



Water Great Campaign! **Community engagement and outreach** **to foster a multi-generational culture** **shift to protect water resources**

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Agenda



- 1 **New Braunfels and Its Waterways**
- 2 **Developing and Implementing
The Watershed Protection Plan**
- 3 **Education and Outreach Strategies**
- 4 **Key Takeaways**

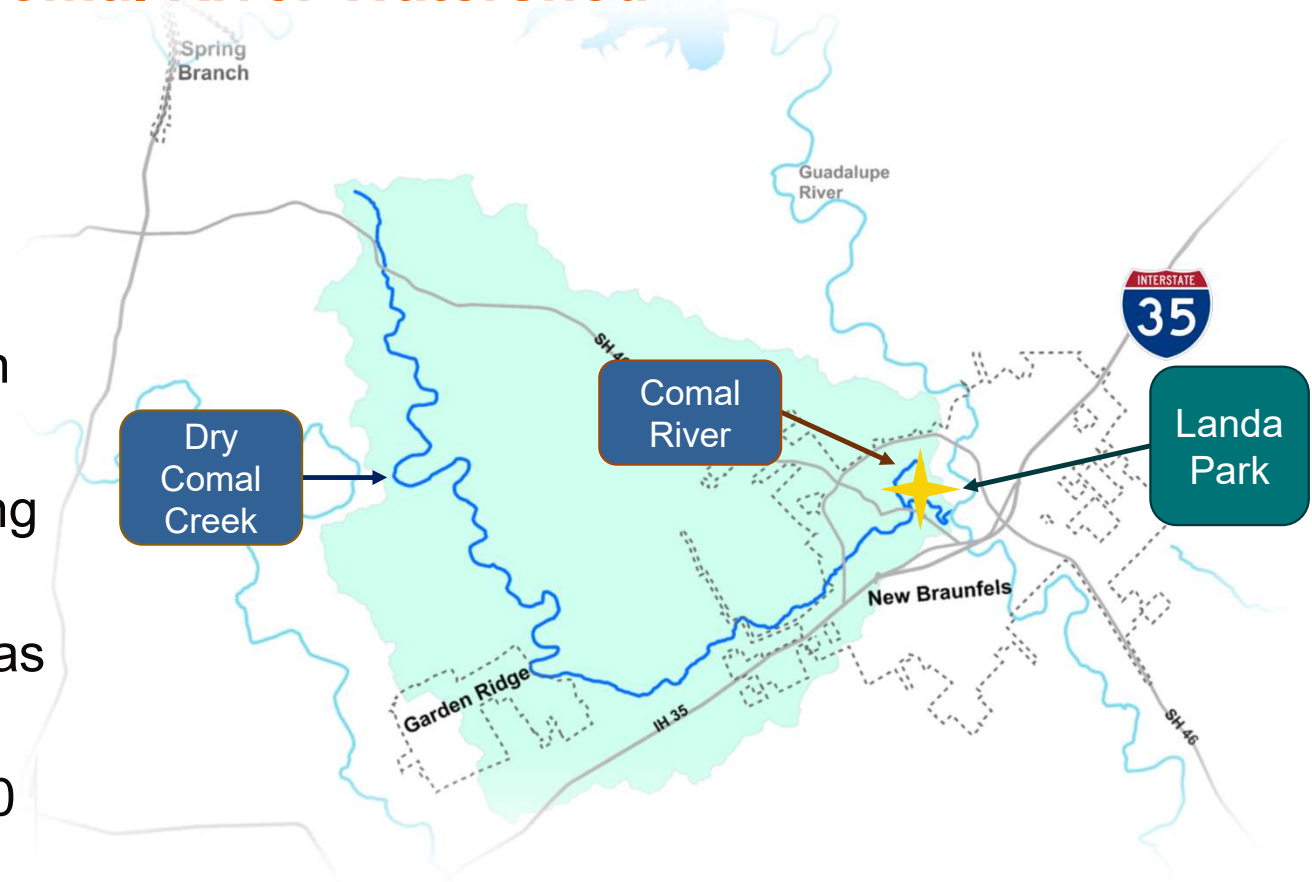
The City of New Braunfels

- One of America's fastest-growing cities
- Current population: ~ 100,000
- A vibrant, water-loving community: tubing, swimming, fishing, kayaking, etc.



Dry Comal Creek and Comal River Watershed

- 83,160 acres
- Designated use: contact recreation
 - Popular water recreation destination
- Upstream of public drinking water supply
- Bacteria pollution – listed as 'impaired'
 - Dry Comal Creek – 2010
 - Comal River – 2016



The Watershed Partnership

- Consisted of 25 interest groups with 2-3 representatives each; divided into work groups
- Objectives:
 - Identify sources of bacteria pollution in the Watershed
 - Select BMPs to implement in the Watershed to reduce E. coli loading to the waterbodies
 - **Develop outreach and education activities to support BMP implementation**
 - **Act as WPP ambassadors to communicate the WPP efforts to the community and garner support.**



Wildlife
Management



Livestock

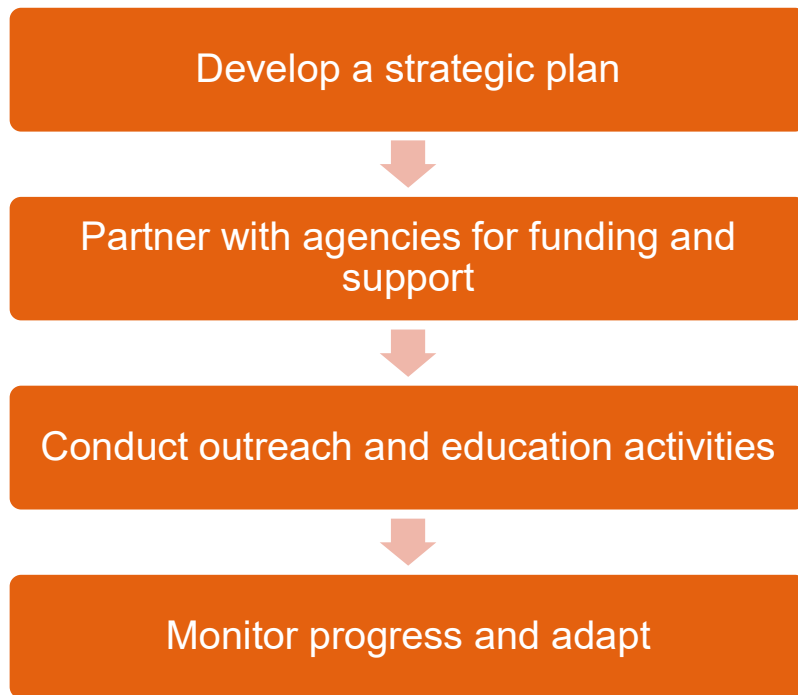


Stormwater and
Infrastructure



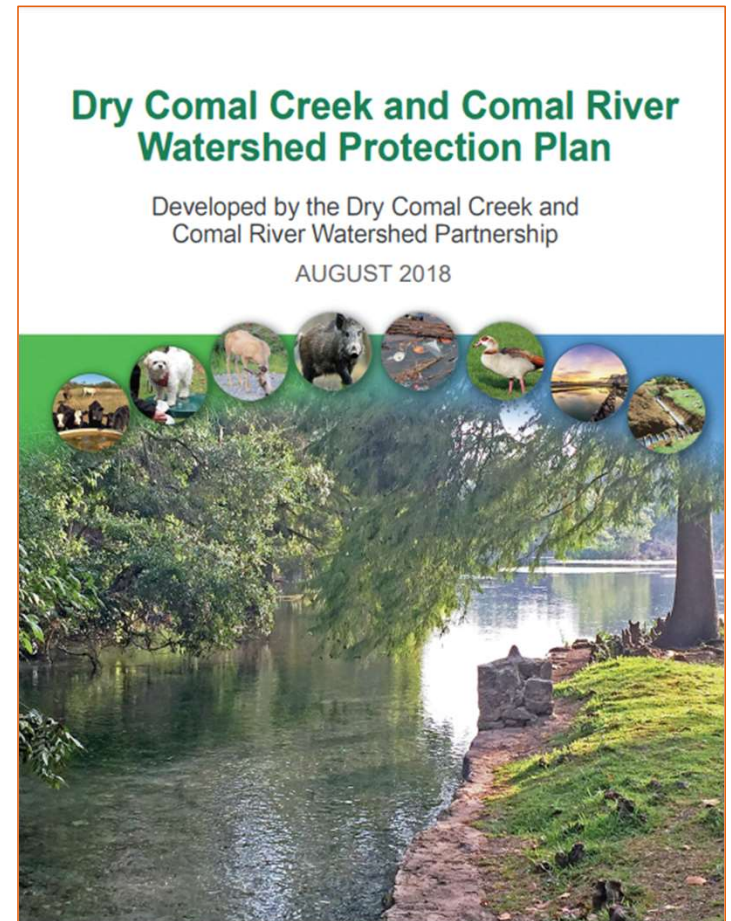
Outreach and
Education

Watershed Protection Planning



The Watershed Protection Plan

- WPPs are stakeholder-driven watershed-based plans designed to prevent and manage nonpoint source (NPS) pollution.
- The success of the plan depends primarily on good stewardship by landowners, businesses, municipalities, elected officials, and residents who live and work within the watershed area



WPP Strategies



Reduce the population of overabundant urban deer and non-native avian wildlife



Reduce the feral hog population through education programs and trapping



Improve control of pollution from livestock through implementing voluntary site-specific management plans




Provide additional access to pet waste stations and education on the importance of cleaning up waste



Provide education and resources to owners of on-site sewage facilities to prevent system failures



Implement additional measures to remove contaminants from stormwater

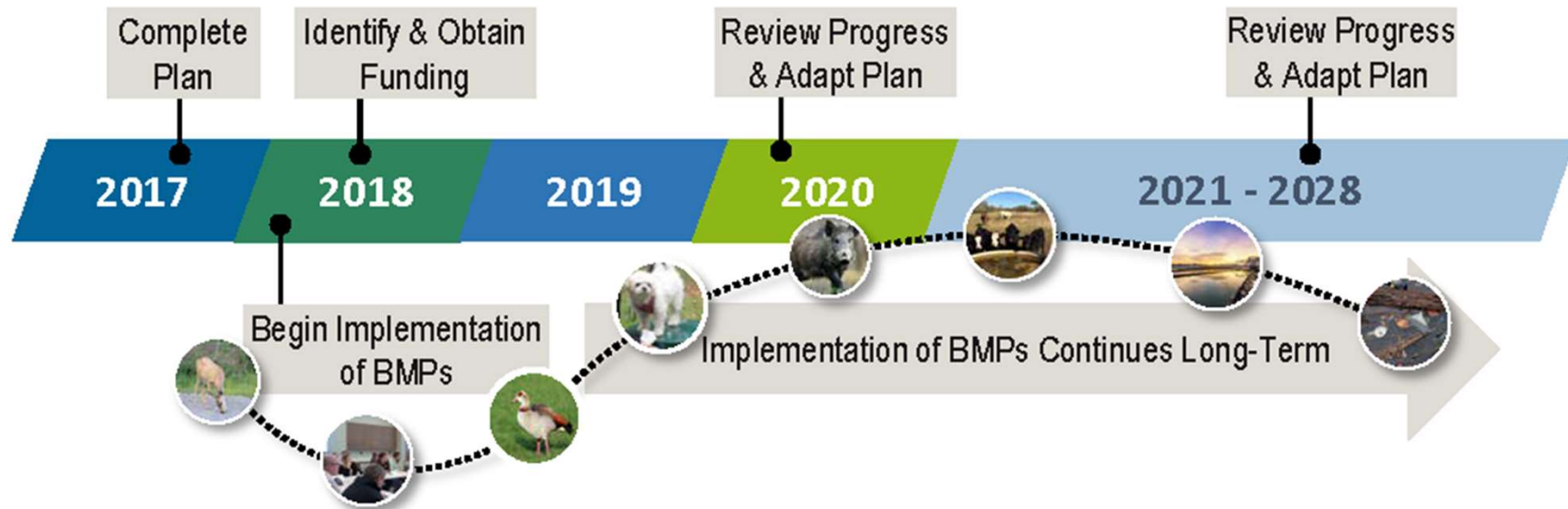


Monitor existing discharges in the Watershed



Conduct outreach and education activities targeting both residents and visitors

Watershed Protection Plan Timeline



Implementing the WPP

- 10-year implementation plan
- Most activities transition from implementation to maintenance
- Initial focus on inexpensive efforts to manage overabundant urban and non-native wildlife

[illegible]

Outreach Strategy

Outreach and Education Work Group

Goals



Develop core message



Define target audiences



Select impactful channels

Resources



Stakeholder knowledge



EPA Outreach Guide



Other Cities' WPPs



Yay! The humans left corn out for me again!

Yumm...corn. It's so delicious I just can't stop eating it.

My tummy is rumbling. Why do I feel so sick?

All that corn has caused digestive problems. It could even kill you!

Oh deer! If only the humans stopped leaving food out for us!

Feeding wildlife is forbidden by Ordinance 82-52. Human food can cause malnutrition, sickness, and even death in deer. Corn can cause an increase in stomach acid which causes digestion problems and can lead to dehydration and death. Corn (similar to candy for humans), can also make deer feel full even though they are not getting required nutrients, leading to malnutrition. Feeding deer also results in overpopulation, which leads to rapid spread of disease and increased car accidents. Further, having too many deer in our ecosystem pollutes our water and may cause animal and human sickness.

Our mission is to protect our wildlife and make our community a safer place to live and play.



To learn more about
protecting our wildlife, visit:
<https://newbraunfels.gov/wpp>





Postcards & Door Hangers

Mantengamos Nuestra Vida Silvestre Salvaje

Únase a la Iniciativa de New Braunfels para Manejo de Nuestros Ríos y Lagos. NO ALIMENTAR LA VIDA SILVESTRE



 **Aviso: Cualquier persona que se encuentre alimentando la vida silvestre puede estar sujeta a multas de hasta \$500 dólares**

Número de ordenanza 2018-58



Para más información, visite <http://www.nbtexas.org/Wildlife>

Did you know, feeding wildlife will lead to:

Decreased water quality

- Bacteria from wildlife feces pollutes water
- Polluted water may cause human and animal illness

Loss of natural fear of humans

- Contact may hurt both humans and wildlife
- Wildlife may be more likely to be hit by cars

Disruption of migratory patterns

- Feeding discourages natural migration
- Health of wildlife and ecosystem depend on migration

Sickness and disease

- Contamination spreads disease
- Moldy foods make wildlife sick

Starvation

- Foods are not nutritious for wildlife
- Wildlife may starve without their natural food sources

Overpopulation

- Wildlife cannot be sustained by the area's food sources
- Excess wildlife may damage habitat

Questions?

<http://www.nbtexas.org/Wildlife>

Wildlife Wild





Road and Park Signs



31 January 2025



Social Media Campaign





Movie Theatre Trailer





Hands-on Learning Module

? How are *E. coli* data analyzed?

Step 4 TEST WITH EXPERIMENT



List of Materials:

1. Petri dishes with agar
2. Cotton swabs in resealable plastic bag
3. Plastic beaker
4. Cardboard box
5. Marker/Pen



CONDUCTING EXPERIMENT:

STEP 1.

Using the plastic beaker, collect water from the surface of a nearby river or stream. Make sure you have adult supervision before you leave the classroom.



STEP 2.

Take one cotton swab out of the bag by touching the stick handle. Dip the cotton swab into the water sample to dampen it.



PREPARING YOUR WORK AREA FOR EXPERIMENT:

1. Be sure that Petri dishes are closed and upside down, agar surface facing the table.
2. Make certain to keep the swabs sealed in the plastic bag.
3. Using marker, label the Petri with your name and the name of the water sample (for example, Comal River)
4. Make sure you wash your hands before and after coming to your work area everyday!



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Watershed Growing



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COMAL RIVER

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Watershed Jeopardy!

To protect our wildlife while at the park, I should NOT ...

Go swimming	Go on a hike
Feed the ducks with duck food pellets	Have a picnic

point source pollution	Protecting Wildlife
100	100
200	200
300	300
400	400
500	500
600	600

Correct!
500

the answer is:

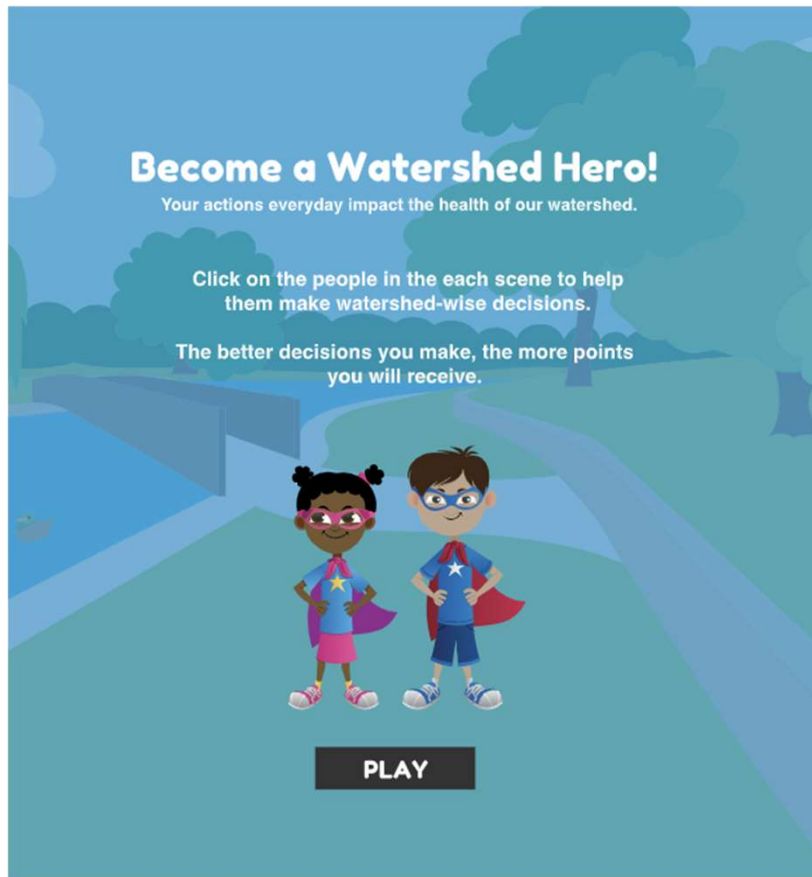
Correct! You should NOT feed wildlife! Feeding the ducks, even feeding them duck food, will disrupt their natural lifestyle. Keep wildlife wild!

NEXT

City of New Braunfels



Online Game



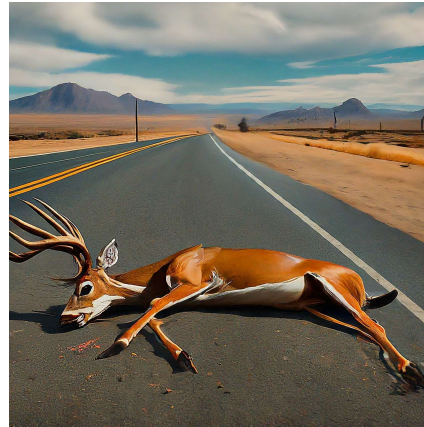
AI-deation

- Used generative AI to brainstorm some outreach posters.
- Facilitated smoother communication between technical and design teams.
- Final versions created by human designers.

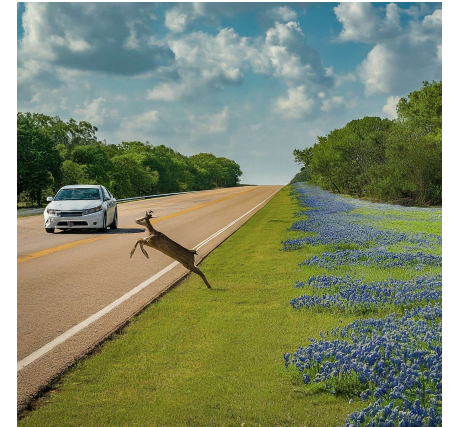
“Create a cartoon of a deer getting run over by a car”



“Make it less gory and more Texan”



“Locate it in Central Texas”



Key Takeaways



Engage
Stakeholders
Throughout



Use Multiple
Channels



Be Prepared
To Pivot



Get Creative



Keep It Simple





Thank you for attending!



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