

3/18/08  
 Time Start: 1:00 pm  
 Time Stop: 1:40 pm

Teleconference Call:  
*Work Group 1 ~ Monitor Effectiveness of State Public Awareness Program & Develop Public Recognition Program.*

**Council Members, Alternates, and Interested Parties**

Karl Fennessey  
 Donna Howe  
 Jim Parks  
 C.E. Williams  
 Comer Tuck  
 Wilson Scaling  
 Denise Hickey  
 Linda Christie  
 Jennifer Walker  
 Jennifer Ellis

**TWDB Staff Sitting In**

Holly Vierk  
 Vanessa Escobar  
 John Sutton  
 Aung Hla  
 Tom Tagliabue

The meeting started at 1:00 pm with a roll call. Texas Water Development Board (TWDB) staff informed the workgroup that spokesperson Carole Baker was unavailable and that TWDB would lead the discussion.

The first item on the agenda was to review the pending action items from the previous conference call. One of the previous action items was for the TWDB will look into the capability and time frame for getting an online survey created. In answer to that question, TWDB support staff reviewed the following estimated timeline:

Role	Tasks at Hand	Estimated Time Frame
TWDB	Step 1 - Purchase the Annual Pro Subscription to SurveyMonkey.com (which we are currently in the process of). The Board has decided to use this outside application service <ul style="list-style-type: none"> <li>• because it will be easier for us non IT staff to manage the surveys and results.</li> <li>• It is already a prewritten application which means it would be a shorter timeframe for us to have up an running as opposed to asking our IT guys to write these surveys from scratch.</li> <li>• And it already has features of working as an online link, generating varying reports as far as number of responses, and types of answers, and the flexibility to add and structure questions that are both inquiry types or quantitative data types of questions.</li> </ul>	1mo.
WCAC	Step 2 – Can be concurrent because as we are waiting for our subscription to become active the WCAC can decided that each workgroup will draft and finalize their survey questions.	2mo. – depending on how much time it takes to receive comments and feedback about changing or adding survey questions, and also depending on how many conference calls take place regarding the survey.
TWDB	Step 3 – Once all survey question have been finalized those can be turned over to board staff where two separate efforts will be going on simultaneously. <ul style="list-style-type: none"> <li>• One our IT folks will be building/programming/coding an interface application to house the online link on our agency website.</li> <li>• Second council support staff will be typing up and creating the surveys on the Survey Monkey application.</li> </ul>	3-4 mo - The most time consuming part is what our IT needs to do, and because they are working on other projects for the agency.

WCAC	Step 4 – Once the entire survey is ready to go live. Then the Council would want to release the one-pager, and publicize the existence of the online survey. We assume council members will be touching base with professional organizations and associations to relay the information via their websites, newsletters, and constituents.	1-2mo
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Continuing on with the review of past action items, TWDB support staff was previously asked to draft out a one pager that explains and promotes the survey. In answer to that task it was stated that although the one-pager is not planned to be put into use immediately soon, it has been prepared and is basically ready for final review and approval by the Water Conservation Advisory Council (Council) now or when they get to that point.

Continuing on with the review of past action items, WG 1 members were asked to send their suggestions, revisions, and comments for the survey and letter. In answer to that task TWDB support staff did receive some comments, and have included those in this latest version of survey questions. Carole had previously asked that those comments be posted to the WG 1 website where they are now. It was also pointed out that with those comments, TWDB Information Technology staff suggested that we take some questions out and place them in the initial contact information segment of the whole online survey. It was stated that in the last call, this workgroup indicated they wanted to have a separate series of questions related to Public Awareness Programs. At this point this workgroup may want to keep in mind that the latest version of the survey is only including questions related to Public Recognition Programs.

Some of the workgroup members said that they would take an additional look at the one pager and send in additional comments before April 1.

There was a question regarding the 6-8 month process for development of the survey and the time frame for generating results. There was some concern that 6-8 mo seems like a long time to get a survey up and running. It was commented that with the available resources and steps involved in development that it would not be realistic to get it completed any earlier. It was suggested that a progress report is going to be the best approach for this year's legislative report.

It was suggested that a good first step would be to have the workgroups and council as a whole start working with TWDB support staff to draft and develop some survey questions. It was pointed out that the overall understanding is that the Council wants to have one online link to the survey. When users go to that link, they log in, they enter contact info, and based on their entity type they will be directed to respond to parts of the survey that are applicable to their entity. It is also our understanding that each workgroup along with our TWDB support staff will be creating these so called "Parts" of the survey. Which in the case of this WG 1, Part I is Public Awareness, Part II is Public Recognition.

It was agreed that TWDB support staff will begin working with workgroup members to draft some more survey questions.

The next item on the agenda for this conference call was to have a report on the Water IQ Campaign. At the TWDB we have been working on some outreach and hosting some exhibits. We are currently looking for participating partners to join us. We are also looking into updating the Water IQ website and figuring out the management system of that. Additionally we are looking at getting some non-commercial time announcements with the Texas Association of Broadcasters.

Denise Hickey gave a brief overview of the Water IQ efforts going on across the state as contained in the table below. It was also stated that North Texas Municipal Water District (NTMWD) has also offered use of a filmed commercial to the TWDB for inclusion in the statewide tool kit. NTMWD worked very closely with the Alliance for Water Efficiency (AWE) to get quantifiable numbers related to amounts of conservation. From the NTMWD experience the bulk of the expense came from the media purchases of TV and radio time slots. A comment was made that it can prove to be very effective to air PSAs during a meteorology report time slot.

Past Participants	2006	2007	2008
LCRA	X at 500 K	X at 500 K	X in negotiations
City of Austin			
City of Lubbock	X		
High Plains UGCD	X	X at 50 K	X in negotiations
Panhandle GCD		X at <50 K	X at 60k
City of San Angelo			
City of Tyler			
San Jacinto River Authority ( <i>Lake Conroe, Woodlands, Highlands</i> )			X at 500 K
NTMWD	X	X	X at 1.6 mil

Comer Tuck commented that the TWDB is trying to put together a resolution to present to the April 1<sup>st</sup> Council meeting. It is a resolution to ask the Council for their vote of support for TWDB to fund an initial statewide public awareness program as discussed in the Water IQ discussion above.

On a side note, thanks to Tarrant Regional Water District, the TWDB has now obtained ownership of the [www.savetexaswater.org](http://www.savetexaswater.org) domain. Behind the scenes work is being done with TWDB staff to outline a layout of information and web design.

Before the workgroup adjourned the floor was opened for any name suggestions. It was suggested that “Awareness & Public Recognition Programs” would suffice as a possible nomination.

Call adjourned at 1:40 pm.

Immediate Actions	Long Term Actions
TWDB will provide the one-pager at the April 1 meeting.	
Workgroup members along with TWDB staff will begin drafting and developing questions for Awareness topic.	