



# Water IQ: Update 2007

Presented to

Water Conservation Advisory Council

September 26, 2007

North Texas Municipal Water District

# Overview

- Quick Brand History of Water IQ
- North Texas Municipal Water District Campaigns
  - 2006
  - 2007
- Effects on Water Consumption



# Brand History

# 2004 Research

- 28 percent “definitely know” natural source of drinking water
- 87 percent more likely to conserve after learning more about why it’s important and ways to conserve

*Baselice & Associates, commissioned by EnviroMedia Social Marketing for Governor’s Water Conservation Implementation Task Force via TWDB*

# 2004 Research

- Focus groups
- Dallas, El Paso, Houston, Laredo, Lubbock
- 11 brand ideas

# Water IQ Brand Favored



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# 2006 Campaign

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# North Texas: 2006 Campaign

## Comprehensive Approach

Budget: \$1.9 million

- Largest investment in Water IQ public education
  - Advertising (print, radio, TV, Internet, outdoor, pump toppers, mall ads)
  - Web site development
  - Business outreach
  - Media relations
  - Experiential marketing/consumer outreach

# North Texas: 2006 Campaign

## Drought–Specific Messaging

- North Texas is experiencing the worst drought since the 1950s.
- Raise your Water IQ: Know your water. Lake Lavon is our primary water source and it's low. Help make it last.
- Save 5 percent.

# North Texas: 2006 Campaign

## Broadcast TV

- Four :15 ads

QuickTime™ and a  
H.264 decompressor  
are needed to see this picture.



REDUCE YOUR  
WATER USE  
BY 5%.

**WATER IQ**  
Know your water.

CLICK HERE FOR  
WATER-SAVING TIPS.

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SPONSORED BY NORTH TEXAS  
MUNICIPAL WATER DISTRICT

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**OKAY, IT'S NOT EXACTLY A LOT, BUT THAT'S THE POINT.**

It doesn't take much to help save water. In fact, by reducing your water use just 5%, you can make a big difference. Find out how easy it is to protect Lake Lavon, our natural water source, and raise your Water IQ by visiting [WaterIQ.Org](http://WaterIQ.Org).



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# North Texas: 2006 Campaign

## Campaign Launch

- Timed with mandatory June 1 restrictions
- “Show and tell” press conference on homeowners’ lawn



# North Texas: 2006 Campaign

**NTMWD hopes  
knowledge spurs  
conservation**

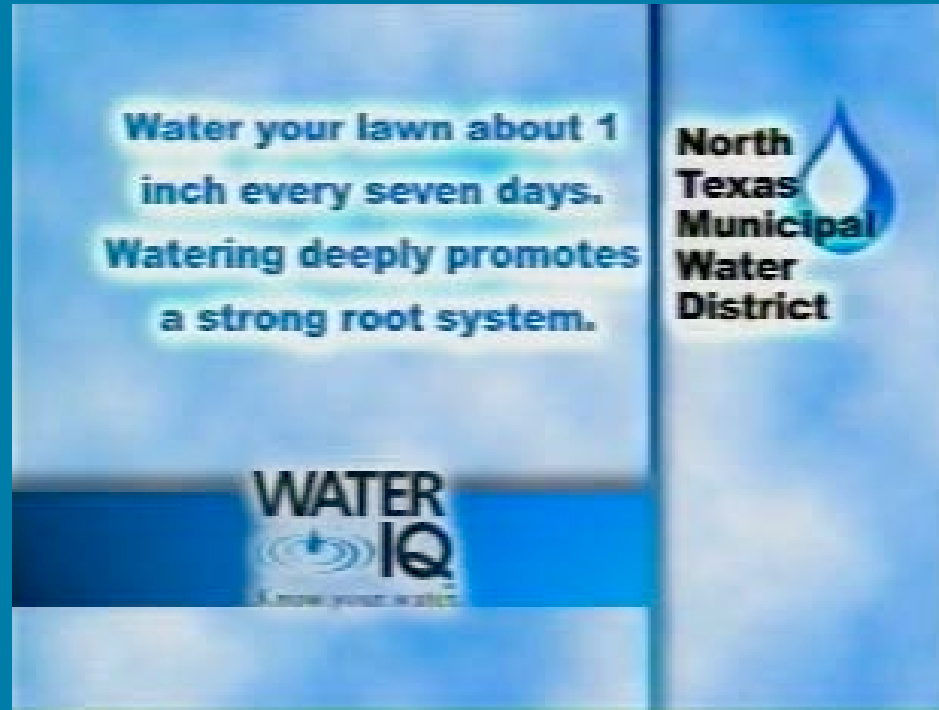
**Smart  
H<sub>2</sub>O**

Water IQ campaign  
designed to educate  
consumers in drought

# North Texas: 2006 Campaign

## KTVT CBS 11 partnership

- Weatherman Jeff Jamison delivered 4 tips per hour followed by Water IQ TV spot

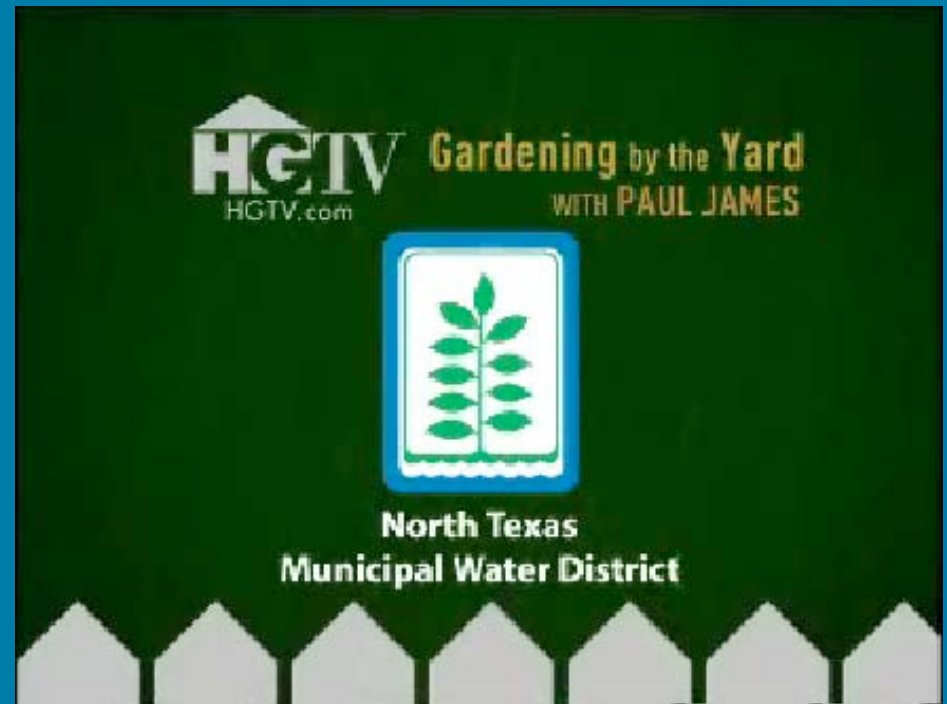


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# North Texas: 2006 Campaign

## HGTV Cross-Channel Promo

- “Gardening by the Yard” with Paul James
- 432 no-charge :30 spots



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# North Texas: 2006 Campaign

## Consumer Outreach

- Lowe's partnership
- 28 outreach events across North Texas
- 3,000 Water IQ pledges
- 200,000 impressions
- Educational branded giveaways
  - T-shirts
  - Rain gauge
  - Hose nozzles
  - Garden gloves
  - Notepads
  - Pens

# North Texas: 2006 Campaign



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# North Texas: 2006 Campaign



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# North Texas: 2006 Campaign

## FY 06 Return on Investment

### Added Value

Media Relations \$1,502,860

Paid Media \$465,050

Total Added Value \$1,967,910

ROI \$1.99 value for every \$1 spent

# 2006 Research

People who know Lake Lavon is primary water source.

- 42 percent
  - Compare to 24 percent, Region C, 2004 study

*Baselice & Associates, for NTMWD, October 2006*

# 2006 Research

89 percent said they saved more that summer than the previous summer

*Baselice & Associates, for NTMWD, October 2006*

# 2006 Research

People are motivated by the possibility of not having enough water for the future.

*Baselice & Associates, for NTMWD, October 2006*

# Awards

- AWAA, Texas Section
  - Watermark Award for Communications Excellence
  - 2007 Conservation and Reuse Award, Large Utility District
- Texas Public Relations Association
  - Silver Spur, Community Relations
  - Best of Texas, Video
  - Best of Texas, Press Release



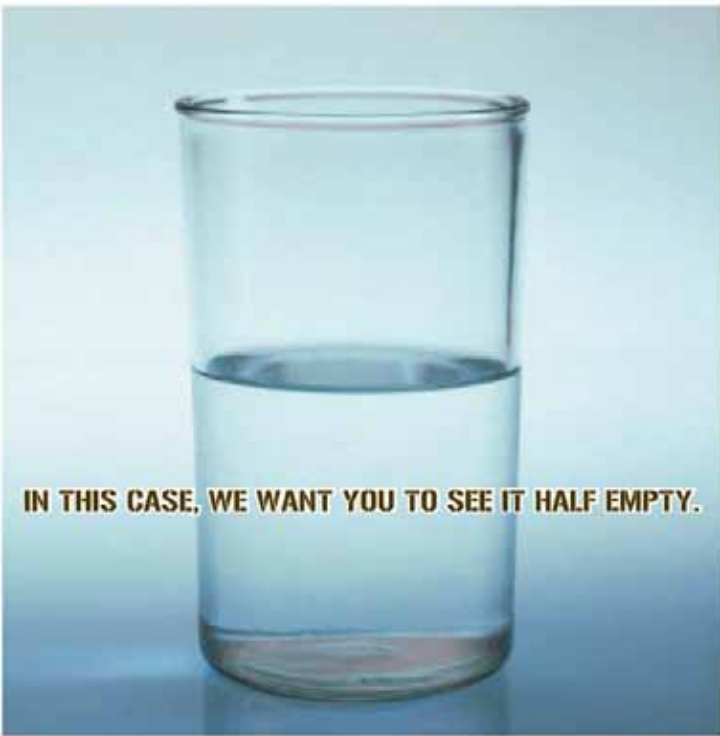
# 2007 Campaign

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# 2007 Campaign

- Possibility of moving from Stage 3 Drought to Stage 4
- “Weather-proof” campaign
- January focus groups
- Budget: \$1.7 million


# 2007 Campaign: Dry Weather



**IN THIS CASE, WE WANT YOU TO SEE IT HALF EMPTY.**

Actually, Lake Lavon is two-thirds low. The good news is reducing water use doesn't take much effort: if everyone in North Texas reduces their water use, we can make our water last. It's simple and easy to save water. For some people that means watering your lawn less often, for others it's fixing a leak or changing sprinkler heads. Find out more at [WaterIQ.org](http://WaterIQ.org).

**WATER IQ**  
Know your water.



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# 2007 Campaign: Dry Weather

QuickTime™ and a  
H.264 decompressor  
are needed to see this picture.

# 2007 Campaign: Any Weather



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# 2007 Campaign: TV PSAs

QuickTime™ and a  
H.264 decompressor  
are needed to see this picture.

# 2007 Campaign: Banner Ads


**WASTING  
WATER**

**HAS EXTREME  
CONSEQUENCES.**

**FIND OUT WHAT YOU  
CAN DO TO SAVE.**

**WATER  
IQ**  
Know your water.  
NORTH TEXAS MUNICIPAL WATER DISTRICT

**WATERIQ.ORG.**

**CLICK HERE** 

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# 2007 Campaign: Banner Ads

**WASTING WATER**

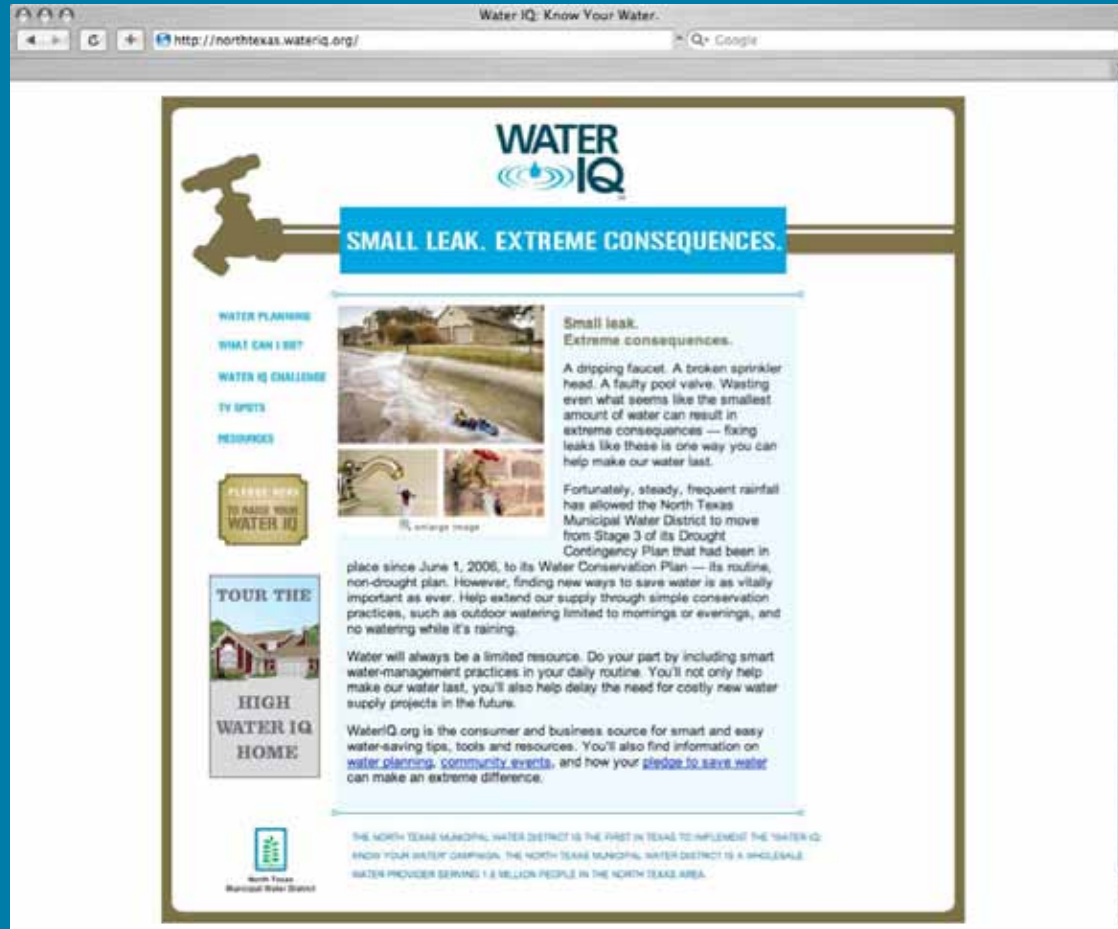
**HAS EXTREME CONSEQUENCES.**

**WATER IQ**  
Know your water.  
NORTH TEXAS MUNICIPAL WATER DISTRICT

**LEARN NEW WAYS TO SAVE WATER AT WATERIQ.ORG.**

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# 2007 Campaign: Web Site



Water IQ: Know Your Water.

http://northtexas.wateriq.org/

**WATER IQ**

**SMALL LEAK. EXTREME CONSEQUENCES.**

**WATER PLANNING**  
**WHAT CAN I DO?**  
**WATER IQ CHALLENGE**  
**TV SPOTS**  
**RESOURCES**

**PLEASE JOIN TO MAKE YOUR WATER IQ**

**TOUR THE HIGH WATER IQ HOME**

**Small leak. Extreme consequences.**

A dripping faucet. A broken sprinkler head. A faulty pool valve. Wasting even what seems like the smallest amount of water can result in extreme consequences — fixing leaks like these is one way you can help make our water last.

Fortunately, steady, frequent rainfall has allowed the North Texas Municipal Water District to move from Stage 3 of its Drought Contingency Plan that had been in place since June 1, 2006, to its Water Conservation Plan — its routine, non-drought plan. However, finding new ways to save water is as vitally important as ever. Help extend our supply through simple conservation practices, such as outdoor watering limited to mornings or evenings, and no watering while it's raining.

Water will always be a limited resource. Do your part by including smart water-management practices in your daily routine. You'll not only help make our water last, you'll also help delay the need for costly new water supply projects in the future.

WaterIQ.org is the consumer and business source for smart and easy water-saving tips, tools and resources. You'll also find information on [water planning](#), [community events](#), and how your [pledge to save water](#) can make an extreme difference.

**THE NORTH TEXAS MUNICIPAL WATER DISTRICT IS THE FIRST IN TEXAS TO IMPLEMENT THE "WATER IQ: KNOW YOUR WATER" CAMPAIGN. THE NORTH TEXAS MUNICIPAL WATER DISTRICT IS A WHOLESALE WATER PROVIDER SERVING 1.8 MILLION PEOPLE IN THE NORTH TEXAS AREA.**

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# 2007 Campaign: High Water IQ Home



The screenshot shows a web browser window titled "Water IQ Interactive House" with the URL "http://northtexas.wateriq.org/house/". The main content is an illustration of a two-story red brick house with a white garage door and a silver car parked in the driveway. Ten numbered callouts (1-10) are placed around the house and yard, pointing to various water-saving features and areas. A circular logo in the top right corner reads "WATER IQ Know your water." Below the illustration are three navigation buttons: "OUTDOOR TIPS", "INDOOR TIPS", and "DOWNLOAD LIST". Each button has a play icon and a brief description of its function. The "OUTDOOR TIPS" button says "Click on each number of the house to view helpful water-saving tips." The "INDOOR TIPS" button says "Click here to see what you can do to save water indoors." The "DOWNLOAD LIST" button says "Click here to download your Water IQ water-saving tip sheet." A small copyright notice "© 2007 Water IQ" is visible in the bottom right corner of the page.

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# 2007 Campaign: High Water IQ Home

The screenshot shows a web browser window titled "Water IQ Interactive House" with the URL "http://northtexas.wateriq.org/house/". The main content area features a tip about pool covers overlaid on an illustration of a backyard pool. The tip text reads: "TIP #6 If you own a pool, make sure you protect your water level with a pool cover. During the summer months, your pool could lose up to 4 inches of water a week due to evaporation if left uncovered. If you're already using a pool cover and your water level still varies drastically from day to day, you probably have a leak and need it serviced immediately." A "Return to outdoor tips" button is located at the bottom left of the tip box. The Water IQ logo, "Know your water.", is in the top right corner. Below the illustration are three navigation buttons: "OUTDOOR TIPS" (with a left arrow), "INDOOR TIPS" (with a right arrow), and "DOWNLOAD LIST" (with a right arrow). Each button has a descriptive text below it: "Click on each number of the house to view helpful water-saving tips.", "Click here to see what you can do to save water indoors.", and "Click here to download your Water IQ water-saving tip sheet." respectively. A small copyright notice "© 2007 Water IQ" is visible in the bottom right corner of the page.

**TIP #6**

If you own a pool, make sure you protect your water level with a pool cover. During the summer months, your pool could lose up to 4 inches of water a week due to evaporation if left uncovered. If you're already using a pool cover and your water level still varies drastically from day to day, you probably have a leak and need it serviced immediately.

Return to outdoor tips

**OUTDOOR TIPS**  
Click on each number of the house to view helpful water-saving tips.

**INDOOR TIPS**  
Click here to see what you can do to save water indoors.

**DOWNLOAD LIST**  
Click here to download your Water IQ water-saving tip sheet.

WATER IQ  
Know your water.

© 2007 Water IQ

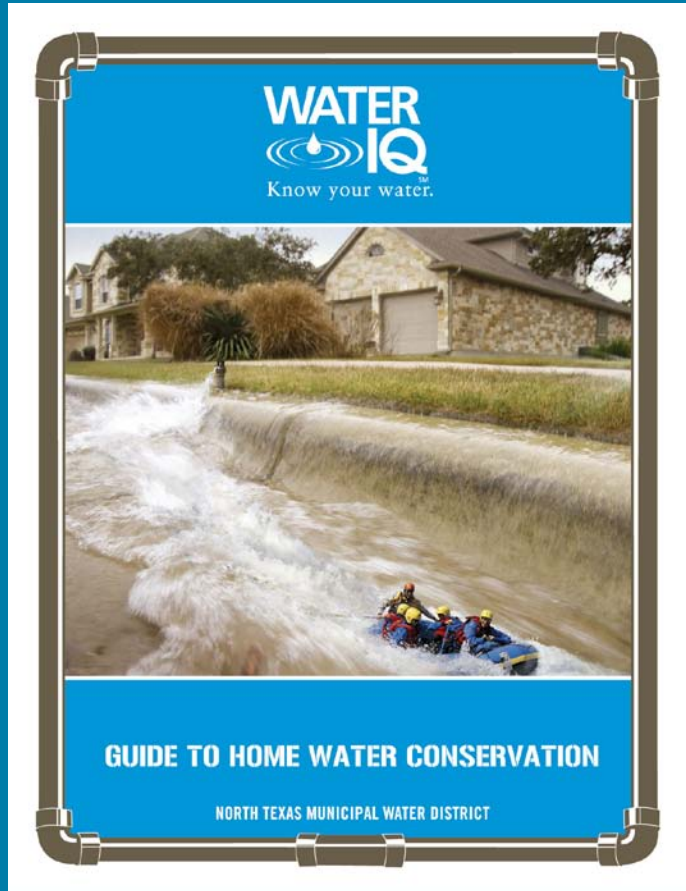
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# 2007 Campaign: High Water IQ Home

The screenshot shows a web browser window titled "Water IQ Interactive House" with the URL "http://northtexas.wateriq.org/house/". The main content is a 3D-rendered bathroom scene with six numbered callouts (1-6) pointing to various fixtures: 1. Sink faucet, 2. Toilet, 3. Showerhead, 4. Shower pan, 5. Shower door, and 6. Shower wall. A circular logo in the top right corner reads "WATER IQ Know your water!". Below the scene are three columns: "OUTDOOR TIPS" with a play button icon and text "Click on each number of the house to view helpful water-saving tips.", "INDOOR TIPS" with a play button icon and text "Click here to see what you can do to save water indoors.", and "DOWNLOAD LIST" with a play button icon and text "Click here to download your Water IQ water-saving tip sheet." A small copyright notice "© 2007 Water IQ" is visible in the bottom right corner of the page.

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# 2007 Campaign: Outreach Brochure



**WHAT YOU DO REALLY MAKES A DIFFERENCE.**

Follow these tips and lower your water use indoors and out. By using just 5 percent less, you can help ensure we have enough water for our future. Besides, that leaky faucet must be driving you nuts.

**OUTDOOR TIPS**

- Repair broken or missing sprinkler heads, a main cause of wasteful water runoff.
- If you're installing new landscaping, choose native, drought tolerant plants.
- Add 4 to 6 inches of mulch to your landscape beds and around trees and shrubs.
- Water an inch a week and never water during the heat of the day. Watering schedules vary depending on where you live so check with your water provider or city.
- Operate your automatic sprinklers manually so you only water when your landscape really needs it.
- Use just 5 percent less water than you're using now. Check your latest water bill to determine how many gallons you're using and multiply that amount by .95. That's the number of gallons you should try to save every month.

**INDOOR TIPS**

- Check all faucets, pipes, and toilets periodically for leaks. A leaky faucet or invisible leak in the toilet will waste 15 to 20 gallons of water a day.
- Check your toilet flapper periodically to make sure it's a tight fit.
- Install low-flow shower heads.
- Take shorter showers or only partially fill the bathtub.
- Rinse your razor in a plugged sink, not under running water.
- Be sure your home has low-flow toilets. They can cut indoor water use by as much as 28 percent.
- Turn the faucet off while you're brushing your teeth or washing your face.
- Wash only full loads of clothes or dishes and consider a low water use machine when it's time to replace your current one.

Printed on recycled content paper.

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# 2007 Campaign: Outreach



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# 2007 Campaign: Outreach



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# 2007 Campaign: Outreach Results

- March 17 - Sept. 26
- 23 events, 27 days
- 10 cities
- 50,000 participants
- 1 million road impressions



# And then the rains came ...

## Area lakes refill, but water restrictions remain



TOM FOX/Staff Photographer

Spring rains have been good to Lavon Lake. The Collin County lake is nearly full again after two dry years, evidenced by the shoreline near the FM3286 bridge. But some lakes that supply water remain below normal.



FILE 2006/Staff photo

Nothing illustrated North Texas' recent drought like Lavon Lake's once crusty, cracked bed.

## Next step: conservation

Heavy growth makes it imperative, officials say

By **JAKE BATSELL**,  
Staff Writer  
jbatsell@dallasnews.com

Lavon Lake, whose cracked, sun-baked beds became the emblem of North Texas' recent drought, is nearly full again for the first time since April 2005.

But don't crank up the sprinklers just yet. Stage 3 water restrictions will continue for the 1.6 million cus-

tomers of the North Texas Municipal Water District, for which Lavon supplies about half the water.

Spring's copious rains have almost fully slaked the district's two largest reservoirs. Lavon's water level crept up to nearly 491 feet, bringing the Collin County lake to within a whisper of its full level of 492 feet.

See **LAKES** Page 18A

### INSIDE

■ Pipeline projects are in the works to keep taps flowing in dozens of cities north and east of Dallas. **18A**

# DON'T LET THE RAIN MISLEAD YOU.

## WE'RE STILL IN A DROUGHT.

Here in North Texas, we're all thankful for recent rain. Lawns are green, plants are blooming and most lakes are filling up.

That's why most people have asked why the North Texas Municipal Water District (NTMWD) service area remains under Stage 3 restrictions.

A drought, from a water supplier's perspective, is measured by more than rainfall (or lack of it).

NTMWD relies on three reservoirs—Lake Lavon, Lake Jim Chapman/Cooper and Lake Texoma—to serve approximately 1.6 million people in its service area, which is north and east of Dallas.

While Lake Lavon—our primary water source—has risen to 94 percent capacity, Lake Jim Chapman is still less than half full.

Several projects, initiated prior to the drought, are under construction that will add more water to the North Texas Municipal Water District supply early next year and help meet future water demand. While NTMWD may relax some watering restrictions later this year or early next year, our region may never return to a time when we could use all the water we wanted without worrying about the consequences. Water conservation will always be an important part of NTMWD's water management strategy. So we're asking you to continue to save. Follow your community's watering schedule and avoid wasting water. You will find easy water-saving tips at [www.WaterIQ.org](http://www.WaterIQ.org).

Working together, we can ensure there will be plenty of water for our future.

James M. Parks  
Executive Director  
North Texas Municipal Water District



NORTH TEXAS MUNICIPAL  
WATER DISTRICT



Know your water.

FIND WATER-SAVING TIPS AT [WaterIQ.org](http://WaterIQ.org)

# North Texas Municipal Water District

# HERE'S TO YOU, CUSTOMERS OF NORTH TEXAS MUNICIPAL WATER DISTRICT.

Last summer, customers of North Texas Municipal Water District successfully managed the drought by greatly reducing water consumption. This summer, we've experienced relief from the drought, but water will always be a limited resource. That's why it's important to save water for our future.

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**Thanks for helping make our water  
last by continuing to save daily.**

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[WaterIQ.org](http://WaterIQ.org)

North Texas Municipal Water District

**WATER**  
WILL ALWAYS BE  
A LIMITED  
RESOURCE.

FIND WAYS TO  
**SAVE WATER**  
BY VISITING  
**WATERIQ.ORG**



NORTH TEXAS  
MUNICIPAL WATER DISTRICT

[CLICK HERE](#) 

North Texas Municipal Water District

# 2007 Campaign: PSA Return

<u>Medium</u>	<u>PSA Value</u>
Television	\$199,850
Cable	\$43,515
<u>Radio-Traffic Sponsorships</u>	<u>\$168,624</u>
Total	\$411,989*

*\*PSA return up from \$360,070 in 2006.*

# 2007 Research

- Awareness of WIQ doubled
  - From 19% to 39%
- Knowledge of water source steady
  - “definitely know” 42% in 2006 v. 41% in 2007
  - Get my water from Lake Lavon 42% v. 43%
- 92% who know water source conserve
  - Compared to 84% who don’t know
- 43% who know Lake Lavon save every chance they get
  - Compare to 28% who say some and 38% who say none

# 2007 Research

- Despite great amounts of rainfall this summer, have you continued to save water?
  - 93% yes
- Heard about change from mandatory to voluntary watering restrictions?
  - 69% yes

# 2007 Research

- Do you agree you can follow your city's watering schedule and guidelines and still maintain an attractive, healthy yard?
  - 79% agree

# 2007 Results

- Will there be enough water available to North Texas in the future?
  - 6% said more than enough
  - 11% about the right amount
  - **32% enough, but not much extra**
  - **29% probably not enough**
  - **18% considerable shortage**

**79% concerned about future supply**

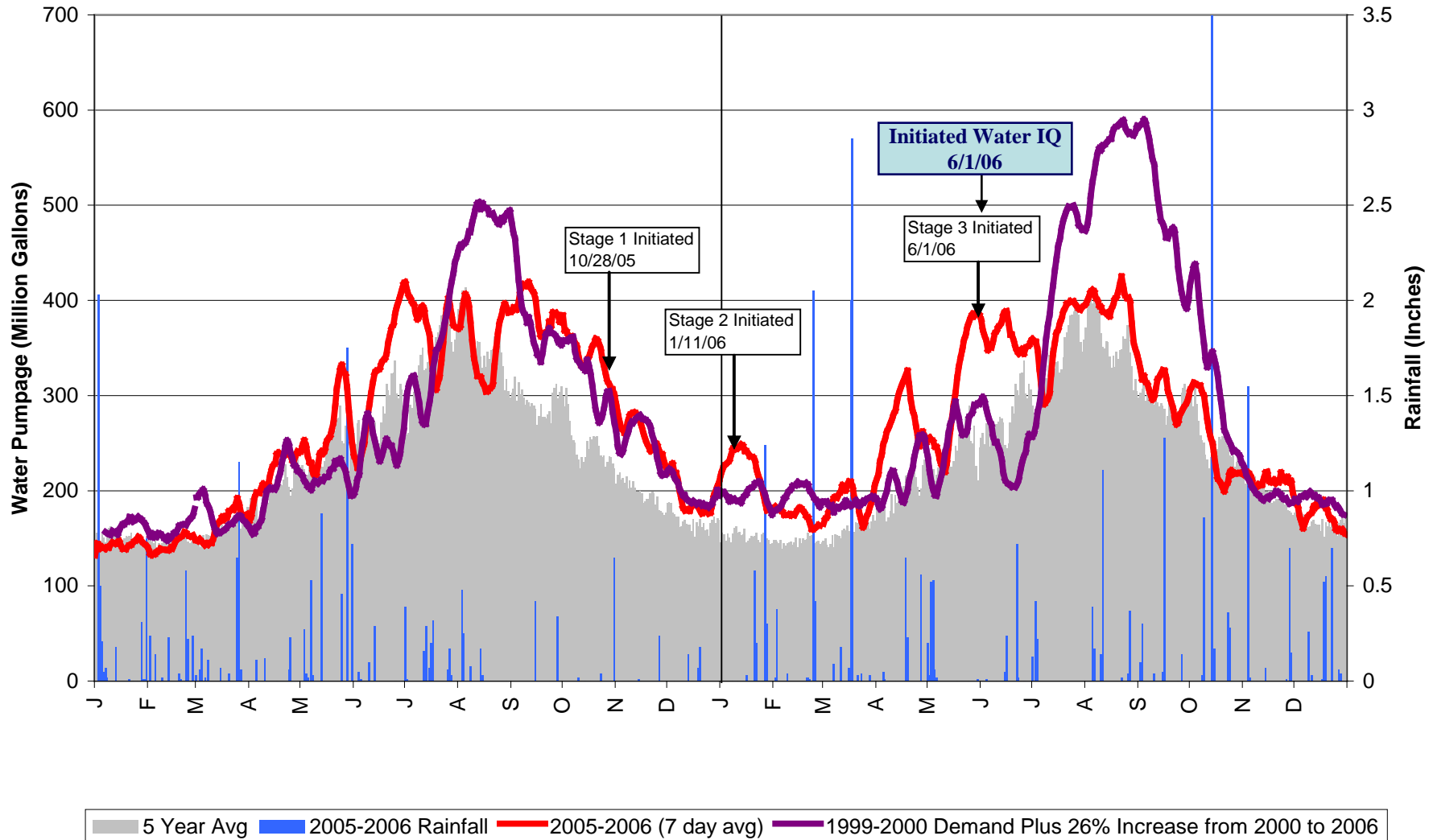
# 2007 Research

- #1 motivation to conserve
  - “Ensuring there’s enough water for the future”



# Effects on Water Consumption

**North Texas Municipal Water District  
Years 1999-2000 vs. 2005-2006  
Daily Water Consumption**



North Texas Municipal Water District

# North Texas Municipal Water District Year 2000 with Projected Increases vs. 2006-2007 Actual Usage Daily Water Consumption

