



TASK 6: STAKEHOLDER PARTICIPATION & PUBLIC OUTREACH

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TASK 6: STAKEHOLDER PARTICIPATION & PUBLIC OUTREACH

Introduction

As directed in the Texas Clean Rivers Act and resultant Texas Administrative Code (TAC) rules, a truly comprehensive watershed assessment program must allow for the participation of stakeholders and other interested parties in development of water quality objectives and priorities for the basin, and Clean Rivers Program (CRP) as a whole. Stakeholder, as defined by the CRP, is any individual or entity that has a vested interest in the basin's waters, and includes the general public, institutions, government, industry, fee payers, and other interested parties. Stakeholder involvement in helping determine the direction of each basin's CRP activities is crucial and will be accomplished through the Steering Committee process, and other public participation, outreach, and education activities.

Basin Steering Committee

As stated in the TAC rules, Basin Planning Agencies must develop a public participation process to include a Basin Steering Committee that provides for meaningful input and comments by private citizens and organizations in the local watersheds. As one of the most important components of the CRP, the active participation of a strong CRP Steering Committee is also one of the best opportunities for expanding stakeholder participation.

Responsibilities & Goals

According to TAC rules, Basin Planning Agencies have the responsibility to organize and lead a basin-wide Steering Committee that serves as the focus of public input and assists with:

- creation of specific achievable water quality objectives and basin priorities
- review and development of work plans and allocation of resources
- review, development, and approval of major reports
- establishment of monitoring priorities, and review/development of monitoring plans
- identification of priority problem areas and development of actions to address these problems and pollutant sources

The CRP Long-Term Plan (LTP) (www.tceq.state.tx.us/assets/public/compliance/monops/crp/CRP-LongTermPlan06.pdf) establishes additional CRP goals to support and enhance public participation in **Objective 4: Inform and Engage Stakeholders**, as follows:

- a. Give stakeholders the opportunity to contribute their ideas and concerns through steering committee meetings, public meetings, and/or other forums
- b. Participate in public information and education activities to increase stakeholder involvement in the program and interest in water quality issues
- c. Communicate information on water quality issues to stakeholders so that priorities may be set considering local, regional, state, and federal needs
- d. Support stakeholders, volunteers, and other programs in addressing water quality issues
- e. Provide information requested by interested parties and disseminate information via the Internet



Involving Stakeholders

In each stage of planning, development, and implementation of watershed management activities, it is important to get support from relevant stakeholders...those who will make decisions, and those who will be affected by them. Inclusive processes increase awareness and understanding of issues and challenges, generate more data, help determine priorities, increase support for Basin Planning Agencies programs, and generally enhance the likelihood of success. Stakeholder knowledge of local conditions often provide the reality check for scientific efforts and help to define what's actually desirable and achievable. It is also important to make sure that the contributions of stakeholders are both recognized and used in some manner to aid the goals of the watershed program.

To help Basin Planning Agencies achieve these goals, the USEPA publication *Getting in Step: Engaging and Involving Stakeholders in Your Watershed* is being made available as a resource (see Exhibit 6A for an overview). The purpose of the guide is to provide tools to help effectively engage stakeholders in restoring and maintaining favorable environmental conditions through community support and cooperative action.

Membership Guidelines

To meet legislative requirements, it is a primary responsibility of each Basin Planning Agency to establish and maintain a diverse and representative basin-wide Steering Committee. To ensure that the different interests, concerns, and priorities of each watershed are addressed, TAC rules specify that Steering Committee will include stakeholder volunteers from across the basin representing:

- private citizens
- fee-payers [identified in Texas Water Code TWC 26.0135(h)]
- political subdivisions (including local, regional, and state officials)
- State Soil and Water Conservation Board
- other appropriate state agencies including:
 - Texas Parks and Wildlife Department
 - Texas Water Development Board
 - Texas General Land Office
 - Texas Department of State Health Services
 - Texas Department of Agriculture
 - Texas Railroad Commission
 - Texas Department of Transportation
- other entities interested in water quality matters including:
 - Texas Commission on Environmental Quality regional staff
 - business and industry
 - agriculture
 - environmental and other public interest groups.

Steering Committees should consist of volunteers who are committed to addressing the specified goals and responsibilities. Besides their own local and/or regional concerns, Steering Committee members should also be willing to consider and represent the interests of the entire basin. Because the general public is often the least well represented stakeholder group, special emphasis should be placed on engaging and recruiting private citizens to serve and/or attend committee meetings.

Although it may not be possible to consistently achieve the desired membership composition, committee volunteers must regularly be reviewed against the CRP guidelines to determine if reasonable representation is being maintained. To support this, at the beginning of each biennium, it is required that Basin Planning Agencies contact all Steering Committee members (by letter, fax, or e-mail) to promote and confirm their continued participation. If listed groups are not represented, efforts



should be made to recruit replacements before the next steering committee meeting. To ensure that the specified groups are represented, a list of all Steering Committee members and their affiliations will be submitted annually.

Recruitment

To maximize the potential for increasing participation, Basin Planning Agencies should take every opportunity to promote the CRP and the role of the Steering Committee. This would include using applicable CRP and Basin Planning Agency meetings, letters, e-mails, and/or questionnaire to introduce potential members to CRP and promote participation in the Steering Committee.

The Basin Planning Agency's Web site will also be used to promote involvement of new Steering Committee members. It is required that this site include easily accessible information about:

- Steering Committee's Goals and Responsibilities
- stakeholder's role
- how to get involved

Communication

It is recommended that some form of regular communication be established with Steering Committee members (and other interested stakeholders) in order to keep the members informed of ongoing basin activities. Ideally, this communication should occur on a quarterly basis. The communication could be accomplished using the group e-mail or list server posting, and/or mailed letter/newsletter. By encouraging feedback from recipients (e-mail, letter, phone call) this process could also contribute to project planning and Steering Committee Meeting agenda development.

Priority items to be considered for inclusion in Steering Committee communication:

- Proposed changes in basin priorities
- Work plan and resource allocation issues and development
- Basin water quality monitoring, assessment, coordination, and QA activities (including 305(b) Water Quality Inventory and Total Maximum Daily Load TMDL)
- Relevant CRP administration, funding and budget issues
- Announcements and agendas for upcoming CRP meetings

(Additional recommended items can be found under *Web Site Requirements* on page 6-10.)

Steering Committee Meetings

Steering Committees will meet publicly and should play an active role in development of the meeting agenda and promotion of stakeholder involvement. To ensure program priorities are met and stakeholder issues are addressed, Basin Planning Agencies should incorporate the following guidance into their Steering Committee Meeting planning process.

Meeting Planning

Who Should Be Invited?

Besides the designated Steering Committee members, efforts should be made to include additional stakeholder participation (using Steering Committee membership guidelines) to ensure the various interests of each basin and watershed are represented, invitations should also be sent to appropriate local, regional, and state officials, as well as Basin Planning Agency staff, executive officer(s) and

board members.

Scheduling

Each fiscal year, it is required that the CRP Basin Planning Agency conduct at least one Steering Committee meeting that addresses basin-wide issues. Due to the size and diversity of individual basins, and because meetings should be scheduled to address specific CRP objectives, it may be difficult for a single annual meeting to fully accomplish all meeting requirements. To meet the outlined goals and coordination requirements listed under *Agenda Topics* in this section, Basin Planning Agencies must carefully consider the timing of their Steering Committee, subcommittee, or other CRP public meetings.

To allow the Steering Committee to provide input towards water quality priorities, allocation of resources, monitoring coordination, and the *Basin Summary Report*, it is recommended that at least one meeting be scheduled to take place after the draft *Basin Summary (or Highlights) Report* is completed, and prior to the annual Coordinated Monitoring Meeting (early February thru mid-May). Taking these coordination requirements into consideration, Basin Planning Agencies should negotiate mutually agreeable Steering Committee meeting dates with their CRP Project Manager for inclusion in the work plan for this task.

To help accommodate Steering Committee meeting attendance, attempts should also be made to schedule convenient dates and times for meetings. Meeting times should allow for stakeholders traveling from other parts of the basin. Scheduling meeting after 5pm to potentially increase participation of the general public should also be considered.

The use of the pre- and post-meeting questionnaires, e-mails/list-servers, and/or the Basin Planning Agency Web site can be used to gather input from the Steering Committee and other stakeholders towards schedules that will help maximize participation.

Food & Refreshments

If a Basin Planning Agency determines that providing food or other refreshments at Basin Steering Committee meetings benefits CRP goals and meet Uniform Grant Management Standards (UGMS) requirements, a reasonable expenditure of CRP funds for these items would be allowable with pre-approval of the CRP Project Manager. UGMS requirements specify that "Costs of meetings where the primary purpose is the determination of technical information, including meals, transportation, and rental of the meeting facilities, and other incidental costs are allowable." Alcoholic beverages are not allowable.

To help ensure costs are reasonable, necessary, and allowable, Basin Planning Agencies should submit any proposals for food/refreshments expenditures to their CRP Project Manager well in advance of the meeting to allow adequate time for review and discussion.

Meeting Announcements

To provide adequate notice of upcoming Steering Committee meetings, it is required that Basin Planning Agencies announce meeting dates and distribute a final meeting announcement (with proposed agenda) at least 30 days prior to the meeting by use of:

- written invitations/announcements (including e-mail, fax, or list-server)
- Basin Planning Agency's Web site
- public posting notification and/or press releases provided to local newspapers.

Meeting announcements and/or press releases should also be made available to other local media



including TV and radio stations for possible publication or broadcast.

Agenda Preparation

Pre-meeting Questionnaire

It is required that Basin Planning Agencies develop and distribute (via mail, e-mail, or fax) to all Steering Committee members and other interested stakeholders, a pre-meeting questionnaire to solicit input/feedback towards meeting agenda development. The questionnaire will include a draft agenda with options for recipients to submit comments, questions, and/or add additional agenda items for consideration. For a suggested outline see the *Draft Agenda & Pre-meeting Questionnaire* (Exhibit 6B).

Since some items identified in the questionnaire may require additional planning, research, and/or identification of subject matter experts, it is required that the questionnaires be sent out a minimum of 60 days in advance of the meeting. This will allow time for return of the questionnaires and for revision of the agenda to meet the 30 day deadline for distribution of the required final Meeting Announcement.

Contact information collected in the questionnaire can also be used to develop an e-mail or list server group that can be used for distribution of the final meeting/agenda announcement as well as for future communication, questionnaires, announcements, and agendas.

Agenda Topics

Priority items identified in the TAC rules that require assistance of the Steering Committee for development and review include:

- **Water Quality Objectives and Priorities** - Development of new basin priorities
- **Basin Summary Report**- Review, suggestions for modification, and approval of the draft Basin Summary Report(s) prior to publication
- **Work Plans and Allocation of Resources** - Operation and effectiveness of the CRP work plan, and the adequacy, use, and allocation of the program's costs and funds
- **Basin Water Quality Monitoring Assessment and Coordination** - Operation and effectiveness of the basin's watershed monitoring and assessment program (including review of the coordinated basin monitoring schedule)
- **Public Participation Process** - Strategies for increasing involvement of private citizens and organizations and for providing forums for contribution of ideas and concerns

Additional items that should to be addressed during Steering Committee Meetings on at least an annual basis:

- Overview of the CRP (including its goals and how the program is funded)
- Recent Basin Planning Agency accomplishments achieved through CRP support
- Status of current basin water quality objectives and priorities
- Status and/or impacts of current monitoring activities
- Identification, selection, and status of special study projects
- Identification of nonpoint source (NPS) problems, and review/approval of strategies and proposals for addressing NPS problems and/or implementing 319(h) grants projects
- Recognition of efforts by Steering Committee, stakeholders, volunteers, and others

Along with the priority agenda topics, Steering Committee Meetings will also include any additional



topics that have been identified to be of significant interest to stakeholders. Past topics which have furthered stakeholder participation include discussion of on-site wastewater and other NPS pollution issues, illegal dumping, specific basin problem areas, agricultural issues, and clean-up efforts. To provide for additional viewpoints or expertise, Basin Planning Agencies will also seek out subject matter experts to present on applicable topics.

In order to meet these requirements, it is important that the Basin Planning Agencies provide (prior to the meeting) Steering Committee members with all the necessary draft reports, summaries, work plans, Special Studies, monitoring schedules, and other items to be discussed.

For a list of required agenda topics, see the *Draft Agenda & Pre-meeting Questionnaire* (Exhibit 6B).

Post- Meeting Follow-up

It may also be useful to distribute a meeting evaluation at the end of the meeting to determine if stakeholders needs and concerns have been adequately addressed. Information from the evaluation should be incorporated into subsequent Steering Committee Meetings.

After each Steering Committee or Subcommittee Meeting, the Basin Planning Agency also has responsibility for ensuring that:

- all stakeholder input and comments, decisions, and any other meeting accomplishments reached are appropriately addressed
- subcommittee meetings are scheduled
- meeting minutes are posted to the Web site

Subcommittee Workgroups

A meeting called for a relatively narrow and specific purpose (such as development of a basin monitoring schedule or a NPS grant proposal) would not be considered a formal Steering Committee meeting. However, for certain activities designated as priorities by the Steering Committee, it may be more efficient to create smaller subcommittee workgroups with the responsibility for further planning, development, and implementation.

In establishing a subcommittee workgroup, the Steering Committee should attempt to bring together the most appropriate skills and resources available to advance projects. Projects which could benefit from the subcommittee process include planning and development of:

- basin monitoring priorities and assessment plans
- NPS water pollution strategies and grant proposals
- special studies
- stakeholder participation and public outreach activities

Public Participation & Outreach

Goals & Responsibilities

The CRP Long-term Plan (LTP) **Objective 4: Inform and Engage Stakeholder** identifies public participation, outreach, and education as primary program goals. To achieve this, Basin Planning Agencies, with Steering Committee input, will develop work plan tasks describing specific efforts that



contribute to the following goals:

- Participate in public information and education activities to increase stakeholder involvement in the program and interest in water quality issues.
- Communicate information on water quality issues to stakeholders so that priorities may be set considering local, regional, state, and federal needs.
- Support stakeholders, volunteers, and other programs in addressing water quality issues.
- Provide information requested by interested parties and disseminate information via the Internet.

Basin Planning Agencies may want to consider obtaining assistance with certain activities from an advertising, public relations, marketing firm, or other consultants.

Communicate information on water quality issues to stakeholders so that priorities may be set considering local, regional, state, and federal needs: Through the planning and implementation of CRP activities, Basin Planning Agencies should take every opportunity to promote CRP and the role of the Steering Committee as a forum for citizen input and involvement in water quality management issues and decisions. These opportunities should be used to communicate:

- the scope of the program
- watershed issues and resulting priorities
- accomplishments achieved by the Basin Planning Agency with CRP support

Participate in public information and education activities to increase stakeholder involvement in the program and interest in water quality issues: The Basin Planning Agency should work to increase public awareness and interest, and enhance public participation in setting and implementing basin priorities. Opportunities for participation in CRP that support overall program goals and priorities including local water quality and water resource issues include:

- public meetings, presentations, booths
- distribution of applicable educational materials, curriculum, and videos
- development and/or distribution of fact sheets or newsletters
- news releases, public service announcements, and advertisements (newspapers, magazines, radio, TV, billboards)
- toll free hot lines, e-mail groups, and email list servers
- other appropriate activities to draw public interest

CRP funds cannot be used for the funding of clean-up projects without pre-approval of the CRP Project Manager. With prior approval, funds may also be applied to associated staff time, supplies, landfill fees, public notices, advertising or promotional materials, and other costs associated with the above activities.

Provide information requested and disseminate information via the Internet: An important communication and outreach goal of the CRP is the dissemination of information. To support this goal Basin Planning Agencies will:

- Provide reports to stakeholders as required, and to other interested parties upon request
- Provide water quality data and other information to interested parties upon request
- Maintain an **Internet Web site** that includes key information, announcements, reports, data, and other information as outlined in this guidance



Support stakeholders, volunteers, and other programs in addressing water quality issues: A proactive approach with stakeholders and volunteers can help build and support new attitudes, generate interest, and promote possible solutions to water quality problems. Suggestions for activities include:

- community action projects, including clean-up events, collection/disposal of hazardous household or agricultural products, watershed surveys, and storm drain stenciling
- public meetings
- volunteer environmental monitoring projects

A Basin Planning Agency can choose to implement a volunteer monitoring program based on their own pre-determined set of guidelines, or it can choose to implement activities supported by the **Texas Watch Volunteer Monitoring Program** (as outlined in a subsequent section of this guidance).

A Guide for Conducting Watershed Outreach Campaigns

Because CRP requires the cooperation of the public to meet its legislative obligations, making the stakeholders aware of the issues, educating them about what needs to be done, and motivating them to take action will help Basin Planning Agencies meet CRP and other water quality objectives.

To help Basin Planning Agencies accomplish this, the USEPA publication *Getting In Step: A Guide for Conducting Watershed Outreach Campaigns* is recommended as a resource (see Exhibit 6C for an overview). The guide provides the tools needed to develop and implement an effective outreach campaign as part of a regional or local water quality improvement effort. Whether developing a watershed management plan to restore impaired waters or protecting your local water resources for the future, this guide will help in understanding the importance of reaching out and motivating stakeholders. The guide will also help with understanding the audiences in your watershed, creating messages that resonate with them, and finding appropriate ways to communicate.

Getting In Step provides the overall framework for developing and implementing your outreach campaign in concert with an overall water quality improvement effort. It presents the outreach process as discrete steps, with each step building on the previous ones. The steps are as follows:

- Define the driving forces, goals, and objectives
- Identify and analyze the target audience
- Create the message
- Package the message
- Distribute the message
- Evaluate the outreach campaign

Basin Planning Agency Web Site

Basin Planning Agency Web sites have been established to disseminate information more effectively and to enhance the ability of the public to gain access to detailed information regarding CRP activities. The TCEQ considers this form of communication a very important tool for increasing stakeholder and public awareness and improving involvement in the CRP. During the upcoming biennium, the Basin Planning Agencies will continue to update and improve their Web sites.

Web Site Requirements

To meet CRP goals, it is required that Basin Planning Agency Web sites include the following items and information:

- Description and explanation of CRP, the Basin Planning Agency, program goals, and the



planning process to include:

- basin specific priorities developed from stakeholder input
- description and promotion of the Steering Committee process, roles for stakeholders, and how to get involved
- Steering Committee and public meeting minutes

Announcements and calendar of events to include:

- Steering Committee and other public meeting announcements and agendas
- special study/project activities
- public outreach, volunteer monitoring, and other relevant events and activities

Contact Information for Basin Planning Agency to include:

- e-mail address
- telephone number(s)
- mailing address
- physical address

Links to outside resources to include:

- TCEQ Clean Rivers Program
- Other CRP Partners
- Texas Watch Volunteer Environmental Monitoring and Education Program

Additional Recommended Items

Additional items that are recommended for inclusion on the Basin Planning Agency's Web site to promote public participation and increase public access to water quality information include:

- Recent Basin Planning Agency / CRP accomplishments
- Recognition of efforts by Steering Committee, volunteers, or other stakeholders
- Status and/or impacts of current/potential Special Studies and NPS projects
- Current public participation, outreach, and volunteer monitoring activities
- Basin Highlights & Basin Summary Report status
- Newsletters and fact sheets
- Educational materials
- Types of information and outreach assistance available
- Steering Committee member list (no addresses or contact information)

Web Site Work Plan Deliverables Summary

The following is a summary of the required work plan deliverables for all Tasks in the FY 2008-09 CRP Guidance that must be included on the Basin Planning Agency's Web site (the deliverables are also listed under the individual Tasks where the specific requirements are referenced):

Task 2: Project Planning and Quality Assurance

- ▶ Complete Quality Assurance Project Plan (pdf document) OR:
- ▶ Monitoring/Project Objectives
- ▶ Measurement Performance Specifications (Table A7.1)
- ▶ Special Study Appendices

**Task 3: Water Quality Monitoring**

- ▶ Special Study Reports
- ▶ Link to CRP Coordinated Monitoring Schedule (<http://cms.lcra.org>)

Task 4: Data Management

- ▶ Water Quality Monitoring Data OR:
- ▶ Link to TCEQ Public Water Quality Data Viewer

Task 5: Data Analysis and Reporting

- ▶ Basin Highlights Report (with archived reports for the last five years)
- ▶ Basin Summary Report (at a minimum: Executive Summary & maps)

Task 6: Stakeholder Participation and Public Outreach

- ▶ Announcements and agendas of Steering Committee and CRP public meetings
- ▶ Steering Committee and other CRP public meeting minutes or summaries

Task 7: Special Projects

- ▶ Special Studies and/or Project Reports

Updates & Postings to the Web Site

The Web site will be reviewed on a quarterly basis to ensure that information and announcements remain current and relevant. It is required that Basin Planning Agencies also include summaries and/or copies of significant revisions to the Web site with the corresponding quarterly Progress Report.

Deliverables required to be posted to the Web site will follow the due dates indicated in the individual work plans. Posting dates for certain reports and project plans that are based on completion of the document or meeting should be negotiated with the CRP Project Manager and are required to be posted no later than 45-60 days after approval by the TCEQ. Certain CRP meeting announcements will require negotiation of posting dates with the CRP Project Manager to ensure the 30 day announcement deadline is met.

Texas Watch Volunteer Environmental Monitoring & Education Program

Monitoring of local water bodies by citizen volunteers is an excellent way to meet many of of the goals and responsibilities identified under **Objective 4: Inform and Engage Stakeholder**. Volunteer monitoring activities can be used by the Basin Planning Agency to:

- Educate citizens about water quality, NPS pollution, and watershed management issues
- Enhance public participation in setting and implementing basin priorities
- Collect water quality data for planning purposes
- Collect water quality data for assessment (under the Basin Planning Agency's QAPP)

A Basin Planning Agency can choose to implement a volunteer monitoring program based on their



own pre-determined set of guidelines, or it can choose to implement activities supported by the **Texas Watch Volunteer Monitoring Program**.

Participation in Texas Watch

The Texas Watch program can serve as a resource for a variety of outreach resources and training materials. Through a partnership with TCEQ, USEPA, and Texas State University, the Texas Watch program supports NPS and other environmental education activities and volunteer monitoring data collection programs throughout the state. Texas Watch also provides assistance to participating partners, and develops, promotes, and maintains environmental education activities including:

- Water Quality Monitoring Training
- NPS Environmental Education Presentations
- Environmental Education Curriculum, Teaching Aids, and Other Materials
- Watershed Protection & NPS Education Workshops
- Community Action / Watershed Protection Projects
- Volunteer Database and Data Viewer
- Web Site / Newsletter / Toll Free Information Line
- Partner Coordination & Development
- EPA approved QAPP

Texas Watch Program Goals and Activities (Exhibit 6D) provides more specifics about Texas Watch priorities that could benefit Basin Planning Agencies. Additional information can be obtained by contacting Texas Watch directly. Basin Planning Agencies that choose to implement volunteer monitoring should determine the appropriate methods and focus for these activities in their basins.

Volunteer Data Collection

As it relates to CRP, the collection of volunteer water quality data is considered to be an educational activity used to promote or enhance public awareness of water quality issues and involvement in CRP goals. To support this, the Texas Watch EPA approved QAPP limits the designated use for volunteer data to education and research, problem identification, local decision-making, and planning purposes, including screening and baseline development.

If a Basin Planning Agency decides to include volunteer data for submittal to TCEQ under their CRP QAPP, the monitoring effort would continue to also be considered an education and public participation activity under this task. But, for any volunteer data to be included under the Basin Planning Agency's CRP QAPP, the appropriate requirements must be addressed under the corresponding tasks in the Basin Planning Agency's work plan and CRP QAPP. The TCEQ has already established Texas Watch assessment specific QAPP guidelines that can be adapted by Basin Planning Agencies interested in adding volunteer data collection efforts to their CRP monitoring programs. Following the Texas Watch QAPP assessment guidelines will ensure that TCEQ recommended training, record keeping, and data collection protocols are followed.

Texas Watch Coordination with CRP

In support of the CRP's public participation process, the Texas Watch work plan emphasizes the important role volunteers and partners can play as stakeholders in the CRP public input and Basin Steering Committee process. Texas Watch will also encourage ongoing volunteer data collection as a valuable component in support of baseline development, local decision making, and watershed planning activities at the basin level. Additionally, an explanation of the CRP, its goals and objectives, the Steering Committee process, and contact information for all Basin Planning Agencies is incorporated into all Texas Watch outreach tasks and materials.



Volunteer Monitoring & Data Summary Reports

As part of this effort Texas Watch can also coordinate with Basin Planning Agencies to provide summary reports of monitoring activities and available volunteer data to the Basin Planning Agencies and their Steering Committees. The intent of the reports will be to facilitate communication and encourage participation of stakeholders while providing additional data and supporting information that can contribute to evaluation of the basin's water quality.

Activity reports to include volunteer monitoring site locations, and schedules of known monitoring training events/activities, and contact information for groups in the basin will be made available on a quarterly basis.

Volunteer Data Summary Reports can also be provided upon request. These annual reports will be designed to serve as an enhancement of the information used by Basin Planning Agencies and their Steering Committees for:

- creation of specific achievable water quality objectives and basin priorities
- establishing monitoring priorities, and review and developing of monitoring plans
- identification of priority problem areas and development of actions to address these problems and pollutant sources

Texas Watch may compile and distribute volunteer data summary reports for basin, segments, or sites identified by volunteers, partners, Basin Planning Agencies, with priority given to TCEQ areas of interest or concern. The summary reports will be submitted to the respective basin volunteers, partners, and Basin Planning Agencies, as well as the TCEQ CRP and SWQM Programs.

For sites where sufficient data are available, the summary report will include analysis following TCEQ assessment strategies using a five-year historical review. The analysis may also include general statistics, graphs of pertinent data, designated use comparison, and percent exceedances. For volunteer sites with limited data, or where data do not indicate potential water quality issues, the report will include active/inactive site information, available data, and designated use comparisons.

Partner Activity Reports

Because Texas Watch is primarily funded through federal 319(h) NPS implementation grants, a 40% local match is required. This match requirement is fulfilled primarily by documenting in-kind activities performed by partners and volunteers. To document these activities, each quarter Texas Watch will distribute a *Texas Watch Partner Activity Report* (Exhibit 6E) to all participating partners. This report requests an accounting of partner and volunteer activities that qualify for use as in-kind match (activities that are supported by other federal funding sources do not qualify).

Basin Planning Agencies that participate in Texas Watch related activities should complete as much of the form as possible. However, if there are time constraints on completing this paperwork, TCEQ requests that priority be given to: (1) training session information; (2) coordinator's time; (3) related supply purchases. This will help ensure that the most significant in-kind dollar amounts are captured.

Copies of Partner Activity Reports will be included with respective Quarterly Progress Reports.



Exhibit 6A

***Getting in Step:* Engaging and Involving Stakeholders in Your Watershed**





EXHIBIT 6A

Getting in Step: Engaging and Involving Stakeholders in Your Watershed

This publication was prepared by Tetra Tech, Inc., under contract 68-C-99-249 to the U.S. Environmental Protection Agency. Complete copies of this and other USEPA outreach materials be obtained at: <http://www.epa.gov/owow/watershed/outreach/documents>.

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**Exhibit 6A contd.****Why involve stakeholders?**

Whatever the reason for conducting watershed management activities, stakeholders can help. Inclusive processes increase awareness and understanding of issues and challenges, generate more data, help determine priorities, increase support for remediation programs, and generally enhance the likelihood of success. Stakeholder processes often provide the reality check for scientific efforts: they seek to synthesize ecological, technical, social, cultural, political, and economic concerns through a process that helps to define what's actually doable.

If you're responsible for developing and implementing a watershed management program, you need support from relevant stakeholders...those who will make decisions, those who will be affected by them, and those who can stop the process if they disagree.

Over the past 20 years, watershed managers have found a lot to like about involving interested parties in their work. Involving stakeholders:

- Builds trust and support for the process and product
- Shares responsibility for decisions or actions
- Creates solutions more likely to be adopted
- Leads to better, more cost-effective solutions
- Forges stronger working relationships
- Enhances communication and coordination of resources

It is important to note that public involvement processes can greatly enhance watershed management efforts, but they can't override laws and regulations enacted by elected officials and public agencies. In fact, stakeholder processes are used most often to support and complement legally required actions such as achieving water quality standards, protecting drinking water supplies, restoring habitat, and generally making the nation's waters fishable and swimmable.

Another important aspect of stakeholder involvement is utility. If you convene a group and don't somehow include their input in the process or product, they'll likely wonder why they wasted their time with you. Make sure that the contributions of stakeholders are both recognized and used in some manner to aid the goals of the watershed program.

Involving stakeholders throughout the watershed planning process

Stakeholders need to be involved at each stage of the watershed planning process. Their knowledge of local social, economic, political, and ecological conditions provides the yardstick against which proposed solutions must be measured. Also, the goals, problems, and remediation strategies generated by stakeholders define what's desirable and achievable. Weaving stakeholder input, legal requirements, and resource protection strategies into an integrated tapestry for managing surface water and groundwater resources is what the watershed approach is all about.

Using outreach to strengthen stakeholder efforts

Once you have identified your internal goals and objectives and developed a preliminary stakeholder framework, you need to start conducting outreach and education activities. If people are expected to exhibit concern over a water resource, gather and process assessment information, and support preservation or restoration proposals, they must be engaged through a planned, long-term outreach program.

**Exhibit 6A contd.**

Outreach is a process that involves communicating information to an audience and getting a response from that audience. How you communicate the information (fact sheets, news articles, watershed festivals, web site, etc.) will depend on the audience, the message you're trying to deliver, and your budget.

Inviting the stakeholders to participate

Once you've developed a list of stakeholders, invite them to participate in writing. To increase the chances of participation, tailor each letter with the reasons why they need to be involved in the project. For example, if you're trying to get representation from the building community, you might want to highlight the fact that no one from the building community is involved with the planning process.

Follow up your letter with a personal phone call to answer any questions and confirm their participation. Be prepared for resistance. If the potential stakeholders say they can't participate in the kickoff meeting, make sure you send them any information that comes out of the meeting and ask if there is someone from their organization who could attend in their place.

Top 12 tips to move the Stakeholder process forward:

1. **Involve stakeholders as soon as possible.** Nothing can derail the process faster than asking for input after a decision has already been made.
2. **Be honest.** Lay all of your cards on the table at the beginning. It's OK not to have the answers, but it's not OK to mislead the group.
3. **Listen.** Often we are so focused on how we are going to respond to what is being said, that we miss what's being said altogether.
4. **Communicate clearly and often.** Clear and frequent communication is essential. Do not assume your stakeholders understand all the issues and processes.
5. **Recognize differences early on.** It's OK to disagree. If you try to ignore conflict or make people think they're one big happy family (when they know they're not), you lose credibility.
6. **Don't leave out stakeholders because they're difficult.** Inviting those expressing opposition may cause initial discomfort, but they'll likely bring energy and new perspectives to the process.
7. **Focus on their issues.** People will bring their own concerns and issues to the process. Instead of focusing on how you're going to meet your internal goals, concentrate on meeting their needs.
8. **Establish mini-milestones.** Because stakeholder processes tend to be long and drawn out, it is important to achieve and build upon small successes to keep the group energized and motivated.
9. **Commit the resources needed to achieve your objectives.** Make sure the needed resources will be available, but don't select activities that you know you won't be able to afford to implement.



Exhibit 6A contd.

- 10. Call a meeting only when necessary.** Think long and hard before asking stakeholders to take time out of their schedules. Try to communicate information through flyers, e-mail, or web site.
- 11. Give feedback and praise.** Give feedback to the group to show them how their efforts are moving the process forward. Recognize key activities and participation by the stakeholders.
- 12. Make it fun.** Although you're dealing with serious issues, that doesn't mean you can't have fun.



Exhibit 6B

**Steering Committee Draft Agenda
&
Pre-Meeting Questionnaire**





EXHIBIT 6B

STEERING COMMITTEE DRAFT AGENDA & PRE-MEETING QUESTIONNAIRE

Basin Planning Agency Name
Draft Steering Committee Agenda
Time / Date
Location

Welcome & Introductions

- ▶ Brief overview of the CRP (including goals and funding)
- ▶ Recent Basin Planning Agency accomplishments achieved through CRP support
- ▶ Recognition of efforts by Steering Committee, stakeholders, volunteers, and others

Priority items requiring assistance of the Steering Committee for development and review:

- ▶ Water Quality Objectives and Priorities - Review and status of existing objectives, and recommendations for new basin priorities
- ▶ Basin Summary Report (as needed) - Review, suggestions for modification, and approval of draft report
- ▶ Work Plans & Allocation of Resources - Review, and discussion of the CRP work plan and budget
- ▶ Basin Water Quality Monitoring Assessment and Coordination - Review and discussion of current basin monitoring activities (including coordinated monitoring schedule) and recommendations for changes
- ▶ Stakeholder Participation & Public Outreach - Review of current activities and discussion of strategies for increasing involvement of private citizens in watershed management issues

Other items to be addressed:

- ▶ Status (and or identification/selection) of special study projects
- ▶ Identification, review and/or approval of strategies for addressing NPS issues (or implementing 319(h) grants projects)
- ▶ Additional topics (that have been identified to be of interest to stakeholders)



PRE-MEETING QUESTIONNAIRE

The *Basin Planning Agency* requests your assistance:

In preparation of the agenda for the upcoming Steering Committee Meeting, please review the attached draft agenda, and list below (or on back of the questionnaire or separate sheet) any additional items, topics, or questions that you would like to have included or answered. Please return this questionnaire as soon as possible to the address provided. The final meeting agenda will be posted on our web site at (*web site address*) at least 30 days prior to the scheduled meeting date.

Additional Steering Committee agenda items to be included, or questions to be answered:

- 1.
- 2.
- 3.
- 4.

To facilitate future communication please provide the following contact information:

Name:

Address:

Phone #: _____ FAX #: _____

E-mail address :

Please send future announcements via: ___Mail ___E-mail ___FAX

If you have questions or need additional information about this meeting please contact:
(*Basin Planning Agency contact name, phone number, e-mail address*).



Exhibit 6C

***Getting In Step:* A Guide for Conducting Watershed Outreach Campaigns**



EXHIBIT 6C

Getting In Step: **A Guide for Conducting Watershed Outreach Campaigns**

This publication was prepared by Tetra Tech, Inc., under a contract with the U.S. Environmental Protection Agency (EPA). This publication is a product of the Information Transfer and Outreach Workgroup established by the State–EPA Nonpoint Source Management Partnership. Complete copies of this and other EPA outreach materials be obtained at:
<http://www.epa.gov/owow/watershed/outreach/documents>.

The purpose of this guide is to provide the tools needed to develop and implement an effective outreach campaign as part of a state or local water quality improvement effort. Whether you're charged with developing a watershed management plan to restore impaired waters or protecting your local water resources for the future, this guide will help you understand the importance of reaching out to people and motivating them to act. It will help you understand the audiences in your watershed, create messages that resonate with them, and find appropriate ways to communicate your message.

The guide will also provide new information on how to incorporate social marketing techniques into your campaign to generate sustainable behavior changes that will protect water quality. The guide will teach you how to listen to the needs of your audience rather than just blindly handing out fact sheets or reports that sit on shelves and collect dust. It will show you the important roles that audience research and program evaluation play in changing personal behavior. The step-by-step approach in this guide will help you to determine the most effective vehicle to reach the target audience.

As a companion to the guide, EPA and the Utah Department of Agriculture and Food have jointly developed a how-to video called *Getting In Step: A Video Guide for Conducting Watershed Outreach Campaigns*. This 35-minute video provides background on the six steps for conducting an environmental outreach campaign and includes four in-depth case studies that showcase successful local outreach programs from across the country.

In addition to the outreach guide and video, EPA recently published a new guide on stakeholder involvement. *Getting in Step: Engaging and Involving Stakeholders in Your Watershed* was released in February 2003. The Stakeholder Guide features information on how to generate interest and participation in watershed assessment, planning, and management(see *Appendix A*).





Exhibit 6D

Texas Watch Volunteer Monitoring and Education Program Goals & Objectives





EXHIBIT 6D

TEXAS WATCH PROGRAM GOALS AND OBJECTIVES

Texas Watch facilitates coordination of volunteer environmental monitoring and nonpoint source (NPS) water pollution education activities among water resource stakeholders throughout the state. Through a joint partnership between the United States Environmental Protection Agency (USEPA), Texas Commission on Environmental Quality (TCEQ), and Southwest Texas State University (SWT) Department of Geography, the Texas Watch program provides an example of successful volunteer environmental monitoring management and also supports other potential and active volunteer monitoring programs. Through education of the public, students, volunteers, and resource managers about water quality and NPS pollution issues in Texas, this project also attempts to influence individuals to adopt activities and behaviors which contribute to the improvement of water quality and prevention of NPS pollution.

Through meetings and workshops, field activities, and outreach media including a quarterly newsletter and comprehensive Web site, interested participants and partners are presented with information about how they can make an impact on water quality issues and NPS pollution causes and solutions. Texas Watch emphasizes direct contact with volunteers and partners through special events, site visits and partner meetings in which local water quality issues, training needs, monitoring techniques, quality control requirements, equipment use, and other resources can be discussed. Strategies for securing local partners will also be developed and implemented.

This program will actively promote and support water quality awareness, environmental monitoring, and NPS pollution education and outreach activities across the state and will support TCEQ goals of promoting public involvement in establishing priority watersheds, re-evaluation of basin management goals, and development of water quality monitoring plans.

Public Participation

Texas Watch will conduct public participation activities with the goal of increasing awareness, understanding and involvement in watershed and NPS pollution prevention, control, and management practices through engagement and participation of volunteers, teachers, students, Partners, government agencies, businesses, planning agencies, and the general public. Texas Watch will provide assistance to schools, groups, organizations, agencies, and individuals interested in developing watershed education programs which include NPS pollution and watershed protection education and water quality monitoring programs.

The importance of data collection efforts, and the value of volunteer stakeholder participation through the CRP Basin Steering Committee process will also be emphasized in all task activities. A written explanation of the Steering Committee process, goals, and statewide Planning Agency contact information will be included as part of the all training materials distributed to volunteers and Partners.

Water Quality Monitoring Training

Texas Watch will work with existing and new Partners and volunteers to support watershed/NPS education on a statewide level through water quality monitoring training. Texas Watch supported water quality monitoring training will emphasize watershed awareness through discussion and demonstration of the relationship between monitoring tests and field observations to corresponding NPS pollution issues.



Exhibit 6D contd.

Texas Watch may also provide support to active volunteer monitors in an effort to decrease attrition and increase volunteer data submittal. This would include monitoring group development activities such as assisting with identifying local partners and funding sources for equipment, and coordinating with trainers and trainers-in-training. Texas Watch will also actively support ongoing monitoring activities as is feasible based on available resources

NPS Environmental Education Presentations

Texas Watch will respond to requests for presentations to groups by providing a program on NPS pollution, water quality, and watershed issues and topics. Specific topics and style of presentation may vary depending on the age and interest of the audience. These topics may include:

- concepts of ecology as they relate to water resource integrity
- land use and its relationship to surface and groundwater
- volunteer monitoring activities, success, and needs
- local Partner activities
- monitoring quality assurance/quality control requirements and resource needs
- data management
- demonstrations associated with NPS pollution
- local water quality conditions
- strategies for improving local water quality and for developing organizational contacts and resources to effectively address local water quality issues
- overviews of current Special Projects resources necessary for project support

The importance of ongoing data collection efforts, and the value of volunteer stakeholder participation through the CRP Basin Steering Committee process will be will also be emphasized in all task activities.

Watershed Protection & NPS Education Workshops

Texas Watch will conduct regional workshops with each meeting targeted to draw 50-100 participants. The events will be 1-2 days in duration and will be scheduled to maximize opportunities for participation by the target audience. These events will highlight local water quality, NPS, and watershed issues and explore strategies for addressing watershed problems. The event will provide information and promote options for water quality monitoring and community action projects, including how volunteer efforts can address local concerns.

**Education Materials**

Texas Watch also provides, upon request, materials associated with NPS pollution, watershed management, and water quality monitoring. If requested, partners will receive a supply of materials to be distributed as needed. All primary Texas Watch documents will also be made available via the Texas Watch Web site.

Communication

Texas Watch promotes communication among volunteers and support statewide monitoring efforts and NPS pollution education and awareness activities by responding to e-mail and telephone inquiries about Texas Watch, through publication of a quarterly Texas Watch newsletter, maintaining the Texas Watch Web site (which includes an environmental education "tool box"), and distribution of water quality and NPS information. All Texas Watch Partners are invited to submit articles and information for publication in the newsletter and for submission to the Texas Watch Web site.

Quality Assurance

To support monitoring efforts, Texas Watch will maintain an integrative Quality Assurance Project Plan (QAPP) to cover all Texas Watch water quality monitoring activities. The QAPP will include all Texas Watch volunteer monitoring parameters and sampling protocols, and will serve as the projects statewide quality assurance plan. The designated use of data collected under the QAPP will be used to support education and research, problem identification, local decision-making, and planning purposes, including screening and baseline development. Any submitted data collected under the QAPP will be included on the Texas Watch Data Viewer.

Volunteer Database and Data Viewer

Texas Watch will manage and maintain the Texas Watch Volunteer Database and Data Viewer. All volunteer data submitted to Texas Watch under the QAPP will be entered into the Texas Watch volunteer database. All active monitoring sites will be maintained on the Data Viewer.

Partner Coordination & Development

Texas Watch will work with partners (including CRP Basin Planning Agencies) to establish self-sufficient and sustainable partner networks that can support volunteer monitoring, watershed education and community action projects. Texas Watch will assist partners by promoting Texas Watch program resources such as the Texas Watch manual, companion curriculum, environscape, and other NPS education materials. Texas Watch will help coordinate local partner activities and work with partners to establish regular partner meetings, coordinate and publicize a calendar of events or web based resources, and conduct periodic events and/or festivals focused on Texas Watch goals and objectives.

A minimum of one Statewide Partner Meeting will be held each year with the primary objective of gathering input and feedback towards Texas's Watch's advancement of program objectives and improvement of volunteer and partner support efforts.

Update Packets

Texas Watch will distribute to active Partners, CRP Planning Agencies, and other interested organizations a quarterly update packet including announcements about upcoming meetings, events, copies of new and/or revised publications, and other relevant news and information. The update packet will also provide the current Partner Activity Report forms used to document Partner and volunteer activities.



TEXAS WATCH CONTACT INFORMATION

Main Phone Number: 512/245-1346
Toll Free #: 877/506-1401
FAX: 512-245-2095
E-mail: texas_watch@geo.txstate.edu

Web Site: www.texaswatch.geo.txstate.edu

Mailing Address: Texas Watch
River Systems Institute
Texas State University-San Marcos
901 Aquarena Springs Drive
San Marcos, TX 78666

Program Coordinator: Eric Mendelman
512/245-1409
em20@txstate.edu

Water Quality Specialist: Jason Pinchback
512/245-9148
jp30@txstate.edu

Environmental Education Specialist: Julie Tuason
512/245-7470
jt07@txstate.edu



Exhibit 6E

Texas Watch Partner Activity Report





TEXAS WATCH PARTNER ACTIVITY REPORT

The in-kind goods and services documented on Partner Activity Reports (PAR) are used by Texas Watch to match federal funds which fund the SWT Texas Watch Program. You may forward the report to Texas Watch in the following ways:

Fax: 512/245-2095 Email: tw05@txstate.edu
 Postal: Texas Watch, River Systems Institute, Texas State University-San Marcos, 901 Aquarena
 Springs Drive San Marcos, TX 78666

The PAR covers activity in three months prior to the month the report is completed. Please report as much of the information as possible.

Name of Partner: _____ Report Completed by: _____

Reporting Period: 1st Qtr 2nd Qtr 3rd Qtr 4th Qtr
 1st Quarter (Sep-Nov) 2nd Quarter (Dec-Feb) 3rd Quarter (Mar-May) 4th Quarter (Jun-Aug)

TRAINING SESSIONS	Total Sessions	Total Participants	DOCUMENTATION
Certification Sessions			Sign-in sheet
QC Sessions			Sign-in sheet
NPS Environmental Education Sessions			Sign-in sheet
SERVICES AND SUPPLIES	INDICATE TOTAL NON-FEDERAL EXPENSES		
	\$\$\$		
INDICATE EXPENSES Lab Services Monitoring Equipment General Supplies (printing, postage, etc.)			Attach records
NON- FEDERAL COORDINATOR TRAVEL	# Miles traveled		
Coordinator mileage			Attach record of dates and miles traveled
NON- FEDERAL COORDINATOR HOURS	Hourly rate	# Hours	
Coordinator hours	_____/hr		Attach time sheets and dates of events
Comments:			

Coordinator Signature: _____ Supervisor Signature: _____
 Date: _____ Date: _____





Exhibit 6F

Texas Watch Meeting/ Training/Activity Sign-in Form



