

09/16/09

Time Start: 9:05 am

Time Stop: 9:50 am

Meeting & Teleconference Call:

Work Group 1 ~ Monitor Effectiveness of State Public Awareness Program & Develop Public Recognition Program.

Council Members, Alternates, and Interested Parties	TWDB Staff Sitting In
Spokesperson Carole Baker	Holly Vierk
CE Williams	Vanessa Escobar
Carole Davis	John Sutton
Scott Swanson	Laila Johnson
Denise Hickey	Comer Tuck
Linda Christie	
Donna Howe	

The meeting was called to order at 9:05 am and roll call was taken.

The meeting began with some discussion about the work plan and what was needed from the workgroup members as far as identifying work plan objectives. During a discussion the workgroup identified the following objectives:

- 1) Council's Presiding Chair or Workgroup 1 Chair will contact TCEQ to arrange a meeting or conference call between TCEQ representative and workgroup members. They will discuss the TCEQ Environmental Excellence Awards and get some input from TCEQ staff on the Councils charge. After that meeting the workgroup will identify a course of action on how to initiate a public recognition award for water conservation.
- 2) Workgroup Chair Carole Baker will correspond with Alliance for Water Efficiency (AWE) to organize a workshop in Texas. The workshop will be sponsored by the WCAC and AWE. The focus of the workshop will be to teach water user groups how to use AWE's Water Conservation Tracking Tool. *{The tool is an Excel based model that can evaluate the water savings, costs, and benefits of conservation programs for water utilities and suppliers.}* During the workshop WCAC members will seek to identify 5- 10 users such as water utilities, suppliers, wholesalers, and water districts, who will be willing to utilize the tool and share their analysis and results with the Council. Once this data is available the Council can identify the aspects of the tool that can assist the council in monitoring the effectiveness of the statewide water conservation public awareness program. Additionally the AWE may be able to further develop an analysis of the results as well as look into working with the TWDB to do some similar research an analysis.

- 3) Council's Presiding Chair will contact TWDB and ask them to provide a brief report on the "Water IQ" program. The report can include what data is available and provide some description as to how the resource is being applied and who is joining it.
- 4) The Council will collect summaries from other water conservation programs around the state.

The workgroup then moved on to a discussion on identifying some potential research concepts. There was discussion about what type of data would be useful to obtain, and what type of data would even be possible to obtain. The workgroup identified the following possible research topics.

- 1) Using Water Budgeting as an Educational Tool (Appendix A)
- 2) Analysis on what types of public awareness programs currently exist.

Call adjourned at 9:50 am.

Appendix A

Proposed Research:

USING WATER BUDGETING AS AN EDUCATIONAL TOOL

Why this research is needed?

A comprehensive water budget program can be a powerful tool to improve demand forecasting, help mitigate the impact of drought conditions and determine overall water conservation program effectiveness. A state-sponsored program will aid water providers in developing a benchmark for monitoring the effectiveness of existing programs as well as helping their residential and commercial customers understand and control their usage. For example, this can be achieved by providing the agency/entity with templates to help them determine factors such as, parcel size, non-grass landscaped areas and impervious surfaces as they relate to each individual's actual irrigation needs.

Who will be benefit from the research?

Water purveyors and consumers will benefit from a broad based, user-friendly water budget program. Water purveyors will benefit from more accurate forecasting of potential water savings while also helping their clients achieve greater water use efficiency.

What questions the research will answer?

- Are we (water providers) reaching our fullest potential in terms of water use efficiency?
- Can more accurate demand forecasts be achieved by using water budgets?
- Can an educational program result in quantifiable changes in behavior?

Estimated cost: ???