

Public Awareness & Recognition Questions Draft #1 (050508)

SECTION I.

Awareness – The processes of informing the general population on how to foster changes in behavior leading towards a culture of risk 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.

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? How?
 10. Do you attempt to quantify the savings of you awareness campaign? How?
 11. What strategies have you used?
 12. What do you suggest as potential strategies?

SECTION II.

In 2007, the 80th 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.

“Water IQ: Know Your Water”

The Texas statewide water conservation public awareness program, “Water IQ: Know your water” 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 on a statewide campaign?
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 may not address my entity's source type.
- It would cost too much.
- We are not in a drought.
- It is already a canned message.
- Other. Please List _____ .

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.

Recognition – The process of rewarding, honoring, acknowledging, or granting forms of compensation where merited, for commendable actions, programs, efforts, which inherit qualities of excellence, success, and effectiveness.

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

17. What types of audiences does your entity recognize for their efforts in water conservation? Select all that apply.

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

18. Please list and briefly describe your Recognition Program(s). Please respond separately for each recognition program.

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

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