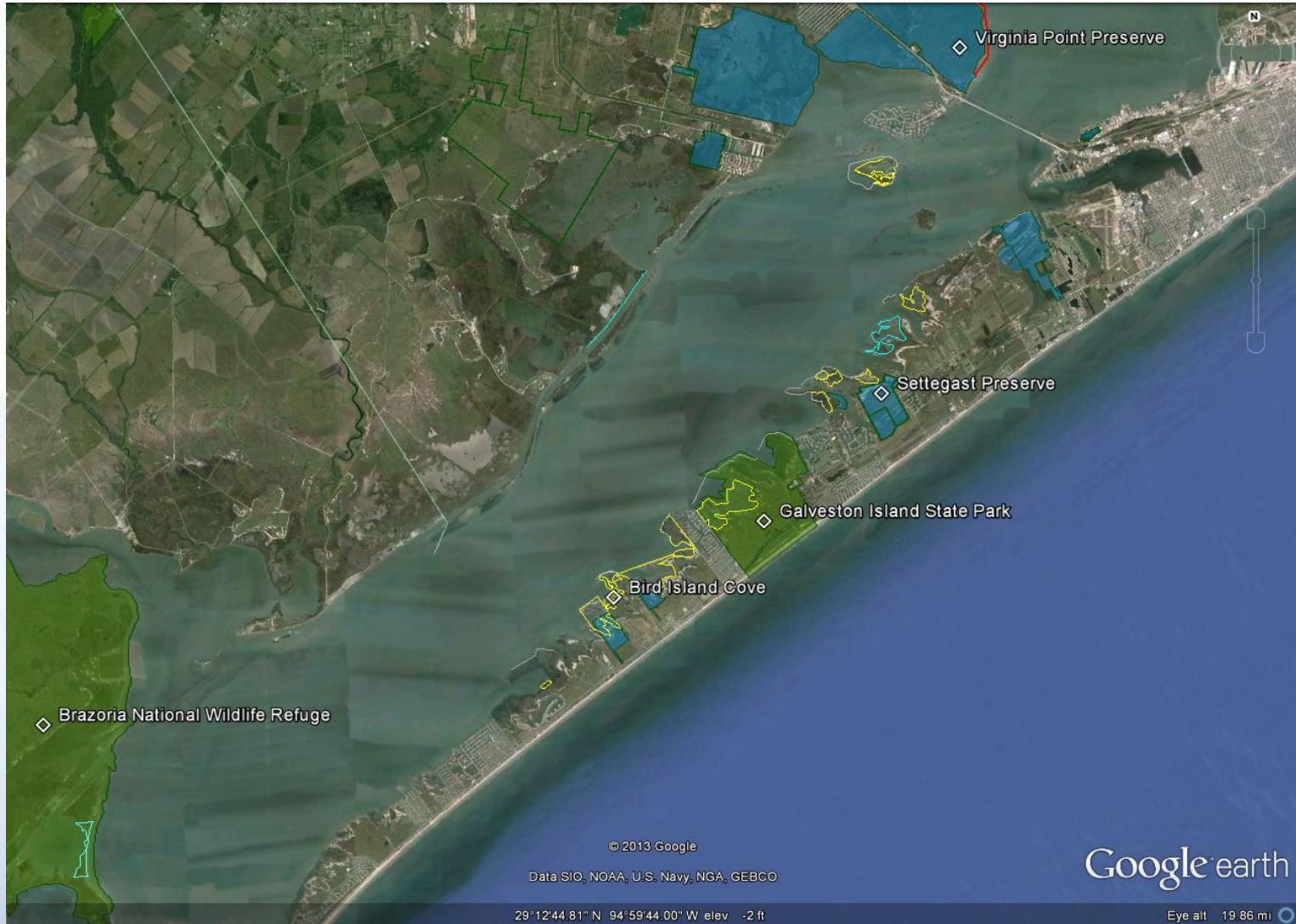
Photo Courtesy of Woody Woodrow, USFWS

Galveston Bay Partnership Conservation Accomplishments

- Protected and restored 24,218 acres of wetlands and coastal habitats
- Secured \$82.5 million in external contributions for habitat conservation
- West Galveston Bay a major focus of conservation activities



West Galveston Bay



North Deer Island Shoreline Protection



Photo Courtesy of Woody Woodrow, USFWS

Galveston Island State Park

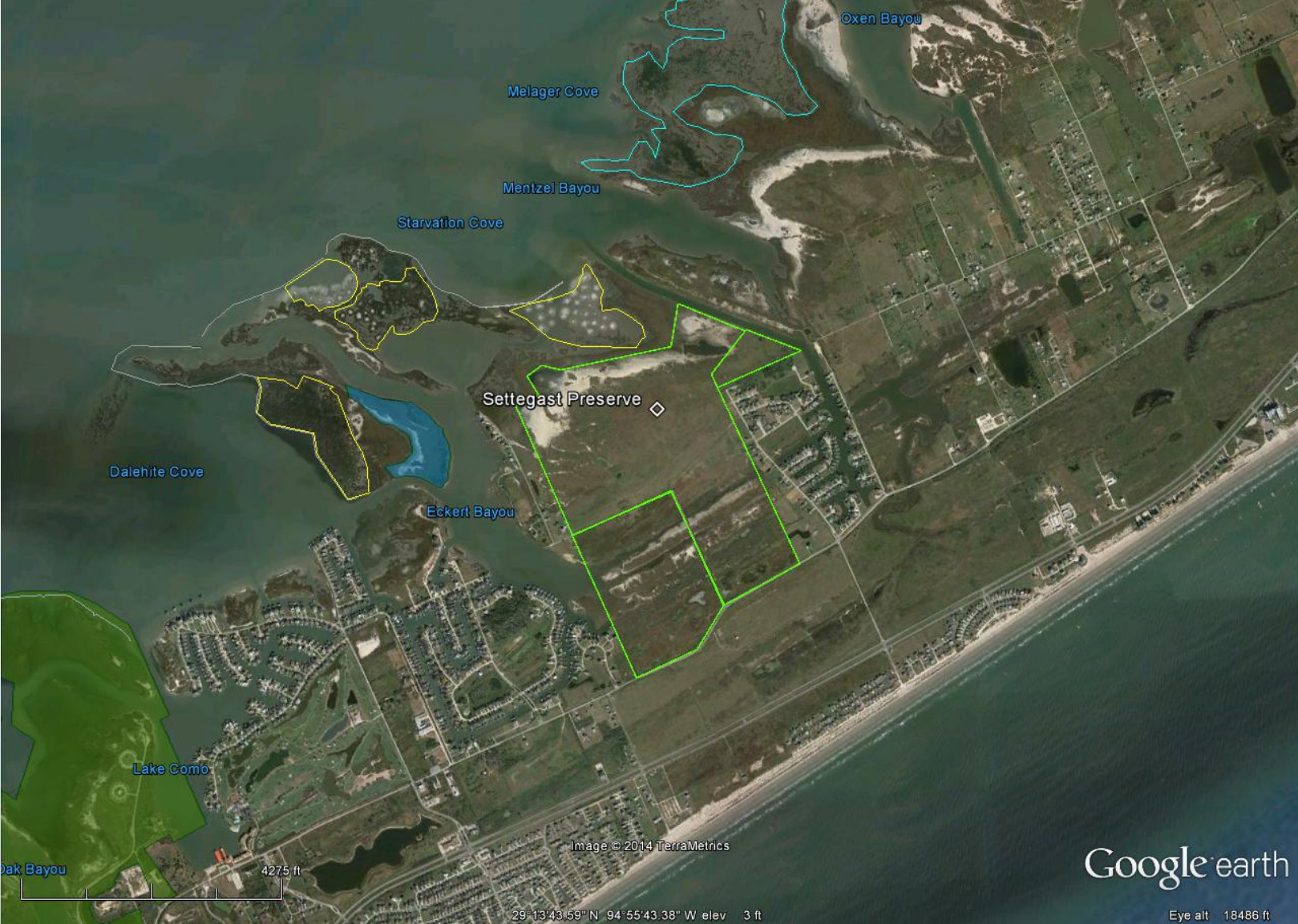


Galveston Island State Park - 2010



Carancahua Cove
August 2010

Settegast Coastal Heritage Preserve



West Bay Conservation Initiative

- West Bay Watershed covers 900,000 acres, is mostly undeveloped, land use is primarily agricultural
- The watershed is relatively pristine in terms of intact contiguous habitats, stream corridors, lack of urbanization, and water quality

West Bay Conservation Initiative

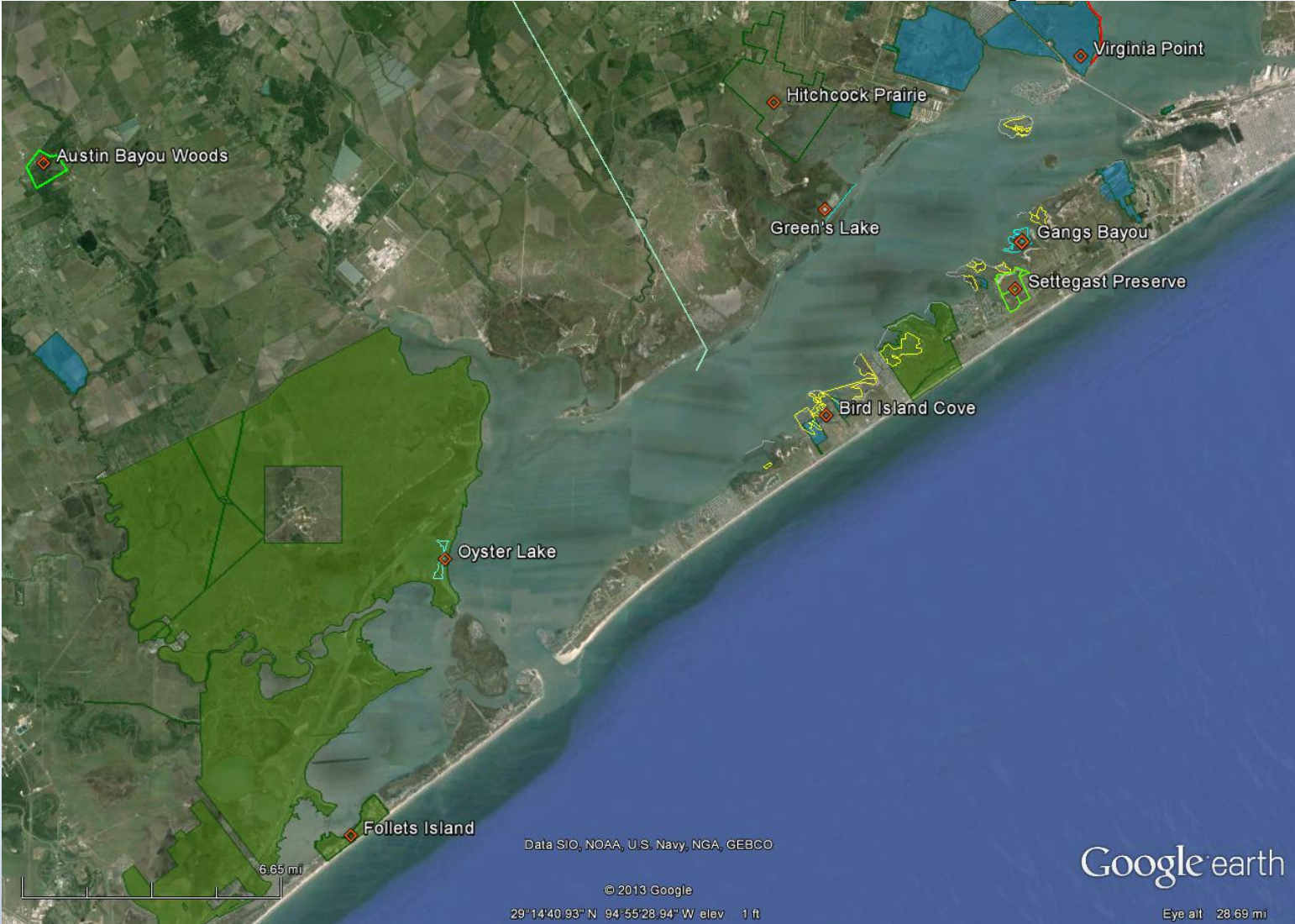
-Preserved Lands-

Approximately 10,000 acres of preserved habitat adjacent to West Bay, including:

- Galveston Island State Park
- Pierce Marsh
- Sweetwater Preserve
- SCENIC GALVESTON I-45 Corridor and Virginia Point Preserve
- McAllis Point
- Ostermayer Bayou
- Settegast Coastal Heritage Preserve
- Follets Island
- Savannah Oaks
- Bulanek Farms

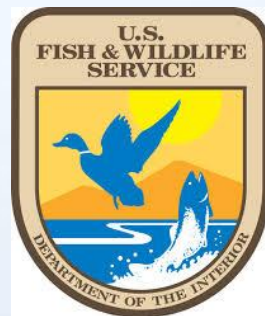
Actively seeking to secure additional remaining coastal natural areas, focusing on mainland part of watershed

Ongoing and Future Projects in West Galveston Bay



Partnerships

It's How It Gets Done



Back the Bay



A public outreach campaign that aims to build awareness, encourage support and improve the environmental quality of Galveston Bay.

Campaign Focus

Awareness, Support and Action ultimately lead to the overall goals of:

- Habitat preservation
- Water conservation
- Water quality



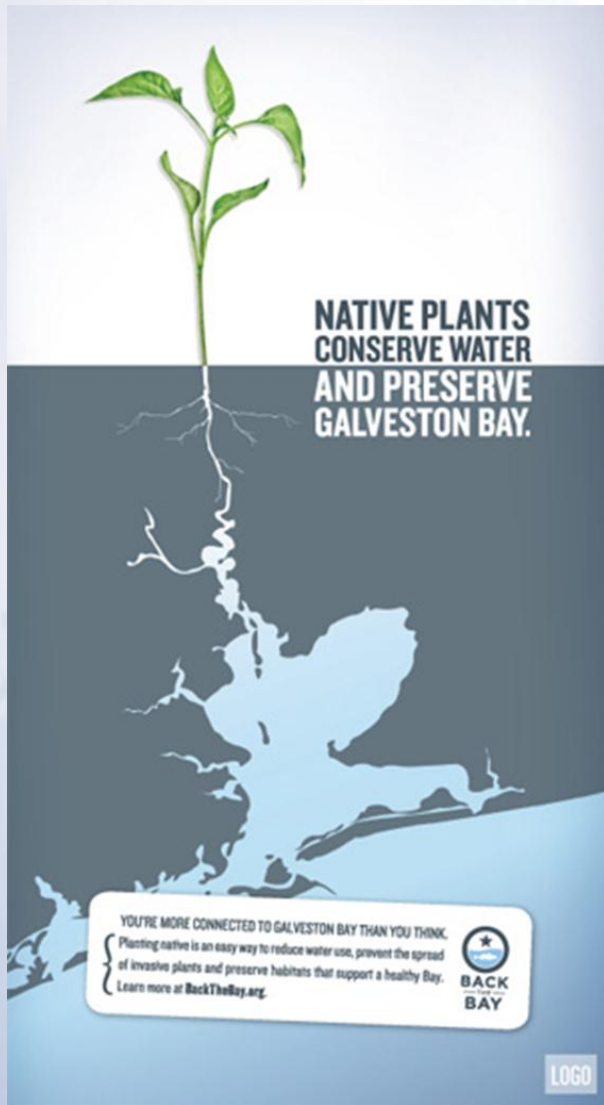
Back the Bay Initiatives

Comprehensive campaign including:

- Logo
- Advertising materials
- Campaign website
- Digital Partner Toolkit
- Community outreach
- Media relations
- Paid media




Water Conservation Ads



**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.



LOGO



CONSERVE WATER. 

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



CONSERVE WATER. 



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.



CONSERVE WATER. 

Back the Bay Billboard



RUNOFF

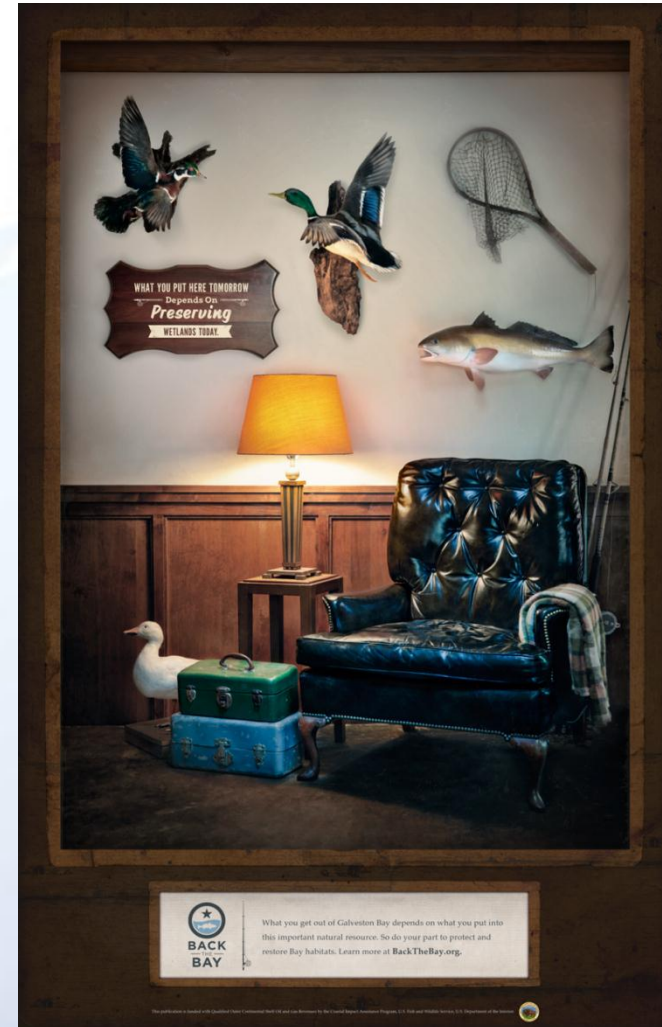
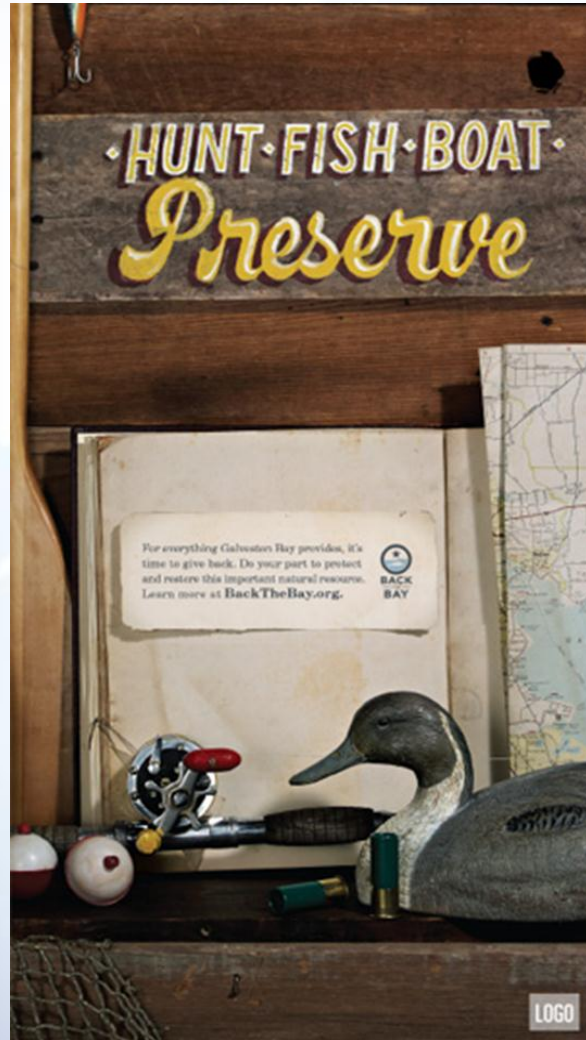
FROM YOUR HOUSE ENDS UP IN

GALVESTON BAY.



BACKTHEBAY.org

Habitat Preservation Ads



Outreach Booth



Partner Tools



**HUNT
FISH
BOAT
PRESERVE**



Partner Tools in Use

The screenshot shows the City of Pasadena website in a Firefox browser window. The address bar displays "www.ci.pasadena.tx.us". The page header includes "HOME SITEMAP CONTACT" and a navigation menu with "I want to... Business Residents Visitors Links". A search bar is located in the top right. The main content area features a large banner image of dragon boats with the text "The Dragon Boats" and "WELCOME TO PASADENA, TEXAS". A sidebar on the left lists various city services. Below the banner, there is a photo of three students with the caption "with an educational advantage." and a news section with two items: "Santa arrives in Pasadena to spread good cheer" and "City Christmas Tree lights up the night December 6".

Firefox

The City of Pasadena, Texas Official Web... +

www.ci.pasadena.tx.us

Google

HOME SITEMAP CONTACT

The Dragon Boats

I want to... Business Residents Visitors Links

SEARCH

WELCOME TO PASADENA, TEXAS

We have the kind of community, culture and government responsiveness that are attracting attention. **The Financial Times Ltd. American Cities of the Future awards recently placed Pasadena in two Top Ten categories.** Learn how our many advantages can help your business to [thrive!](#)

with an educational advantage.

know in one convenient download. [Here's your lucky Star.](#)

BACK TO THE BAY WE DO IT. LEARN HOW YOU CAN TOO

[Learn how you can, too.](#)

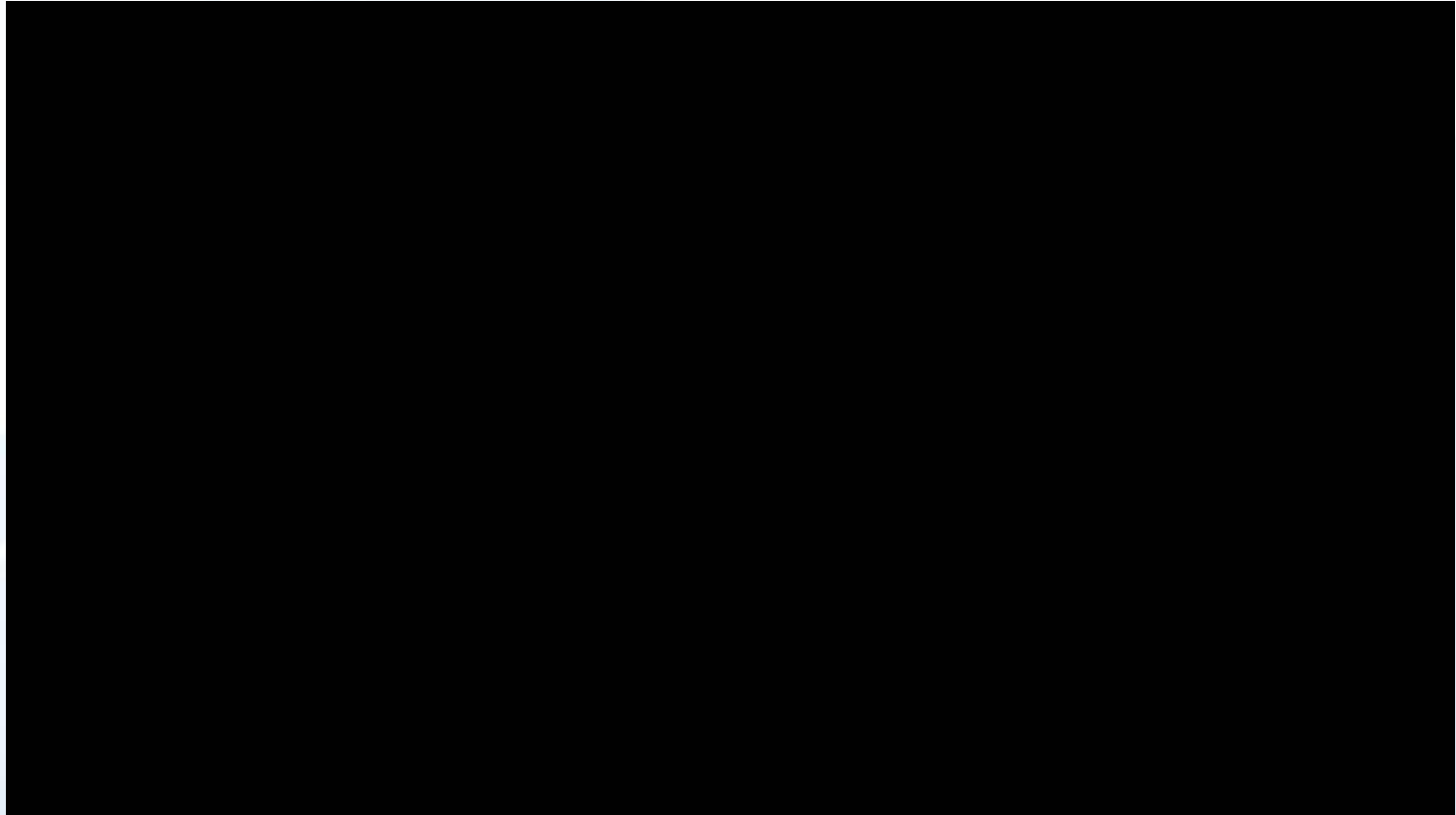
JULY - DECEMBER REC GUIDE
Our Parks & Recreation department's guide to upcoming events, activities and

- City Government
- Animal Services
- Community Development
- Community Relations
- Convention Center
- Economic Development
- Emergency Management
- Emergency Medical Services
- Events Calendar
- Financials / City Controller
- Fire Department
- Fire Marshal
- Health Department
- Human Resources
- Library
- Municipal Court
- Neighborhood Network
- Parks and Recreation

Santa arrives in Pasadena to spread good cheer
Everyone knows where Santa will be on Christmas Eve, but he'll also be in Pasadena several times between now and then! Come by and meet the jolly man at any of these events and you'll chase those cold weather blues away. Here is [Santa's schedule](#) for the next few weeks.

City Christmas Tree lights up the night December 6
The Annual Pasadena Christmas Tree Lighting event will brighten the night sky over Pasadena City Hall from 6:00 to 9:00 p.m. on [December 6](#), with Santa Claus and Mrs.

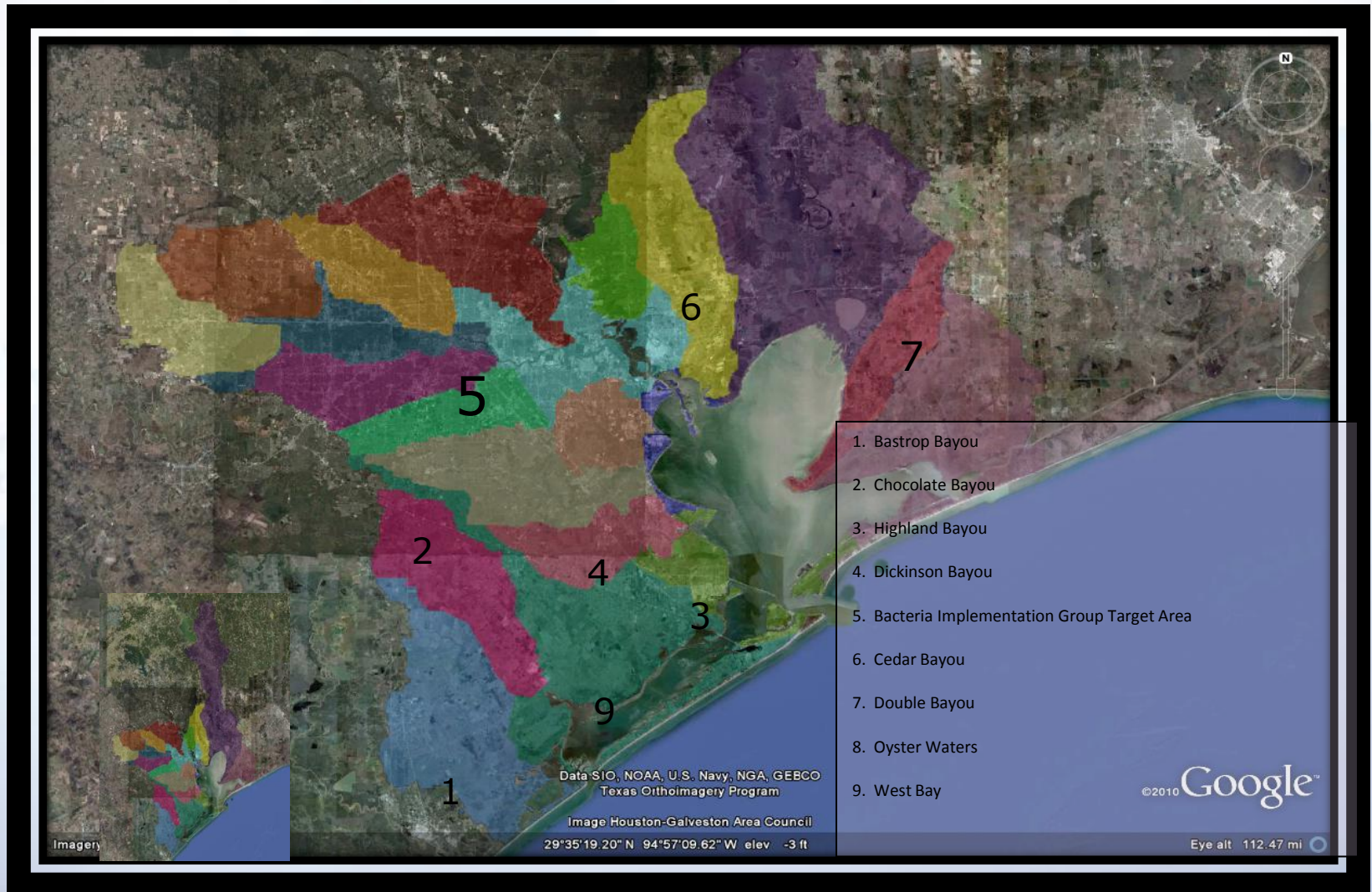
You're more connected than you think...



Partnering with Take Care of Texas

The screenshot shows a web browser window with the URL <http://backthebay.org/>. The browser's address bar also displays 'GBEP' and 'Back the Bay'. The website's navigation menu includes links for HOME, ABOUT, TIPS, MATERIALS, CAMPAIGN, and PARTNERS. The central logo features a star over a wave and the text 'BACK THE BAY'. Below the navigation, several partner logos are displayed: Galveston Bay Foundation, EPA (United States Environmental Protection Agency), TCEQ, City of Pasadena (EST. 1893), Artist Boat, and Take Care of Texas (TakeCareOfTexas.org). The Windows taskbar at the bottom shows the system tray with the date and time: 9:06 AM, 9/26/2013.

Watershed Protection Initiatives



Storm Water Wetland Program



Brays Bayou Storm Water Treatment Wetland



Preserving Galveston Bay for Generations to Come...



Visit TakeCareOfTexas.org to:



See resources and games for kids

Order FREE publications



Pledge to
Take Care of Texas



Find ways to do your part with online resources

Link to our YouTube, Facebook and Twitter



Thank You

TCEQ staff, you are part of GBEP more than you think!

Sarah P. Bernhardt, Ph.D.

Program Manager

(281) 486-1240

Sarah.Bernhardt@tceq.texas.gov

