

07/16/08

Time Start: 9:03 am

Time Stop: 9:40 am

Teleconference Call:

Work Group 1 ~ Monitor Effectiveness of State Public Awareness Program & Develop Public Recognition Program.

Council Members, Alternates, and Interested Parties

Spokesperson Carole Baker

Donna Howe

C.E. Williams

Scott Swanson

Kelley Stripling

John Sutton

Linda Christie

Jennifer Ellis

TWDB Staff Sitting In

Holly Vierk

Vanessa Escobar

Tom Tagliabue

The meeting was called to order at 9:03 am and roll call was taken.

Carole suggested that the workgroup discuss the recommendations and other components of the legislative report. The following are topics of recommendation that the workgroup would like to incorporate into the legislative report:

- ❖ Recommendation for funding from the legislature so that the Texas Water Development Board (TWDB) can develop reports from the water conservation plans that are received. With these reports the RWPGs can monitor and measure the effectiveness of their public awareness, educational, and outreach strategies. These reports would require that the RWPGs have the ability to provide data on their public awareness strategy implementation progress.
- ❖ Recommendation for funding from the legislature so that the Texas Water Development Board (TWDB) can support the development of the *Water IQ* Campaign, a state produced water conservation campaign. The campaign would work with programs established at the local level and will utilize print, audio, and TV media. Outreach material would be developed in English and Spanish. Funding is especially important in areas of the state where there are no existing funds for water conservation messaging. In the report the workgroup will highlight the areas that need the funding i.e. rural, smaller groundwater conservation districts. We will recommend that the legislature fund this and that the WCAC support the TWDB line item request for \$3 million a year for 2 years.
- ❖ Recommendation that in the water conservation annual reports or water conservation plans submitted to TWDB and Texas Commission on Environmental Quality (TCEQ), that more specific detail and line item

information be provided. An observation was made that a TCEQ report only asks to describe the Educational Program. At TWDB the report asks to describe conservation efforts overall which may include education as a rolled in component.

- ❖ Recommendation that a Statewide Recognition Award Program be established through the governor's office, with nominations coming from the WCAC. Texas Water Day would be a good day to give awards. It would promote and raise the visibility of Water conservation and related issues and place a profile right in front of the decision makers that we are trying to get funding from. Another route would be to tie the award into the Texas Environmental Excellence Awards. Water Conservation could be a new category within in the Excellence Awards. For the short term, as an Advisory Council we will be giving out recognition awards throughout the year, would also like to establish a high level award through the Governors Office.
- ❖ The workgroup decided that it would be beneficial to include in their legislative reports a list of 5-10 water conservation programs currently active around the state. A brief program description as well as overall costs associated with the conservation programs will be compiled into a summary appendix. The public awareness programs that are asked to provide a one pager include the following:
 - TRWD
 - NTMWD
 - SAWS
 - Dallas
 - LCRA
 - City of Austin

This information provides evidence that there is money being spent throughout the state on water conservation awareness programs and that there is support for awareness programs. Linda Christie, Carole Baker, C.E. Williams all agreed to contact other entities to provide their one pagers.

The workgroup decided to include in the report other discussions about the following:

Texas Water Foundation (TWF) is the vehicle that is being use to raise funds for the Texas Association of Broadcasters (TAB) project. C.E. Williams has been sharing information with Groundwater Conservation District (GCD) who could benefit from a statewide messaging. The TAB would work to develop English and Spanish radio and TV spots so that messaging could be available in targeted areas of the state.

An online voluntary survey is being done to canvas the efforts going on around the state involving state public awareness and recognition programs. There is a need for better response and perhaps more entities would respond if there was more funding to gather that type of data. A survey like this may provide some preliminary baseline research. We are trying to canvas state, this is how we are doing it, and this is how we think the information could be used.



Save Texas Water

The workgroup decided on a recommended logo for the www.savetexaswater.org

The workgroup also discussed some possible future objectives.

- ❖ Future development of a method for ongoing research to collect information on monitoring and measuring the progress of awareness efforts and public outreach campaigns.
- ❖ More evaluation and management of educational components. Tie this into the annual progress reports.
- ❖ Future development of a Guide for Conducting Water Conservation Outreach Campaigns.
- ❖ Future development or support of statewide workshops to address a water providers need to promote water conservation approaches while maintaining financial stability.

Call adjourned at 9:40 am.

Immediate Actions	Long Term Actions
The workgroup will provide a Legislative Report Draft at the next Council Meeting	
Linda Christie, Carole Baker, C.E. Williams, and Donna Howe will try to contact other cities requesting a one page description about their water conservation programs.	

