

Summary of Minutes

Water Conservation Advisory Council Meeting

Date: Monday May 12, 2008
Time: 1:00 pm – 3:30 pm
Location: Board Conference Room, North Texas Municipal Water District
Administrative Offices
505 East Brown Street
Wylie, TX

Meeting called by: C.E. Williams, Presiding Officer
Meeting Facilitators: TWDB support staff

Council Members in attendance are listed below:

Scott Swanson	Comer Tuck	Greg Carter	Ken Kramer	Wilson Scaling	Gene Montgomery
C. E. Williams	Kelly Hall	H. W. Bill Hoffinan	Steven Bednarz	Richard Egg	Jim Parks
Carole Baker	Wayne Halbert	Karl Fennessey	Vivien Allen		

Alternates in place of Council Members:

Greg Ellis sitting in for Luana Buckner	Dan Opdyke sitting in for Cindy Loeffler
Kelley Stripling sitting in for Gary Walker	Linda Christie sitting in for Jim Oliver

At 1:00 pm the council meeting was called to order by the Presiding Officer C.E. Williams. The presiding officer welcomed the Water Conservation Advisory Council (Council), the alternates, and the audience. The first item in the agenda was the approval of the previous council meeting minutes. The previous minutes were approved. The floor was opened for public comment for which there was none. The presiding officer allowed all those in attendance to introduce themselves.

The next item on the agenda was a Texas Water Development Board's report on Public Awareness efforts. The floor was turned over to Texas Water Development Board (TWDB) staff for an update on the current status of project efforts. It was reported that on April 1, 2008 the Water Conservation Advisory Council (WCAC) approved a recommendation to the TWDB for the purchase of water conservation announcements with the Texas Association of Broadcasters (Appendix A). When the TWDB legal staff reviewed it, it was determined that the subject matter was missing a research component and therefore was not eligible for funding from the Research and Planning Fund. Additionally, as the item was written it would have also had to have been considered as solicited rather than an unsolicited grant proposal. With that determination, TWDB staff has been working on a 2008-2009 plan that will be supported without any additional funding (Appendix B). Included in the 2008-2009 plan are: conservation literature updates, assistance with conservation plans and programs, outreach, partnership agreements, and a well developed website. The floor was then opened up for questions. A comment was made that most likely TWDB will be asking the Legislature for \$3 million in funding to support the public awareness effort. There

are still some external ongoing efforts by the Texas Water Foundation to collaborate with the Texas Association of Broadcasters (TAB) on a 3:1 buy of announcements to be aired in September/ October.

The next item on the agenda was the TWDB's report on the Council's online survey. The floor was turned over to TWDB staff for an update on the current status of project efforts. It was reported that two workgroups have developed questions that they want to have on the online survey (Appendix C). Those questions have been reviewed and the next step in the process is a meeting amongst TWDB staff to develop a project charter. This charter will be developed by the end of May 2008. The floor was then opened up for questions. A comment was made that currently there is a survey being conducted by Sam Houston State University. That survey is a TWDB funded project focusing on water conservation attitudes (Appendix D).

The next item on the agenda was a TWDB's report on the Council's www.savetexaswater.org website. The floor was turned over to TWDB staff for an update on the current status of project efforts. It was reported that in a recent conference call with Workgroup 1~ Public Recognition & Awareness, it was decided that the focus of this particular website should be more policy & Council activities oriented. The next step is a meeting amongst TWDB staff to further develop a layout and organization of information.

The next item on the agenda was a report from each workgroup spokesperson about the activities going on each workgroup. The workgroups shared their current activity as well as a review of their targets and goals for the December 2008 Legislative Report. A summary for each workgroup is described below:

Awareness & Public Recognition: This workgroup would like to see the www.savetexaswater.org website have a policy and Council activity focus with a direct guidance to the water iq website for more information on conservation. The plan is to have the two websites be complimentary of each other. The workgroup plans to have a final draft of a Partnership Agreement ready to go soon. This partnership agreement is not limited to those who use Water IQ now or in the future. The coordination of the Water IQ website is still in progress. TWDB staff is working towards the next step in the process of website development. A series of drafted questions have been further developed for the Council's online survey effort (Appendix C).

Tarrant Region Water District (TRWD) commented and stated that they would be willing to donate some of their staff time to assist in the development or maintenance of the websites.

Metrics & Trends: This workgroup is focusing on creating and defining recommended categories on water usage. Afterwards they will decide on the appropriate metrics for each category. This workgroup has developed a May 2008 Progress Summary which outlines a series of tasks scheduled to be completed and included in the December 2008 Legislative report (Appendix E). This workgroup has completed Tasks 1A & 1B in which they have developed a

preliminary flow chart & spreadsheet of the defined water use categories. The workgroup has requested that members of the Council review the flowchart and provide feedback and suggestion by May 31st 2008. In particular the workgroup requests some detailed feedback from agricultural sector of the Council. Another conference call will be needed to determine the most appropriate metrics for each category.

Regional Plan Implementation: The workgroup approved a motion to revise their previous recommendation by adding some research language (See Below; Revisions have not yet been made.).

The Water Conservation Advisory Council recommends:

That the Texas Water Development Board request the sixteen Regional Water Planning Groups submit by October 1, 2008, and annually thereafter, a report including:

- 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;*
- 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 the region.*

This workgroup plans on preparing a letter that will be signed by Chairmen C.E. Williams and sent out to the 16 Regional Water Planning Groups (RWPG). The letter will ask each region to provide information on their strategy implementation. In addition to that the Council will prepare a letter of recommendation asking the TWDB to support this effort. As supporting documents, some Council members associated with Regions A, C, H have volunteered to provide some general cost estimates of what it might cost a region to report this type of information. In a discussion it was stated that another option for funding to support the RWPG's efforts to develop this information, is to develop it as a research project.

Resource Library & BMPs: This workgroup plans on submitting in the legislative report a procedures guideline for adding new Best Management Practices (BMPs) to the guide. They also plan on including a proposal for an Online Resource Library. Additionally, the workgroup plans on proposing a legislative recommendation for funding.

Certified Training: This workgroup will work further on the phrasing of the recommendation.

The next item of the agenda was a review of the Council's 2008 Timeline. There was a brief discussion about the format, content and timeline of the Council's 2008 Legislative Report. The Council was reminded that all workgroups should prepare a first draft of their legislative report by the June 25th 2008 Council meeting.

The floor was then open to member discussion of other topics. Ken Kramer provided a report entitled “From Policy to Reality: Maximizing Urban Water Conservation in Texas” developed by the Environmental Defense Fund. TWDB staff gave a brief overview of the agency’s processes for developing legislative appropriations requests and exceptional items requests.

The Council discussed the selection of dates, times, and locations of future meetings. The next meeting is June 25 in Austin and the following meeting is July 23 in Austin. Meeting details are still to be determined.

Council Meeting adjourned at 3:30 pm.