**Wholesale Water Supplier BMP 2:**

**Technical Assistance and Outreach**

**Applicability**

* Wholesale water providers (WWP) that want to partner with their customers to jointly implement conservation programs to meet their water conservation plan goals.
* WWP that want to take an active role in assisting their customers and community with water conservation.

**Description**

* Wholesale water provider would provide technical assistance in the following ways
  + Development of water conservation plans and drought contingency plans.
  + Development of water conservation outreach materials such as brochures, handouts, and bill inserts, seasonal reminders, newsletter articles.
  + Researching and providing advice on how to implement specific conservation programs or measures
  + bulk purchasing
  + Training of customer employees to implement conservation programs such as irrigation evaluations, water audits or other measures.
  + Developing metrics for conservation programs (such as customer GPCD, savings per measure)
  + Assist customer in determining cost-benefit and cost-effectiveness of a BMP
* Wholesale water provider would provide outreach in the following ways:
  + Hosting workshops on specific conservation topics or issues
  + Providing presentations and/or hosting booths at customers community events such as spring festivals, garden clubs, civic clubs, home and garden shows, school events
  + Conducting a region-wide media campaign (see municipal BMP xx)

Implementation

* Have a dedicated water conservation staff person to coordinate with water customers.
* Have staff or other resources available with specific knowledge sets (i.e. licensed irrigator, planning and evaluation) to provide the technical assistance offered to customers.
* Consider hosting customer meetings two or three times per year to maintain contact with customers and discuss current and future possibilities.
* Maintain an up to date website containing water conservation information, a calendar of events, and other timely information that customers can link to and utilize for their own conservation programs.
* Consider developing a regional stakeholder group, or groups, to address different issues, and challenges of developing water conservation programs that are fair, equitable, and beneficial to all the customers.
* Develop conservation materials to present at customer Board meetings, citizen advisory committees, home owner associations, and other interest groups regarding water conservation programs, benefits, and strategies.
* Develop water conservation partnerships with customers to implement programs, media campaigns or other outreach activities.

Scope and Schedule

* Conduct a customer input process to determine the best mix of services. Process could include customer meetings or development of a customer task force.
* Include services in wholesale supplier conservation plan and link to water savings, where possible.
* Have plan adopted by WWP Board to ensure management approval of services.
* Develop strategic work plan for how services are implemented, focusing on where there is either a need or customer request.

Measuring Implementation and Determining Water Savings

* Develop a tracking system to track technical assistance and outreach activities
* WWP conduct yearly water conservation plan implementation surveys to determine water savings from implementation of customer programs.

Cost-Effectiveness Considerations

* Number of staff depending on number of customers, size of service area, and level of implementation of water conservation programs.
* Purchase of water conservation materials for distribution; devises for promotional giveaways, and costs of hosting workshops, customer meetings, or other regional meetings.

References for Additional Information

* Tarrant Regional Water District Strategic Water Conservation Plan
* LCRA 2008 Water Conservation Task Force
* City of Austin Water Conservation Advisory Council
* San Antonio Water System
* Dallas Water Utilities

Determination of the Impact on Other Resources

* This BMP compliments other BMPs that WWP customers could implement
* WWP cannot generally save water by themselves and must save water through collaboration with customers and other water users.

Acknowledgments

* Tarrant Regional Water District
* Lower Colorado River Authority