

**CITY OF PASADENA**

**SUCCESSFUL OUTREACH AND PUBLIC  
INVOLVEMENT PROGRAM  
IN PASADENA, TEXAS**

by:

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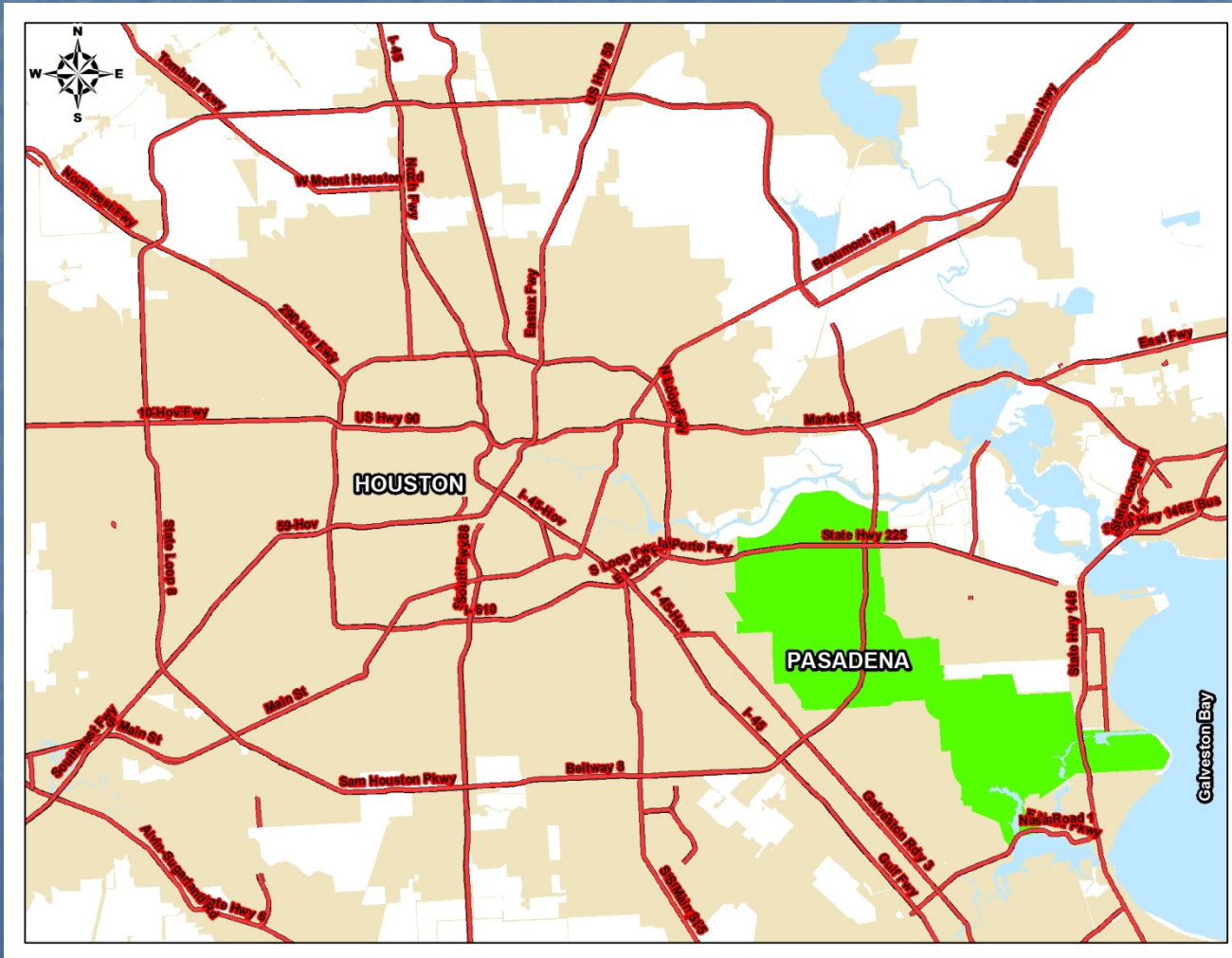
**MS4 Conference**

June 25 – 29, 2012

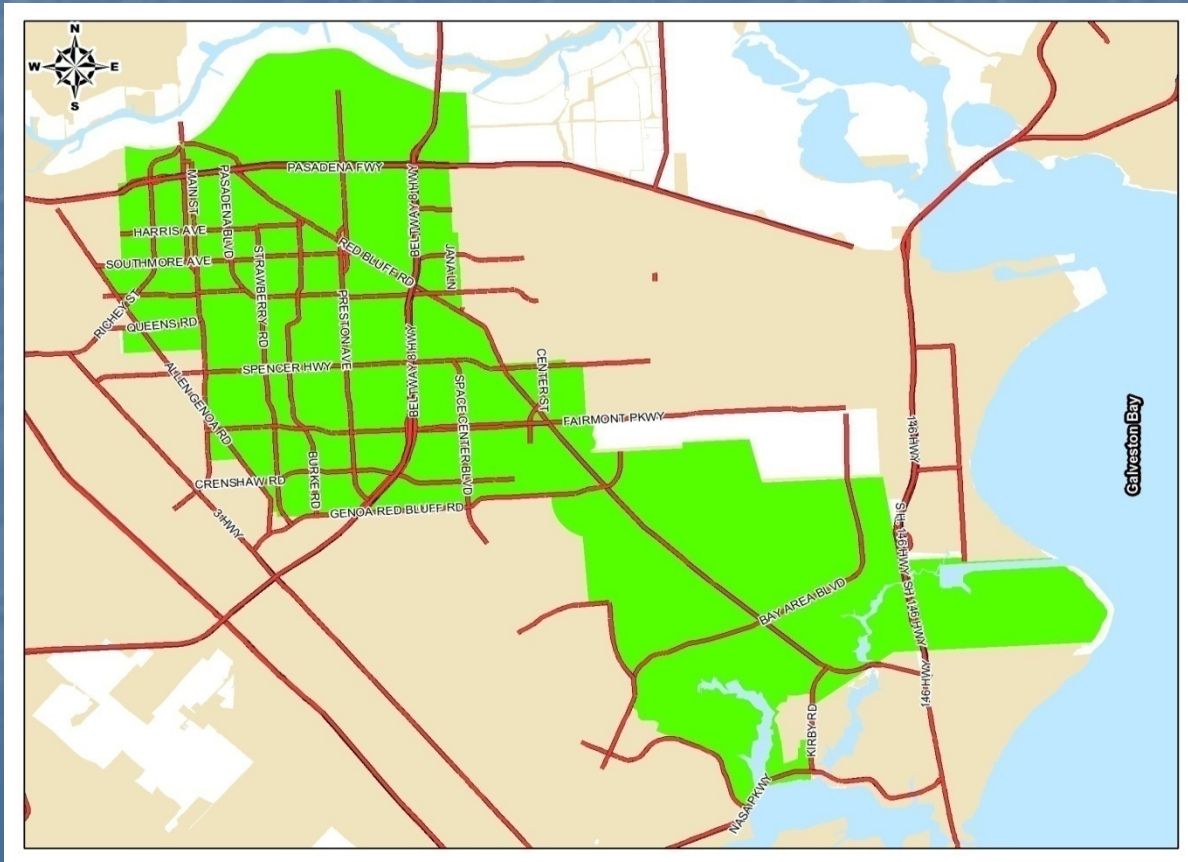
Fort Worth, Texas

# City of Pasadena, TX

## Location



# City of Pasadena Jurisdiction



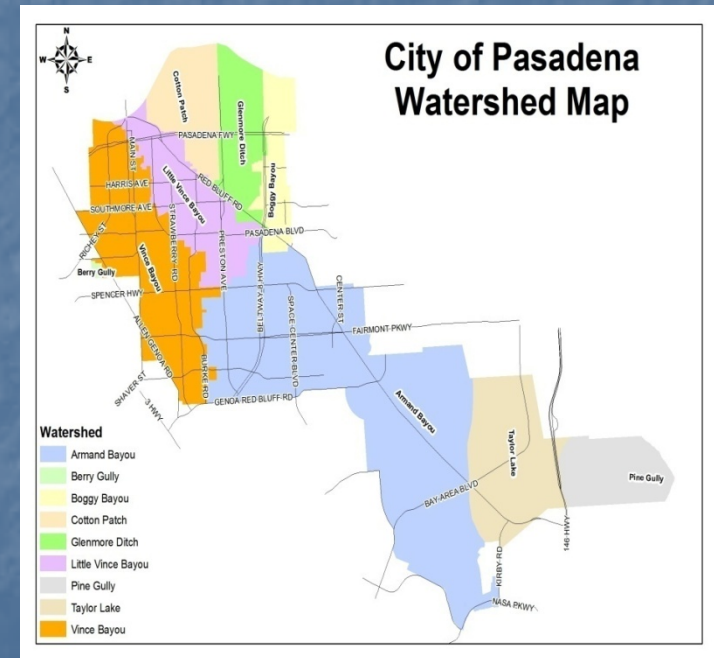
# General Overview

PASADENA - Suburb of Houston City

- Population ~ 150,000 (2011 Census)
- Residential/Commercial Area ~ 44.5 sq. miles
- Industrial Area ~ 15 sq. miles
- Land miles of streets maintained by City ~ 360 miles
- Water mainlines ~ 400 miles
- Sanitary Lines ~400 miles
- Water/Sewer Accounts ~ 34,000
- Waterways (Bayous) ~ 121 miles
- CRS Community with a rating of 7 and continuing to improve....
- Phenomenal growth in the Southeastern portion of the City over the decade.

# Challenges Today:

- Topography, Geography and climate of the City : Coastal, flat and extreme weather from very dry to flooding conditions.
- City is divided into 9 major watersheds with the bayous traversing to either Galveston Bay in the South or to the Houston Ship Channel on the North.
- Population demographics: 62% Hispanic, 32% White, 6% is made up of others.
- > 70% of population is low to moderate income.
- Challenges of outreach program to reach these sections of people.



# History of Public Participation and Education Program in Pasadena

- 10 years ago started with power point presentations at schools, council meeting, etc.
- 7 years ago, teens and retirees were invited to be part of efforts during presentations and events.
- 2 years later, the outreach plan had annual repetitive events and new ones were created by City and partners. Public participation increased.
- Meetings are attended and partnerships are built continuously. Other Departments in the City, organizations, businesses, etc. join the effort.
- Innovative tools were created, new media was incorporated, as communication technologies developed.
- Target audiences are defined with team's experience and stakeholder's knowledge.
- Public Participation and Education plan takes a new step in 2012.



# When, where, who, what and how to do this outreach?

- **When** : as many times as possible in the year, every year and whenever there is an opportunity. Repetition is fundamental for people to learn and change old habits.
- **Where** : any place and time to do outreach, from a construction site, to a summer camp, a council meeting or a school career day.
- **Who** to outreach: the target audience should be all residents and businesses in the City. Culture, language, education or any other potential barrier must be broken to reach audience.
- **Who** does the outreach: City, partners and stakeholders.
- **What** messages to provide: must be tailored according to the targeted audience.
- **How** to deliver outreach: the mode of delivery should be clear and simple, using innovative methods and tools according to the targeted audience.



# When to do outreach ?

All year round:

- Week ends
- Holidays
- Evenings

During meetings/events:

- Volunteers
- Neighbors
- Co-workers
- Customers
- Other organizations

During Inspections:

- Business
- Construction
- Detention/Ret Basins
- Waterway

2012 Environmental Educational Events																							
<b>JANUARY</b> Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31				15-ADHC Third Sat 18-FAST Meeting 24-PCAC 25-DAYCAP 28-Environ Summit				<b>FEBRUARY</b> Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 HK - Huanakong WaterS. - Watershed group				23-Workshop CRS 2-Workshop MS4 HK 5-MS4 Meeting 15-PPI/PPE Meeting 16-Danawan Enga 23-Retard & WaterS. 31-HP Workshop 23-DAYCAP 28-PCAC 24-Pamrong				<b>MARCH</b> Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31				1-FAST 5-Meet Parents 8-Workshop CRS 22-SPAC & PCAC 22-ADHC E-mail 31-Truck Dash			
<b>APRIL</b> Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30				5-FAST & Workshop CRS 14-Like Angkor Coasta 19-Workshop MS4 24-PCAC 25-DAYCAP Library Program Comm. Trng				<b>MAY</b> Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31				1-FAST 5-Pamrong Prrn. 21-25 ASPPM Conf. 18,19, & 28 - Sluabkrrng Pral CRS Lollere A Career Day EL & H Induete Trng				<b>JUNE</b> Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30				Prrn. Induete Trng Vannara Meeting Gof Canal Water MT 3-Harrakar Workshop FAST 21-SPAC 25-29 MS4 Conf. 27-Environ Summit			
<b>JULY</b> Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31				Sam Camp PKA Water Conservation Env. Va. Opgard Storm Drain Pral Defhail the Food Water Smart Gar Lollere In a road Lollere In RL				<b>AUGUST</b> Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31				3-ADHC Departural Meet 15-Hughbarhood Heluark: Together We Can Pass/Dagrap				<b>SEPTEMBER</b> Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30				Comprafe Departural meeting PPE Education MS4 Repair 22-Green Super Pral CRS Repair Dagrap/Paan			
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# What messages to deliver ?

These messages are for different types of audiences: kids, residents, contractors, businesses, English or Spanish speakers, etc.

- Only Storm Water in the Storm Drain
- How to Recycle in Pasadena
- Our Earth is A Paradise, Protect it!
- Water Conservation and Protection
- What pollution prevention measures you can take?
- Protect storm drains to protect our waterways and prevent flood.
- How to protect your watershed?
- Teach children about “leave no trace”.
- Keeping our neighborhood clean
- Preventing Run Off
- Construction and Post-construction BMPs
- Industrial and Businesses BMPs

### Maintain your BMPs!

Uncontrolled ~~erosion~~ runoff from construction sites can significantly impact rivers, lakes and estuaries. Sediment in ~~waterways~~ from construction sites can reduce the amount of sunlight reaching aquatic plants, clog fish gills, smother aquatic habitat and spawning areas, and impede navigation. That is why it is important to maintain your BMPs.

**Protect Natural Features**

- Minimize clearing and amount of exposed soil
- Identify and protect areas where existing vegetation will not be lost
- Protect streams or other sensitive contributions to

**Construction PH**

- Sequence work activities so the not exposed for periods of time
- Schedule or limit install key soil-grading steps

**Vegetative Buff**

- Protect and install vegetative buffers ~~vegetative buffers to filter ~~erosion~~~~

• Make sure that the construction berms do not become buried in soil

**Site Stabilization**

- Vegetate, mulch, or ~~erosion-control fabric~~

## ¡SI USTED NO AYUDA NOS PERJUDICA A TODOS!

### Atención Compañías e individuos que cortan el césped:

Compañías locales mantenedoras de jardines, están trabajando con la ciudad para hacer cambios positivos en nuestro medio ambiente. USTED también puede ayudar

3 Mida y aplique pesticidas y fertilizantes en la proporción y dosis al sistema de riego.

Evitando daños por el viento los

¡Mida sobre el césped. Lo hierba es

## Important Flood Information Everyone Should Know

If you're living in a home that's either "in" or "near" a floodplain (an area subject to flooding) or away from a floodplain area as a resident of Pasadena, you are probably not aware your area is susceptible to flood. That's why it is important for you to review the information in this fact sheet. When you call the Sanitation Department for more information on how you can protect your home, you will find comprehensive information on how you can protect your home, from preventative care. These take a few minutes to look over. It's the cheapest financial investment you can make after flood. Please, locate and identify your property to the City of Pasadena. If you need help in locating your street, call the Sanitation Department at (713) 475-7888.

**I. If your property lies within the FEMA identified floodplains:**

1. **Special Flood Hazard Areas (SFHA):** Areas with a 1% annual chance of flooding (shown as Zone A2 or V1 in the Floodplain Map), which equates to a 26% chance of flooding over the life of a 30-year mortgage. All homeowners in these areas with mortgages from federally regulated or insured lenders are required to buy flood insurance.
2. **Moderate to Low Risk or Non-Special Flood Hazard Areas (MFLA):** Areas with a 2% chance of flooding (shown as Zone A2 or V2 in the Floodplain Map), but a flood risk still exists. Flood insurance is not required, but it is recommended for all property owners and renters.
3. **Unflooded Risk Areas:** No flood-hazard analysis has been conducted in these areas (shown as Zone X on the Floodplain Map). In most, but not all, flood risk areas. Please note, the ~~City will~~ mean there is no risk of flood loss in these areas.

**II. Emergency Preparation to safeguard your possessions:**

Being prepared for a flood can not only help keep your family safe, it can also help minimize potential flood damage and accelerate recovery efforts:

- **Evacuate (when):** Contact the Engineering and Emergency Offices within the City to understand your area of flooding. Contact your insurance agents and understand the coverage of your belongings in case of flooding events.
- **Prepare your home:** Make sure your sump pump is working. Clear drains from gutters and downspouts. Anchor any fuel tanks. Have your generator.

## How to Recycle in Pasadena

The City encourages all its citizens to recycle through bins programs. In a partnership with Abtbi Recycling and Waste Management, the City has established a recycling drop-off point:

City of Pasadena Recycling Center  
2800 Pasadena Boulevard, Preston Avenue @ Pasadena Boulevard, Pasadena, 77502  
(713) 475-7888  
Mon-Sat: 8 am - 6 pm

**Please Note:** Bags are sold in the Recycling Center on Saturdays from 1-6 pm, and payment will only be accepted as a credit/debit charge or added to water bill. **NO** cash or checks will be accepted.

**Paper, Plastic, Aluminum, Glass:** Participants may recycle newspaper, plastic, glass, and aluminum using the bins there. For computer and household hazardous waste pick-up, please call the Sanitation Department at (713) 475-7888 to make an appointment for pick-up.

The City has also established a curbside recycling pilot program that encompasses the area south of Spencer. Also included is the area north of Spencer, west of Shawee, south of Goodabaug, and east of Shirley. Residents in these areas who would like to determine the schedule for recycled materials pickup may download a [fact sheet](#). Find your normal day of trash pickup on the sheet and use the instructions for that day. For more information on this program, call 281-467-5000.

View or download a comprehensive guide to recycling materials, with listings of other recycle centers and tips on lessening dependency on landfill disposal of wastes. Available in [English](#) [here](#) or [Spanish](#) [here](#).

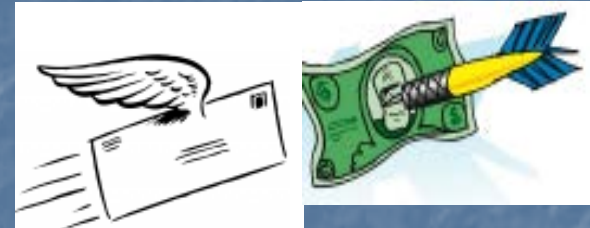
**Pasadena offers free curbside computer recycling pickup**  
Pasadena residents can now call the City and schedule a day and time for a sanitation crew to come make a curbside pick-up of unwanted computer parts. [ComputerRecycle](#), the computer recycling provider the City has used for years, will offer their recycling services for free. The computers, if possible to repair, will be given for free to several worthy institutions. Older models are broken into component parts and used by various industries as raw materials for manufacturing.

To schedule a pick-up, contact the Pasadena [ActiveLife](#) at (713) 475-5955. Anything associated with computers, including cables, printers, keyboards, and monitors, is eligible for this new pick-up service.

# How the messages were delivered ?

Besides events, booths and presentations at schools, libraries, summer camps, boy and girl scout meetings, the following resources were used to deliver our messages:

- Mail
- E-mails
- Website
- Inside City Hall Newsletter
- Partnering with all the Departments
- Partnerships with stakeholders
- The Pasadena Municipal Channel – through cable television
- Facebook, twitter, etc.



# How to deliver breaking language barriers ?

In order to be effective in outreach with this targeted audience:

- Bilingual Human Power
- Bilingual materials
  - Letters, brochures, flyers, posters
  - Mails, e-mails, website, TV, radio, newspapers
  - Mascots and their signs
- Bilingual activities
  - Attractive Events/ booths
  - Interesting Volunteer Programs
  - All type of innovative activities such as skits, games, power-points, Clown presentations, etc.



Using Channel 45 to invite Spanish speakers to attend environmental events



Latino Radio is very important in the Hispanic culture, it is listen to at home and work.



# How to overcome other barriers

Motivated City personnel is the KEY !!

Due to city's economic conditions, one person cannot dedicate all of his/her time on one task.

To overcome the need of personnel for outreach work, staff had to be creative.

Partnering and recruiting help from the community was essential.

- Co-workers
- Volunteers (volunteer Programs)
- Family members
- Other Departments
- Other Organizations



Public Participation in adopting programs was shown by Fox News. Reaching behind the City boundaries.



# Another Barrier: Economic Constraints

All Cities/Counties have been experiencing economic problems

Look for:

- Volunteers
- Sponsors – Businesses & Industries
- Fund-raising activities.
- Apply for grants
- Look for donations of materials and in-kind services.



# Example of Success Stories:

An Indian Classical Ballet School from another community, voluntarily performed dances in Pasadena to raise funds for Environmental Programs and improvement of the infrastructure.



Well known, established events such as Trash Bash. Partnered with H-GAC and Galveston Bay Estuary Program to participate in regional trash pick up event. An opportunity for education and public involvement within the community.

# Successful recognition stories



Local environmental leadership, experience, knowledge and innovation have been recognized



Recognition by the TFMA for work done in public education and outreach by the City.



Recognition by the EPA for work done on environmental outreach

Recognition by the TCEQ for Environmental Stewardship

# Successful public involvement

Using all communication media, residents are invited to be involved in environmental programs. Other residents will follow their example.

Such as:

- Adopt –a-waterway
- Adopt-a-street
- Adopt-a-park
- Adopt-a-trail
- Glue markers on storm drain
- Walk-the-waterway



Motivation:

- Help the environment
- Feel pride in their community work
- Work outdoors
- See their name on a public sign
- Recognition by City





# Examples of volunteers/stakeholders doing outreach

Volunteers work during summers, holidays, weekends and evenings.



Volunteers even go out of the jurisdiction with enviro-messages. This picture was taken during the Friends of Cider Bayou Workshop in Baytown.



Set up is different according to targeted audience. Volunteers help to display posters and literature. Tools are used according to target audience and message.



# Examples of successful partnerships

Partnering with Library, The Team organized events with different Environmental themes, for all ages, languages and social condition.



The Team, partnered with City's Parks and Recreation Dept. in organizing the Earth Day celebration using an existing event: Fish & Flick. Stakeholders were invited to participate by educating visitors. HEB sponsored with food and water.

# More partnerships



TFMA facilitates literature and coloring books for outreach (above).

A professional Environmentalist from Houston, presents at the local library (left)



The Team, supports organizations such as Armand Bayou Nature Center (above)

# Examples of the other opportunities of partnership: Local and in the region

## Examples:

### Non-Profit Organizations:

FAST  
FEMA  
ISO  
HCPC  
Armand Bayou Nature Center  
Galveston Bay Foundation  
Galveston Bay Estuary Program  
H-GAC  
Habitat for Humanity  
Nature World (Austin)  
Churches  
PISD

### Businesses, industry and other organizations:

North Pasadena Business Association  
Hispanic Business Association  
PECAC  
BAYCAP  
Chamber of Commerce  
Banks  
Insurance companies  
Realtors  
Supermarkets  
Pharmacies  
Dry Cleaners  
Hardwares  
Stores

### Other Departments in the City

Volunteer Services  
Parks and Recreation  
Waste Water  
Gardening  
Street and Bridge  
Traffic  
Library  
Planning  
Storm Water  
Permit  
TV Station  
Communications

# PPE Committee

- City staff alone cannot plan all activities;
- Need input from leaders in the community;
- Promotes Public Participation and education (PPE);
- With more MS4 requirements , need more resources and support from stakeholders.
- PPE Committee Team includes stakeholders from different social and economical backgrounds to improve in anyway possible the targeted audiences coverage.



# PPE Committee Members

Committee made up of stakeholders from inside and outside the local government (a total of 13 for Pasadena)

- Two representatives from the community's MS4 Team.
- One representatives from the community's public information office
- More than half of its members (10) are from outside the local government
  - Lender
  - Realtor
  - Insurance Agent
  - Builder
  - Hispanic Representative
  - Business Representative
  - Industry Representative
  - School District Representative
  - Environmental Student and worker
  - Local Nature Center – Open Space Outreach Person





# Successful results from PPE Formation

- Plan was reviewed by committee. Feedback was positive, but suggestions for improvement were given. As an example: Better Data Taken, since some of the outreach done in the past during local meetings attendance was not included in the program
- The list of needs was approved right away.
- All the members gave suggestions of possible partnerships that had worked for them in the past. Also, they offered to do the outreach themselves, during events they organize and also during those they visit.
- All of them were willing to use their website, newsletters, e-mail contact information as another outreach media.
- The PPE plan was completed with these suggestions and approved by the PPE Committee. A sign in sheet, agenda and later e-mails are proof of this successful action.





# Measuring Effectiveness

1. Increase inquires to the Action Line and Volunteer Department to participate in environmental programs
2. Number of participants on the programs increases every year and today there are:
  - 40 groups for A-A-W
  - 33 groups for A-A-S
  - 11 groups for A-A-P
  - 2 groups for Walk-the-Waterway.
3. Number of Partnerships built through the years. Thanks to the program.
4. Number of Repetitive Annual Events in the program: 10 (as organizers and/or booth holders)
5. Number of bilingual fliers created and translated for needs in the community.
6. Evaluation of the program by the PPE Committee in a very positive way, constructive evaluation and additions.
7. Average number of pieces of literature distributed per year: 7,000  
Plus 34,000 letters to all resident, in addition to outreach through local TV website, facebook and tweet.
8. Number of Regional TV/radio programs that have invited the City to talk about environmental/flood issues.  
( Univision TV and radio, Fox, ABC, TeleFutura)
9. Number of recognitions for environmental outreach work not only in the community but also in the state and in the country.

# Questions ???

