

Appendix A:

Save Texas Water Logo



Save Texas Water

Appendix B:

TWDB User Agreement & Usage Guidelines



Texas Water Development Board Water IQsm and Water IQ: Know Your Watersm Usage Guidelines

These Guidelines are intended to provide a general understanding of correct usage of the Water IQsm and Water IQ: Know your watersm Service Marks and any other marks owned by the Texas Water Development Board (the “Marks”). The requirements defined in this document apply to all users of the Marks, including any individual or entity who has the Texas Water Development Board’s permission to use the Marks.

The Marks have been used for a number of years, in connection with a water conservation awareness campaign of the Texas Water Development Board. The proper use of these Marks is essential in order to preserve and enhance their value. The Marks may be used only if you adhere to the following guidelines for proper use of the Marks.

Use Complete Unaltered Marks

Do not alter a Mark in any way. For example, it is not permissible to change the words in a Mark (including modified fonts, colors, or capitalization). When using the Mark “Water IQ: Know your water,” always capitalize the wording as shown in this sentence. Do not italicize either of the Marks.

Service Mark and Registration Symbols

Use a service mark symbol (sm) to indicate that the Mark is a protected Mark. The service mark symbol (sm) should be used with the Marks in document headings, but is not needed when used in a textual context in the body of a document. The Texas Water Development Board is registering the Water IQsm and Water IQ: Know your watersm Marks. Please refer to the Texas Water Development Board water conservation staff to determine if the registration process is complete, in which case you must use the registration symbol when referring to a Mark.

International Uses

Improper uses of the Marks can have very negative consequences in many foreign countries. Do not use any of the Marks in materials directed to foreign countries without first obtaining direction on proper use from the Texas Water Development Board’s Executive Administrator.

Do Not Mislead Regarding Your Affiliation with the Texas Water Development Board

You must avoid the appearance or implication that the Marks belong to you or your entity, or that any affiliation, sponsorship, endorsement, or other relationship exists between your company

and the Texas Water Development Board in the absence of any arrangement of that sort. If such an affiliation exists, you may state so on the material containing the Mark.

Set the Water IQsm Marks Apart From Your Other Marks

Your name, logo, and/or trademark should appear more prominently than the Marks when both are displayed on the same page, web page, or other material. The Marks should not be displayed in close proximity to marks not owned by the Texas Water Development Board in a manner that might imply that the two marks are a single mark or somehow related, or that your entity owns any of the Marks. For example, your trademark should not immediately precede the Mark, or vice versa. No Texas Water Development Board Mark or any potentially confusing variations of a Texas Water Development Board mark should be used as part of your company name, trademark, logo, or product or service name.

Use of Texas Water Development Board Marks in Domain Names is Prohibited

You may NOT register a domain name that includes any Texas Water Development Board Mark or name.

Merchandise Items

You may not place Texas Water Development Board Marks on merchandise (such as t-shirts, mousepads, coffee mugs, etc.) that you intend to sell or give away, unless you first obtain written permission from the Texas Water Development Board's Executive Administrator or his designee. To request written permission, please send your written request to:

Texas Water Development Board
Attn: Water Conservation Public Awareness Campaign
Water Science and Conservation
1700 North Congress Avenue
P.O. Box 13231
Austin, TX 78711-3231

or email Holly Vierk at Holly.Vierk@twdb.state.tx.us or fax to 512-936-0816.

Please provide the name of your company, contact information, address, phone number, email, Web site address, and proposed use of the brand.

Official Colors, Fonts, and Configurations

The official print colors for the “Water IQ: Know your water” are Blue PMS 2925C and Black PMS 5463C. The font for the brand is Myriad Bold; the tagline font is Sabon Roman. To the right are the CMYK values for accurate four-color printing and RGB values for accurate broadcast colors.

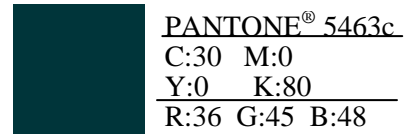
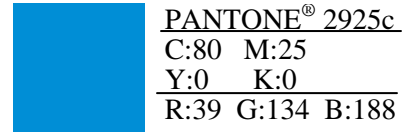
Line screen is 150 lines per inch.

The official water conservation awareness program brand is also shown to the right in color and black-and-white.

The URL should accompany the logo when appropriate.

Unacceptable Graphic Treatments

- Elements of the brand must not be scaled independently, and should not be scaled vertically or horizontally.
- Use colors indicated at 100 percent.
- Don't alter or recreate brand.
- To maintain readability, don't make brand smaller than 1 inch tall.





Water IQSM Usage Agreement

The Water IQ Program Goals

The Water IQSM program goals are to educate Texans how to use water resources more efficiently and to protect and conserve Texas's natural resources. Water conservation can reduce water costs by reducing water consumption. Through the Water IQSM program, the Texas Water Development Board (TWDB) will provide information on water efficient practices, raise awareness about the importance of water efficiency, help consumers use programs that use less water, and support water efficiency efforts.

User Pledge

The Water IQSM program user shares the Water IQSM program goals and commits to the following activities:

- 1) Provide a link to the TWDB Web site from the user Web site.
- 2) Promote water efficiency through Water IQSM programs to water users such as consumers, residents, businesses, and institutions. Promotional users should also complete the promotional plan checklist when completing this agreement.
- 3) When possible, sponsor public events to promote Water IQSM and the benefits of water conservation.
- 4) Adhere to the Water IQSM program "Trademark Usage Guidelines" and ensure that authorized representatives, such as advertising agencies, distributors, or subcontractors comply. Help TWDB maintain program integrity by alerting the TWDB to possible misuse of the Water IQSM and Water IQ:Know your waterSM marks (Marks).
- 5) Grant TWDB permission to include user's names on a list of participating users on the Water IQSM Web site, program materials, and announcements. The user agrees that from time to time, the TWDB may profile user accomplishments in case studies and articles. If selected for such promotion, the user will have the opportunity to provide input and review the final product before release to the public. Also, TWDB may

refer media contacts interested in publicizing water conservation to users for information about products and accomplishments.

Water IQ Program Commitments to Users

- 1) Increase awareness of water conservation through the Water IQsm program by providing current Water IQsm program news, information, and reference documents (through Web site, email, or other means).
- 2) Provide current Water IQsm program users with public recognition for their involvement in the program and their role in promoting water conservation through online listings of users, special awards, and other efforts. This recognition includes, but is not limited to listing users programs on the Water IQsm Web site and providing a link to the user's Web site.
- 3) Respond quickly to user requests for information or clarification on Water IQsm program policies.
- 4) Provide materials and templates, and license the Marks for promotional use, consistent with the Water IQsm program guidelines.
- 5) Upon request, review prepress promotional items, draft Web sites, packaging, or other materials that use Water IQsm.

General Terms and Disclaimers

- 1) The user will not construe, claim, or imply that its participation in the Water IQsm program constitutes state government approval, acceptance, or endorsement of anything other than the user's commitment to the program.
- 2) The user understands that the activities it undertakes in connection with the program are voluntary and not intended to provide services to the state government. The user will not submit a claim for compensation to any state agency for its participation in the Water IQsm program.
- 3) The user and TWDB will assume good faith as a general principle for resolving conflict and will seek to resolve all matters informally, so as to preserve maximum public confidence in the program.
- 4) The TWDB owns the Water IQsm and Water IQ: Know your watersm marks and authorizes their use through this Usage Agreement. The user is hereby granted a limited non-exclusive, transferrable license to use the Marks only for non-commercial purposes and only under the terms of this Agreement. All use of the marks by the user and appurtenant good will inures to the benefit of the TWDB. The user's failure to comply with any of the terms of this User Agreement can result in its termination and

cessation of access to the benefits of the program, including use of the marks.

- 5) The user agrees to maintain a consistent level of quality, to be defined solely by the TWDB, of all goods, services, packaging, and advertising bearing the Marks, as well as of the representation of the Marks therewith. Therefore, all goods, services, packaging and advertising bearing the marks shall be subject to the approval of the TWDB. To this end, the user shall, at least 14 days before it offers, sells or distributes any goods, services, or materials bearing one or more of the Marks, provide the TWDB with notice of its intention to create and distribute new goods, services, or materials bearing the marks in order to provide the TWDB the opportunity to request pre-approval if the TWDB desires. If requested by the TWDB, the user must provide five originals or copies of photographs depicting the use of the marks by the user within one month of the TWDB's request. You may not begin use of the Marks in conjunction with such new goods, services, or materials until you have received express approval from the TWDB. The TWDB will actively pursue resolution of issues related to the misuse of the marks.
- 6) The user is not authorized to use the Water IQsm and Water IQ: Know your watersm marks in any manner related to the commercial sale or distribution of goods, services, or materials without entering into a separate License Agreement with the TWDB.
- 7) If the TWDB believes that you have breached any provision of this Agreement, it may serve you in writing a notice setting forth a description of the breach and reasonable terms by which the breach may be cured. You may then have thirty (30) days after receipt of the notice in which to cure the breach. If you fail to cure the breach within thirty (30) days, the TWDB may terminate this Agreement by providing you with notice of termination in writing.
- 8) User indemnifies and holds harmless the TWDB and the officers, directors, employees, heirs, attorneys, and agents thereof, from any claims, demands, causes of action, and damages, including reasonable attorney's fees, caused by or arising out of use of the marks, including without limitation, claims or actions for product liability and/or patent, trademark, or copyright infringement.
- 9) This agreement is not intended to create, and shall not be interpreted or construed as creating a partnership, joint venture, franchise, agency, employment, master and servant, or similar relationship between the parties, and no representation to the contrary shall be binding upon the TWDB.

10) Failure to comply with any of the terms of this user agreement can result in its termination and cessation of access to the benefits of the program, including use of the program marks.

11) Both parties concur that this agreement is wholly voluntary and may be terminated by either party at any time, and for any reason, with no penalty. Termination will begin effective immediately upon written notice to or from the Water IQ_{sm} program. Upon termination of this agreement, users agree to remove program marks in a timely manner, consistent with the Water IQ_{sm} brand and guidelines.

To be completed by authorized user

Authorized User Representative (printed name):		
Title:	Email:	
Signature:	Date:	
Organization Name:	Number of employees:	
Primary Contact:		
Title:	Dept:	Email:
Address:	Fax:	Phone:

Primary function:

- Communication/Public Affairs
- Technical
- Other: _____

How did you find out about this program:

- Web site
- Referral, Name: _____
- Periodical: _____
- Workshop, Sponsor: _____
- Mail: _____
- Other: _____

Please enter ZIP Codes in your service area:

TWDB will provide a link to the participants Web site as directed by the participant. Please provide the Web address that will be linked to Water IQ:

Water IQ_{sm} Promotional Plan

Please complete and submit with a completed Water IQ Usage Agreement.

Marketing Contact Information

Organization Name:	
Main Promotional or Marketing Contact (name, mailing address, etc.):	
Title:	Phone:
Fax:	Email:
Number of connections in service area (for utilities only):	
Population in service area (for utilities only):	

Water IQ_{sm} Marks Use

As we build a state brand for water conservation, the TWDB invites its promotional users to use the Water IQ brand, messages, and materials in outreach and education activities promoting water-efficient products and practices in a manner consistent with Water IQ_{sm} guidelines.

In which of the following areas do you plan to use the _{sm} brand for promotional purposes?

- Consumer education and outreach campaigns
- Community events and/or retail promotions
- Web site
- Advertising/public service announcements (please specify which and where they will be placed)
- Schools, institutions, or commercial outreach
- Other (please describe in detail):

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The TWDB would like to know more about your current and planned water conservation outreach efforts to assess how we can best serve our users. Please include activities such as education campaigns, irrigation audits, or other programs that focus on specific indoor or outdoor water use.

- 1) What activities or incentive programs do you currently conduct to educate consumers/businesses about water conservation? (If you have a Web page for your water conservation program, please provide the Web site address.)

- 2) What new activities or incentive programs will you consider conducting to educate consumers/businesses about Water IQ?

- 3) As the program evolves, the TWDB will continue to create tools and materials for users. We're interested in your feedback. Please let us know how we can assist your efforts to promote water conservation and Water IQ_{sm} products and programs. In which of the following areas do you plan to use the Water IQ_{sm} brand for promotional purposes?

Submit the Water IQ Usage Agreement and Promotional Plan via:

Fax: (512) 936-0816

Mail: Texas Water Development Board, Water IQ, P.O. Box 13231, Austin, TX
78711-3231

Email: Holly.Vierk@twdb.state.tx.us

Please contact Holly Vierk at (512) 463-4305 if you have any question about eligibility, participation, or for general program inquires.

Appendix C:

Response Letters

**SOUTH CENTRAL TEXAS
REGIONAL WATER PLANNING GROUP**

c/o San Antonio River Authority, P.O. Box 839980, San Antonio, Texas 78283-9980
(210) 227-1373 Office, (210) 302-3692 Fax

June 13, 2008

C. E. Williams, Chairman
Texas Water Conservation Advisory Council
C/o Panhandle Groundwater Conservation District
P.O. Box 637
White Deer, Texas 79097

Re: Monitoring Water Conservation Strategy Implementation

Dear C.E.:

This is in response to your June 3, 2008 letter requesting Region L's assistance in obtaining information needed to comply with certain charges given to the Water Conservation Advisory Council (Council) in Senate Bill 3, 80th Leg. Specifically, you request the following information:

1. A list of the conservation strategies included in Region L's current Water Plan;
2. The expected water savings on an annual basis for each conservation strategy listed in number one, above;
3. A list by water user of the amount of water saved on an annual basis by each conservation strategy implemented; and
4. A list of additional conservation strategies being considered by Region L.

I have consulted with our technical contractors to determine the extent to which we can be of assistance. They, in consultation with our Texas Water Development Board regional water planning representative, advise me as follows:

The effort required to respond to items 1, 2, and 4 appears to be fairly limited and could likely be accommodated without having to amend our technical consultant contract.

Item 3, however, could require a significant work effort. To respond in a technically appropriate manner would require surveying all Water User Groups (WUGs) to determine specific water conservation strategies implemented and recent water use and, then, performing at least the following tasks for each WUG:

- a) Estimation of water use that would have occurred without implemented conservation strategies for comparison to actual use with the strategies to quantify water saved;
- b) Correlation of water use with seasonal and annual climatic variations;
- c) Consideration of water conservation and drought contingency plans to allocate water saved to drought contingency provisions and/or conservation measures;

- d) Allocation of apparent water saved to each specific strategy implemented (e.g., toilet retrofit, lawn watering cycles, education programs); and
- e) Tabulation and summary of results for transmittal to TWDB.

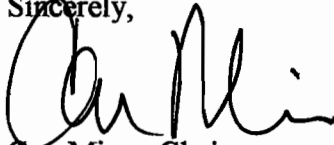
Simply sending a letter to the WUGs requesting the information, above, would result in partial and inconsistent reporting.

To be of use to the Council, we believe that a work effort of this magnitude should be performed in accordance with specific TWDB guidance to ensure state-wide consistency and usefulness of results.

Also, please note that Region L has no funds included for such work in our current regional water planning contract with TWDB or in our application for funding of the next planning cycle which was recently approved by the planning group. Nor, do we have funds to call a special meeting to amend our application or the time to resolve the scope of work and meet the funding application deadline.

Perhaps the Council could ask TWDB for guidance in addressing item 3 and for special funding, possibly through its Research and Planning grant program. Please know that Region L is strongly committed to the study and promotion of water conservation. After considering this response, if there are ways we can help you, we want to continue the discussion.

Sincerely,



Con Mims, Chair

CC: Kevin Ward, Executive Administrator, TWDB



*Glenn Jarvis
Attorney, McAllen, *Chairman*

*James Darling, Attorney
City of McAllen, *Vice-Chairman*

*Mary Lou Campbell
Sierra Club, Mercedes, *Secretary*

*Robert E. Fulbright
Hebbronville

*Roberto Gonzalez
Waterworks, Eagle Pass

Jose Aranda
Maverick Co. Judge, Eagle Pass

John Bruciak
Brownsville PUB

Sonia Najera
The Nature Conservancy

Charles Browning, Jr.
North Alamo Water Supply Corp.

Joe Guerra
Laredo Power Station

Sonny Hinojosa
HCID No. 2, San Juan

Sonia Kaniger
CCID No. 2, San Benito

James R. Matz
Palm Valley

Donald K. McGhee
Hydro Systems, Inc., Harlingen

Adrian Montemayor
Water Utilities Dept., Laredo

Ray Prewett
TCM, Mission

Gary Whittington
Unifirst Linen Service, Harlingen

John Wood, Commissioner
Cameron County

***Executive Committee**

June 25, 2008

Mr. C. E. Williams
Texas Water Conservation
Advisory Council
c/o Panhandle Groundwater
Conservation Dist.
P. O. Box 637
White Deer, TX 79097

RE: Monitoring Water Conservation Strategy Implementation

Dear Mr. Williams:

The Rio Grande Regional Water Planning Group (Region M) is in receipt (June 9th) of your request of data needs as referenced by the 80th Legislature in Senate Bill 3 and House Bill 4. As per your correspondence, there are apparently four (4) specific information needs of the Water Conservation Advisory Council (Council). In review of your request, I am pleased to respond that Region M will be able to provide to the Council, prior to October 1, 2008, three (3) of the four (4) items needed towards meeting the Council's legislative charge. Those items include the following:

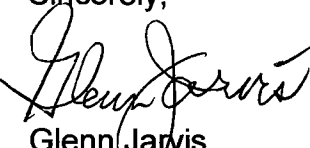
1. A list of the Conservation Strategies included in the Region's Current Water Plan;
2. The expected water savings on an annual basis for each conservation strategy listed in number one above; and,
3. A list of additional conservation strategies being considered by Region M.

Stewards of water resources from Amistad to the Gulf

Unfortunately, the Council's need for "a list by water user of the amount of water saved on an annual basis by each conservation strategy implemented" is not available nor is this data currently tracked by Region M. Also, I am sorry to say that, with the deadline of June 13th to submit our application to the TWDB for funding of Phase II of the Third Round of Regional Water Planning, we were unable to include this task in our additional funding request to the TWDB. The public review process and the final determination of our scope of work and budget for this application submission were finalized on May 28th. We will however, inquire with the TWDB regarding additional funding opportunities for Region M to assist in obtaining this remaining data for the Council.

Thank you for giving Region M the opportunity to provide assistance to the Council, and please feel free to contact me with any questions.

Sincerely,



Glenn Jarvis
Chairman

cc: J. Kevin Ward, Executive Administrator, TWDB.
RGRWPG Voting Members
Bill Norris, NRS

LLANO ESTACADO REGIONAL WATER PLANNING GROUP

PLANNING GROUP MEMBERS

H. P. Brown Jr, Chair
Jim Conkwright, Vice-Chair
Doug Hutcheson, Secretary
Tom Adams
Melanie Barnes
Jim Barron
Delaine Baucum
Bruce Blalack
Delmon Ellison Jr.
Dr. Don Ethridge
Harvey Everheart
Bill Harbin
Don James
Bob Josserand
Richard Leonard
Terry Lopas
Don McElroy
E.W. (Gene) Montgomery
Dr. Ken Rainwater
Kent Satterwhite
Jim Steiert

NON-VOTING MEMBERS

Angela Rodriquez-Kennedy P.E.
Joan Glass
Dr. Herb Grubb
Steve Jones
Malcolm Laing

July 14, 2008

Mr. C. E. Williams, Chairman
Texas Water Conservation Advisory Council
c/o Panhandle Groundwater Conservation District
P. O. Box 637
White Deer, Texas 79097

Re: Your Letter of June 3, 2008

Dear Mr. Williams:

This is in response to your letter of June 3, 2008, in which you requested the following:

1. A list of conservation strategies included in the Llano Estacado Regional Water Planning Group (Region O) current Regional Water Management Plan;
2. The expected water savings on an annual basis for each water conservation strategy included in the plan;
3. A list by water user of the quantity of water saved on an annual basis by each conservation strategy implemented; and
4. A list of additional conservation strategies being considered by the Llano Estacado Regional Water Planning Group.

The Llano Estacado Regional Water Planning Group (LERWPG) included water conservation water management strategies for municipal and irrigation water user groups in each of the Regional Water Plans that have been developed. In the case of municipal conservation, plumbing fixtures, lawn watering, and public education are the principal practices included. In the case of irrigation, Furrow Dikes, Low Energy Precision Application (LEPA) and Low Elevation Spray Application Sprinkler (LESA) systems are used. Information needed to answer questions 1 and 2 of your letter can be found in the 2006 Regional Plan, with the water conservation strategies evaluated and explained on pages 4-107 through 4-142, and 4-277 through 4-394. The Plan can be referenced at both the LERWPG and the TWDB web sites. The Llano Estacado RWPG web site is www.llanoplan.org

The LERWPG does not have information pertaining to question number 3 of your letter. However, in its grant application to the TWDB for Phase II to develop the 2011 Regional Water Plan, the LERWPG included a task to assess the degree of implementation of municipal and irrigation water conservation strategies of the 2006 Plan. If the TWDB approves this request, the results would be available in the 2011 Regional Plan in early 2011, however, the proposal does not include a great deal of effort to quantify the effects of individual water conservation practices.

With regard to question number 4, the LERWPG does not have conservation strategies in addition to those mentioned in the Plan.

Sincerely,


H. P. (Bo) Brown, Chair
Llano Estacado Regional Water Planning Group

Cc: Mr. Kevin Ward, Executive Administrator, TWDB
Regional Water Planning Group Chairpersons

2930 Avenue Q
Lubbock, TX 79411-2499
(806) 762-0181
Fax (806) 762-1834
www.llanoplan.org