EDUCATING THE PUBLIC FOR SUSTAINABILITY

by:

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TFMA Fall Conference
September 19 – 21, 2012
Rockwall, TX
City of Pasadena, TX

Location in Harris County: Southeast portion of Houston Metropolitan Area

Location in the U. S: Southeast coastal region of Texas along Gulf of Mexico.
City of Pasadena, TX
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

- **Geographic** – Coastal City with imminent dangers of hurricanes, tropical storms and storm surges;
- **Topographic** – Flat land with potential for flooding;
- **Social** – Cultural diversity with population demographics making up of 62% Hispanic, 32% white and 6% others;
- **Economical** – More than 70% of population is low to moderate income level;
- **Budget Constraints** – City’s economical situation hinders budget and human resources.
Natural Disasters in the Region

- 2001 Tropical Storm Allison – Flooding inundated several homes
- 2006 Hurricane Rita – Mass Evacuation causing gridlock on roadways
- 2008 Hurricane Ike – Wind Forces damaging several buildings
- Frequent isolated rainfalls – Localized flooding in the city
Education Starts at Home: Training

- All City Departments and employees should understand the MS4 permit and CRS program:
  - Importance of the permit and the program
  - How they are helping now
  - How they could help better with activities including outreach.
  - How to collect and keep records of their MS4 and CRS activities.
  - How to report those records
Public Education & Outreach Activities

- Events/fairs
- Presentations
- Meetings
- Conferences
- Letters
- Website:
  - TV local channel 16
  - Facebook
  - City Newsletter
- Public Participation: Volunteer programs to adopt a street, waterway, park, trails etc.
- Marking Stormwater Buttons
Partnerships: Residents, Industry, Businesses

- City staff alone cannot plan or develop all activities;
- Need input from residents and leaders in the community;
- Partnerships are big part of successfully braking economical, social and budget constraints barriers;
- Educational/Public Participation Planning Team should include stakeholders from different social and economical backgrounds;
- Examples of Organizations that can be potential PPI helpers:
  - NPBA: North Pasadena Business Assn.
  - PCC: Pasadena Chamber of Commerce
  - PCACs: Pasadena Citizen Advisory Council
  - HBA: Hispanic Business Association
  - ABNC: Armand Bayou Nature Center
  - PISD: Pasadena ISD
  - TDECU: Credit Union
City of Pasadena Educational Program History

- City of Pasadena has worked very hard in education and public participation activities.
- Children are a very important target of educational activities, they will take their knowledge to parents and relatives who can not be reached by team.
- Residents and local government have faced imminent dangers from mother nature, like hurricanes, tropical storms, storm surges, etc. but they bounced back from these disasters with mitigation strategies such as education.
- The Mitigation Strategies are working and need to implement sustainable programs to mitigate any disasters.
- The City has been promoting these programs in the City, all around the State and in the Country, in various conferences and workshops, thus broadcasting the mitigation strategies.
- The City has increase the number of partnerships and volunteer for MS4 and CRS activities.
- The program has used all type of technology to reach their educational goals and has set up processes and mechanisms to deliver the vision in the long term.
How the PPI changed our existing program?

Apparently, the program was fully implemented with excellent results in the past. After forming the PPI Committee, planning the PPI program and develop it since February of 2012, the City has seen important improvements:

- The PPI has made the work easier for the City team, by delegating some of the decision taken to stakeholders and making the work easier with the community assessment.
- The Program has been improved as it is developed, keeping the door open for participation and input from stakeholders and public officials.
- The PPI motivated government officials, leaders of the community and residents to participate, support and improve the program.
- The PPI organized, coordinated and prioritized existing activities, resources, materials, target audiences and messages.
- The PPI gave efficiency to the existing program and helped to minimize lost of time and resources.
- The PPI concentrates on the needs of the specific community to identify target audiences, the messages to be delivered and the responsible party to deliver that message.
- The PPI showed the extraordinary partnership the CRS Team has built in the last six years.
2007:
First Environmental Fair in the City of Pasadena, TX

Miller Intermediate School
2008

Booth at Children’s Fest
2009
Booth at Friends of Cedar Bayou
Booth at Earth Day
Presentations at Local Daycares
Booth at Trash Bash

2009 Trash Bash Event
City of Pasadena Booth
Mason Park
2010 Fourth Fest
Community Safety Fair and Hurricane Workshop
Jensen Elementary
Strawberry Stroll
Carter Lomax Middle School

During a skit at middle school in Pasadena, TX. A storm water drain model is used to teach about flood prevention.
Creepy Crawlers
Monster Mash
2011
Library Presentations

Innovative interactive programs are designed to teach

Bilingual Environmental Presentations are designed for all ages, background and education
Strawberry Festival
Business Expo
Events at Armand Bayou Nature Center
Strawberry Festival
Business Expo
Events at Armand Bayou Nature Center
Earth Day

Earth Day in Pasadena
Crenshaw Park
4/30/2011
Trash Bash
Hurricane Workshop
Creepy Crawlers
2012 Business Expo
Hurricane Workshop
Presentation at Rotary Club Meeting
Health Fair at Pomeroy Elementary
Trash Bash
Strawberry Festival
Presentation at Summer Camp
Health Fair at Pomeroy Elementary
Trash Bash
Presentation at Summer Camp
Public Participation is also Outreach
Marking Storm Drains

The City recognized Volunteer for gluing 240 drain markers in three weeks.
Kids Are the Future CFMs
They will complete tomorrow the changes we have started today
Questions ???