

**CWA §319(h) Agricultural/Silvicultural
Nonpoint Source Grant Program
Texas State Soil and Water Conservation Board
Project #06-6
Phase Two (March 2007-March 2008)**

Envirocast®: Increasing Nonpoint Source Pollution Prevention Through Watershed Awareness in the Upper Trinity River Watershed

Introduction

Launched in March 2006, the project “Envirocast®: Increasing Nonpoint Source Pollution Prevention through Watershed Awareness in the Upper Trinity River Watershed” has introduced local environmental news and information to the North Central Texas region through the Environmental Quality of Life, or e-Life broadcasting segments at CBS KTVT-11. Through a unique partnership of federal, state and local governments with the private sector this initiative is helping to educate the citizens of the Upper Trinity River watershed unlike any other previous environmental education effort. The project was specifically designed to increase citizen awareness about local environmental conditions and the individual, voluntary measures that the public can take to prevent nonpoint source (NPS) pollution at the watershed scale. This effort is designed to initiate systemic change in the attitude and behavior of citizens through a unique blend of media, utilizing environmental science and meteorological broadcasting expertise packaged specifically to expand the role of TV weather and news reporting as a recognized source for local environmental information.

In phase two the principal goal of e-Life is to continue developing public understanding and awareness of watershed issues through environmental stories and features broadcasted during e-Life segments. The second phase will build upon the e-Life broadcasting platform and Web tools established during the first phase. Market studies have revealed that consistent, frequent exposure to messages are essential to getting the public to adopt or modify a desired behavior. By continually exposing the North Central Texas public to e-Life concepts, the project aims to help the public adopt NPS pollution prevention behaviors. Phase II of this project will be conducted from March 2007 to March 2008.

Background

Historically, it has been cost prohibitive to conduct extensive media outreach capable of effectively reaching the North Central Texas public, and the more affordable efforts have been limited in scope. Yet the media remains the most effective method of reaching a significant population. This program will drive

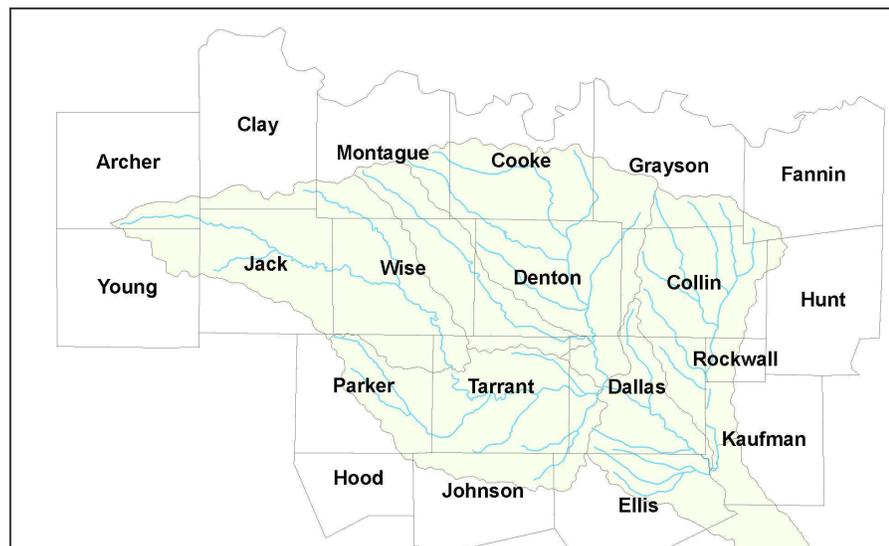


Figure 1: Map of the Upper Trinity River Basin boundary shown by counties.

key messages on a consistent basis via the daily weathercast, which is the number one reason people watch local news. People are in a learning mode when they tune in to get the weather report providing a great opportunity to tie the weather report with environmental learning to reach an already captive audience. Additionally, by connecting the weathercast to a project Web site, watershed and NPS information will be provided to a larger audience. This project provides the distribution and communication mechanism to get environmental science information to the public effectively and efficiently. The North Central Texas Council of Governments (NCTCOG) will continue to work with StormCenter Communications, Inc., a Dallas-Fort Worth TV station (KTVT CBS-11), and an extensive network of local stakeholders to continue this project.

The Upper Trinity River Watershed encompasses the largest population center in Texas (Figure 1).

Increasing population growth in the North Central Texas region will continue to impact Texas' natural resources, particularly the quality of water resources. This broad-based effort will address the causes and sources of NPS pollution, providing an unprecedented depth to critical education in the Upper Trinity River Watershed. Nielsen Media Research ranks the Dallas-Fort Worth region as the 7th largest TV Designated Market Area (DMA) in the nation (Figure 2). This project is intended to tap into that market, with the potential to provide NPS pollution prevention information to nearly 2.3 million TV viewing households in 31 DMA counties.

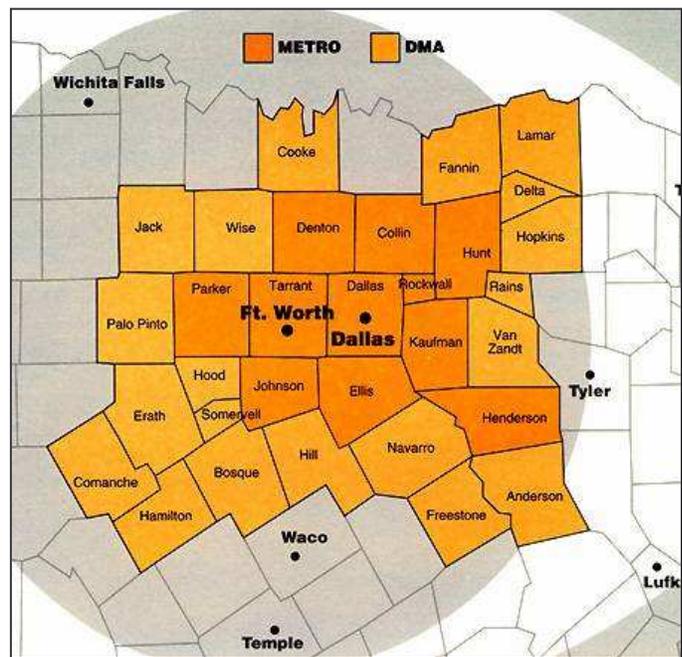


Figure 2: KTVT Designated Market Area (DMA) Coverage by County

Rural Texas is changing rapidly as urban residents migrate to the countryside in search of open space, fresh air, increased recreational opportunities and, in general, a less stressful, more relaxed lifestyle. Not surprisingly, however, the new face of rural Texas has also created pressing challenges at the rural-urban interface. Recently constructed homes and business inevitably increase contact between new residents and traditional rural land uses such as agriculture and forestry. This focuses the environmental spotlight on agricultural operations near the rural-urban interface. The TSSWCB's traditional focus on agriculture and other rural land uses combined with the TSSWCB's shared responsibility for NPS pollution prevention and abatement place the TSSWCB in a unique position to address developing rural-urban interface issues. Conservation practices implemented by agricultural producers provide water quality benefits to the producers themselves, as well as, other rural residents, transplanted urban residents, and urban dwellers alike by protecting the quality of surface and groundwater in Texas. This Envirocast® project is uniquely designed to impact NPS issues in the urban heart of the Dallas-Fort Worth metroplex, the traditionally rural areas in the fringes of the DMA, and the rapidly expanding rural-urban interface. This Envirocast® project supports the TSSWCB's goal of ensuring agricultural lands maintain their capability to produce food and fiber for future generations, while at the same time

protecting water quality through public education.

StormCenter Communications, Inc.

The collaboration of a well-recognized Dallas-Fort Worth television meteorologist with StormCenter is the key to this project's goal of relating the connection between the weather, the environment, and watershed protection to the citizens of North Central Texas. StormCenter is the only organization in the country that offers this programmatic content production for a TV station. This project promotes making a difference by effecting changes in stakeholder knowledge and attitudes about their environment, and publicly acknowledging individual and community NPS pollution prevention efforts. This project is modeled after a successful collaborative effort anchored by the U.S. Environmental Protection Agency (EPA) and supported by StormCenter. Originally implemented in Washington, D.C., the innovative project was designed to raise public awareness of the Chesapeake Bay Watershed. StormCenter Envirocast® projects are now active in 9 metropolitan areas across the nation. The projects employ local TV weather reports as a means to raise the environmental intellect of the region's residents.

Phase One Accomplishments

In phase one of the project StormCenter, KTVT and NCTCOG developed a companion Web page to e-Life which complements the information provided on-the-air. The meteorology and news teams are able to incorporate the information on the web site with on-air broadcasts during the news segment and the weathercasts as feasible per station editorial programming. From April to September 2006 alone, there were 70 stories produced and broadcasted, and 13 environmental news stories were written specifically for Web site posting. The e-Life project is prominently featured on the TV station's Web site, and is frequently promoted as part of the station's programming. e-Life Web tools currently accessible to the public include three-dimensional satellite images of the Upper Trinity River Watershed, movie "fly-overs" of two watersheds, an interactive watershed locator map, watershed specific profiles, photo galleries, topical and seasonal pollution prevention tips, local environmental news stories and a calendar of community outreach events. The Web components provide viewers with detailed, localized information that connects them to their watershed and to their community.

As part of phase one, 1,000 residents in 14 counties of the Upper Trinity watershed were surveyed to determine their knowledge, understanding and concerns about water and watershed issues. It was also conducted to help focus and target water education programs in the watershed.

All or parts of the following counties are included in the Upper Trinity River watershed, Montague, Cooke, Grayson, Jack, Wise, Denton, Collin, Parker, Tarrant, Dallas, Rockwall, Johnson, Ellis and Kaufman. Results of the survey indicate that:

- Citizens don't understand the watershed concept (92% said no when asked if they live in a watershed)
- Many residents of the watershed are extremely concerned about environmental issues (56% are extremely concerned about loss of trees; 54% are extremely concerned about their personal health and drinking water; 46% are extremely concerned about loss of agricultural lands to development; 43% are extremely concerned about water pollution).
- Citizens indicated (85%) that local and county governments should place a high priority on protecting their regional water resources.

The survey, conducted in partnership with the University of North Texas, establishes a baseline that can be used by multiple stakeholders in the future to evaluate the success of water education programs.

Phase Two Goal

This project was divided into three phases, with phase one conducted from March 06 – March 07. This work plan applies to phase two (March 07 – March 08), which will consist of increasing local environmental news coverage and building project recognition, credibility and reliability with the public. Watershed-related stories will continue to be featured on-the-air, including promotions for locally driven public education events, thereby encouraging viewers to visit the e-Life Web site to learn more about their watershed and how to participate in local NPS pollution prevention efforts. During phase three, the goal is to expand and enhance the project in the region. Additional resources and tools could be incorporated into the project pending phase three funding.

During FY08 the project team will seek to continue the project beyond phase two as a locally supported effort by recruiting new funding sources. To reach this goal the station and StormCenter will recruit sponsors 120 days prior to the end of the phase two agreement. During that time the project team will consult with EPA and the TSSWCB to determine a transition phase from current funding support.

The current Web site launched and established in phase one will be maintained and supported by StormCenter. During phase two any additional technical components and resources for the Web site will be produced and supported primarily by StormCenter. NCTCOG will coordinate and support the Local Content Providers network to facilitate the delivery of local information provided by local governments, Soil and Water Conservation Districts (SWCDs), and other project stakeholders in the North Central Texas area, which extends across 26 SWCDs.

Consistency with the TSSWCB's Agricultural and Silvicultural NPS Pollution Prevention and Abatement Program

Within the Upper Trinity River watershed, there are 26 impaired stream segments included in the *2002 State Approved 303(d) List (Figure 3)*. The majority of impairments are due to high bacteria concentrations or depressed dissolved oxygen. These water quality impairments are a concern affecting both urban and rural areas. This project supports the TSSWCB'S goals of protecting water quality and natural resources from NPS pollution generated by agricultural and silvicultural runoff by: 1) seeking proactive, non-regulatory measures to protect watershed resources 2) conducting NPS education efforts aimed at increasing awareness of NPS pollution and encouraging voluntary NPS pollution prevention activities, and 3) raising public awareness in the urbanized areas about the value of rural open space for the protection of drinking water sources, for the provision of recreational and cultural amenities, and for the control and abatement of floods.

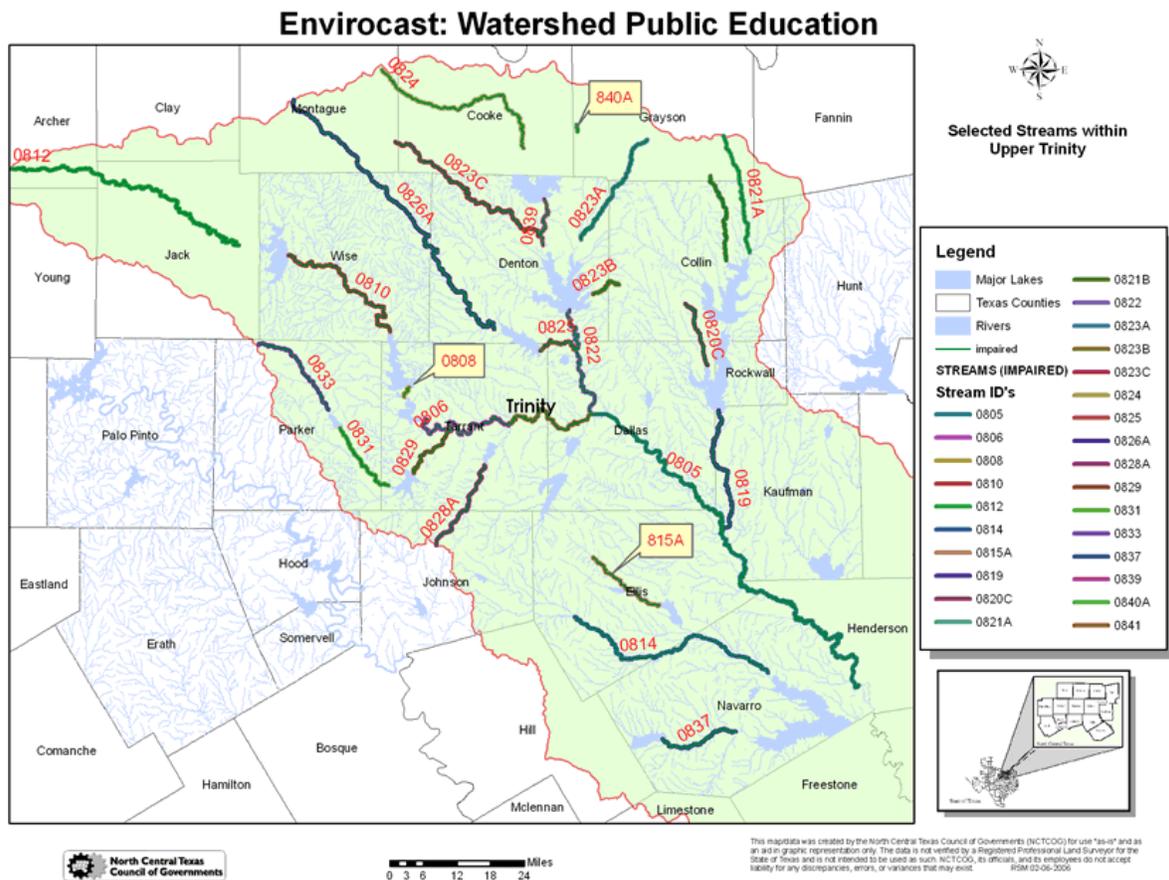


Figure 3: State Approved 2002 303(d) Impaired Listed Segments within the Project Boundary.

OBJECTIVE 1: PROJECT ADMINISTRATION

Goal: To effectively coordinate and monitor all technical and financial activities performed under this grant, preparing regular progress reports, and maintaining project files and data.

Task 1.1 Project Oversight - NCTCOG Project Manager will provide technical and fiscal oversight of NCTCOG staff and StormCenter (Subcontractor) to ensure Tasks and Deliverables are acceptable and completed as scheduled and within budget.

Task 1.2 Progress Reports - NCTCOG will submit quarterly Progress Reports to TSSWCB for incorporation into the Grant Reporting and Tracking System (GRTS) by the 15th of January, April, July, and October, to include:

- status of deliverables for each objective
- narrative description in Progress Report format

Task 1.3 Project Development and Reimbursement - NCTCOG will contract with subcontractor to conduct the technical on-line and on-air content development. NCTCOG will complete and submit monthly/quarterly Reimbursement Forms (2 copies) (purchase voucher, 269a, and 269a 1- 4). An annual Small and/or Minority Owned Business Report (where applicable to document why Good Faith Effort did not result in the utilization of a small and/or minority owned business) will be submitted based on federal fiscal year requirements.

Task 1.4 Contractor Evaluation - Participation in Grant Recipient Evaluation (as scheduled).

Measures of Success:

Adherence to all TSSWCB administrative requirements; timely completion and submittal of all progress reports and deliverables.

Deliverables:

- Quarterly Progress Reports
- Quarterly Reimbursement Forms
- Contractor Evaluations

OBJECTIVE 2: COORDINATION OF PARTNERING STATION AND LOCAL CONTENT PROVIDERS NETWORK

Goal: To coordinate participation, development and delivery of local content and information by the Local Content Providers Network (LCPN).

Task 2.1 Planning and Content Coordination - NCTCOG will coordinate and facilitate monthly meetings with the Local Content Providers Network to organize local content contributions. NCTCOG will work with the LCPN to develop local content information and submit it to Subcontractor for technical processing, compilation and delivery to the station. Meeting summaries and agendas will be provided with the Quarterly Progress Reports.

Task 2.2 Local Participation - NCTCOG will work to enhance and expand the participation of LCPN members by working directly with local participants to compile stories covering a variety of watershed issues, including, but not limited to: NPS prevention and abatement, storm water management, water conservation, solid waste management, air quality, flooding, soil erosion and other related topics. Information regarding local participation will be provided with the Quarterly Progress Reports. The list of participants in the Local Content Providers Network and contact information will also be provided with the Quarterly Progress Reports.

Task 2.3 Topic Development - NCTCOG will hire staff to specifically work with the LCPN to develop local environmental news stories. Topics covered may be seasonal (e.g., floods, droughts, temperature indices, pollutant/health effects and warnings, etc.). Topics shall relate to environmental issues and concerns in the North Central Texas watersheds with specific focus on NPS effects on water

quality in the Upper Trinity River watershed. Information regarding topic development will be provided with the Quarterly Progress Reports.

Measures of Success:

Enhanced and expanded participation by local stakeholders results in increased coverage of local watershed related issues.

Deliverables:

- Monthly LCPN meetings
- Meeting summaries and agendas
- Hiring of staff person to work with LCPN
- List of local stories compiled
- Local Content Providers Network participant list

OBJECTIVE 3: INCREASE CITIZEN AWARENESS OF NONPOINT SOURCE POLLUTION AND PROVIDE ENVIRONMENTAL HEALTH AND SCIENCE INFORMATION USING TELEVISED AND INTERNET-BASED MEDIA

Goal: To utilize graphics, satellite imagery, and local information to customize the project Web site, and create on-line and on-the air news stories about North Central Texas watersheds.

Task 3.1 **New on-air Content and Features** - NCTCOG will contract with subcontractor to develop, produce and air :70 second packages titled "Eye On The Environment". These educational vignettes will open with a message from the President and General Manager at CBS11, Steve Mauldin. Each package will be shot on location around the Metroplex to emphasize the importance of water quality and watersheds. A total of six vignettes will be produced from March to April and will focus on six different topics to be determined by the project team in collaboration with the TSSWCB. Mr. Mauldin will introduce North Texas viewers to the specific water issue in the watershed and transition the feature to a Meteorologist on the CBS11 Storm Team who will complete the message with in-depth relevant information pertaining to the issue. The subcontractor and station will work together on content to create the packages. "Eye on The Environment" special features will run twice per week Monday-Friday during various newscasts adjacent to the weather beginning May 1st 2007- December 31st 2007. The six total packages will be rotated and aired a total of 78 times from May to December.

Task 3.2 **Station Match** - The station will provide additional e-Life Environmental News presence to include:

- Minimum of 2x environmental news stories per week
- Minimum of 4x per month environmental stories focused on water related issues
- Environmental Assignments Editor
- Production and execution of news stories

The Environmental News Stories will be used on-air and on-line by the Partnering Station in the similar approach implemented during phase one. Status will be provided with the Quarterly Progress Reports.

Task 3.3 **Web site Maintenance** - NCTCOG will contract with subcontractor to provide Web site licensing, maintenance, and technical, content and graphic support. Subcontractor will continue to host and maintain current Web site and content developed during phase one of the project, as well as produce any additional content to support and complement the on-air stories. Status will be provided with the Quarterly Progress Reports as well as copies of digitized pictures and examples of new web page products to document progress and success.

Task 3.4 **New Web Site Enhancement** - A new section will be added to the existing website focused specifically on Recreation & the Outdoors, highlighting the impacts of water quality impairments, such as bacteria, to recreational uses in the watershed. The subcontractor will link the new recreation section from the homepage, which will be tied into real time information such as stream flow. The new section will also contain a user's reference tool that will show the linkage between recreational use and water quality.

Task 3.5 **Outreach Events** - NCTCOG will track the number of outreach events submitted and conducted by the Local Content Providers Network. NCTCOG will report the information to TSSWCB in the quarterly progress reports. NCTCOG will be available to conduct up to two to three outreach presentations about e-Life to other parts of the state interested in learning more about the project.

Measure of Success:

The measure of success for this task will be the number of on-air stories featured by the Partnering Station, and monitoring and tracking relevant Web traffic statistics such as the number of Web hits.

Deliverables:

- Six "Eye on the Environment" packages produced
- Six "Eye on the Environment" packages aired a total of 78 times
- On-air broadcasts of Environmental News Stories and local content and references to companion Web site
- Recreation & Outdoor feature developed and posted to the Web site
- Track and record number of viewer "hits" from the Web site
- Track and record any public comments received by the Partnering Station
- Digitized pictures, newsletter, newspaper, broadcast and other records to document project progress and success

OBJECTIVE 5: PUBLICIZE AND PROMOTE THE PROJECT

Goal: To publicize and generate public interest in obtaining watershed information through the Partnering Station's Web site and on-air story features. A second goal is to raise public participation at local events aimed at providing community based information and activities on NPS pollution prevention.

Task 5.1 **Public Outreach** - NCTCOG will work with the Local Content Providers Network

to conduct project publicity through the most efficient means available, such as writing articles in NCTCOG's regional publications, making announcements at NCTCOG meetings, developing templates for materials that can be used by stakeholders and others to promote the project. The LCPN will be encouraged to conduct publicity by posting links to the project Web site from stakeholder Web sites, writing articles in stakeholder publications, making announcements via cable television as feasible, and any other appropriate publicity method as feasible. NCTCOG will give presentations to community groups, workshops and conferences as feasible. Status will be provided in Quarterly Progress Reports.

Task 5.2 Publicity Approaches and Tracking - NCTCOG will work with Subcontractor and the Partnering Station to track and document the extent of publicity conducted by the Partnering Station. The Partnering Station will determine the best approaches to conducting publicity, which may include on-air promotions, in-person promotions by Station representatives, promotions via public booths and displays, etc.

Measure of Success:

Extensive publicity is conducted by all project participants and supporters to the maximum extent practicable.

Deliverables:

- Documentation of publicity activities submitted in Quarterly Reports, including number of presentations given, and samples of materials used to publicize the project.

OBJECTIVE 6: PHASE Two PROJECT EVALUATION

Goal: To evaluate the effectiveness of the Envirocast® project to educate the public and raise the level of awareness about local watershed issues.

Task 6.1 Phase Two Evaluations - Conduct a phase two project evaluation for the Local Content Providers to assess the project and to provide any local observations of the project's impact on their communities. Evaluate future needs and opportunities to undertake phase three of the project with local support. The project team will consult with EPA and the TSSWCB to determine a transition phase from current funding status during the last 120 days of phase two.

Measure of Success:

The measure of success for this task is to gauge the success of local stakeholder participation. Another measure of success is for the project participants to develop a transitional plan to pursue new funding sources that can maintain and enhance the project long term.

Deliverables:

- Documentation of phase two evaluations conducted and submitted to TSSWCB in a final project report

- Development of a transitional plan in consultation with TSSWCB and EPA

OBJECTIVE 7: SUBMIT PHASE TWO FINAL REPORT

Goal: To provide TSSWCB and EPA with a comprehensive report on the activities and success of the project.

Task 7.1 Phase Two Draft Report - Provide phase two draft report by January, 2008

Task 7.2 Phase Two Final Report - Provide phase two final report by March, 2008

Measure of Success:

Acceptance of the report by TSSWCB and EPA.

Deliverables:

- Draft phase two report by January 2008
- Final phase two report by March 2008

SCHEDULE OF PHASE TWO DELIVERABLES

Task	Deliverable	Due Date
2.2	Execute one-year agreement with Subcontractor for phase two	March 2007
2.1-2.3	Monthly LCPN meetings	March 2008
2.3	Hiring of dedicated writer to work with LCPN	March 2007
3.1	Total of six Eye On the Environment features produced	April 30 2007
3.1	Six "Eye on the Environment" packages aired a total of 78 times	May 2007-December 2007
3.2	Tracking of station air-time match and airing of environmental news stories	Quarterly
3.4	Development of Outdoor and Recreation Web section	March 2007
3.9	Track public outreach conducted and submit information in Quarterly Progress Reports	Quarterly
1.3	Quarterly Invoice	March 31, 2007
1.2	Quarterly Progress Report	April 15, 2007
1.3	Quarterly Invoice	June 30, 2007
1.2	Quarterly Progress Report	July 15, 2007
1.3	Quarterly Invoice	September 30, 2007
1.2	Quarterly Progress Report	October 15, 2007
1.2	Quarterly Progress Report	January 15, 2007
1.4	Grant Recipient Evaluation completed	December 15, 2007
1.3	Quarterly Invoice	December 31, 2007
7.2	Draft Phase Two Report	January 31, 2008
1.3	Quarterly Invoice	March, 2008
6.2	Phase Two Project Evaluation	March 2008
5.1-5.2	Conduct year-long outreach about the project to residents in the TV viewing coverage area, and provide final documentation and sample materials in phase two final report	March 2008
3.1-3.5	Develop education and outreach content for broadcasts and Web site and provide documentation in phase two final report	March 2008
1.1-7.2	End of Phase Two and Final Report	March, 2008

PROJECT BUDGET

Budget Category	Federal	Match	Total Project
Personnel/Salary	29,428		29,428
Fringe Benefits	12,566		12,566
Travel	1,000		1,000
Equipment	423		423
Supplies	283		283
Contractual	214,500	\$483,000	697,500
Other (misc.)	6,186		6,186
Total Direct	264,386		
Indirect	8,399		8,399
Total Costs	272,785	483,000	755,785

Federal Grant \$272,785 (36%) + Local Match \$483,000 (64%) = \$755,785

LOCAL MATCH DESCRIPTION

StormCenter will provide match in two categories: Site Management Software (\$75,000). Learning Center Content (\$50,000). KTVT will provide match in three categories: On Air Production and Environmental Assignment Editor (\$100,000), Air Time (\$258,000). Total match value \$483,000.

BUDGET BY PARTNERS

NCTCOG Project management and local content providers support	\$58,285
StormCenter - technical consultant	
o Web site maintenance, hosting and license	\$36,000
o Make site relevant with the local profile of audience	\$15,000
o Travel	\$3,500
o Total	\$54,500
Station	
o Air-time and production support	\$160,000
Total Request	\$272,785
Total In-kind	\$483,000

BUDGET JUSTIFICATION

Budget Category	Justification	Total Project
Personnel/Salary	A total of 1379 staff hours to coordinate and administer project. This consists of 100 hours for manager oversight; 999 hours for planning staff; and 280 hours for support staff.	29,428
Fringe Benefit Rate	44.2%	12,566
Travel	Travel in-region for project meetings with the station; to obtain information from the LCPN, to conduct presentations about the project; and travel out-of-region to meet with TSSWCB as needed.	1,000
Supplies	Consumable supplies.	283
Contractual	Hiring consultant to conduct the technical development of the on-air and on-line elements of project.	214,500
Other (misc.)	Other will cover printing, copying, mailing and postage.	6,186
Total Direct		264,386
Indirect Cost Rate:	1.7% rate based on total expenditures per Texas Statutes §391.0115 (e). The rate applies to budget categories for salary, fringe, travel, supplies, contractual and other.	8,399
Total Costs		272,785