



Texas AWWA

American Water Works Association

Education Division

Water Conservation Advisory Council Meeting

Wednesday, March 10, 2021

Christianne Castleberry, Division Chair

TAWWA Education Division

Who Are We?

- **What Are We About?**
 - **How Do We Operate?**



What Do We Do?

- **Some Current Initiatives**
- **What is a Water Ambassador?**

Who Are We?



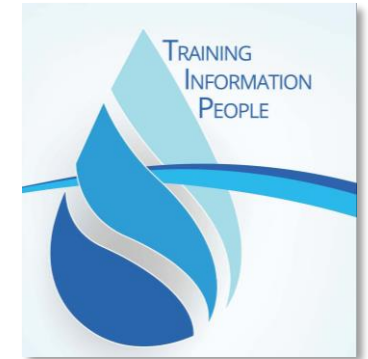
AWWA

Non-profit organization of water supply professionals dedicated to providing total water solutions



TAWWA

Texas Section of AWWA Unites water professionals in Texas to provide solutions to protect public health, the environment and effectively manage water, our most vital resource



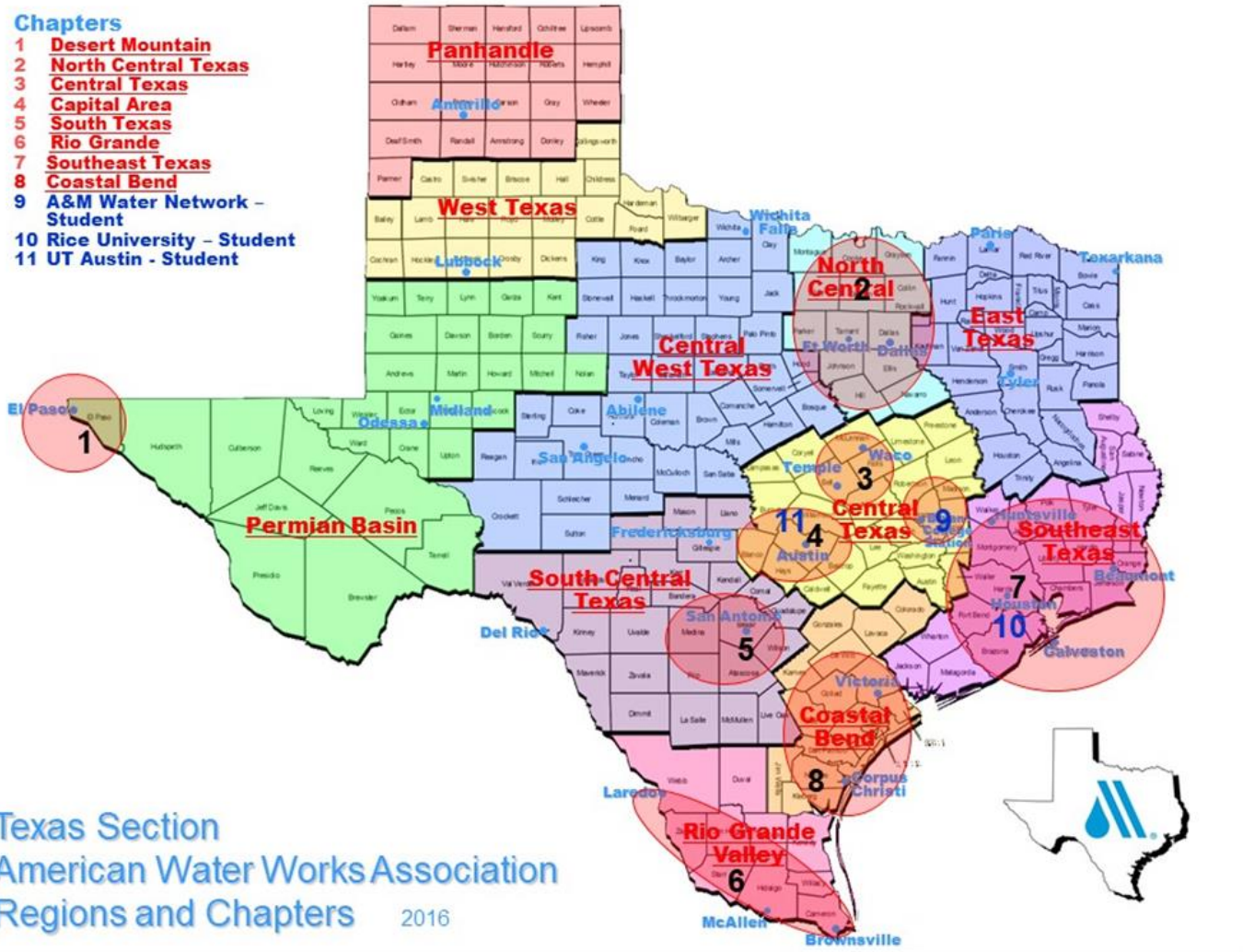
Education Division

“Water Ambassadors” dedicated to the promotion of *Water Education in Texas* providing expertise, resources, and connections to membership, utilities and educators

TAWWA



- Chapters**
- 1 **Desert Mountain**
 - 2 **North Central Texas**
 - 3 **Central Texas**
 - 4 **Capital Area**
 - 5 **South Texas**
 - 6 **Rio Grande**
 - 7 **Southeast Texas**
 - 8 **Coastal Bend**
 - 9 **A&M Water Network - Student**
 - 10 **Rice University - Student**
 - 11 **UT Austin - Student**



Texas Section
American Water Works Association
Regions and Chapters 2016



Organized Chapters throughout TX, providing statewide access to expertise, resources & connections to utilities and educators

Education Division

MISSION: Dedicated to the promotion of Water Education by providing Expertise, Resources, and Connections to Membership, Utilities, and Educators throughout Texas.

We Connect Water Ambassadors With:

T r a i n i n g

—Promote and expand educational opportunities, including Specialty Workshops & Webcasts, Co-host the annual *Value of Water—Texas* program at the Texas Water Conference
—Water Education Specialist Certification (future)

I n f o r m a t i o n

—Resource content for utility consumer outreach programs and educators
—*All Things H₂O* Blog
—Hands-On-Materials Toolkits
—Physical Resources Library

P e p l e

—Connect a network of regional water industry experts, educators, utility PIOs and volunteers



Education Division Committees Include:

◆ Member Education

Promote and expand education opportunities for TAWWA members

◆ Consumer Outreach

Provides utilities expertise, resources and connections to heighten community awareness and support for the industry and the value of water

◆ K-12+ Education

Provide industry information, expertise and resource support for Texas educators and students

◆ Competitions

Promote industry-related competitions for Texas students

◆ Partnership Development

Partner with like-minded organizations to increase public perception and awareness of TAWWA by participating in established industry-related educational events and programs

Be A Water Geek



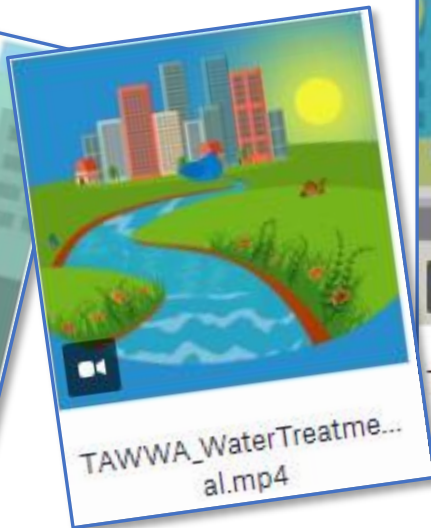
Be A Water Geek

Series of 3-minute educational videos
(English & Spanish) with Info Sheets

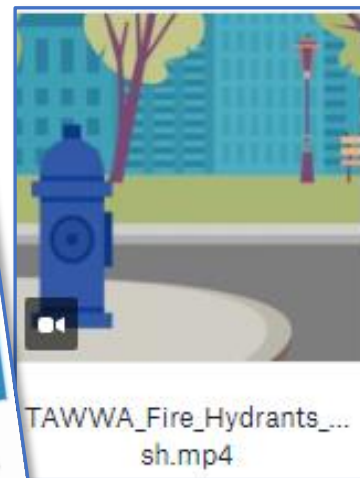
Find on TAWWA website
(<https://www.tawwa.org/page/WaterGeekVideos>)



TAWWA Distribution.mp4



TAWWA Water Treatment.mp4



TAWWA Fire Hydrants.mp4



TAWWA Watersheds.mp4

Elevated Storage Tanks

Not Just for School Mascots
They serve many important functions for the water system.

Elevated Storage Tanks, also known as, Water Towers are there to provide a volume of water at a certain pressure.

How tall the tower is determines how much pressure it provides for the system.

The size of the "bowl" determines how much water the tower can hold.

In fact, for every 2.31 feet of height, a water tower generates 1.0 psi.

So, a 200 foot Water Tower can generate 86.6 pounds of pressure.

Watersheds

Well, look down at the ground. The ground that you are standing on is in a watershed.

of the water or snow that falls on it, s, rivers, lakes.

is used for numerous things.

- Migratory Bird Habitats
- Fishing
- Tourism & Recreation
- Flood Control
- Merchant Transportation

So, keeping the water inside your watershed clean is important.




Water Memes

Value of Water messaging

Formatted for various Social Media Platforms

Find on TAWWA website



**January 7th
Old Rock Day**

#TXWATERAMBASSADOR
Texas AWWA
American Water Works Association

Celebrate old rocks today! Did you know that water has carved the Grand Canyon? Over time, water has revealed nearly 2 billion years of geological history.



**February 22nd
Margarita Day**

#TXWATERAMBASSADOR
Texas AWWA
American Water Works Association

**NO WATER,
NO MARGARITAS.**


Classic Margarita Recipe

FOR A SINGLE MARGARITA:

- 1 1/2 ounces silver tequila
- 1 ounce orange liqueur
- 2 1/2 ounces freshly squeezed lime juice
- 1/2 oz.
- optional: lime wedge and salt for rimming the glass

INSTRUCTIONS

- If you want the salt rimmed glasses, begin by rubbing a lime slice (the juice side) around the rim of a glass. Fill a shallow bowl with salt, and dip the rim in the salt.
- Add tequila, orange liqueur and lime juice to a cocktail shaker, and shake or stir well combined.
- Fill glass with ice. Pour in the margarita mixture over the ice.
- Serve immediately, garnished with an extra lime wedge if desired.



**January
Martin Luther King Jr. Day**

#TXWATERAMBASSADOR
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"Until justice rolls down like water and righteousness like a mighty stream."



**January
Clean Off Your Desk Day**

#TXWATERAMBASSADOR
Texas AWWA
American Water Works Association

Having your workspace uncluttered, organized, and clean will help you work more efficiently. Start the year off being more organized and ready to conquer all those exciting water projects!



**WATER you waiting for?
BE MINE!**

Happy Valentine's Day!

**February 14th
Valentine's Day**

#TXWATERAMBASSADOR
Texas AWWA
American Water Works Association

Make those roses count!
1 dozen of roses uses 31 gallons of water to grow.

Water Utility Manager Playbook

“Hindsight is 2020” *(In Progress)*

- Do’s & Don’ts for Utility Managers when communicating with stakeholders
- Includes case studies from communications experts and lessons learned

Water UMP is Coming!
A COMMUNICATIONS PLAYBOOK FOR EVERY WATER UTILITY MANAGER

How do I communicate to City Councilmembers the long-term needs for our utility and the community we serve?

How do I encourage customers to read our water quality report?

What's the best way I can replace meters with today's modern models and gain public support?

How do I communicate with customers so they better understand and support upcoming water rate increases?

How can I formulate and develop effective information to provide improved customer service?

How do I effectively engage underserved portions of the community?

How do I improve organization-wide performance with my staff?

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American Water Works Association

#TXWATERAMBASSADOR

Water UMP is Coming!!!

UTILITY MANAGERS BALANCE MULTIPLE PRIORITIES, WEAR LOTS OF HATS, AND PLAY A CRITICAL ROLE ENSURING PROTECTION OF THE PUBLIC AND ENVIRONMENT. SOMETIMES ADDITIONAL SUPPORT IS NEEDED – TO HELP YOU STAY AHEAD OF THE GAME, WE'D LIKE TO INTRODUCE

WATER UTILITY MANAGERS PLAYBOOK!

Water UMP

- is positioned on the foul lines to help you with successful public outreach
- responds promptly with feedback on your community messages whether they are out, a foul, fair or even great!
- helps you suit-up and position yourself to officiate confidently in the outreach playing field.

#TXWATERAMBASSADOR
Texas AWWA
American Water Works Association

Water UMP is Coming!
A COMMUNICATIONS PLAYBOOK FOR EVERY WATER UTILITY MANAGER

Our customers love us!

I received a thank you card from our Board today!

Employee satisfaction and retention has never been higher!

We're winning so many awards!

We're an employer of choice now, and never have a hard time filling positions!

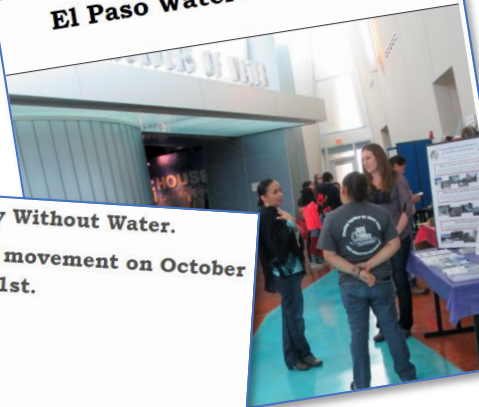
#TXWATERAMBASSADOR
Texas AWWA
American Water Works Association

All Things H₂O Blog

Highlighting Texas Programs & Value of Water Initiatives (2014-2020)

Find on TAWWA website

El Paso Water has HEART



Imagine a Day Without Water.
Join the Nationwide movement on October 21st.



Imagine a Day Without Water
October 21, 2020

Smart Irrigation Month

Posted By **Karen E. Menard**, Monday, June 10, 2019

Water IQ: Know your water

Posted By **Karen E. Menard**, Wednesday, July 15, 2015

Why should a utility build a water museum?

A Note from the Editor It all started on my lunch break...



All Things H₂O

The Consumer Outreach Committee is proud to bring you "All Things H₂O", a blog highlighting existing water utilities and programs across Texas. The blog was created to strengthen and grow the water education network in Texas, spark ideas, start new initiatives, refine existing programs, and share success stories and lessons learned.

This month features Dallas Water Utilities and Houston Water. They are highlighting their programs that demonstrate how effective outreach, education, and engagement in their communities can change behaviors to improve our wastewater infrastructure!

We hope you enjoy and come back next month!

November 2020 Issue:

Changing Community Behaviors, Improving Our Wastewater Infrastructure



Water Educator of the Year Award

Publicly recognize Texas K-12th grade classroom educators who exhibit excellence in educating students about the value of water to their school and community





ARE YOU THE 2020 TAWWA WATER EDUCATOR OF THE YEAR?

Applications are NOW being accepted for our 2020 TAWWA Water Educator of the Year. The TAWWA Water Educator of the Year Award is intended to publicly recognize Texas K-12th grade classroom educators who exhibit excellence in educating students about the value of water to their school and community.

The selected educator will receive:

- Registration to the Science Teacher's Association of Texas (CAST) 2020 conference
- TAWWA website and newsletter recognition
- \$1,000 classroom stipend
- Water Educator of the Year trophy

COMPLETE THE APPLICATION AT:
tawwa.org/page/watereducatoroftheyear
(Deadline is Tuesday, December 31st, 2019.)

 **Texas AWWA**
American Water Works Association

2019 WINNER
KATHY KING, SAN ANTONIO

AWARD QUALIFICATIONS

The Award is open to any Texas K-12 classroom educator (formal educator) who encourages, promotes and teaches the value of drinking water, wastewater, water conservation, storm water and/or water careers within their classroom. To qualify the educator must meet the following guidelines:

- Be able to demonstrate evidence of a water lesson or water project's impact on students through anecdotal evidence, photos, videos or written narrative.
- Be an educator of "good standing" within their school district.
- Fully complete the application and submit by the deadline.
- Include a letter of recommendation from the school Principal.

Distance/Correspondence Technical Trainings

Meet advanced treatment educational needs

7 Courses in Development:

- Introductory Ethics for Operators
- Crisis Management
- Residuals Management
- Corrosion Control
- Nutrient Removal
- Ozone
- Granular Activated Carbon



3 Courses Now Available:

- Basic Reuse
- UV/AOP
- Biofiltration

[https://www.tawwa.org/page/advancedtreatmentAdvancedTreatmentCourses-TexasSectionAWWA\(tawwa.org\)](https://www.tawwa.org/page/advancedtreatmentAdvancedTreatmentCourses-TexasSectionAWWA(tawwa.org))

UV/AOP: \$100

Earn 4 Hours of TCEQ Operator Training Credit in this affordable, self-paced correspondence course.

BIOFILTRATION: \$175

Earn 8 Hours of TCEQ Operator Training Credit in this affordable, self-paced correspondence course.

BASIC WATER REUSE: \$110

Earn 5 Hours of TCEQ Operator Training Credit in this affordable, self-paced correspondence course — the first of a series.

You'll get a unique perspective on reuse options in Texas and the regulations that guide water reuse operations.



Other Initiatives

*Imagine a Day Without Water
National Initiative Support*

*Provide Volunteer Judges for
TX Regional Science Fairs*

Future Cities Competition

*Conference for the
Advancement of Science
Teaching (CAST)*

*High School Operator
Training Programs
(w/TAWWA Workforce)*

*Water Career Day Materials
& Volunteers*

Water-Related Resource List

*Physical Resource Library
(Hands-on Tools for Classroom
& Consumer Events)*

*Create Water Ambassadors
& Expand Network*

*Collaborate with Like-
Minded Organizations*

*Value of Water Session at
Annual Texas Water
Conference*

(TAWWA/WEAT Partnership)

*Catalyst Mastermind Summit
for Informal Water Educators*

(Rogue Water Labs Support)

*Utility Communications
Webinar Series*

(Rogue Water Labs Collaboration)

*Agricultural (NRCS/FFA/USDA)
Training & Collaboration*

What's a Water Ambassador?



What Do Ambassadors Look Like?



**Knowledgeable, Skilled and Active Water Ambassadors
are the Key to Resolving Texas' Water Issues**



THANK YOU! – QUESTIONS?



More Info: <https://www.tawwa.org/page/educationadvocacy>

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