



Water Conservation Advisory Council

PO Box 13231 ~ Austin, TX 78711 ~ 512.463.1667

www.savetexaswater.org

Council Members

C.E. Williams
Regional Water Planning Groups

Scott Swanson
Texas Commission on Environmental Quality

Vacant
Texas Department of Agriculture

Cindy Loeffler
Texas Parks and Wildlife Department

Richard Egg
TX State Soil and Water Conservation Board

Robert Mace
Texas Water Development Board

Steven Bednarz
Federal Agencies

Karen Guz
Municipalities

Luana Buckner
Groundwater Conservation Districts

James Parks
River Authorities

Ken Kramer
Environmental Groups

Wayne Halbert
Irrigation Districts

H.W. Bill Hoffman
Institutional Water Users

Carole Baker
Water Conservation Organization

Justin Weinheimer
Higher Education

Hughes Abell
Agricultural Groups

Karl Fennessey
Refining and Chemical Manufacturing

Gary Spicer
Electric Generation

Gene Montgomery
Mining and Recovery of Minerals

Brad Smith
Landscape Irrigation and Horticulture

James Oliver
Water Control and Improvement Districts

Janet Adams
Rural Water Users

Donna Howe
Municipal Utility Districts

September 6, 2011

Organization Name

Contact Name

Contacts Title

Address Line 1

Address Line 2

Re: Stakeholder Involvement in Water Conservation Issues

The Water Conservation Advisory Council (Council) has been working diligently to address the charges given to it by the 80th Legislature in Senate Bill 3 and House Bill 4 (80R). The Council provides a professional forum for the continuing development of water conservation resources, expertise, and progress evaluation for the benefit of Texas. Since its creation in 2007, the Council has worked closely with many state agencies including the Texas Water Development Board and Texas Commission on Environmental Quality. We have welcomed valuable input from various stakeholder interest groups on issues and challenges relating to water conservation.

Our Council comprises 23 members who represent various broad interest groups. The Council would like to expand its efforts and recruit active participation from additional leadership groups, associations, and organizations like yours that represent interests for varying water user groups. We invite you to participate in the Council's activities and share your organization's perspective on key water conservation issues relating to Best Management Practices (BMPs), water use metrics, and public awareness efforts.

In order to continuously expand stakeholder involvement the Council will actively communicate and inform interested stakeholder groups of Council activities and will encourage active participation by arranging meetings, discussions, and other forums to develop consensus based recommendations on metrics, best management practices, and information sharing.

Please use the following link to indicate your interest in following or participating in council activities and receiving further correspondence. Once you have reached the Council's website you may complete your response by filling in the stakeholder interest form.

www.savetexaswater.org

Your participation is an important part of the Council's efforts and will support the process of proposing refined metrics, developing and revising best management practices (BMPs), documenting trends, and preparing case

studies. We look forward to working with you in the area of water conservation. Please feel free to contact Council support staff with any questions or concerns.

512.463.1667
Council Support Staff
wcac@twdb.state.tx.us

Sincerely,

C.E. Williams
Chairman
Texas Water Conservation Advisory Council

DRAFT



Water Conservation Advisory Council

www.savetexaswater.org

Purpose for the Water Conservation Advisory Council

Water conservation is critical to the future economic and environmental viability of Texas. By 2060, more than 46 million people are expected to call Texas home – twice as many Texans as now. The state’s 2011 regional water plans call for 24.3 percent of new water supplies to come from conservation over the next 50 years. That percentage totals more than 2 million acre-feet per year.

Record-breaking stretches of scorching weather and lack of rain has caused nearly every corner of the state of Texas to experience severe or exceptional drought. Despite the severely dry conditions, this drought is not as bad as the worst drought of record – the 10-year drought of the 1940-50s. It is projected that almost 22 million acre-feet of water per year would be required to meet the water demands of the state’s homes, businesses, and agricultural enterprises if the drought of record were to occur. Increasing population, increasing demand on water supplies and increased frequency of drought allows us to recognize the vital role of conservation in meeting the future water needs of Texas.

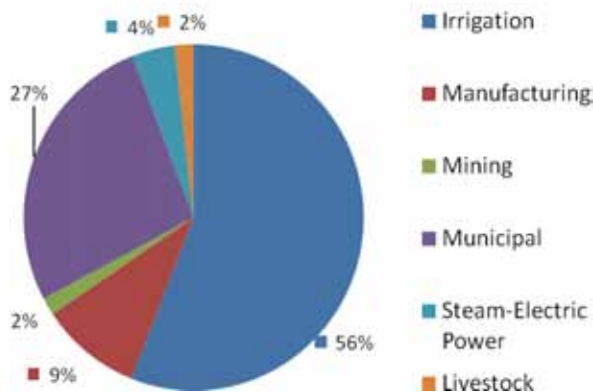
Recognizing the importance of water conservation in Texas, the legislature created the Water Conservation Advisory Council in 2007, a group consisting of 23 experts representing various agencies, political subdivisions, water users, and interest groups. The legislature directed the Council to address several charges and to report to state leadership before every legislative session.

Duties of the Council

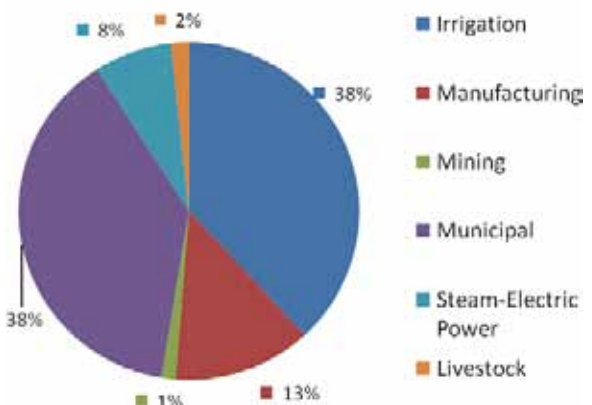
Duties of the Water Conservation Advisory Council:

- Monitoring trends in water conservation implementation
- Monitor new technologies for possible inclusion as best management practices
- Monitoring the effectiveness of the statewide water conservation public awareness program
- Developing and implementing a state water management resource library
- Developing and implementing a public recognition program for water conservation
- Monitoring the implementation of water conservation strategies by water users included in regional water plans
- Monitoring target and goal guidelines for water conservation to be considered by the TWDB and TCEQ

2010 Water Demand Projections for Texas from 2011 Regional Water Plans



2060 Water Demand Projections for Texas from 2011 Regional Water Plans



Texas Water Development Board – Demand Projections

Looking Forward

We recognize that stakeholder involvement is essential to the Council's work and recommendations on refining metrics, developing best management practices, and documenting trends. The following are primary areas where the Council plans to focus its efforts in the next biennium.

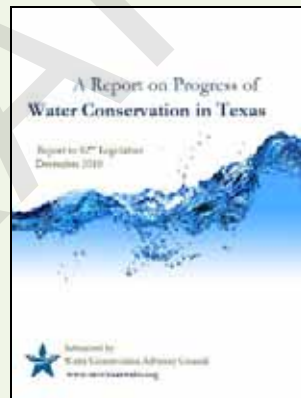
Water Use Metrics and Methodologies: Existing measurements for conservation are inconsistently used and create confusion and inaccurate information. Currently there are very limited uniform metrics in place today for water conservation programs. The Council will continue to work towards developing uniform metrics for all sectors of water use. The Council plans to work closely with the Texas Water Development Board, the Texas Commission on Environmental Quality, Texas State Soil and Water Conservation Board, and other key stakeholder groups and state agencies to evaluate current metrics and methodologies for the analysis of water use and conservation. It is our hope that this evaluation will lead to the adoption of metrics that all water users can use to evaluate their water conservation successes. With a uniform set of metrics it will be possible to accurately measure water conservation progress in Texas and to identify trends in implementation.

Public Awareness and Recognition: The Council will continue to work closely with stakeholder groups to document efforts and impacts of public awareness efforts and programs throughout the state. Additionally the Council plans to expand our recognition awards program that recognizes success in water conservation efforts in the following water user categories: *Agriculture, Industrial, and Municipal*. The Council also looks forward to participating in the review process for the Water Conservation Category of the Texas Environmental Excellence Award.

Library Website: The Council will continue to participate in a cooperative effort with the Alliance for Water Efficiency in the development of a national water conservation reference clearing house.

Water Conservation for Energy: The Council plans to work with the State Energy Conservation Office to identify water conservation opportunities associated with energy consumption and to identify the energy savings that are associated with water conservation Best Management Practices.

Best Management Practices Guide: A large majority of successful water conservation programs identify and implement best management practices as strategies for using water more efficiently. The Council plans to increase its efforts to improve and promote the [Best Management Practices guide](#). The Council intends to work closely with stakeholder groups to actively communicate requests for revisions, additions, or deletions to the [Best Management Practices guide](#). Additionally the Council plans to work closely with stakeholder groups to identify case studies where Best Management Practices or strategies have been implemented successfully. The Council believes that identification of case studies will help to provide guidance and resources to water user groups as they evaluate their conservation and efficiency goals.



You can find the full length reports at the Council's website:

www.savetexaswater.org

No later than December 1 of each even-numbered year, the Council is to submit to the Governor, Lieutenant Governor, and

the House of Representatives a report on progress made in water conservation in this state.

The Council's 2010 legislative report discusses progress made on the specific legislative charges including any challenges the Council faced in addressing those charges.

The Council's 2008 legislative report focused on the development of three core elements for achieving success in water conservation. Along with identifying the core elements the report focused on a number of key findings and recommendations for advancing water conservation in Texas.



Water Conservation Advisory Council

Stakeholder Interest Form

The Council would like to recruit active participation from leadership groups, associations, and organizations that represent interests for varying water user groups. We are actively working to expand and establish a consistent framework by which input, information, and ideas can be shared. We intend to work closely with key stakeholder groups and state agencies on the following areas:

- Evaluating water use metrics such as gallons per capita per day
- Developing Water Conservation Best Management Practices
- Expanding public awareness and recognition
- Identifying water conservation opportunities associated with energy consumption
- Enhancing water conservation resources, tools, and information

Completing this form indicates that you are interested in any of the following:

- following or tracking council activities
- participating in council workgroups, conference calls, or meetings
- or receiving further correspondence and notifications

Please provide us with your contact information below:

Title: _____
 First Name: _____
 Last Name: _____
 Organization: _____
 Email : _____
 Phone: _____
 Mailing Address: _____
 City: _____
 Zip: _____

You may complete this form online at

www.savetexaswater.org

or

Complete this form and mail it to:

Texas Water Development Board
 Attn: WCAC Support Staff
 PO Box 13231
 Austin, TX 78711

or

E- mail it to:

wcac@twdb.state.tx.us

If you know someone who may be interested in the activities of the Water Conservation Advisory Council please provide us with their information.

Title: _____
 First Name: _____
 Last Name: _____
 Organization: _____
 Email : _____
 Phone: _____

Please choose one of the following that best represents your level of interest at this time.

- I am interested in participating in discussions and activities of the council and workgroups.
- I am only interested in following or tracking the activities of the council and workgroups.

The Council has organized their efforts into the following workgroups. The public awareness workgroup hosts discussions on public awareness and recognition efforts around the state. Each of the other workgroups host discussions and meetings on bmps, defining metrics, and case studies. Please select all the workgroups that you are interested in:

- Agricultural Workgroup
- Municipal Workgroup
- Industrial Workgroup
- Commercial and Institutional Workgroup
- Wholesale Suppliers Workgroup
- Public Awareness Workgroup