Appendix E Education and Outreach Plan

Cypress Creek Watershed Protection Plan

CYPRESS CREEK

Let's keep it clean, clear & flowing

PREPARED IN COOPERATION WITH THE TEXAS COMMISSION ON ENVIRONMENTAL QUALITY, U.S. ENVIRONMENTAL PROTECTION AGENCY, AND THE MEADOWS CENTER FOR WATER AND THE ENVIRONMENT AT TEXAS STATE UNIVERSITY

THE MEADOWS CENTER FOR WATER AND THE ENVIRONMENT
TEXAS STATE UNIVERSITY

TEXAS STATE UNIVERSITY
SAN MARCOS
The rising STAR of Texas

This Cypress Creek Education and Outreach Plan was prepared with input from countless individuals and organizations over many years. Each comment, suggestion, and action was carefully reviewed and incorporated into the Plan. The Cypress Creek Stakeholder Committee would like to pay special thanks to:

The Cypress Creek Education and Outreach Subcommittee

Texas Commission on Environmental Quality

AgriLife Extension Service

City of Woodcreek

City of Wimberley

Environmental Protection Agency

Guadalupe-Blanco River Authority

Hays County

Texas State Soil Water Conservation Board

Texas State University

The Meadows Center for Water and the Environment

The Nature Conservancy

Wimberley Valley Watershed Association

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ACRONYMS AND ABBREVIATIONS

BMP	Best Management Practice
CARD	Citizens Alliance for Responsible Development
CCP	Cypress Creek Project
DSS	Decision Support System
EPA	US Environmental Protection Agency
HCA	Hill Country Alliance
HOA	Home Owner's Association
MCWE	Meadows Center for Water and the Environment
NGO	Non-Government Organization
NPS	NonPoint Source
POA	Property Owner's Association
TCEQ	Texas Commission on Environmental Quality
TNC	The Nature Conservancy
TST	Texas Stream Team
VAG	Volunteer Alliance Group
WPP	Watershed Protection Plan
WVWA	Wimberley Valley Watershed Association

INTRODUCTION

Local residents and communities play a critical role in the success of natural resource conservation and watershed management initiatives through their meaningful participation and actions. Addressing environmental concerns and threats through community-based initiatives requires commitment towards changing human awareness, attitudes, behaviors, and the goal of shifting human behaviors from ones that result in resource degradation to ones which are more environmentally aware. Targeting behavior change through community-based social marketing is one of the most effective ways to change behavior (EPA 2003).

The purpose of this Education and Outreach Plan is to define the Cypress Creek community's education and outreach goals and objectives for the Watershed Protection Plan. This plan follows the EPA's *Getting in Step: A Guide for Conducting Watershed Outreach Campaigns* (2003) that defines how to best make use of community efforts and social marketing to create a strategy to increase public awareness and involvement.

During 2009-2013, the Cypress Creek Education and Outreach Subcommittee brought forth ideas through public meetings, as well as the suggestions made by other Subcommittees regarding public awareness, social marketing, and community education.

The goal of the Education and Outreach Subcommittee was to increase the involvement of the community in watershed protection activities through awareness, education, and action. The Education and Outreach Subcommittee was tasked with:

- Consideration of other stakeholders and individuals that should be part of the subcommittee and to recruit members of the community;
- Identifying causes of water quality/quantity problems from an education and outreach perspective;
- Identifying existing outreach and education activities and how we can improve them;
- Providing information about the Watershed Committee activities to the local media; and
- Developing an Education and Outreach Plan to meet the goals of the Cypress Creek Project.

The Subcommittee met on a regular basis to garner information from each of the members and their representative interests, concerns, and stakeholders. Details about the Subcommittee are as follows:

Chair: Matt Heinemann

Members: Karen Ford, Melinda Gumbert, Jackie Maloy, Cindi Thomas, Debbie Magin, Jackie Mattice, Linda Lang, Gina Fulkerson, Cathy Howell

MCWE Staff Liaison: Kristina Tower, Drue Koegler

During 2011, the CCP team focused on taking the work amassed by the Outreach Committee Subcommittee and completed the Draft Report. This was facilitated by an education and outreach specialist at Texas Stream Team. In addition, local committee members provided input on how to prioritize target audiences, determined the most appropriate way to provide services, and identified local resources.

In 2012, the draft plan was reviewed by the Cypress Creek Stakeholder Committee and was further refined to specifically address identified challenges in engaging the community at large into adopting and implementing all aspects of the WPP. In 2013, the Cypress Creek Stakeholder Committee adopted the Education and Outreach Plan as presented below.

DRIVING FORCES AND GOALS

The initial driving force for the development of the Education and Outreach Plan was the desire by local citizens and Cypress Creek Watershed Protection Plan (WPP) Stakeholders to keep Cypress Creek *clean, clear, and flowing*. In 2002, the Texas Commission on Environmental Quality (TCEQ) listed Cypress Creek on the 303(d) list for dissolved oxygen (it has since been taken off the list). This listing helped spur the local community into action to protect Cypress Creek. Water quality in the Cypress Creek is currently meeting state standards for all water quality criteria, but the creek shows signs of degradation. Stakeholders and experts agree that merely meeting State standards, in addition to the growing population, will be insufficient to maintain the desired health and historical nature of the creek.

The goals of the Education and Outreach Plan are**:**

1. Increase public awareness in the areas of:
   a. Groundwater level effects on the Cypress Creek
      a. Sustained flows
      b. Water Quality
   b. Understanding watersheds (public education) and socio-economic relationships with those watersheds
   c. Nonpoint Source (NPS) pollution & water quality impairments, current and potential
   d. Significance of Cypress Creek and its protection plan
   e. Water conservation and supply alternatives
2. Increase community engagement through:
   a. Community education materials and media
   b. Activities for the public
   c. Information to access jurisdictional authorities
3. Educate and support decision makers through:
   a. Best Management Practices (BMPs)
   b. Ecologically vulnerable areas
   c. Economic impact
   d. Decision Support System (DSS)

TARGET AUDIENCES

The target audiences for the Cypress Creek watershed education and outreach efforts reflect the geography and demographics of the Wimberley Valley. The people and organizations that have already been involved in the development efforts of the preliminary phase of the WPP will be instrumental in aiding future efforts to identify and educate the appropriate audiences.

The Cypress Creek Watershed has four main target audiences:

1. **Community at large**
   a. Pet owners
   b. Septic system owners
   c. Ecotourism/recreation participants
   d. Non-government organizations
   e. Youth
2. **Homeowners/landowners**
   a. Homeowner Associations
   b. Pet owners
   c. Riparian land owners
   d. Septic owners
   e. Ranchers/large land owners
   f. Gardeners
3. **Business owners**
   a. Merchants/downtown businesses
   b. Utility providers
   c. Landscapers/Property care
4. **Government/Education**
   a. Decision makers (elected officials, etc.)
      i. Wimberley
      ii. Woodcreek
      iii. Hays County
      iv. HTGCD
      v. Water Supply Companies
   b. Schools and education groups
   c. Other civic organizations

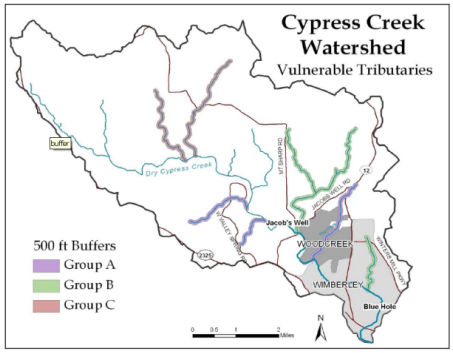
VULNERABLE GEOGRAPHIC AREAS

In addition to the above mentioned targeted groups there are specific locations within the watershed that are relatively more significant in terms of their impact on water quality than other areas as defined in the Watershed Characterization Report (See Appendix X, Section 4.0, item 9). These geographical areas have been pinpointed with specific best management practices to improve the quality of the Creek as well as education and outreach associated with the potential implementation of those identified BMPs (See Main CCP WPP, Table X "BMP table").

Group A is considered priority due to current and near future developments: *Group A tributaries drain areas where high-intensity residential development is already in place or platted for the near future.*

Group B is second in priority due to potential future development: *If large-lot in holdings and ranches are further subdivided, riparian buffers will be very important for maintaining water quality. Development along the western side of RR12 and Jacob's Well Road may impact the western tributary in terms of both water quality and peak flows, and slopes are high in the upper reaches of the western channel, making flow and sediment retention in the uplands very important there. In addition, the southernmost tributary near the confluence with the Blanco may impose a flooding risk on downstream segments, emphasizing storm flow management.*

Group C is third priority due to high potential runoff and sediment yields: *Group C tributaries drain predominantly agricultural areas that also have very high slopes in the uplands and relatively low vegetative cover to retain sediment. Preliminary modeling results show that these areas could have high erosion and flows if they are not managed properly.* These areas, however, are not considered a higher priority than their current ranking due to the minimal human-presence impact (i.e., physical land development), lighter general impact by animals vs. humans, and low physically invasive agricultural representation.



IMPLEMENTATION MEASURES

MESSAGES

The words "Clean", "Clear" and "Flowing" denote three appropriate separate facets to water management and are functional as categories to further divide themes for the Cypress Creek.

Clean	***Clear***	***Flowing***
Pollution Awareness	Storm Water Management	Water Conservation
Pet Waste Social Marketing	Litter Abatement	Land Conservation
Public Recreation		Development Impacts

THEMES THAT DEFINE THE VALUE OF THE RESOURCE:

1. **The importance of Cypress Creek:** Wimberley and Woodcreek exist because of Cypress Creek. It has an enormous impact on the economy of the area due to tourism, recreation (bird watching, hiking, swimming, etc.), and real estate values.
2. **Sources of NPS pollution:** Once sources of pollution are identified, they can be better managed by making more informed decisions.
3. **Water conservation:** Cypress Creek and the Blanco River contribute to Edwards Aquifer Recharge. Central Texas is currently experiencing rapid population growth coupled with decreased water supplies, both in groundwater and surface water.
4. **The importance of the community's actions:** It is up to individuals and the community as a whole to take action.

THEMES THAT DEFINE PROBLEMS WITH THE RESOURCE:

1. **NPS Pollution:** Contaminants of concern are affecting the watershed and difficult to pinpoint by source.
2. **Population, Land Use Change, and Groundwater Pumping:** Uninformed future residential and industrial development growth will affect the watershed.
3. **Bacterial Pollution:** Malfunctioning septic systems and animal waste exposure are both affecting the watershed.

MESSAGES THAT PROMOTE STEWARDSHIP IN THE COMMUNITY:

1. **Sense of Place**
   a. Find out where you live in relation to the Cypress Creek.
   b. Get to know the Cypress Creek, both near your home and in other areas of the Wimberley Valley (such as Blue Hole, the Cypress Creek Nature Trail, and the Jacob's Well Natural Area).
   c. Support habitat conservation, restoration projects, and preservation of open lands, farm land, and green spaces.
2. **Community Support**
   a. Volunteer with environmental projects in your community (such as the Texas Stream Team program for monitoring water quality in the Cypress Creek, local trash cleanups and habitat restoration projects).

b. Adopt a zero tolerance for littering, a source of pollution.
c. Sign up to get news updates from the Watershed Partnership Coordinator.
d. Become a part of the Cypress Creek Watershed Partnership.

3. **Affect Decision Making**
   a. Ask your county and city elected officials to address pollution issues within your community.
   b. Support local efforts to repair or replace outdated wastewater treatment facilities and infrastructures.

Message Delivery

The Education and Outreach Plan implementation includes new media (website, newsletters, signs, bumper-stickers, brochure, etc.) designed specifically to incorporate the themes described above. The Meadows Center for Water and the Environment (MCWE; previously River Systems Institute) compiled and reviewed existing media sources and samples, subdivided them into general "themes" from other NPS and watershed protection campaigns *(see 'List of Existing Education Materials'* in Appendix A of this document), and ranked them based on relevance to the goals discussed in this plan. These existing materials provide significant cost savings over custom design and production.

Educational activities and BMPs have been tailored and targeted toward areas identified as most in need (*see Vulnerable Geographic Areas above*). These needs and associated BMPs are based on results provided by secondary modeling efforts and identified BMPs (See BMP TABLE).

Education and Outreach Implementation Plan

Education and Outreach Topic	Responsible Party	Estimated Cost	Year Implemented ('X' indicates years to be implemented)			Total Cost
			1	2	3	
Events						
Stakeholder Meetings	Stakeholder Committee	$500	1	1	1	$1500
Contests	Stakeholder Committee	$500	---	1	1	$1000
DSS Trainings	Stakeholder Committee	$500	1	1	1	$1500
Stewardship Workshop	Stakeholder Committee	$500	---	1	1	$1000
Industry Workshop	Stakeholder Committee	$500	1	2	2	$2500
WPP Workshop	Stakeholder Committee	$100	1	1	1	$300

World Water Day Celebration	Stakeholder Committee	$500	1	1	1	$1500
Booth & Outreach Dissemination	Stakeholder Committee	$500	1	1	1	$1500
Youth Events	Hays County	$0	2	2	2	$0
Texas Well Owner Network	Texas Water Resource Institute	$0	1	1	1	$0
Print Materials and Website						
Dissemination via:						
Website	Stakeholder Committee	$125/yr	---	1	1	$250
Brochure	Stakeholder Committee	$500	1	1	1	$1500
Stickers and decals	Stakeholder Committee	$0	1	1	1	$0
Print Material Mass Mailing to Watershed Addresses	Stakeholder Committee	$1000	1		1	$2000
Newsletter	Stakeholder Committee	$500	2	2	2	$3000
PSAs	Stakeholder Committee	$500	1	1	1	$1500
Physical Outreach Tools						
Road Signs	Hays County	$200/sign	6	---	---	$1200
Shower Timers (giveaway 100/yr @ $3 ea.)	Stakeholder Committee	$300/yr	1	1	---	$900
CFS Display	Stakeholder Committee	$500	1	---	---	$500
Watershed Model	Texas Stream Team	$225	1	1	1	$775
Bumper Stickers and Decals (150 to disseminate/yr)	Stakeholder Committee	$0	1	1	1	$0

EVENTS

The format for the workshops and events shall be ½ day on the weekends at the Wimberley Community Center or other convenient location. Press Releases in the paper for such events to attract interested individuals as well as direct mail shall be used to

advertise the workshops. A database for additional direct mail and web-based invitations and campaigns can be built from participation from these workshops and maintained by the WPP Partnership.

Stakeholder Meetings

The CCP Stakeholder Committee will continue to meet at least quarterly during implementation. Meetings will be announced via email and through the project website. Print announcements will be utilized and are dependent on funding. These meetings will be open to the public. These meetings will be an opportunity for collaboration with other NGOs (such as Citizens Alliance for Responsible Development, WVWA, etc.). Other meeting agenda items may include WPP progress, how to use the WPP, groundwater protection strategy monitoring results, DSS results and adaptive management.

Contests

Develop a program similar to the "Yard of the Month" club, whereby qualifying urban land and home owners would receive recognition (and even ceremonial awards) for their efforts and commitment. This program shall be associated with BMP workshop content and additionally delivered through HOA/POA efforts.

Community photography contest featuring a call for images to be used in future publications (Wimberley Institute of Cultures, Wimberley Valley Art League, etc.) in order to generate support and maintain watershed awareness.

DSS Trainings

The DSS was developed based on input from a committee of stakeholders recruited through the Cypress Creek Watershed Protection Planning process. The DSS needs updates to enhance the results from 2009 to incorporate current 2013-2014 land use patterns and the future. One comprehensive training session per year shall be held to give community members the opportunity to utilize this tool. Annual presentations to general audiences showing the future of Cypress Creek and impacts on water quality through the DSS shall illustrate results from the DSS as well as different impacts to the watershed through time and scenarios.

Stewardship Workshops

Groundwater Protection Strategy Workshop

Groundwater protection requires attention above and beyond surface water related activities as groundwater has facets that are continuously being discovered. Strategic education and outreach shall be created to foster sustainable groundwater resources and awareness throughout the watershed. A series of presentations will occur to reach the goals with this topic. These workshops will increase awareness about the relationship between surface water quality and groundwater. Audience includes agriculture irrigators, water supply providers, elected officials and community members. A factsheet will summarize the concepts for audiences including agriculture irrigators, water supply corporations, elected officials and community members.

Water Quality Protection for the Homeowner

BMP experts shall give a presentation at a HOA/POA-hosted local gardening club or the Hays County Master Gardeners/ Master Naturalists meetings. Topics will include on identified BMPs, including needs, design, and implementation strategies. Example BMPs include rainwater harvesting, xeriscaping, and septic maintenance.

INDUSTRY WORKSHOPS

Water Providers

A series of workshops will be held to educate water supply providers about the Watershed Protection Plan, highlighting their role in protecting water quality and water conservation and demonstrate tools for high efficiency, showing how they will benefit from a partnership with Cypress Creek Project.

Low Impact Development Workshops

The Stakeholder Committee identified educating developers and decision makers about the benefits of Low Impact Development (LID) as a good way to ensure the CCP-WPP LID strategies are more likely to be implemented as urbanization increases in the watershed.

Rural Landowners, Agriculturalists, & Ranchers: Annual land owner workshops co-hosted by Master Naturalists, AgriLife Extension, Farm Bureau, Natural Resource Conservation Service, The Nature Conservancy and other select WPP Partners shall incorporate topical WPP themes geared toward single-family as well as medium to large-sized land owners.

Business Community & Civic Organizations: Strategic partnerships in terms of education and outreach shall be created to foster an economically sustainable support system that generates business awareness throughout the watershed. A presentation is encouraged to reach the goals with this audience. Supporting participants shall be recognized publicly as a Supporting Partner of the WPP Partnership. Business interests should include locally owned businesses, real estate developers, home builders associations, banks and title companies.

Influential Decision Makers: Presentations designed for elected officials such as county judges and commissioners, city mayors and council members, state legislators and/or congressional representatives shall be held to keep influential decisions makers informed. They will be educated about groundwater issues, opportunities in low impact development, the results of the DSS, and water conservation.

WPP WORKSHOP

CCP Watershed Protection Plan Presentation

Because so many people in the watershed are already involved with some aspect of protecting Cypress Creek there are a number of groups such as the Texas Well Owner Network that comes through town to educate landowners on a variety of topics. There is typically 20-30 minutes set aside on the agenda for an overview of the Cypress Creek Project. Having a prepared presentation to send the hosting organization will allow the Stakeholder Committee to reach a larger audience of concerned landowners. Presentations

will be available to anyone seeking more information about the CCP-WPP via the project website.

World Water Day Celebration

Participate in Watershed Awareness Day and approach the City Council regarding an official declaration.

Booth & Outreach Dissemination

The CCP maintained its presence in the watershed community by participating in events that reach target audiences. Previously, EcoFest, Jacob's Well Fall Festival, the Cypress Creek Blessing, Stakeholder meetings, and an awareness survey have been used as platforms for disseminating information, recruiting interest in the project, and generating community involvement. A booth at an event is an opportunity to pass out bumper stickers, decals, and brochures as well as talk with interested community members and potentially build partnerships.

Youth Events

The CCP worked with the Wimberley Valley Watershed Association (WVWA) to host elementary school students at Jacob's Well in order to teach them about the importance of this local resource. Popular weekly tours each Saturday at 10AM are currently lead by local docents and dispel information about the spring, its caves, local flora and history. This education program for local schools is geared specifically toward youth groups.

In class projects on watershed issues in Cypress Creek can be explored through web- and media-based outreach assignments for middle and high school ages (i.e., blogs and video news). Wimberley Outdoor Educators, WIC, and GBRA have materials that can be applied to the curriculum.

PRINT MATERIALS AND WEBSITE

The Watershed Committee approved the brand for the Cypress Creek bumper sticker and window decal. The brand has been used on marketing materials, reports, and the project website. The take-away message is to keep Cypress Creek *Clean, Clear and Flowing*. On July 20, 2010, 1000 window decals and 2000 bumper stickers were printed. Most have already been disseminated, leaving approximately half for future CCP Education and Outreach activities.

Dissemination via:

WEBSITE

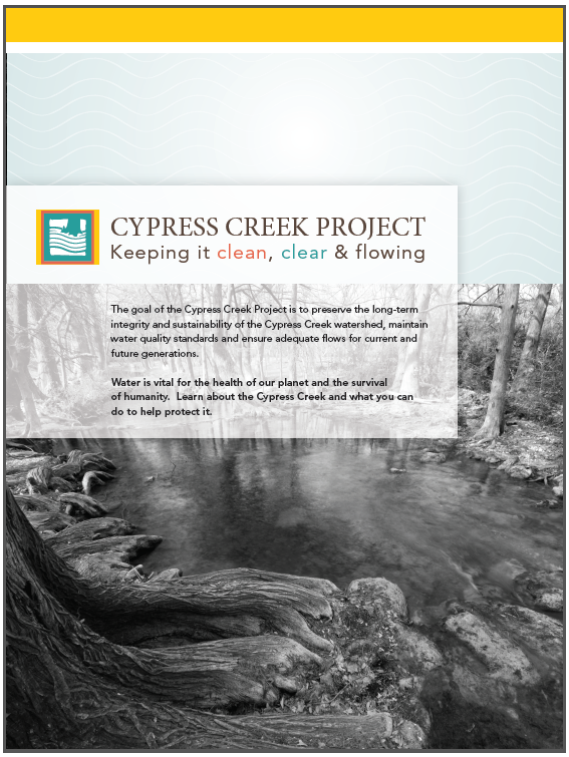
The project website, cypresscreekproject.org is funded through 2015 by the Meadows Center for Water and the Environment. The site currently serves as the clearinghouse for all projects related materials and news updates. The site will be reorganized to be a portal for the Stakeholder Committee to post meeting dates, agendas, education material, surveys, monitoring data and updates to the CCP-WPP. The site houses photos, maps, reports, project updates, meeting notifications and minutes, newsletters new and old, as well as a sign-up sheet for receiving newsletters. Information also includes charts showing patterns of dry and wet and the correlation between pumping and Jacob's Well discharge.

WATERSHED CHARACTERIZATION REPORT

The report, completed in late 2010, is an in-depth analysis of the Cypress Creek Watershed (Appendix X). The report describes the location of the watershed, the topography, geology, soils, vegetation, land uses, history, sources of pollution, and more. It is available online at the Cypress Creek website in the Data section as a downloadable PDF.

BROCHURE

The Cypress Creek Brochure contains information on how individuals can help protect Cypress Creek and summarizes NPS pollution, urbanization and bacterial pollution in the watershed. The final page discusses the Cypress Creek Decision Support System and the development scenarios modeled to see how pollution in that watershed changes with increased urbanization. The brochure is an ideal document to share with community members, decision makers, developers, project partners to provide background information. An electronic version of the document is available for distribution. A youth version of the brochure is available for local schools. The project team developed the Cypress Creek brochure/pamphlet as a shorter version of the Watershed Characterization Report. This brochure will be available at events and will be directly mailed to the addresses in the watershed. Content of the brochure addresses home-based, rural, urban, and septic issues as well as education points illustrating NPS, Population and Land Use Change, Groundwater Pumping, and Bacterial issues. Information about the CCP-DSS is also included.



WATER CONSERVATION

Print Materials developed by Texas Water Development Board describing the benefits of water conservation will be available to the public at: Stakeholder Committee meetings, project website, public buildings, Jacobs Well Natural Area and public meetings and events where the CCP-WPP is represented. This material will also be offered to water supply companies in the watershed to be distributed via mail to their customers.

NEWSLETTER

The *Cypress Flows* Newsletter: During Phase I, *Cypress Flows* was sent out via email quarterly to anyone who asked to receive it. These e-newsletters contained information about the project, mini biographies of local citizens and leaders, and scientific information about the watershed.

PSAS

Public Service Announcements to be implemented through different avenues. Examples include newspaper, web-based, and radio spots showing weekly water conservation tips.

PHYSICAL OUTREACH TOOLS

ROAD SIGNS

Six roadsigns were placed on county roads throughout the watershed. Each sign says "Inside Cypress Creek Watershed Environmentally Sensitive Area". The Stakeholder Committee worked with Hays County to identify high traffic roads and feasible places to put the signs. The signs were printed during Phase II. Sites include Jacob's Well Road near the Veterans of Foreign Wars (VFW) Building, Winters Mill Parkway, and Mt. Sharp Road. The remainder will be posted on private or county roads.

SHOWER TIMERS

Shower timers are a valuable water conservation tool, and shall be given away during events along with printed materials about the watershed and water conservation. Print materials are valuable for transmitting factual information, but community members can turn those facts into action using a shower timer. Tools like these familiarize laypeople with the application of water conservation and watershed stewardship while creating habits.

CFS DISPLAY

Community displays to increase awareness shall be installed in high traffic areas. A Cypress Flow Message Display to be displayed in public showing present levels of discharge represents a daily reminder of current conditions, exposing citizens and visitors to the issues and encouraging public conversation.

WATERSHED MODEL

Texas Stream Team provides a traveling watershed model to teach about water quality and water pollution to youth groups. In this hands-on presentation, everybody gets to participate. The presentation demonstrations three things: (1) What is a watershed? (2) What is nonpoint source pollution? and (3) What are some things that you can do to prevent nonpoint source pollution? Students enjoy this hands on approach and leave with an understanding of watershed science and their role in non-point source pollution.

KIOSK

The project team created an interactive informational kiosk which is available at the Wimberley Community Center. Information at the kiosk displays the issues in the watershed and shows real-time surface water monitoring data, the CCP website, and includes interactive and instructional videos with a touchscreen.

EVALUATION OF THE EDUCATION & OUTREACH EFFORT

In order to evaluate the effectiveness of education practices' on water quality improvements, a system will be utilized and results will be documented throughout the implementation phase. The Social Indicator Planning & Evaluation System (SIPES) uses social indicators to help plan, implement and evaluate Nonpoint Source (NPS) management projects The seven steps (below) begin with a review of project plans and then guide projects through a process to collect, analyze and use social indicators data at the beginning and end of an NPS project (Grenskow, 2011).

1. Review project plan
2. Collect and enter pre-project survey data
3. Review data and refine social outcomes
4. Monitor social data throughout project
5. Collect and enter additional post project data
6. Collect and enter post-project survey data
7. Review data and use results

"Changing behavior through education and developing responsible attitudes among watershed citizens and communities is not a simple task, but experience has shown that it can be done" (EPA 2003). The evaluation of the outreach effort will take place throughout the planning and implementation process and should be an ongoing effort of the WPP Partnership.

Actions by Stakeholders that will evaluate and illustrate the effects of the Education and Outreach efforts:

1. CCP website hits will be tracked by using low-cost methods such as Google Analytics.
2. Water quality improvement rates will reflect implementation of BMPs specific to sub-basin issues illustrated by CCP-DSS presentations and noted through other outreach efforts.
3. Involved stakeholders will evaluate by word-of-mouth when attending events, meetings, and disseminating printed materials to the public.
4. Maintenance and evaluation of the distribution, stocking, and mailing of printed materials to watershed residences, community facilities and businesses will be performed.
5. Maintenance of and additions to the *Cypress Flows* Newsletter distribution list will establish an interested parties database.
6. Surveys/interviews with citizens in the community will be held. This can include weekly social network quizzes and public questionnaires, with or without community incentives such as coupons or free giveaways.
7. DSS access and training sessions will help evaluate technical interest.

EXISTING PARTNERS

As of the completion of Phase One of the CCP in 2010, the following entities were committed to the Cypress Creek Watershed Protection Plan and its implementation. Since the project's delay of the initiation of Phase Two, some partners will need to be reestablished within the project.

Blue Hole Regional Park

City of Wimberley

City of Woodcreek

Guadalupe-Blanco River Authority

Hays County

Hays Trinity Groundwater Conservation Group

Jacob's Well Natural Area

The Meadows Center for Water and the Environment

The Nature Conservancy

Texas State University-San Marcos

Texas Watershed Science Labs

Texas Water Development Board

Texas Parks and Wildlife

Texas Clean Rivers Program

Texas Stream Team

Wimberley Valley Watershed Association

Potential Partners

Reaching out to businesses, organizations, and other community groups during the implementation phase of the Education and Outreach Plan will foster community support and improve the project overall. Partners that the subcommittee identified as being potentially helpful are listed below:

Education

Wimberley ISD (& PTO)

Hays County Master Naturalists

Katherine Anne Porter

WISD - FAA, Journalism, 4H

Montessori & St. Stephens schools

NGOs

Citizens Alliance for Responsible Development

Friends of Blue Hole

Hill Country Alliance

Texas Riparian Association

Philanthropic

Wimberley Community Foundation

Wimberley Education Foundation

Way Family Foundation

Community Groups

Wimberley Chamber of Commerce

Wimberley Institute of Culture

Keep Wimberley Beautiful

Wimberley Outdoor Educators

Wimberley Library

Wimberley Birding Society

Lions Club

Rotary Club

Wimberley Valley Art League

Home Owners Associations

Property Owners Associations

Media

Wimberley News and Views

Woodcreek North – Ridge Runner

Wimberley View

Hays County Roundup

KUT Public Radio at UT

Austin American Statesman

Dripping Springs Dispatch

News Streamz - San Marcos

Camps: John Knox, Rocky River, Boy Scouts, Camp Young Judea

Churches: Baptist, Methodist, Catholic, Unity, Cypress Creek, St. Stephens

Other: Hays County Master Gardeners, Hays County Master Naturalists

APPENDIX

A. LIST OF EXISITING EDUCATIONAL MATERIALS

Publication Title	Organization
Top Ten Water Protection Tips	Edwards Aquifer Authority
Home Water Testing	Environmental Protection Agency
Innovative Use of Clean Water State Revolving Funds for Non Point Source Pollution	Environmental Protection Agency
Land Preservation and Conservation Easements	Guadalupe Blanco River Trust
Neighbor to Neighbor Newsletter	Hill Country Alliance
Conserving Your Land Brochure	Land Trust Alliance
Using the Conservation Tax Incentive	Land Trust Alliance
Best Management Practices: Medina River Watershed	National Park Service, San Antonio River Authority, and Bexar Metropolitan Water District
Protecting Places that Matter	National Park Service Land and Water Conservation Fund
Save Water, Save Rivers, Save Money	National Wildlife Federation
The Potential and Promise of Municipal Water Efficiency Savings in Texas	National Wildlife Federation
Your Remarkable Riparian	Nueces River Authority
Grassroots Organizing on Texas Water Issues	Sierra Club
Land Management Tips for Small Ranches in Texas	Society for Range Management
Capping Water Wells for Future Use	Texas AgriLIFE Coop Extension Service
Disinfecting Water Wells by Shock Chlorination	Texas AgriLIFE Coop Extension Service
Drinking Water Problems: Nitrates	Texas AgriLIFE Coop Extension Service
Graywater Use and Water Quality	Texas AgriLIFE Coop Extension Service
Harvesting Rainwater for Wildlife	Texas AgriLIFE Coop Extension Service
Keep Pesticides Out of Texas Water Supplies	Texas AgriLIFE Coop Extension Service
Making a Rain Barrel	Texas AgriLIFE Coop Extension Service
Plugging Abandoned Water Wells	Texas AgriLIFE Coop Extension Service
Protecting the Environment Using Integrated Weed Management in Lawns	Texas AgriLIFE Coop Extension Service
Rainwater Harvesting	Texas AgriLIFE Coop Extension Service
Rainwater Harvesting - Landscape Methods	Texas AgriLIFE Coop Extension

	Service
Rainwater Harvesting- Livestock	Texas AgriLIFE Coop Extension Service
Rainwater Harvesting- Raingardens	Texas AgriLIFE Coop Extension Service
Rainwater Harvesting- Soil Storage and Infiltration System	Texas AgriLIFE Coop Extension Service
Solving Water Quality Problems in the Home	Texas AgriLIFE Coop Extension Service
Texas Watershed Steward Handbook	Texas AgriLIFE Coop Extension Service
Texas Watershed Steward Program brochure	Texas AgriLIFE Coop Extension Service
The Watershed Management Approach	Texas AgriLIFE Coop Extension Service
Understanding and Maintaining your Septic System	Texas AgriLIFE Coop Extension Service
Clean Water Working Together for Water Quality for Texas	Texas Commission on Environmental Quality
Conserve water. Every drop counts.	Texas Commission on Environmental Quality
Harvesting, Storing, and Treating Rainwater for Domestic Indoor Use	Texas Commission on Environmental Quality
Land Use and the Water Cycle (poster)	Texas Commission on Environmental Quality
Landowner's Guide to Plugging Abandoned Water Wells	Texas Commission on Environmental Quality
Protect Your Source of Water with a Source Water Protection Project	Texas Commission on Environmental Quality
Rainwater Harvesting with Rain Barrels, A Take Care of Texas Guide	Texas Commission on Environmental Quality
Conservation Easements: A Guide for Texas Landowners	Texas Parks & Wildlife
Natural Resource Conservation Programs and Services for Texas Landowners	Texas Parks & Wildlife
Stream Lines Newsletter	Texas Riparian Association
Agricultural Water Conservation Best Management Practices Overview	Texas Water Development Board
Agricultural Water Conservation Irrigation Water Use Management Best Management Practices	Texas Water Development Board
Developing a Water Conservation Public Awareness Program: A Guide for Utilities	Texas Water Development Board
The Texas Manual on Rainwater Harvesting	Texas Water Development Board
TWDB Kids K-12 Educational Resources	Texas Water Development Board
A Watering Guide for Texas Landscape	Texas Water Development Board
Water Conservation for Industries, Businesses, and Institutions	Texas Water Development Board
Water Conserving Tips	Texas Water Development Board
Conserving Water Outdoors	Texas Water Development Board

Water for Texas Coloring Book	Texas Water Development Board
Conserving Water Indoors	Texas Water Development Board
Streamside Management in the Hill Country: An Edwards Plateau Landowner's Guide	The Nature Conservancy, Natural Resources Conservation Service, Nueces River Authority, Guadalupe-Blanco River Authority
Land&People magazine	Trust for Public Lands
Conservation Buffers Work… Economically and Environmentally	US Department of Agriculture