

Fish, Swim, and Play from 50 yards away...

(from birds nesting on islands and beaches)

Partners:

Coastal Bend Bays and Estuaries Program

Gulf Coast Bird Observatory

American Bird Conservancy

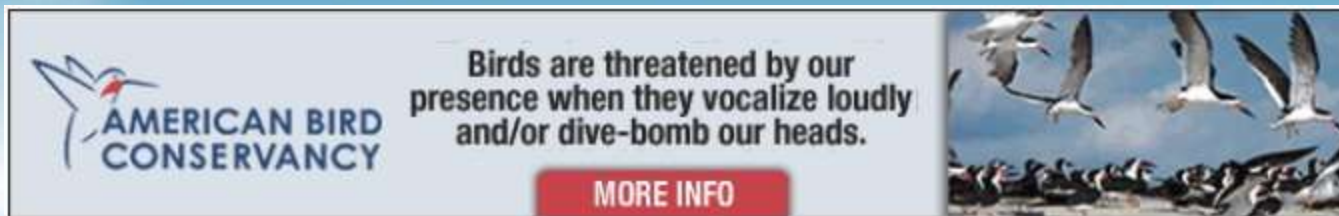
With support from Houston Audubon and Audubon Texas



Fish, Swim, & Play...



- Televised PSA Video
- Internet & Mobile Phone Advertising
- On-the-ground Education



- 3 Regions
 - Corpus Christi
 - Televised, Print Ads
 - Greater Houston
 - Televised, Internet, Mobile Phone
 - San Antonio
 - Internet, Mobile Phone



Fish, Swim, or Play 50 Yards Away from nesting birds.

If birds are flying off the nest or vocalizing, you are too close.



COASTAL ANGLER



KENS5
SAN ANTONIO



Birds are threatened by our presence when they vocalize loudly and/or dive-bomb our heads.

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Video

KENS 5 FIRST ALERT WEATHER

Your KENS 5 Forecast: Monday, Last Rain Chance

Humid Start To Monday... We'll have one more small rain chance today, mainly in the afternoon, otherwise partly sunny and breezy at times, highs near 96. Tonight will be partly cloudy and mild with



Gary P. Nunn
The Music Ambassador of Texas

san antonio cam

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radars

- Target Audience

- Boaters, fishermen
- Outdoor recreationists, coastal travel

- Educational surveys at boat ramps & marinas

- Measure campaign effectiveness, public awareness
- 2014: 169 surveys (369 people)
- 5 counties & 3 states represented
 - Top 3: Brazoria (107), Ft Bend (20), Matagorda (16)



2014 On-the-Ground

- GCBO managed dedicated intern on upper coast (\$8,350)
- 94 hours of volunteer time towards surveys & outreach (\$2,122)
- Nearly 100 hours of staff time towards efforts (\$1,500)
- 13 boat ramps & marinas targeted in Galveston Bay region
- “Breeding Birds of the Texas Coast, Fisherman’s and Boater’s Bird Guide”



Boat Ramp Locations

Boat Ramp Location	# of Surveys	# of Guides Distributed
Bastrop Marina	15	17
Blue Water Highway kayak launch	14	14
Bridge Bait boat ramp	11	19
Carancahua St. boat ramp	11	7
Chocolate Bayou	12	6
Dollar Point Marina	2	1
Fat Boy's boat ramp	13	16
FM 2918	35	34
Freeport Levee	6	4
Galveston boat ramp	2	3
River Bend Tavern & Marina	3	4
San Luis Pass County Park	37	69
Sargent	8	7
Total	169	201



CBBEP

2014 Corpus Christi Advertising

- \$7,500 spent + \$7,500 in-kind/gratis match = \$15K
- 2,419 spots ran on:
 - kiii-tv 3, South Texas
 - Kris Communications (4 stations)
 - Viamedia: CNN, Discovery Channel, Fox News, HGTV, Nick, Travel Channel, The Weather Channel



Survey Results

	2012 (n=103)	2013 (n=148)	2014 (n=169)
Sources used by respondents to check weather	29% News 52% Internet 19% Radio	31% News 38% Internet 17% Radio 14% Smartphone	24% News 58% Internet 10% Radio 7% Smartphone
Times of day weather is checked	41% Morning 15% Afternoon 44% Evening	45% Morning 19% Afternoon 36% Evening	47% Morning 15% Afternoon 38% Evening

Note: Many respondents gave more than one answer. Percentages are based on total number of answers instead of total number of surveys

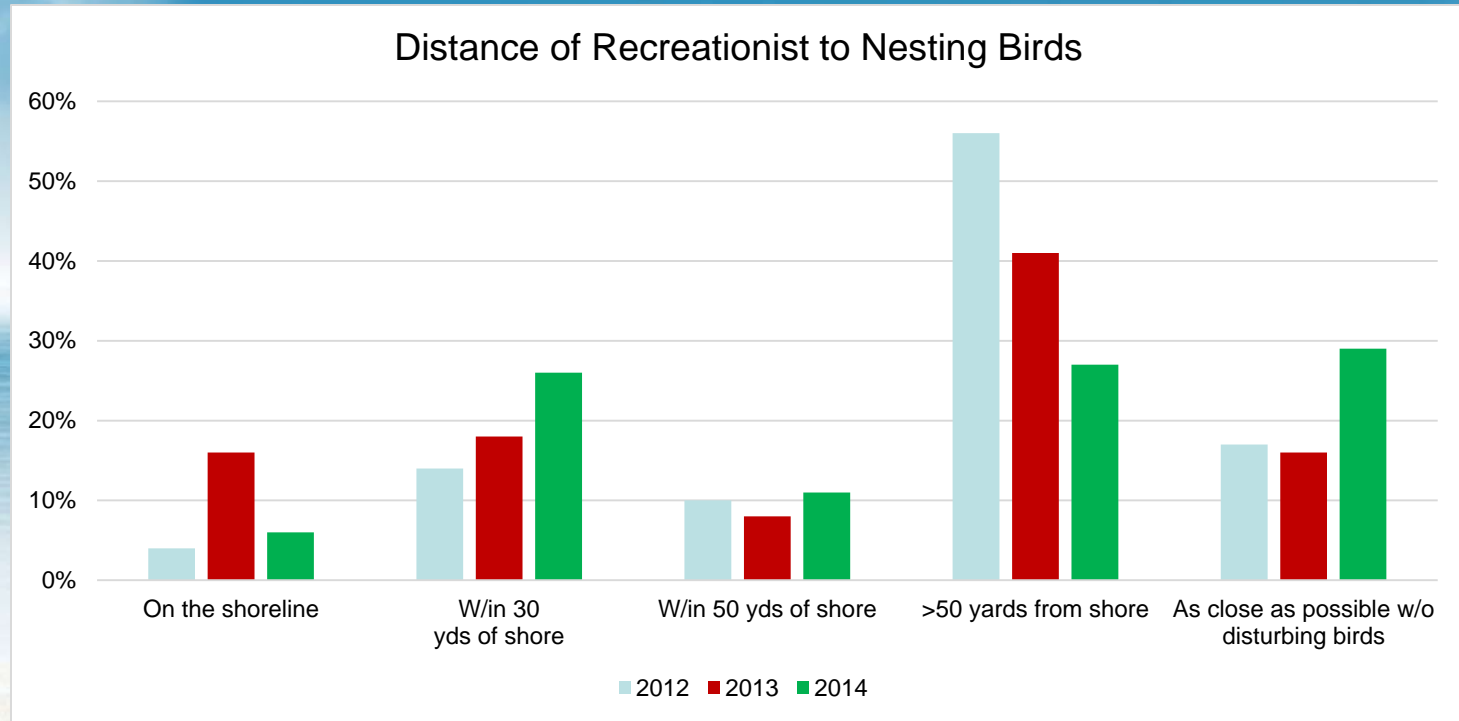


Survey Results

	2012 (n=103)	2013 (n=148)	2014 (n=169)
# of people aware of BNBs	220	238	258
Large groups of birds influence recreational distance	54%	78%	82%
Awareness of regulations	52%	57%	56%
Experienced territorial/mobbing behavior	32%	23%	13%

- People are aware and seem influenced by groups of birds
- People are not aware of behaviors associated with disturbed birds

How close would you fish or anchor to an island with groups of birds on them?



- Bias in answering > 50 yards?
- Recreate as close as possible

If you saw signs around an island with groups of birds (10-100 or more) that indicated a cautious approach or discouraged close anchoring (30-50 yds or less), what would you do?



- PSA awareness 2013: 15% aware (n=27; N=184)
 - Corpus Christi: 31% aware
 - Upper coast: 11% aware
- PSA awareness 2012: 8% aware (n=9, N=113)

Discussion

- Difference in costs between markets
- Challenges on-the-ground
 - Resources, survey volunteers
 - Funding: \$19,472 in 2014
- New conservation approach
 - Use in concert with on-the-ground community education and engagement

Questions?

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