

Summary of Minutes

Water Conservation Advisory Council Workgroup Meeting and Conference Call
Workgroup:

Date: September 23, 2019
Time: 2:00 p.m.
Location: Conference Call

<u>Members</u>	<u>Alternates</u>	<u>Interested Parties</u>	<u>TWDB Staff</u>
Karen Guz Sarah Schlessinger	Denise Hickey Jessica Woods	Jennifer Nations	John Sutton Shae Luther Josh Sendejar Travis Brice

** Documents can be found at: **

I. Introduction of Participants
The call began at 2:02 p.m.

II. Conservation Awareness Campaign Support
Karen Guz began the call by stating with the upcoming legislative report, she'd like to get the workgroups input on what recommendations the workgroup might like to see.

Denise Hickey stated that the workgroup continues to recognize the need for a statewide awareness/education campaign.

Sarah Schlessinger provided an update on the statewide awareness campaign. The TWDB and the Meadows Center for Water and the Environment had been in discussions on how to proceed with this effort. The discussion brought up the idea that housing the campaign through a state agency or an educational institution could be seen as advocacy, a space neither type of institution may want to occupy.

To that end, the Texas Water Foundation was determined to be the appropriate housing organization. Grant funding has been secured to begin market research and determine the appropriate evolution of the campaign. This Phase 1 should be completed by the end of the year, with Phase 2 starting in the summer of 2020 of identifying organizations to serve as a pilot study.

S. Schlessinger also stated that while they would like to use state funds if made available, any drafted recommendation would need to include the idea/vision of the evolved program.

K. Guz stated that any recommendation drafted would need to highlight the timing of the effort and any available research findings.

D. Hickey stated that it is still important to ask for funding from the state regardless of where the campaign is housed. The state should still have some financial accountability since water conservation is still important for the future of the state. Smaller communities will need funding to help implement any campaign, even larger rural utilities will need help due to coming growth.

K. Guz: Should target some funds for smaller communities which cannot fund conservation awareness campaigns on their own in a potential recommendation. Additionally, the workgroup may consider highlighting what's happening across the state in terms of water conservation in research.

Jessica Woods asked if some of the research would focus on what messages the campaign should focus on?

S. Schlessinger stated the market research will look through preliminary information from TWDB and work to determine what message(s) would be most effective.

K. Guz asked the workgroup if there were any opposed to including a recommendation for funding a statewide campaign?
- None opposed.

The second topic discussed was a potential Water Conservation Training program.

J. Woods stated that she is working with TAWWA on this topic. Mike Howe, herself, and Scott Swanson are forming a group of advisors. At this point, the focus is more on an education program rather than certification. TAWWA is currently funding the effort.

K. Guz brought up that AWE has gotten serious about a national certification program and wants to work with TAWWA.

J. Woods mentioned that Amy Vickers is working on that, however, Mike H. would prefer a Texas-specific program.

III. Resource Library Options

It was mentioned that one of the charges of the WCAC is to create and maintain a water resource library. Up until this point, the Council has partnered with AWE to provide this resource, however, recent changes to the AWE website has left some resources previously available, held behind a membership wall.

S. Schlessinger stated that the Texas Water Foundation will be creating a new website in the coming months and plan to incorporate a resource library into the updated site. The Texas Water Foundation would happily partner with the Council to provide and maintain the resource library as the infrastructure will already be in place.

D. Hickey stated that the workgroup should make a recommendation that the Texas Water Foundation be designated as the resource library for Texas.

K. Guz mentioned that the workgroups will need to determine what information needs to be included in the library.

D. Hickey asked if the Texas Water Foundation would every consider a membership portal?

S. Schlessinger stated no.

K. Guz stated that it might be a good idea to have a 'peer-review' process for information/resources for the library.

S. Schlessinger stated this would be a great idea. She would like to make sure that there is not too much of a time commitment for the Council and would additionally like to ensure that the peer-review process doesn't slow down the process of adding resources to the library.

K. Guz asked if there was anything new in the recognition program?

D. Hickey stated that no, there are no new developments there. However, one new general development has been a new partnership between North Texas Municipal Water District, Dallas Regional, and Tarrant Regional Water District to purchase a larger media air-time agreement.

IV. Adjourn
The call ended at 2:40 p.m.