

**Shoal Creek Watershed Action Plan
Final Education & Outreach Report
10.20.20**

Table of Contents:

- Method
 - 6.1 Public Participation Plan.....Page 2
 - 6.2 Stakeholder Engagement Schedule.....Page 7

- Past Public Education & Outreach
 - 7.2 Public Outreach Reports.....Page 11
 - 7.3 PSAs.....Page 20
 - 7.3 Past Press Releases.....Page 20

- Future SCWAP Interpretation and PromotionPage 21
 - 7.3 Future Press Release
 - 7.2 Interpretation materials

Public Participation Plan
Shoal Creek Watershed Action Plan
Updated by the Steering Committee October 9, 2018

Overview

This Public Participation Plan details the strategy for engaging the public and stakeholders in the watershed planning process for the Shoal Creek Watershed in Austin, Texas. It is a living document that will be regularly visited and updated during the stakeholder process.

The goal of the Shoal Creek Watershed planning process is **to identify creative, cooperative solutions to address Shoal Creek's challenges and create a resilient, healthy and safe creek** through the development of Shoal Creek's first Watershed Action Plan (WAP). The Shoal Creek watershed suffers from numerous and interconnected water-related challenges, including devastating flood events, poor water quality, erosion, loss of native habitat, and loss of productive spring flow.

The Shoal Creek Conservancy (SCC) will serve as the WAP project facilitator and is leading a coalition of public and private groups, including the City of Austin (COA), The Meadows Center for Water and the Environment (Meadows), and other local community organizations, to develop and implement solutions to these pressing issues through a Watershed Action Plan. This cooperative project is funded in part by the Texas Commission on Environmental Quality (TCEQ) through a United States Environmental Protection Agency (EPA) grant and the Still Water Foundation.

Stakeholder involvement is an essential component of the Shoal Creek WAP. It enhances cooperation, collaboration, and community participation. Stakeholders provide insight about public concerns and values that help bridge scientific research and community-driven efforts.

A Shoal Creek Watershed stakeholder is anyone who lives, works and shares an interest in protecting and restoring the Shoal Creek watershed. Diverse stakeholder representation is key to the success of the Shoal Creek Watershed Action Plan. The intent of this planning process is to be inclusive, open and welcoming to all.

Stakeholder Group Structure

Shoal Creek Watershed Stakeholder Committee (Stakeholder Committee) - General

- Anyone who lives, works and shares an interest in protecting and restoring the Shoal Creek watershed is invited to participate in the Stakeholder Committee.
- The Stakeholder Committee will be open to all and welcoming in nature.
- There will be no limit on the number of participants in the Stakeholder Committee.
- The Stakeholder Committee will be a non-voting entity.

Stakeholder Committee - Ground Rules

- All Stakeholder Committee members agree to be open to new concepts and respectful to other points of view.
- No audio or visual recordings of Stakeholder Committee meetings. Instead minutes of the meetings will provide a brief overview of the topics discussed and will be placed on the Shoal Creek Watershed Action Plan webpage.
- All meetings of the Stakeholder Committee will be open to the public with an opportunity for public comments at the end of each meeting.

Shoal Creek Watershed Steering Committee (Steering Committee) - General

- The Steering Committee will include representatives expected to include 8-10 key decision-making entities, whose buy-in is necessary for successful implementation.
- Steering Committee decisions and actions will be shared with the full Stakeholder Committee.
- Representation on the the Steering Committee will include:
 - COA, Watershed Protection Department representative
 - COA, Parks and Recreation Department representative
 - COA, Public Works Department representative
 - Academic Representative
 - Business Representative
 - Neighborhood Representative
 - Nonprofit Representative
 - City Council Representative

Steering Committee - By Laws

- As the project facilitator, SCC will work with partners to appoint a minimum of seven representatives to an inaugural Steering Committee.
- As the project facilitator, SCC will appoint its Executive Director to serve as member of the Steering Committee.
- Steering Committee members agree to make an effort to attend all meetings. If unable to attend, they will notify the project facilitator.
- A quorum of the Steering Committee, defined as more than fifty percent of the Steering Committee members, is required in order to take action on matters before the Steering Committee.
- The Steering Committee will seek officer nominations and will elect, by majority vote, a chair, vice-chair and secretary. Steering Committee officers will be elected to a term not to exceed 12-months. There are no term restrictions.
- The Steering Committee Chair will preside over all official decisions made by the Steering Committee. If the Steering Committee Chair is unable to preside over an official decision due to absence or recusal, the Vice-Chair shall serve as the presiding officer.
- The Steering Committee Secretary will serve as the presiding officer due to absence or recusal of both the Chair and Vice-Chair. The Steering Committee Secretary is responsible for documenting the minutes of official Steering Committee meetings. Draft minutes will be posted on the project

website within 30 days and approved on or before the next scheduled meeting of the Steering Committee.

- Steering Committee officer elections will be held annually in October.
 - Steering Committee members may request agenda items no later than two weeks prior to the next scheduled meeting of the Steering Committee. The project facilitator will work with the Steering Committee Chair to finalize the agenda. Best efforts will be made to post the agenda as soon as it is available.
 - Any Steering Committee member may nominate a new member to serve on the Steering Committee by notifying the project facilitator and Steering Committee Chair of the nomination at least two weeks prior to the next scheduled meeting of the Steering Committee. The nomination will be considered valid and placed on the agenda of the next scheduled meeting of the Steering Committee if the new member nomination is:
 - Approved by the Steering Committee Chair
 - Seconded in writing or by email by another sitting Steering Committee member
- New Steering Committee members must be approved by a majority vote of the Steering

Committee.

- From time to time it may be also necessary to conduct a vote to remove a member of the Steering Committee. A $\frac{2}{3}$ majority vote of the Steering Committee is required to remove a sitting member of the Steering Committee. Any Steering Committee member may request a vote to remove another sitting Steering Committee member by notifying the project facilitator and Steering Committee Chair of the removal request in writing at least three weeks prior to the next scheduled meeting of the Steering Committee. **The removal request must include the signatures of two sitting Steering Committee members to be considered valid.** If the removal request is deemed to be valid, it shall be placed on the official agenda of the next scheduled meeting of the Steering Committee. The Steering Committee member subject to the removal request must be officially notified in writing by the project facilitator and/or the Steering Committee Chair at least two weeks prior to the Steering Committee meeting that will consider the removal request. Both the Steering Committee member that initiated the removal request and the Steering Committee member subject to the removal request will be given up to 10 minutes to speak on the agenda item. Other Steering Committee members may also be allowed to speak on the removal request prior to any vote being taken.
- While the Steering Committee is expected to include representation from 8 to 10 key decision-making entities, there is no limit to the number of individuals that may serve on the Steering Committee at any point in time.
- Steering Committee members agree to be open to new concepts and respectful to other points of view.
- All meetings will be open to the public with an opportunity for public comments at the end of each meeting.
- Steering Committee voting may be conducted by email on time sensitive matters. A quorum of the Steering Committee members must participate for the vote to be considered valid.
- The goal is for decisions by the Steering Committee, other than membership and officer election procedures directly specified above, to be made by consensus. If consensus cannot be reached,

recommendations, including the amendment of Steering Committee Ground Rules will be decided by 2/3 majority vote of Steering Committee members.

Working Groups

- The working groups are small groups that delve into particular topics in detail.
- There will be no limit to the number of members in each working group; they will be open and welcoming.
- Working groups will provide summaries of meetings to the full Watershed Committee and Steering Committee.
- Working groups will make recommendations based on the information gathered and input from other stakeholders.
- Each working group will select a leader and a notetaker.
- Each group will facilitate, schedule and recruit members for their working group.
- The working groups will include:
 - **Water Working Group** - Includes flood, base flow, and water quality (combined to recognize interconnected nature)
 - **Land Stewardship Working Group** - Includes public and private property in upland and floodplain areas (consider combining with the Water Working Group at later date)
 - **Education and Outreach Working Group**
 - **Implementation Working Group** - Includes policies, funding and metrics
- The specific goals of each working group will be defined at the first working group meeting, but will include to:
 - Set long-term goals
 - Identify areas of concern
 - Identify causes/sources of the problem
 - Identify standards in place and areas for improvement
 - Identify and recommend best management practices that can be implemented

Stakeholder Meetings - Tentative Schedule and Topics

- **Tuesday, February 13, 2018 (Lunch, Downtown)**- Stakeholder Committee Meeting
 - **Topics:** Overview of Shoal Creek challenges, watershed planning basics, role of stakeholders
- **Saturday May 19, 2018 (Morning, Downtown)** - Stakeholder Committee Meeting Site Visit
 - **Topics:** First-hand tour of Shoal Creek challenges and opportunities
- **Tuesday, July 10, 2018 (Morning, Downtown)** - Steering Committee Meeting with Stakeholder Committee
 - **Topics:** Overview of project, discuss public participation plan, steering committee role and ground rules, technical update and discussion
- **Wednesday, August 29, 2018 (Lunch, Mid-Watershed)** - Stakeholder Committee Meeting with Educational Forum.
 - **Topics:** Project update led by Steering Committee, water quality educational presentation and discussion

- **Tuesday, October 9, 2018 (Lunch, Downtown/Mid-Watershed)** - Stakeholder Committee Meeting (11 to 12 noon) with possible Working Group Meetings prior. Followed by Texas Watershed Steward Workshop with Texas A&M AgriLife (12:30 to 4:30).
- **Wednesday, December 5, 2018 (Morning, Mid-Watershed)**- Steering Committee Meeting
- **Wednesday, January 30, 2019 (Evening, Downtown)**- Stakeholder Committee Meeting with Working Group Meetings prior. Include Educational Forum.
- **Tuesday, April 9, 2019 (Evening, Upper or Mid-Watershed)**- Stakeholder Committee Meeting. Possibly with Shoal Creek Tour.
- **Wednesday, April 24, 2019 (Lunch, Downtown)** - Working Group Meetings
- **Tuesday, June 11, 2019 (Morning, Downtown)**- Steering Committee Meeting
- **Wednesday, August 7, 2019 (Evening, Downtown)** - Stakeholder Committee Meeting with Educational Forum and Working Group meetings prior.
- **Tuesday, October 8, 2019 (Evening, Mid-Watershed)** - Stakeholder Committee Meeting with Working Groups
- **Wednesday, December 14, 2019 (Lunch, Downtown)** - Steering Committee Meeting

Targeted Outreach Plan

The project partners will employ the following strategies to increase public participation in the process and at meetings:

- Leveraging Partnership:
 - Email partner nonprofits and businesses to inform them of the meetings and ask them to assist with promotion through newsletter articles, facebook posts and other outlets
 - Send targeted emails to identified stakeholders asking them to attend committee meetings and participate in working groups
 - Ask stakeholder committee members to assist in identifying additional participants and spreading the word
 - Email neighborhood association presidents and/or newsletter contacts within the watershed to ask them to share information on nextdoor, through listservs and in newsletters
 - Request assistance from Council Members Pool, Alter and Tovo in promoting the meetings
 - Partner closely with the City of Austin Public Information Office to promote all meetings
- Utilizing Shoal Creek Conservancy Outlets:
 - Maintain a watershed action plan “microsite” on the Conservancy website
 - Promote the workshops on the Conservancy website homepage and events pages, blog posts
 - Post on Conservancy social media platforms including: Facebook, Instagram, Twitter

- Include information in the Conservancy’s e-newsletter each month, list includes over 1,500 email addresses with an open rate of 30%
- Sent e-blasts to Conservancy’s email lists of over 1,500 stakeholders
- Additional Strategies:
 - Consider hosting meetings in different locations within the watershed to increase geographic representation
 - Secure food donations to encourage attendance
 - Post meeting details on various Austin online calendars, including the Austin Chronicle, Eventbrite, do512, Austin Monthly, EcoNetwork, Community Impact, and Austin360
 - Distribute media advisories to all Austin media outlets prior to the meetings
 - Consider posting “yard signs” with information along Shoal Creek

Stakeholder Engagement Schedule

Sub Task #	Deliverable	Lead	Meeting Time / Location	Notes	Date Scheduled or Completed
6.2	Initial Stakeholder Mt	SCC		Shoal Creek watershed, WAP next steps, and how to get involved	12/5/17
6.2	Stakeholder Mtg (1 of 12)	SCC (with MCWE)	Weekday / Downtown	COMBINE: SCC hosted first stakeholder meeting on 2/13/18 with approximately 70 attendees. The first educational forum was held at the beginning of the stakeholder committee meeting on 2/13/18 and focused on Shoal Creek watershed	2/13/2018
7.1	Q2 Educational Forum	SCC (with MCWE)			

				basics and challenges.	
7.2	Q2 Participation in Educational Events	SCC (with MCWE)	Evening / Mid-watershed	SCC provided a presentation to the Allandale Neighborhood Association on 3/7/18. Agenda for meeting available if needed.	3/7/2018
6.2	Stakeholder Mtg (2 of 12)	SCC (with MCWE)	Weekend / Downtown	Shoal Creek Site Tour for Stakeholders - Duncan Park	5/19/2018
6.2	Stakeholder Mtg (3 of 12)	SCC (with MCWE)	Evening / Downtown	COMBINE: Steering Committee (SC) Development and Technical Committee Mtg - Primarily for proposed SC Members but invite full Stakeholder Group	7/10/2018
6.3	Technical Committee Mtg (1 of 6)	SCC (with Doucet)			
6.2	Stakeholder Mtg (4 of 12)	SCC (with MCWE)	Evening / Mid-watershed	COMBINE: Adopt SC Members and Rules, Shoal Creek Education, Full Stakeholder Meeting led by new SC	8/29/2018
7.1	Q4 Educational Forum	SCC (with MCWE)			
7.2	Q4 Participation in Educational Events	SCC (with MCWE)	Any	Booth at event	8/31/2018
6.2	Stakeholder Mtg (5 of 12)	SCC (with MCWE)	Evening / Downtown	COMBINE: Technical Meeting prior to	10/9/2018

6.3	Technical Committee Mtg (2 of 6)	SCC (with Doucet)		Full Stakeholder Meeting (Possible 2nd Shoal Creek tour - nice autumn weather)	
6.2	Stakeholder Mtg (6 of 12)	SCC (with MCWE)	Weekday / Mid-watershed	SC ONLY: Hammer out plans with smaller group	12/5/2018
6.3	Technical Committee Mtg (3 of 6)	SCC (with Doucet)	Evening / Downtown	COMBINE: Technical Meeting prior to Full Stakeholder Meeting w/ Educational Component (keynote speaker)	1/30/2019
6.2	Stakeholder Mtg (7 of 12)	SCC (with MCWE)			
7.1	Q6 Educational Forum	SCC (with MCWE)			
7.2	Q6 Participation in Educational Events	SCC (with MCWE)	Any	Booth at event	2/28/2019
6.2	Stakeholder Mtg (8 of 12)	SCC (with MCWE)	Evening / Upper OR Mid-watershed	Full Stakeholder Meeting (Possible 3rd Shoal Creek tour - springtime riparian walk)	4/24/2019
6.3	Technical Committee Mtg (4 of 6)	SCC (with Doucet)	Weekday / Downtown	Dedicated Technical Committee Meetings	3/11/2019
6.2	Stakeholder Mtg (9 of 12)	SCC (with MCWE)	Weekday / Downtown	SC ONLY: Hammer out plans with smaller group	7/9/2019
6.3	Technical Committee Mtg (5 of 6)	SCC (with Doucet)	Evening / Downtown	COMBINE: Technical Meeting prior to Full Stakeholder Meeting w/ Educational	8/15/2019
6.2	Stakeholder Mtg (10 of 12)	SCC (with MCWE)			
7.1	Q8 Educational	SCC (with MCWE)			

	Forum			Component (keynote speaker)	
7.2	Q8 Participation in Educational Events	SCC (with MCWE)	Any	Booth at event	8/31/2019
6.2	Stakeholder Mtg (11 of 12)	SCC (with MCWE)	Lunch /Downtown	COMBINE: Technical Meeting prior to Full Stakeholder Meeting	9/25/2019
6.3	Technical Committee Mtg (6 of 6)	SCC (with Doucet)			
6.2	Stakeholder Mtg (12 of 12)	SCC (with MCWE)	Lunch / Downtown	*SC ONLY: Hammer out path forward with smaller group (May want to make it full meeting if Draft WPP ready for introduction)	12/17/2019
6.2	Stakeholder Mtg	SCC (w/MCWE and Doucet)	Lunch/Downtown	Review of draft SCWAP and final stakeholder comments	1/22/20
6.2	Stakeholder Mtg	SCC	Virtual	Provided updates on the plan's review status and Year 1 implementation projects.	5/27/20
6.2	Stakeholder Mtg	SCC	Virtual	Provided updates on the plan's review status , Creekside Neighbors Program and plan for Steering Committee nominations and officer elections.	8/20/20

Public Outreach Reports

E&O activities* completed March 2018-March2020

*not all of the activities were funded by the 319(h) grant but all of them support the project goal to protect Shoal Creek watershed.

Table 1: POR Summary Chart

Date	Education & Outreach Activity Title	# People Reached (Attendees)	Topics Covered	Section of the Creek (1-4)
12/5/17	Stakeholder Watershed Meeting	40	Shoal Creek watershed, WAP next steps, and how to get involved	NA
1/19/18	Walk & Talk Book Club	18	Shoal Creek watershed, flood mitigation, and how to get involved with SCC's WAP	1
1/26/18	Ambassadors Volunteer Event	13	Water quality, stewardship, and role native plants play in riparian health	1
2/13/18	Stakeholder Watershed Meeting	45	Shoal Creek watershed, WAP next steps, and how to get involved	NA
2/16/18	Geography Tour with Dr. Anderson	60	Shoal Creek watershed, human impact on urban creeks & streams, flood mitigation, and SCC's WAP	2
2/19/18	Lunch and Learn - Silicon Labs	20	Shoal Creek water quality, flooding, erosion, and WAP	1
3/24/18	Volunteer Cleanup w/ Blue Index Project	14	Water quality, trash, creek health	1
4/14/18	Volunteer Cleanup	35	Water quality, trash, creek health	1

4/23/18	Westminster Senior Living Facility Presentation	40	Shoal Creek watershed and WAP	2
4/28/18	Geology and Fossil Tour	15	Watershed health, water quality, spring flow and geology, surface and groundwater interaction	2
4/29/18	Earth Day Tabling at Huston-Tillotson University	250	Shoal Creek Watershed, WAP, and Watershed programs offered by COA	Outside of watershed
5/19/18	Stakeholder Watershed Meeting	14	Watershed 101, water quality, erosion, habitat loss and flood issues, opportunities for restoration and on-site water treatment	1
5/25/18	Volunteer Cleanup	6	Water quality, trash, creek health	1
5/25/18	Volunteer Cleanup	35	Water quality, trash, creek health	1
6/2/18	Volunteer Cleanup	35	Water quality, trash, creek health, trail issues	1
6/17/18	Volunteer Cleanup w/ REI	21	Water quality, trash, creek health, trail issues	1
7/10/18	Stakeholder Watershed Meeting	42	Watershed 101, water quality, erosion, habitat loss and flood issues, opportunities for restoration and on-site water treatment	1
8/29/18	Stakeholder Watershed Meeting	unknown	Project update led by Steering Committee and water quality educational presentation and discussion	2
8/30/18	Balcones Canyonlands Texas Master Naturalist Meeting @ Concordia University Presentation	50	Shoal Creek water quality, WAP, watershed programs offered by COA	Outside of watershed
9/29/18	NPLD Volunteer Cleanup w/ Cirrus Logic	85	Water quality - trash and scoop the poop, stewardship in riparian health, importance of native species along the creek	1

9/15 - 9/30/18	Cutest Dog in Austin Photo Contest	5,000	Water quality, trash, creek health, dog poop/water quality and bacteria, dog interactions with the creek	1-4
10/9/18	Stakeholder Watershed Meeting	30	Shoal Creek watershed, WAP and next steps	NA
10/9/18	Watershed Texas A&M AgriLife Workshop	32	Overview of watershed education in Central Texas, specifically in Shoal Creek and Austin	Outside of watershed
10/10/18	Rotary Club Lunch Presentation	40	Shoal Creek watershed, creek health, flooding, water quality, erosion	4
10/21/18	SCC's 5th Birthday/Dog Celebration	35	Water quality and health, stewardship, and nonpoint source pollution (scoop the poop)	NA
10/22/18	Under Armour Lunch and Learn	20	Shoal Creek health, water quality, flooding, erosion, WAP and ways to get involved	Under Armour
10/22/18	Seaholm Condos Presentation	35	Shoal Creek health, water quality, flooding, erosion, WAP and ways to get involved	1
11/3/18	IMPD Volunteer Cleanup	87	Water quality, litter, creek health, native vegetation in riparian system and health, removal of invasive species and biodiversity, erosion	1
11/3/18	Tree ID Walk with TreeFolks	65	Interaction of trees and water quality, types of trees in Central Texas	NA
12/5/18	Watershed Stakeholder Meeting	50	Shoal Creek watershed, WAP and next steps	2
12/6/18	Riparian Tree Planting	60	Planted native trees along Shoal Creek	2
12/8/18	Dog Walk Social	4	Shoal Creek location and ecosystem	1

1/30/19	Watershed Stakeholder Meeting	34	Shoal Creek watershed, WAP and next steps	1
2/16/19	Geography Tour w/ Dr. Anderson	60	Shoal Creek watershed, human impact on urban creeks & streams, flood mitigation, and SCC's WAP	2
3/2/19	IMPD Volunteer Cleanup w/ Austin Youth River Watch	45	Water quality testing, Shoal Creek Watershed, flood mitigation, WAP and how to get involved	2
3/16/19	Walk & Talk Book Club with APL	8	Shoal Creek watershed, flood mitigation, WAP and how to get involved	1
3/30/19	Fossil Tour	60	Water quality, stewardship, importance of native species and riparian health	2
4/2/19	Watershed Stakeholder Meeting	19	Recap of Working Group objectives, modeling and its role in WAP; Working Groups breakout	NA
4/20/19	Earth Day Kayak Volunteer Cleanup	15	Water quality, stewardship, importance of native species and riparian health	1
4/24/19	Watershed Stakeholder Meeting	18	Review WAP goal statement and target; recap of draft scenarios in modeling; Working Groups breakout	1
4/28/19	Birding Tour	12	Shoal Creek watershed, urban creek and streams, flood mitigation, WAP and how to get involved	2
5/25/19	Bat Watching Tour	30	Water quality, stewardship, importance of native species and riparian health	1
7/9/19	Watershed Stakeholder Meeting	26	Stakeholders shared desired changes they wanted to see in Shoal Creek. Discussed intermediate goals, and policy changes that might impact the watershed	1

7/13/19	Shoal Creek Hike with REI	20	Shoal Creek watershed and ecosystem, WAP and how to get involved	1
8/15/19	Watershed Stakeholder Meeting	15	Review plan's goal statement and identified 6 major goals. Discussed solutions and ways to measure progress on issues.	1
8/24/19	Shoal Creek Hike with REI	25	Shoal Creek watershed and ecosystem, WAP and how to get involved	1
9/7/19	Volunteer Cleanup with Facebook	45	Water quality, stewardship, and role native plants play in riparian health	1
9/14/19	Birding Tour	30	Discussed urban creeks as important habitats for wildlife, such as birds. Identified 30+ species of birds along Shoal Creek	2
9/21/19	Shoal Creek Hike with REI	25	Shoal Creek watershed and ecosystem, WAP and how to get involved	1
9/25/19	Watershed Stakeholder Meeting	15	Reviewed the areas in which the group wants to see improvement in the creek. Discussed the model created by Doucet that showed which solutions were feasible, effect and cost effect and which ones aren't. Requested notes from Working Groups to include in the Rough Draft.	1
9/28/19	NPLD Volunteer Cleanup	40	Water quality, stewardship, invasive species removal, biodiversity and the role native plants play in riparian health	1
10/2/19	CofA Environmental Commission Presentation	25	Shoal Creek watershed info and stats, WAP and SCC programs	NA
10/5/19	Tree Stewards Workshop with TreeFolks	15	Shoal Creek watershed, importance of diverse, native plantlife along the creek, and how to identify local tree	2

			species	
10/12/19	Volunteer Cleanup	20	Water quality, stewardship, invasive species removal, biodiversity and the role native plants play in riparian health	1
10/19/19	Geography Tour with Dr. Anderson	11	Shoal Creek watershed, human impact on urban creeks & streams, flood mitigation, and SCC's WAP	2
11/2/19	IMPD Volunteer Cleanup	55	Removed litter from the creek, made & distributed seed balls with Central Texas riparian seed mix and removed Ligustrum seeds along Shoal Creek in Seiders Springs Park.	2
11/9/19	Tree ID Tour with TreeFolks	12	Covered importance of diverse, native plant life along the creek and how to identify local tree species	2
11/16/19	SCC Headwaters Trail Tour	30	Stewardship, WAP, Shoal Creek watershed and how to get involved	1
11/23/19	Geeks Who Hike Guided Tour	48	Location and ecosystem of Shoal Creek watershed, WAP and how to get involved	1-2
11/26/19	SCC Table at Swoovy Friendsgiving	50	Shared SCC's work in the watershed, registered attendees for upcoming cleanups and tours and played "Pin the Tail on the Red-Eared Slider."	Outside of the watershed
12/14/19	Volunteer Cleanup	25	Water quality, trash, creek health, trail issues	4
12/17/19	Watershed Stakeholder Meeting	24	Shared the first draft of Shoal Creek WAP with stakeholders. Broke into Working Groups and discussed feedback and questions about the plan	1
1/11/20	Volunteer Cleanup	23	Water quality, trash, creek health, trail issues	1

1/13/20	Outreach Events handout created	500	Handout promoted all spring 2020 volunteer cleanups and educational tours	1-4
1/22/20	Shoal Creek WAP Steering Committee Meeting	30	Reviewed the first draft of the WAP and collected comments from committee members	1
1/23/20	Clean Creeks Resolution Press Conference	unknown	The press conference was related to the Clean Creeks Resolution that passed a city council vote on 1.23.20, and SCC spoke to support clean creeks & commitment to this via the WAP.	1-4
2/8/20	SCC History Tour	9	Walked the creek with members of the public and discussed how Shoal Creek has impacted people and the environment throughout time	1
2/13/20	Tree Planting with TreeFolks	60	Planted native trees along Shoal Creek	2
2/21/20	Austin Public Library Tour	58	Stewardship, WAP, Shoal Creek watershed ecosystem, flooding, erosion, water quality, biodiversity, and how to get involved	1
2/22/20	Volunteer Cleanup	24	Water quality, trash, creek health, importance of native species along creek, planted seedballs	2
2/29/20	Geology and Fossil Tour	12	Austin Geological Society discussed balcones fault, geology along Shoal Creek, springs, ground water, fossils, and landslides	2
2/29/20	Allandale Neighborhood Cleanup	16	SCC attended to support the neighborhood cleanup and provide supplies. This also marked the beginning of the creation of a new SCC program: Creekside Neighbors Cleanup Program	3

3/7/20	IMPD Volunteer Cleanup	48	Volunteers collected litter from the creek and banks, cut back invasive giant cane and removed sediment build up from previous flooding events. Topics covered included water quality, biodiversity, importance of native species, and stewardship	1
4/23/20	Talking Trails	272	Virtual panel with COA and greenspace nonprofits, included SCC. Topics covered included WAP, urban trails and how they are planned, funded, and managed.	Virtual
5/27/20	Shoal Creek WAP Steering Committee Meeting	14	Provided updates on the plan's review status and Year 1 implementation projects.	Virtual
7/17/20	Nature Photography Happy Hour	116	Virtual presentation, mentioned WAP and stakeholder mobilization.	Virtual
8/20/20	Shoal Creek WAP Steering Committee Meeting	13	Provided updates on the plan's review status , Creekside Neighbors Program and plan for Steering Committee nominations and officer elections.	Virtual

8/21/20	Tree Folks	827 views	Topics covered will include identification of riparian tree species, role trees play in the riparian ecosystem, WAP, and the issues facing Shoal Creek like flooding, poor water quality, erosion and habitat loss, and diminished spring flow.	2
2018-2020	Updates to watershed action plan webpage on the Conservancy website (www.shoalcreekconservancy.org)	unknown	Information about the goals of the plan, the stakeholder process, materials from past meeting, a resource library	1-4
2018-2020	Educational posts on Conservancy social media platforms including: Facebook, Instagram, Twitter	Approx. 3,300	Information about the watershed issues and upcoming meetings	1-4
2018-2020	Cross-promotion of social media on Watershed Protection Department's social media outlets (Facebook - Austin Water)	Approx. 7,000	Information about the watershed issues and upcoming meetings	1-4
2018-2020	Included watershed plan updates in the Conservancy's e-newsletter	Aprox. 1,500	Information about WAP and upcoming meetings/site visit	1-4
2018-2020	Posted Stakeholder Meetings/site visit details on various Austin online calendars, including the Austin Chronicle, do512, Austin Monthly, EcoNetwork, Community Impact, and Austin360	All of Austin, unknown	Invitation to meetings/site visit	1-4

Shoal Creek Watershed PSAs

1. Scoop the Poop PSA, February 2019
https://youtu.be/dGOjU5_t8h8
2. Healthy Watersheds PSA, August 2019
<https://youtu.be/Ee5C9elxJ5Y>
3. Springs PSA, October 2019
https://youtu.be/Y8_6d8hQ16w
4. Fertilizers PSA, July 2020
<https://youtu.be/rAFBigKP7iE>

Past Press Releases

December 2017 SCWAP Partnership Press Release:

<https://shoalcreekconservancy.org/wp-content/uploads/2018/03/2017-Dec-RELEASE-SCC-Watershed-Plan-Partnership.pdf>

July 2018 #StewardsforShoal Campaign Press Release:

<https://shoalcreekconservancy.org/wp-content/uploads/2020/06/7.13.18-SCC-Watershed-Campaign-Release.pdf>

October 2019 Shoal Creek Watershed PSAs Press Release:

<https://shoalcreekconservancy.org/wp-content/uploads/2020/06/Shoal-Creek-Conservancy-PSA-Press-Release.pdf>

September 2020 Creekside Neighbors Press Release

<https://shoalcreekconservancy.org/wp-content/uploads/2020/08/8.19.20-Shoal-Creek-Conservancy-Introduces-Creekside-Neighbors-Program.pdf>

SCWAP Interpretation & Promotion

Once approved, the Shoal Creek Watershed Action Plan will be interpreted and communicated to the community through a variety of brief, visual and engaging ways:

- Press release
- Neighborhood Association meetings located throughout the watershed
- Handouts
- Videos
- Social media posts
- Individual projects/interactive management measures will have dedicated webpages

Work to begin interpreting the plan will begin in late 2020.