

05/01/08

Time Start: 10:00 am

Time Stop: 10:55 am

Teleconference Call:

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

Council Members, Alternates, and Interested Parties

Spokesperson Carole Baker

C.E. Williams

Comer Tuck

Denise Hickey

Nora Mullarkey

Kelley Stripling

Jennifer Walker

Jennifer Ellis

TWDB Staff Sitting In

Holly Vierk

Vanessa Escobar

John Sutton

Aung Hla

Tom Tagliabue

Laila Johnston

The meeting was called to order at 10:05 and roll call was taken.

Carole suggested that overall as we talk about the agenda items we should think about what we want to include in our legislative report. Among some of the things that may be included in that report would be a request for funding for example. By the next Water Conservation Advisory Council (Council) meeting on 5/12/08 we should try to have a pretty good idea of what we plan to include in the report.

The workgroup began by discussing the draft survey questions for public awareness. It was suggested that the two sets of survey questions, awareness & recognition, should be compiled together in order to get a better response rate. It was also suggested that perhaps there should be one set of survey questions, and two sets of output reports focusing on awareness and recognition. Workgroup members shared some suggested changes and additions to the survey questions. These suggestions will be included in the overall compilation of the next draft and will be shared with the workgroup before the next Advisory Council meeting. The workgroup also discussed having TWDB staff to further develop additional questions that focus in on feedback related to Water IQ.

The workgroup then moved on to discussing the Water IQ program updates. Comer Tuck provided an update on the Council supported resolution from 4/1/08 council meeting. It was stated that the resolution was denied by the Texas Water Development Board (TWDB) due to the lack of a research component. As the resolution was currently written, it could not be approved for funds from the Research & Planning funds. For now, TWDB staff is preparing a report of what can be done in the next year and a half with out any additional funds. This report will be available at the 5/12/08 council meeting. The report is expected to include options such as outreach and website updates. It was pointed out that the efforts going on at the TWDB are categorized into two separate tracks. One track is for what can be done now with out any additional

funding, and the second track is the development of a long-term strategic plan proposal that can be initiated with funding from the next biennium schedule.

Carole Baker stated that there are two targets to the overall effort. One part is to receive funding from the next legislative session, and the second part is the development of the Water IQ website with ownership being given to the TWDB. It was stated that TWDB is still in the process of discussing that with EnviroMedia, the company that currently owns that website. Right now an effort is being made to search for outside funding to be used to complete initial plans of the previously mentioned proposal. The Texas Water Foundation Board is going to raise the money from outside sources to get this task accomplished. If you or your entity would like to make a donation, please contact Carole.

A comment was made that there have been some conversations with interested entities about the Water IQ website, and that the opinion is that the website is a very key component. A concern was stated that once the TWDB were to obtain full ownership of the Water IQ website, if they would have the capability to maintain it effectively and efficiently. In response to that it was clarified that TWDB staff does have the capability. However, there are other agency projects that may have priority.

Additionally it was shared that the TWDB is in the process of finalizing the format of a partnership agreement that would be used for Water IQ Partners.

The workgroup moved on to discussion about the *Save Texas Water* website. An initial comment was made stating that there may be a duplication of staff efforts for a *Save Texas Water* website as well as a *Water IQ* website. The group went into a discussion about whether or not this website needs to have a public outreach approach or a public policy approach. After some further discussion, the workgroup agreed that this particular website should take the focus of policy and advisory council activities. It was also agreed that there should be a direct and visible tab that would link or forward users to the *Water IQ* website. *Water IQ* is envisioned to be the “water conservation umbrella” website and *Save Texas Water* is envisioned to be for the legislative policy type of information. It was agreed that this workgroup will share their recommendation with the entire Council, to distinguish the two websites as having different focuses.

With the domain name of *Save Texas Water* the group feels it is important to include a feature that can direct users to the conservation type of information they are looking for that is housed at *Water IQ*.

The workgroup recapped that the following components of what the legislative report would include:

- Resolution of Support for Texas Water Development Board to fund initial efforts of Water IQ.
- Development of Awareness & Recognition survey.
- Long-term vision of this workgroup.

- Long-term vision of Water IQ.
- Development of *Save Texas Water* website
- Current research being conducted around the state.
- Future goal: Possibly develop a proposal for a research component, so that efforts are eligible to receive funding from TWDB Research & Planning funds.
- Current Water IQ partners.
- Report of 1.5 yr plan of action.

Call adjourned at 10:55 am.

Immediate Actions	Long Term Actions
Workgroup members shared some suggested changes and additions to the survey questions. These suggestions will be included in the overall compilation of the next draft and will be shared with the workgroup before the next Advisory Council meeting.	The workgroup will further develop the components of their legislative report.
For now, (TWDB) staff is preparing a report of what can be done in the next year and a half with out any funds. This report will be available at the 5/12/08 council meeting.	
TWDB is in the process of finalizing the format of a partnership agreement that would be used for Water IQ partners.	
This workgroup will share their recommendation with the entire Council, to distinguish the two websites as having different focuses, one policy & one conservation.	