

Public Awareness & Recognition Questions Draft #1 (050508)

SECTION I.

Awareness – The processes of informing the general population on how to foster an increase in knowledge and changing social behaviors leading towards a culture of wise water use and resource reduction. This involves public information, dissemination, education, radio or television broadcasts, use of printed media, as well as, the establishment of information centers, networks, community and participation actions.

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1. Does your entity have an awareness program(s) for Water Conservation?  
If not please explain why.
2. Is your awareness program:
  - Year around
  - Seasonal
  - Only in times of drought/low water supply
3. Do you have dedicated staff for this program?  
How many full-time equivalents (FTE)?
4. On average how much does your entity spend annually on the public awareness program?
5. What is the highest cost incurring portion of your public awareness program?
6. Why did your entity choose to develop a public awareness program? Please select all that apply.
  - Legislative/ Policy mandates.
  - Internal strategic plan objective.
  - Low water supplies.
  - Drought
  - Desire a long-term knowledgeable public.
  - To defer a rate increase.
  - Need to raise rates.
  - Conservation strategy.
  - Part of long-term planning strategies.
  - Water quality issues
  - Environmental concerns
  - Other – please explain
7. Your public awareness program includes:  
Please check all that apply.
  - Website
  - News releases

- TV PSAs
- Radio PSAs
- Print PSAs
- Water Bill inserts.
- Public events.
- Rebates
- Learning Center Facility

8. What is the most effective part of your public awareness program?

9. Do you attempt to track the effectiveness of your awareness campaign?

If so, please explain how.

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10. Do you attempt to quantify the savings of your awareness campaign?

If so, please explain how.

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11. What strategies have you used?

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12. What do you suggest as potential strategies?

## SECTION II.

In 2007, the 80<sup>th</sup> Regular Session of the Texas Legislature produced Senate Bill 3(SB 3) and House Bill (HB 4). The 80th Legislature directed the Texas Water Development Board's (TWDB) Executive Administrator to develop and implement a statewide water conservation public awareness program.

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### "Water IQ: Know Your Water"

The Texas statewide water conservation public awareness program, "Water IQ: Know your water" (Water IQ) provides a consistent statewide message and gives local water suppliers a program to help educate their customers about water conservation. Water IQ recognizes the differences in water conservation needs of the many geographic regions of the state and is designed to complement and support existing local and regional water conservation programs. Water IQ can assist in increasing awareness by providing key messages across the state that can be built upon by local water suppliers.



13. Would your entity be interested in partnering with the TWDB for the statewide campaign Water IQ?

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14. Would your entity use resources that are part of a Water IQ, the statewide public awareness campaign on water conservation?

- Yes

- Unsure
- No. If no please check possible reasons as to why.
  - It would cost too much.
  - We are not in a drought.
  - It is already a canned message.
  - Other. Please List.

**Comment [d1]:** I believe that the state's Water IQ program will not address a particular entity source - only when used by a participant will the particular source be mentioned.

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15. What resources does your entity need from the Water IQ program that will support your local efforts?

- Flexibility
- Affordability
- Co-Branding
- Uniform Messaging
- Pre- developed Media spots
- Pre- developed Print publications
- Specifically Customized Media
- Specifically Customized Print publications
- Internet features

**SECTION III**

16. Does your entity have a public recognition program for water conservation?

**Comment [d2]:** I would provide a definition as provided prior to the awareness section to describe a recognition program.

17. Who do you recognize for their efforts in water conservation? Select all that apply.

**Comment [d3]:** I think the chart is associated with the incorrect survey question.

- Individuals
- Departments
- School Districts
- Irrigators
- Businesses
- Real Estate Developers
- Organizations
- Landscapers
- Manufacturers
- Communities

18. Please list describe your Program(s).  
 respond separately for each recognition program.  
 Other: \_\_\_\_\_

and briefly  
 Recognition  
 Please

Title of your Recognition Program:
Brief Description of Program:

Program Website (if Applicable):

Criteria for Recognition:

Structure ~ How Often Award is Issued:

Year the Program Started:

How much does this program cost annually:

How is the Program Funded:

Title of your Recognition Program:

Brief Description of Program:

Program Website (if Applicable):

Criteria for Recognition:

Structure ~ How Often Award is Issued:

Year the Program Started:

How much does this program cost annually:

How is the Program Funded:

19. What types of recognition do you utilize?

- Monetary Award
- Honorary Awards
- Media Spotlighting
- Other: \_\_\_\_\_

20. Has your Recognition Program(s) resulted in any direct or indirect conservation taking place? If so please describe.

YES or  NO

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21. How do you measure the direct or indirect effect of your Recognition Program?

\_\_\_ Conservation Savings

\_\_\_ Program Participation

\_\_\_ Other: \_\_\_\_\_

22. Based on your experience, what elements of a public recognition program are needed to be successful?

23. What recommendation(s) do you have for a statewide public recognition program for water conservation?

23. How do you measure the effect of your recognition program on water conservation:

- Actual conservation Savings
- Program Participation