

Summary of Minutes

Water Conservation Advisory Council Workgroup Meeting and Conference Call
Workgroup:

Date: April 19, 2022
Time: 9:00 a.m.
Location: Remote (GoToMeeting)

<u>Members</u>	<u>Alternates</u>	<u>Interested Parties</u>	<u>TWDB Staff</u>
Jennifer Allis Sarah Schlessinger	Helen Dulac	Jennifer Nations Jason Pierce Jessica Woods	John Sutton Josh Sendejar

Meeting docs found at: www.savetexaswater.org/meeting/workgroup/public-awareness.html

I. Introduction of Participants

The meeting began at 9:02 a.m.

II. Discussion on Updates for the 2022 WCAC Legislative Report

Sarah Schlessinger began discussion with a brief history of support from the workgroup regarding a statewide public awareness campaign. In terms of progress, the Texas Runs on Water campaign was discussed, noting the campaign’s ability to bring brand awareness in its three pilot markets. Going forward, the campaign will seek to understand how to translate brand awareness to behavioral change. There is a also a need to develop campaign architecture before digging into the data as well as develop metrics for behavioral change.

Helen Dulac asked that status on the WateriQ program as it relates to Texas Runs on Water. Sarah Schlessinger noted that while WateriQ does have historical roots tied to public awareness, its future is unclear.

Another question was asked regarding how the recent selection of the Texas Runs on Water Campaign as a Conservation Wrangler partner through Texan by Nature will aid the program.

S. Schlessinger noted that being a part of the Conservation Wrangler program will allow the Texas Runs on Water campaign to increase its exposure to potential funding partners to continue growing the brand. It was also noted there would need to be an analysis of collected data before making a request for funding.

S. Schlessinger proposed a recommendation on supporting a statewide public awareness campaign for the council’s consideration.

Discussion was brought up to utilize the 2018 legislative recommendation regarding a public awareness campaign as a template for the council's consideration and revision.

It was also discussed to include geographic representation in terms of programs and messages being used across the state and include language on how a statewide effort would provide a banner for a unified message.

Josh will send the 2018 legislative recommendation language to Helen and Sarah for updates to be discussed at the next council meeting.

III. Other Business

No other business was discussed.

IV. Adjourn

The meeting was adjourned at 10:00 a.m.