

North Texas Municipal Water District



Water Conservation Local and Regional Initiatives

Presented by: Denise Hickey

June 2, 2008

Overview

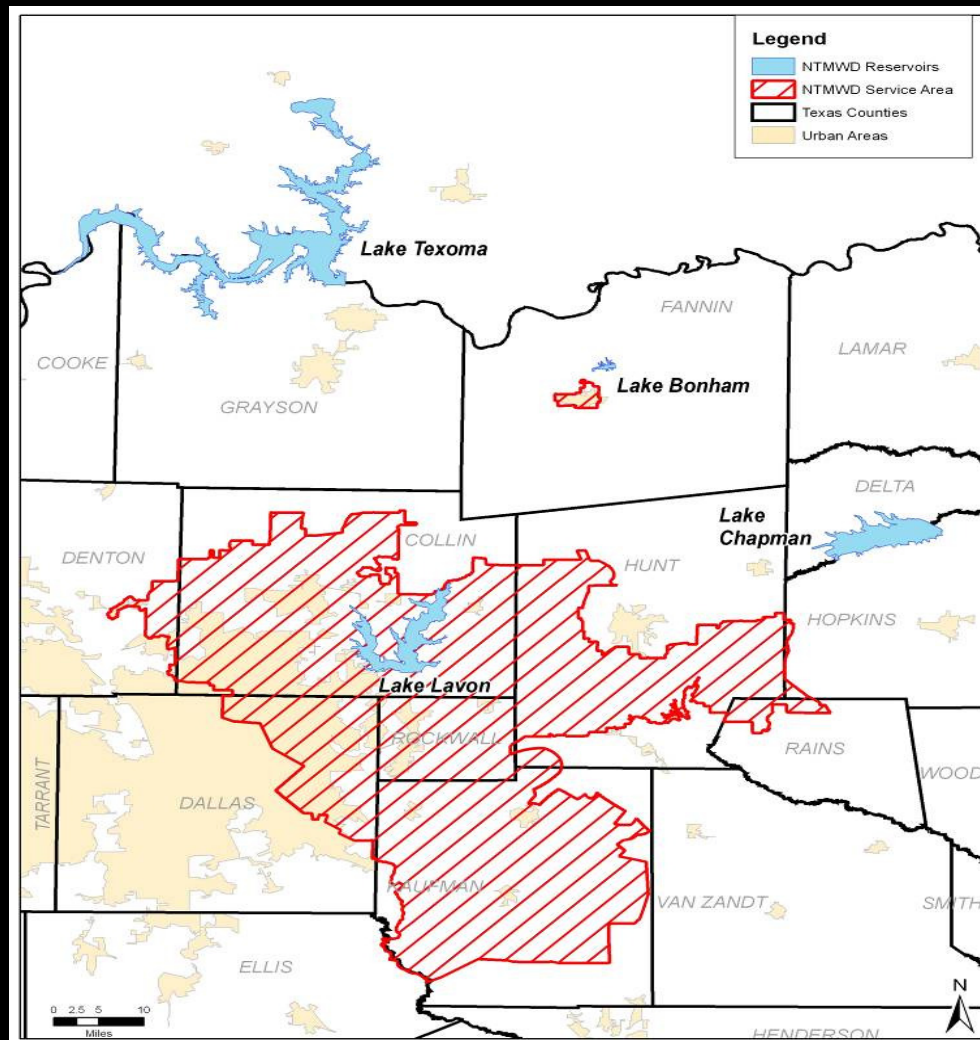
- **NTMWD Service Area**
- **Education Program**
- **Water IQ Program**
- **Regional Efforts**

NTMWD Treated Water Service Area

13 Member Cities

- Allen
- Farmersville
- Forney
- Frisco
- Garland
- McKinney
- Mesquite
- Richardson
- Plano
- Princeton
- Rockwall
- Royse City
- Wylie

49 Customer Cities, Towns, and Entities



“Get Water Wise” Resource Action School Curriculum

- **10 year commitment for water conservation education**
 - Implemented in NTMWD 13 Member City ISD
 - 1996 – 2006
- **Program includes:**
 - Lesson plans regarding water cycle, role of water, action to conserve
 - Activities to promote water conservation
 - Retrofit shower heads, kitchen and bath faucet aerators, irrigation gauges etc...

Water IQ: Know Your Water



Triggers For Implementing Water IQ: Know Your Water

- **Ongoing drought in North Texas
(began 2005 – continued to persist)**
- **With the implementation of the drought plan,
recognized the need to increase the consumer's
level of water awareness**

Water IQ: Know Your Water 2006 Objectives

- **Create awareness within the NTMWD service area about Lavon Lake as the source of water**
- **Increase understanding effects of drought on water source (Lavon Lake)**
- **Empower consumers with easy sensible water saving tips**

2006 Campaign

Drought–Specific Messaging

- North Texas is experiencing the worst drought since the 1950s.
- Raise your Water IQ: Know your water. Lavon Lake is our primary water source and it's low. Help make it last.
- Save 5 percent.



REDUCE YOUR
WATER USE
BY 5%.

WATER
**IQ**
Know your water.

[CLICK HERE FOR
WATER-SAVING TIPS.](#)

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Water IQ: Know Your Water 2007 Objectives

- **Leverage momentum of the 2006 campaign to increase awareness and action**
- **Increase understanding of why conservation is necessary**
- **Continue awareness of Lavon Lake as water source**
- **Expand on how to correctly implement water wise tips/actions**

2007 Campaign

“Weather-proof” Campaign

- Possibility of moving from Stage 3 Drought to Stage 4
- Relief in drought
 - Messages that could be amended easily



2006 & 2007 Post Campaign Research

2006

- Increased knowledge of primary water source (Lavon Lake)
 - 42% compared to 24% statewide, 2004 study
- **#1 motivation - “Ensuring enough water for future”**

2007

- Increased Water IQ brand recognition
- Knowledge of water source held steady
- 92% who know water source conserve
- 79% agree with watering schedule and guidelines
- **#1 motivation - “Ensuring enough water for future”**

2008 Campaign Objectives

- **Communicate the importance of conserving current water supply to ensure there is enough water for the future**
- **Expand the definition of “Water IQ: Know your water” beyond knowledge of water source**
- **Encourage consumers to consider the effect their everyday lifestyle choices have on the current and future water supply**

2008 Campaign: Billboards



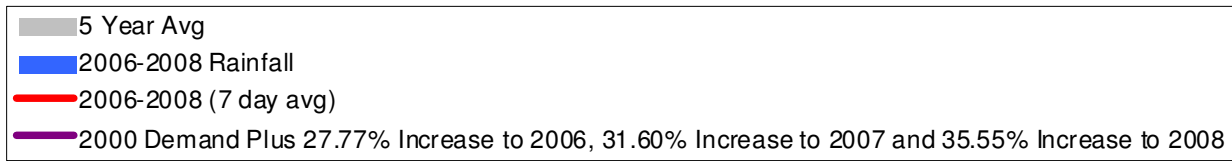
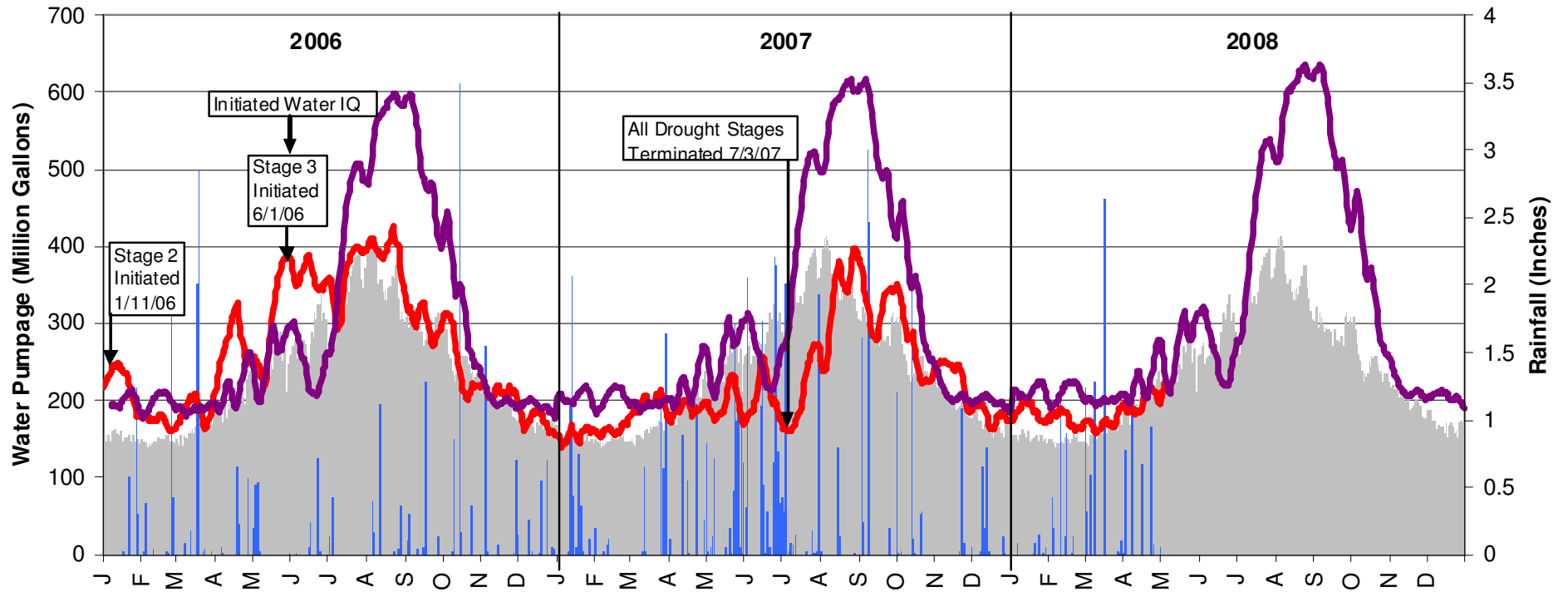
Every day is a chance to save.

WaterIQ.org | NORTH TEXAS MUNICIPAL WATER DISTRICT

Water IQ Program Funding

- 2006 **\$2.0 million**
- 2007 **\$1.8 million**
- 2008 **\$1.6 million**

North Texas Municipal Water District Year 2000 with Projected Increases vs. 2006-2008 Actual Usage Daily Water Consumption



Regional Efforts

- **NTMWD, DWU, TRWD**
 - Conservation messaging and programs
 - Consistent time of day water restrictions
 - Conservation plans similar or patterned after each other to be as consistent as possible for water provider
 - Ordinances developed to address conservation strategies
 - Reductions seen as of result of conservation efforts
 - Water conservation managers/educators within city staff

- **Regional Symposium**
 - Metroplex wide for NTMWD/DWU/TRWD customers

Regional Efforts

- **Water conservation managers/educators monthly meetings**
 - **NTMWD/DWU customer meetings**
 - **TRWD customer meetings**
 - **Regional meetings**
- **Numerous conservation and rebate programs in place within the regions served by NTMWD, DWU, TRWD**
 - **Toilet replacement rebates**
 - **ET/smart controller rebates**
 - **Water efficient clothes washer rebates**
 - **Rain/freeze sensors**
 - **List varies per individual city initiatives**

Regional Approach

- **Promote the wise and efficient use of water to extend existing supplies**
- **Recognize that conservation strategies alone will not meet the projected needs**
- **Conservation is a sustainable strategy**
- **Numerous conservation strategies are being implemented across the metroplex**
- **Performance or savings of various strategies are not easily quantifiable –**
 - **Change in social behaviors and attitudes**

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