

## Minutes: Public Awareness Workgroup Conference Call

03/03/11

Time Start: 10:05 am

Time Stop: 10:40 am

<u>Council Members, Alternates, and Interested Parties</u>	<u>TWDB Staff</u>
Denise Hickey	Vanessa Escobar
Nora Mullarkey	Comer Tuck
Jennifer Ellis	Holly Vierk
Joyce Hayden	John Sutton
Raye Ward	
Scott Swanson	

The meeting was called to order at 10:05 am and roll call was taken.

The meeting began with a recap on the restructuring of the workgroups. It was reiterated that these workgroups were formed to more effectively focus on trends, best management practices (BMPs), and metrics within the large water user sectors such as Industrial, Municipal, and Agriculture.

Discussion began by reviewing the objectives, function, and goals of the public awareness workgroup. One of the goals identified for this workgroup is an analysis on the Texas Water Development Board's (TWDB) public awareness program, *Water IQ*. There was some discussion about the TWDB's *Water IQ* annual report and the information collected in those reports. It was suggested that maybe the workgroup should consider looking at what type of information is collected through that report and provide some suggestion back to the TWDB as to what additional information may be useful to collect. It was also suggested that in addition to evaluating *Water IQ* that it would be useful to collect information on other public awareness programs as well. In other words this workgroup may want to continue the effort of collecting information similar to what was reflected in the Council's first two legislative reports. This collection of program information may be useful information to eventually develop case studies for the website.

There was discussion on another identified goal of the workgroup. The goal is one of enhancing the use of Alliance for Water Efficiency's resource library by identifying additional reports, resources, or information. TWDB staff provided an update on some efforts at TWDB to improve and expand upon the Council's website ([www.savetexaswater.org](http://www.savetexaswater.org)). Revisions to the website will allow for more interactive access to the current BMP guide, case studies and information.

Another goal of the workgroup is to continue to develop recognition efforts. Currently the Council has issued an award to an agricultural entity during the 2010 Irrigation Expo in the Rio Grande Valley. The council is also currently preparing to distribute an award to a municipal entity at the 2011 Texas Water Conference in Ft. Worth. There was a suggestion that the workgroup should try to look for annually scheduled conferences and venues in Texas in order to regularly distribute recognition awards to Industrial, Agricultural, and Municipal entities. Partnering with highly visible and regularly occurring conferences would encourage more entities to apply each year.

There was additional discussion about considering the issues of measuring the effectiveness of public awareness efforts. It was suggested that it would be useful to gather some information from entities that are currently doing their own form of internal analysis, research or evaluation on their public awareness programs. This information could be summarized and shared with the workgroup and council.

At the next council meeting the workgroup will discuss suggestions for workgroup chairs.

The conference call adjourned at 10:40 am.