

Summary of Minutes

Water Conservation Advisory Council Workgroup Meeting and Conference Call
Workgroup: Public Awareness

Date: December 8, 2021
Time: 2:00 p.m.
Location: Remote (GoToMeeting)

<u>Members</u>	<u>Alternates</u>	<u>Interested Parties</u>	<u>TWDB Staff</u>
Sarah Schlessinger Valerie Miller Jennifer Allis	Helen Dulac Allen Berthold	Jessica Woods Etelvina Garza Brianna Fuller Jennifer Nations Raquel Mullen Sarah Robinson Kristi Jackson	Shae Luther Travis Brice Josh Sendejar

** Documents can be found at: **

I. Introduction of Participants

The meeting began at 2:04 p.m.

II. Discussion on Updates for the 2022 WCAC Legislative Report

a. Update on Statewide Public Awareness Campaign

Discussion began with a presentation from Sarah Schlessinger and Brianna Fuller giving an update on the Texas Runs on Water statewide campaign.

Sarah S. began with a brief history of a water conservation statewide campaign, with its roots in S.B. 1 from 1997 to the Do or Dry campaign initially developed in 2018 and ultimately, the creation of the Texas Runs on Water campaign.

The campaign has completed its first phase, with three pilot markets (Panhandle, Hill Country, and Houston) engaging in an initial advertising period through social media, traditional media, and television segments through initial funds raised and regional partnerships.

Pre- and post- surveys were conducted in these markets with a focus on brand recognition of the campaign. In each market, significant recognition was seen over the course of the initial run, ranging from ~ 500 k impressions in the Hill Country to about 9 million impressions in the Houston area.

Looking at key takeaways from the campaign, the ability of this campaign’s message to be adapted to a regional or local perspective seems to be the biggest strength of the campaign. A diverse funding structure will also be needed to maintain the effectiveness of the campaign.

Going forward with the campaign, the Texas Water Foundation (TWF) hopes to renew existing partnerships as well as identify corporate/brand partnerships to increase the awareness of the Texas Runs on Water brand. In doing so, the brand will hopefully enhance its statewide presence and reach a larger audience. A resource toolkit is also planned to be created to help partners share brand messaging more easily.

Discussion post-presentation began with a question on the nature of the campaign. It was noted that part of the success of 'Don't Mess with Texas' was the fine associated with littering as well as the 'peer pressure' of keeping Texas litter-free. Sarah Robinson noted that recent research has noted a positive messaging framework often yields greater results than a negative message. ([Jacobson, S. K., et. al.](#))

Further discussion focused on the usefulness of the campaign's framework for water utilities and other Water User Groups, and how the audience for the campaign can be broadened through resources like a toolkit.

b. Update on Resource Library

Discussion regarding a resource library began with a recap of previous discussion where TWF was in the process of re-structuring their website and could serve as the resource library for the Council. As this process has been completed, it has become apparent that curating and maintaining a resource library is a task TWF cannot solely take on.

Josh noted this may be a discussion to bring up with the Council and perhaps a new structure could be utilized with the Save Texas Water website serving as a hub to partner websites with specific information.

III. Other Business

No other business was discussed.

IV. Adjourn

The meeting was adjourned at 3:32 p.m.