

2023/2024 IMPACT REPORT



**BAYOU PRESERVATION
ASSOCIATION**
celebrate. protect. restore.



Bayou Preservation Association
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LETTER FROM THE BOARD



Dear Bayou Supporter,

For more than five decades, Bayou Preservation Association (BPA) has consistently upheld its founding mission: to protect and restore our region's natural wonders. Guided by a science-based approach and bolstered by community efforts, BPA remains devoted to realizing its vision of a strong network of healthy bayous, streams, and watersheds for all residents.

As BPA sets its course for the future, it continues to embody its founding principles and utilize its scientific expertise. With a rich history of commitment, BPA is well-positioned to further its mission, promote environmental health, and ensure the preservation of the natural treasures that define our region.

HOUSTON'S BAYOUS ARE finally being treated like the nature-filled gems that they are, and one local organization wants to ensure that future generations get to enjoy the waterways.

*-Evan W. Black
Houston City Book, 2024*

ORGANIZATION OVERVIEW

Since 1966, Bayou Preservation Association has been committed to watershed oversight and information dissemination. Promoting community education and participation in watershed management decisions remains a central focus of BPA's mission and vision.



MISSION

Bayou Preservation Association's mission is to celebrate, protect, and restore the natural richness of our bayous and streams.

VISION

Using science and action, Bayou Preservation Association works with communities to celebrate and protect the Bayous of Greater Houston. We advocate for Nature and Nature-Based Solutions to balance growth and preservation and to advance equitable access, benefiting all who live within the Lower Galveston Bay watershed.

HOW WE WORK

At Bayou Preservation, we are dedicated to developing collaborative projects and enhancing public awareness about the region's streams and bayous in order to advance watershed management, conservation, and recreation along these invaluable natural resources. We are unique in that we support all of the area bayous and waterways while also collaborating with groups that concentrate on a specific bayou and its watershed. Since 1966, we've worked with hundreds of thousands neighbors to celebrate, protect, and restore our natural environment.

PROGRAMS

- Bayou Appreciation
- Bayou Citizen Science
- Stream Corridor Restoration
- Clean Bayous

2023/2024 IMPACT

Bayou Appreciation

- **4** Into the Wild: Discovering Nature Along the Bayous walking series completed
 - **38** adults engaged in interpreted guided walks through a partnership with FitHouston
 - **102** kids engaged in interpreted guided walks through a partnership with Harris Co. Dept. of Education/CASE after-school program
 - **2** START HERE: A Wayfinding Experience interpretive signage installed
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Bayou Citizen Science

- Completed Targeted Bacteria Monitoring in **2** bayous of concern
 - **35** points sampled
 - **5** issues remediated by the City as a result of investigations
- Texas Stream Team Monitoring
 - Led **7** trainings; trained **76** community scientists
- Participated in the Steering Committee for the Clear Creek Watershed Protection Plan
 - In 2025, BPA will begin implementing actions from the plan to reduce the impacts of common bacteria in the watershed.

Clean Bayous

- **1,764** pounds of litter removed from Big Gulch Gully
 - **15,600** and counting plastic plant pots upcycled through the Reclaimed BaYOU: Pots for Plots initiative
 - **Fun Fact:** The upcycled plant pots, if stacked, would be the 17th tallest building in Houston
 - **3** Permanent Pots for Plots Collection Bins installed throughout Houston
 - The Pots for Plots initiative received the **HGAC 2023 Parks and Green Spaces: Best Programming Award**
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Responsible Stewardship

- BPA has an active riparian restoration project in Challenger Seven Memorial Park
 - **54** acres treated to date
- **5 tons** of organic debris removed from historic cemeteries in response to Hurricane Beryl



SUSTAINABILITY

Organizational Stability

Diversified portfolio in the last 12 months: **6** new foundations, **47.45%** increase in annual giving, and **5** new corporate supporters.

Audience/Cause Awareness: LinkedIn Organic Impressions: **21,529 + 143 new followers**; Facebook Yearly Average Post Reach: **2.9k**; Instagram Yearly Average Post Reach: **4.4k**

Partner Growth: HCDE/CASE, Harris County Precinct 2, Texas Conservation Corps, Texas Stream Team, FitHouston, Galveston Bay Estuary Program, Houston Arts Alliance, Houston Botanic Garden, Asia Society of Texas, University of Houston Libraries Special Collections, Friends of Dawson-Lunnon Cemetery, Quality Feed and Garden, Dirt Bag Plants, and Greens Bayou Coalition.



52.3%

Year-to-date increase in page visits compared to 2023 calendar year



87.2%

Identify as Houstonians



54.7%

Year-to-date increase in engagement & content interactions compared to 2023 calendar year



61.1%

Year-to-date increase in Instagram reach compared to 2023 calendar year



FUTURE OUTLOOK

Bayou Preservation is poised to embark on an ambitious expansion of its collaborative efforts with local jurisdictions. This strategic move aims to foster more impactful and proactive local alignment to advance information and data transfers, thereby increasing the integration of nature and nature-based solutions in regional project evaluations. By focusing on these collaborative efforts, implementing watershed protection plans across the region, reporting on water quality in areas with historically high bacteria levels, and working with youth educators to spark an early interest in the fields of conservation and stewardship, we seek to enhance the ecological and environmental sustainability of our region.

The success of these initiatives relies heavily on the financial support we receive from our donors and partners. Your generous contributions are vital in enabling us to undertake these essential projects and advocacy efforts. With your continued support, we can invest in the necessary resources, research, and community outreach programs that will drive our mission forward.

Through these concerted efforts and with the indispensable financial backing from our supporters, we are confident that Bayou Preservation Association will lead the charge in promoting sustainable, nature-based solutions that ensure the health and vitality of our bayous for generations to come.

