

NTMWD's Vision

Regional Service
Through Unity...

Meeting Our Region's
Needs Today and
Tomorrow

NTMWD's Mission

Meet the Various Needs
of Member Cities and
Customers

Top 5 Priorities:

- Provide superior water, wastewater, and solid waste services today.
- Secure the future for water, wastewater, and solid waste supplies and services.
- Maintain strong relationships with Member Cities, Customers, and partners.
- Maintain our infrastructure to provide reliable service today and tomorrow – through emphasis on preventive/predictive maintenance.
- Take care of our people – develop our leaders and work force, hire and retain the right people, build our bench, and be safe.



North Texas Municipal Water District

*“Regional Service Through Unity ...
Meeting Our Region’s Needs Today and Tomorrow”*

Water Conservation Awareness and Education Programs May 12, 2016



Agenda

- I. NTMWD Background**
- II. Development of the State of Texas Water Planning Process**
- III. Development and Identifying the Need for a State-wide Water Awareness and Education Campaign: Water IQ: Know Your Water**
- IV. NTMWD's Need and Use of Water IQ: Know Your Water**
- V. Water4Otter, Expansion Into the Classrooms**
- VI. Future Initiatives: Work Force Development and Data Collection**



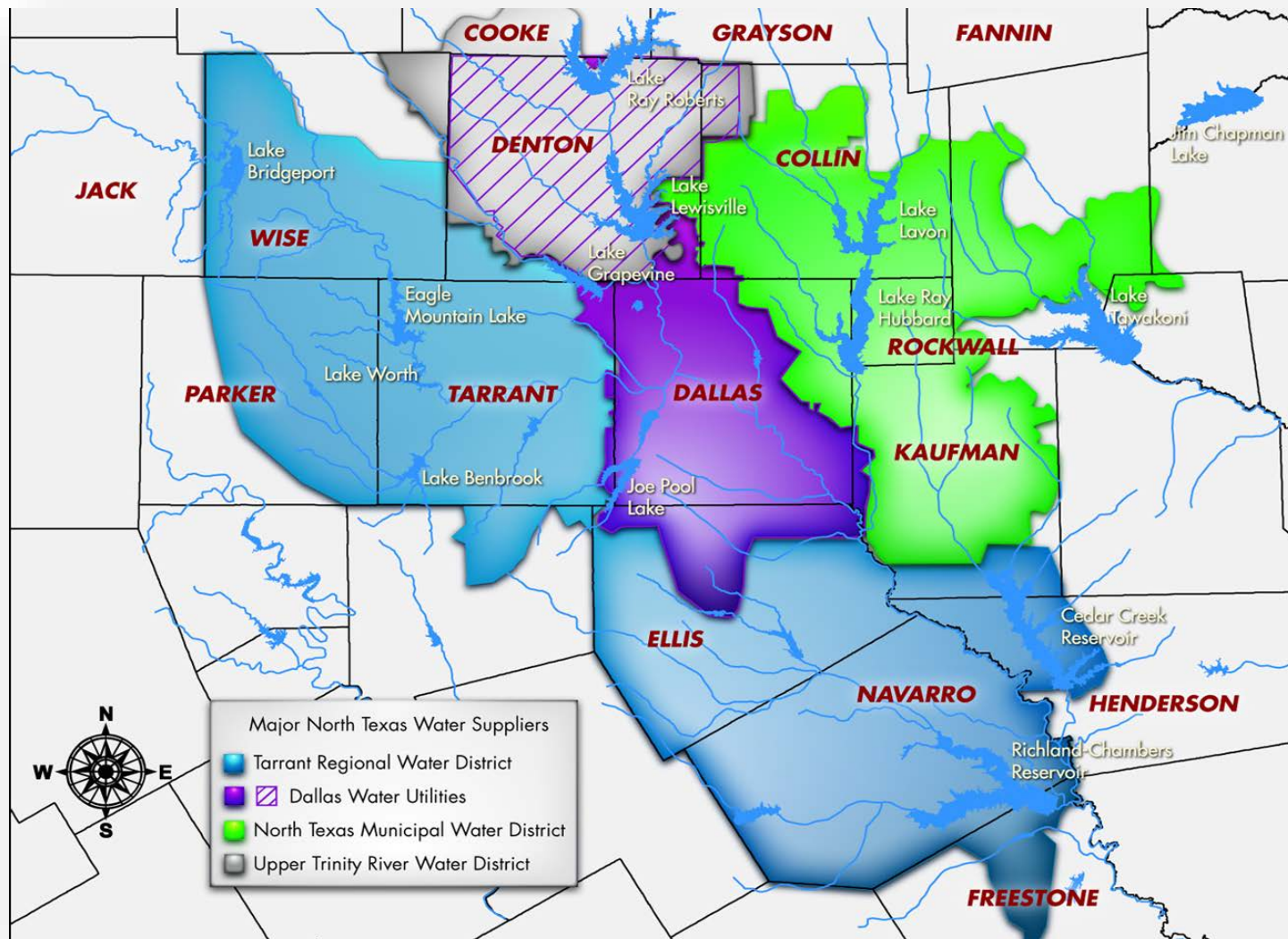
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Major North Texas Water Providers





NTMWD Systems

Water

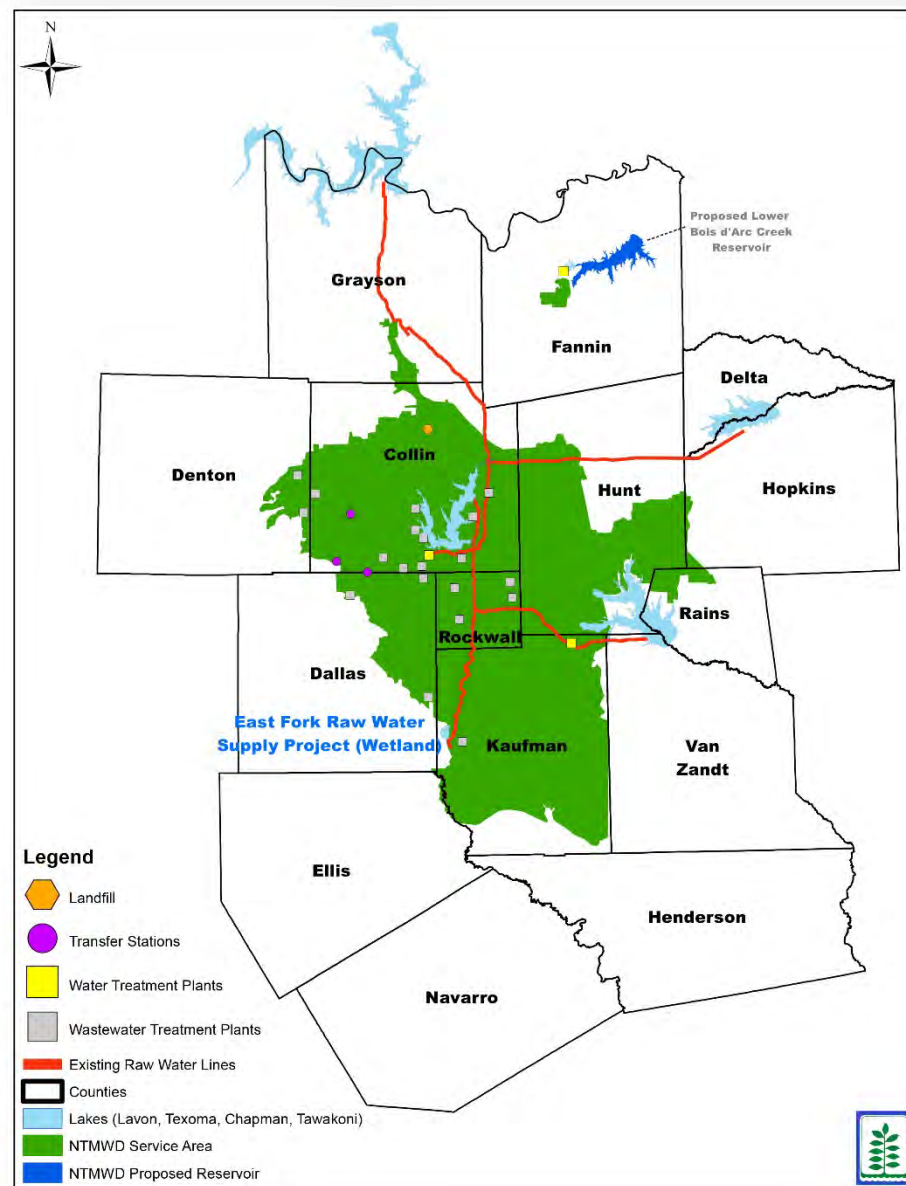
- 370 MGD average raw water supply
- 6 water treatment plants – 806+ MGD capacity
- 566 miles of transmission pipelines
- 9 raw water pump stations
- 8 treated water pump stations
- 77 City delivery points

Wastewater

- Operate 17 wastewater treatment plants
 - (11 owned by NTMWD, including 4 regional plants)
- 151+ MGD treatment capacity
- 8 interceptor systems with 250+ miles of large-diameter pipelines and 23 lift stations

Solid Waste

- 3 transfer stations, 3,295 combined permitted tons/day
- 800,000+ tons/year accepted at landfill





NTMWD Regional Wholesale Provider

- **Entities Served:**

- 70 cities, towns, municipal utility districts, special utility districts, and water supply corporations
- 1.6 million citizens

- **Supply Sources:**

- Lavon Lake
- Jim Chapman Lake
- Lake Texoma
- Lake Tawakoni
- Lake Bonham
- East Fork Raw Water Supply Project (Wetland)



NTMWD Water Treatment Facilities

• Wylie (Four Plants)	770 MGD
• Tawakoni	30 MGD
• Bonham	6 MGD
	<hr/>
	806 MGD

All WTPs utilize ozone as disinfection



Agenda

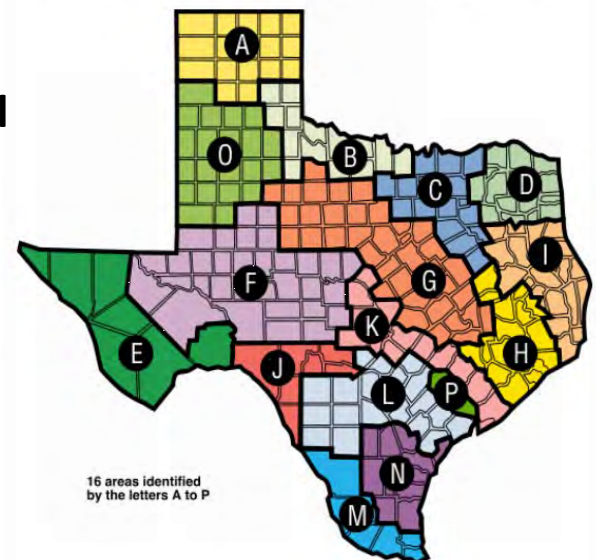
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Development of the State of Texas Water Planning Process

- In 1997 the 75th Texas Legislature passed Senate Bill 1 (SB1), designed to address Texas water issues. With the passage of SB1, the legislature put into place a grassroots regional process to plan for future water needs of all Texans. The state water plan is based on a "bottom-up" consensus-driven approach to water planning that reviews water use projections and water availability.
- To implement this process, the Texas Water Development Board (TWDB) created 16 regional water planning regions across the state and established regulations governing regional planning efforts. SB1 also called for all regional water plans to be updated every five years.

Regional Water Planning Areas





- [illegible]



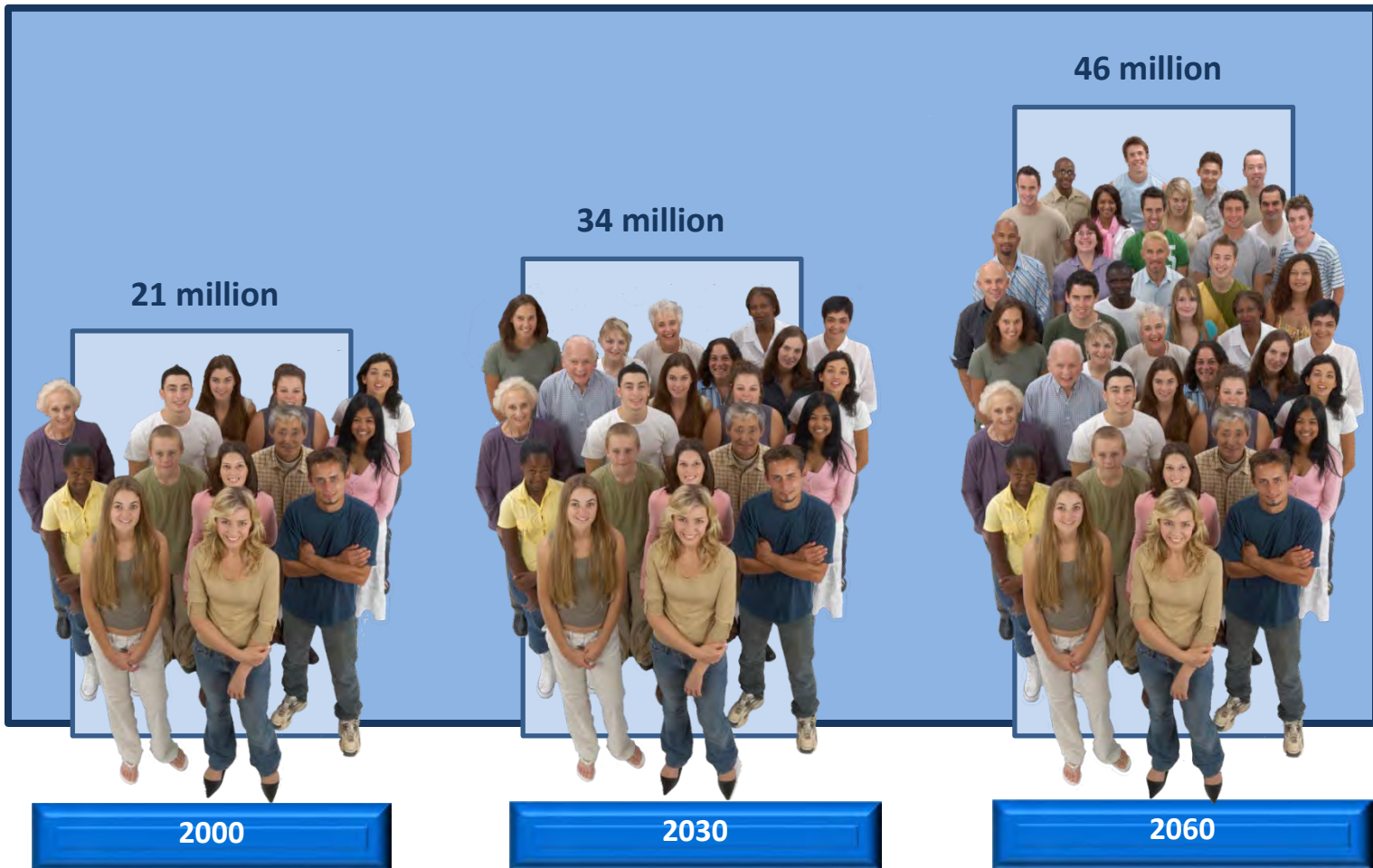
Regional Water Planning

- Project future population and water demand
- Quantify existing and future water supplies
- Identify surpluses and needs
- Evaluate and recommend water management strategies
- Make policy recommendations
- Adopt the plan





Texas Population Projections





Excerpts from *Gift of Water, Legacy of Service*

Population Growth

“...an outburst of suburban growth that would rank the area, over much of the next quarter-century, among the fastest-growing in the nation.”

City	1950	1960	1970	1980	1990	2000	2010	2014
Garland	10,291	38,501	81,437	138,857	180,635	215,768	226,876	231,700
Mesquite	1,684	27,526	55,131	67,053	101,484	124,523	139,824	142,210
Plano	2,115	3,695	17,872	72,331	127,885	222,030	259,841	269,330

NTMWD Historical / Projected Population

Year	1956	1961	1974	1994	2014	2040	2070
Area Population	32,000	60,000	200,000	800,000	1,600,000	2,500,000	3,700,000



Water Supply Planning: Future Sources

Conservation and
Reuse = 23%

New Sources,
Reservoirs = 24%

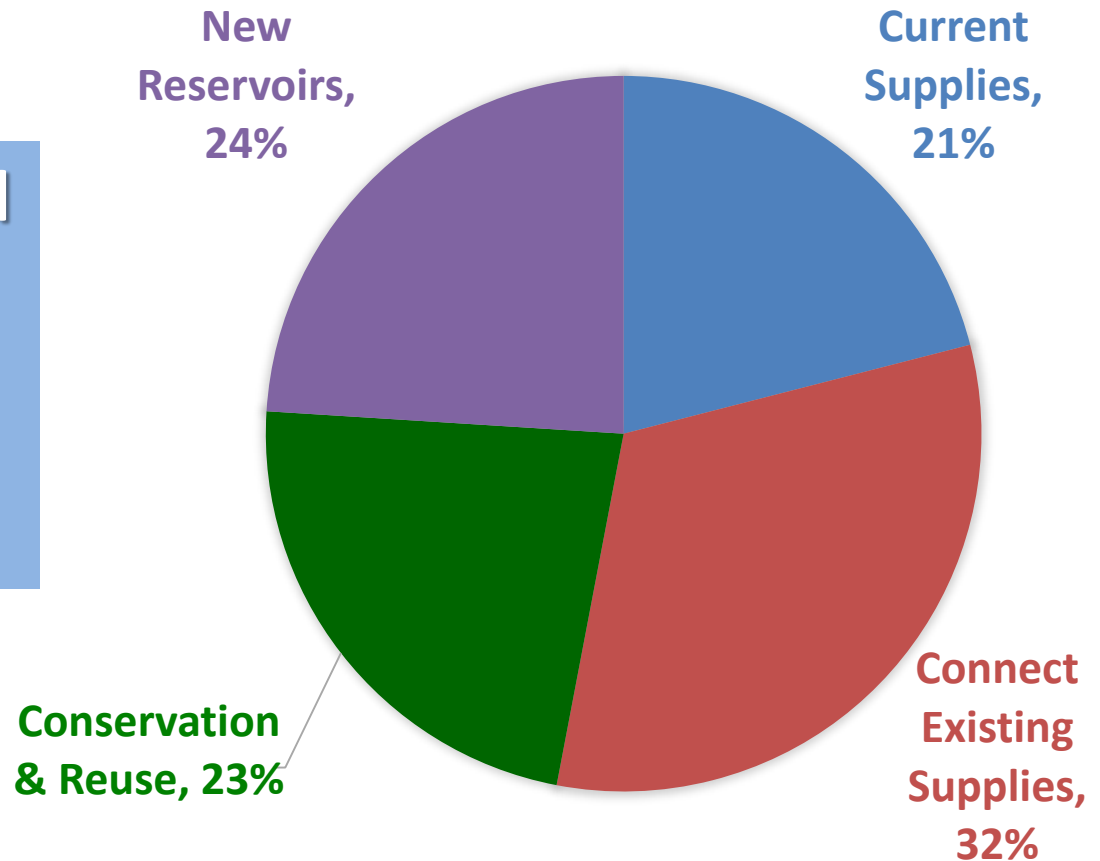




Figure 4E.8
Recommended Water Management Strategies for North Texas Municipal Water District

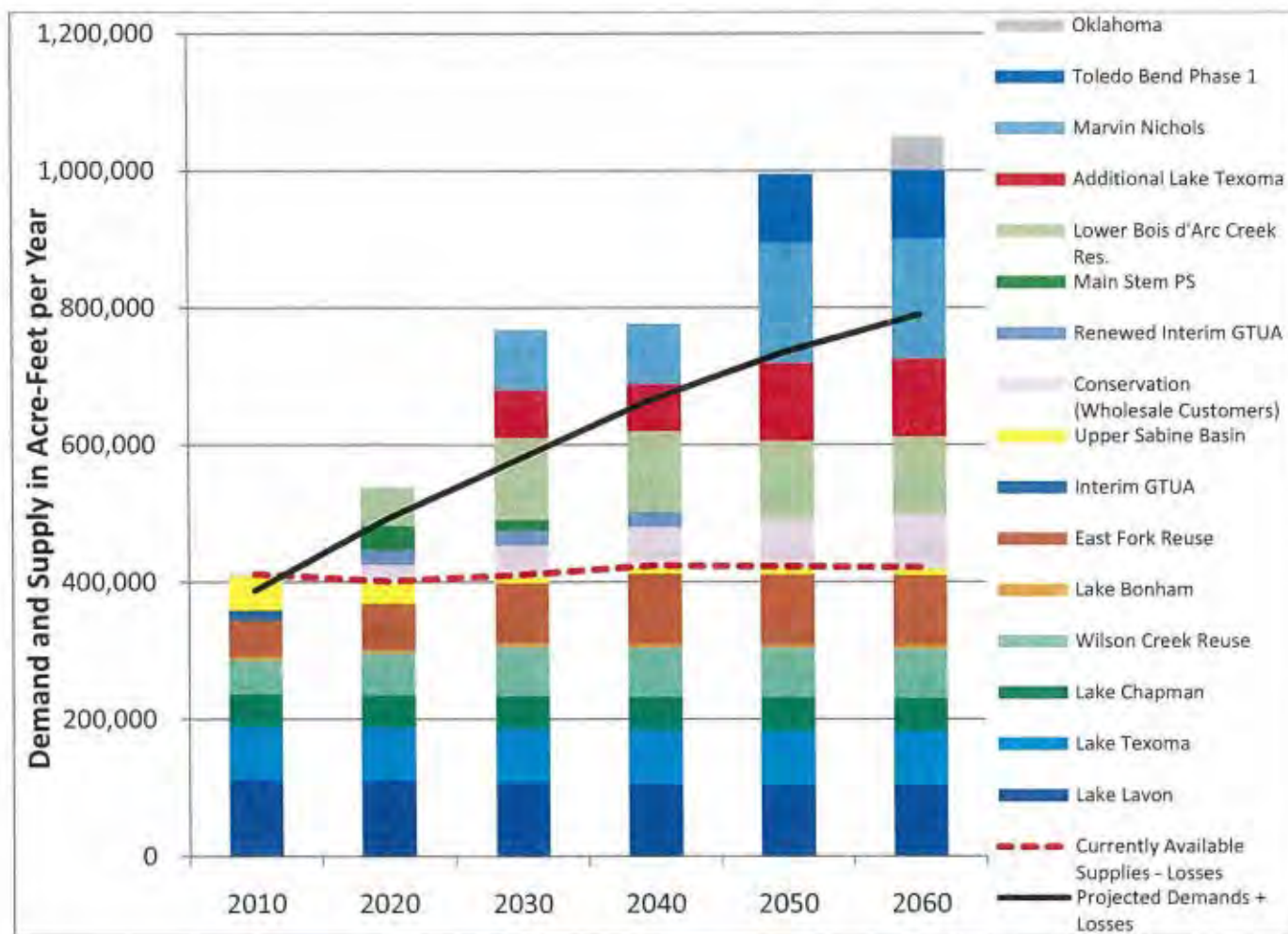
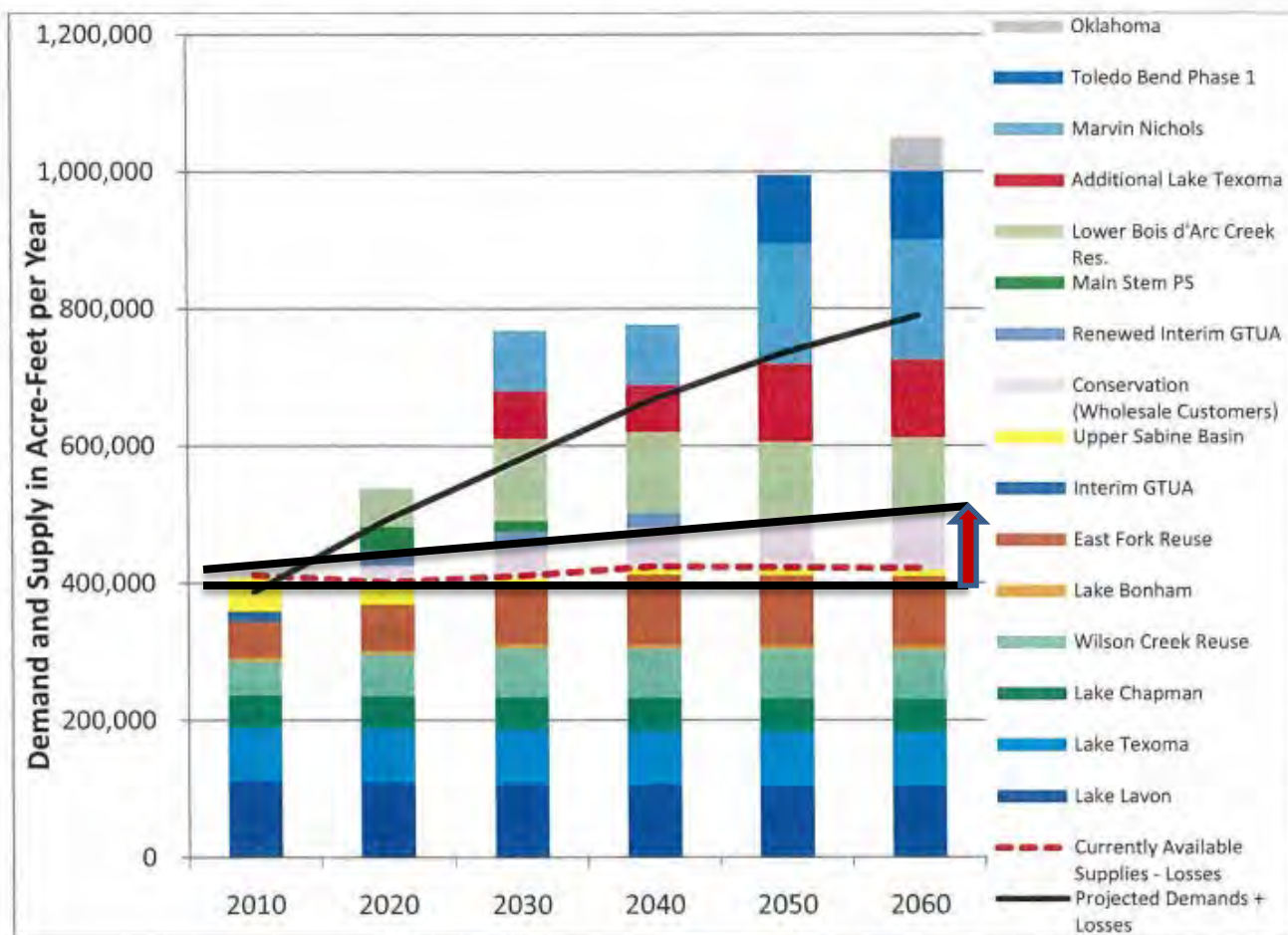




Figure 4E.8
Recommended Water Management Strategies for North Texas Municipal Water District





State, Regional and NTMWD Water Planning - Water Conservation's Impact

- Water Conservation is **CRITICAL** in meeting future needs of the state, region, and NTMWD's service area
- Water Conservation **IS** considered a water supply strategy
- Increased efforts in water conservation are **REQUIRED**
- Even with increased water conservation efforts – new water supplies will still be needed to meet water demands
- **Water Providers, Cities, Industries, Consultants and other stakeholders must include water conservation and efficiency in our day-to-day activities**



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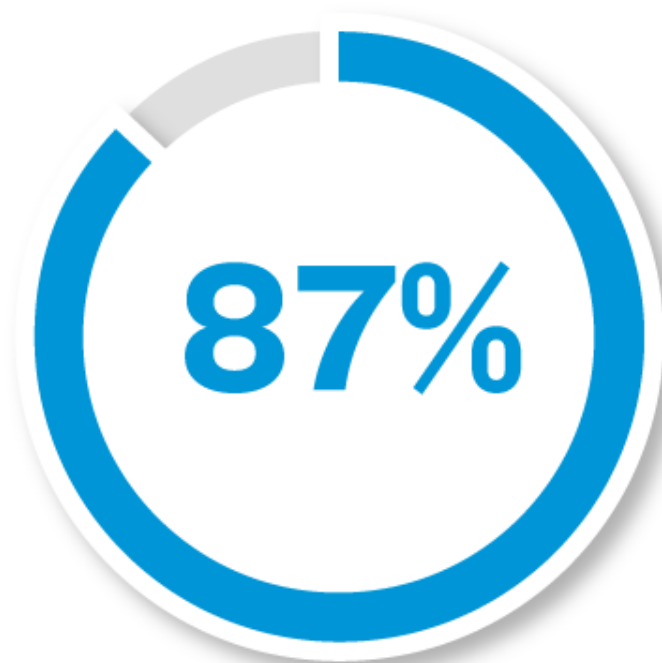
Development and Identifying the Need for a State-wide Water Awareness Campaign

- In 2004, Texas Water Development Board, to support the recommendation for the establishment of a statewide water conservation public awareness campaign, contracted for a research project. (EnviroMedia Social Marketing)
- The project included development strategies, research, and branding.
- Funded by a voluntary coalition of 36 utilities, municipalities, businesses, and conservation groups.
- The research stressed the need for making individual Texans aware of the importance of water conservation, including water reuse, to their future as residents of the state.



**of Texans said they
definitely know the
natural source of
their drinking water.**

(TEXAS WATER DEVELOPMENT BOARD,
BASELICE & ASSOCIATES, 2004)



**are more willing
to conserve once
they know.**

**(TEXAS WATER DEVELOPMENT BOARD,
BASELICE & ASSOCIATES, 2004)**



WATER



IQ

Know your water.SM



Water IQ: KnowYourWater

- Water IQ: Know Your Water is a licensed service mark of the Texas Water Development Board.
- ***Water IQ: KnowYourWater*** serves as the umbrella water conservation campaign for the state of Texas



- North Texas Municipal Water District
- Upper Trinity Regional Water District
- Lower Colorado River Authority
- City of Austin
- City of San Angelo
- City of Tyler
- San Jacinto River Authority
- *And many others across TX*



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NTMWD's Need and Use of Water IQ: Know Your Water

- North Texas drought of 2005-2007 brought NTMWD reservoir supplies to critically low stages
- NTMWD was only water provider implementing water management strategies.
- *Limiting Outdoor watering*
- Many consumers did not know:
 - NTMWD supplied/treated their drinking water
 - Lavon Lake was their main supply resource

**NTMWD turned to the newly created
WaterIQ: KnowYourWater**



Water Supply Sources Critically Low



10/10/2006
Elev. 475.05

CR 559 Looking West



07/24/2007
Elev. 496.72



NTMWD Launched Campaign

June 1, 2006 – Press Conference






Highlighted Discussion of Drought and Shared Various Efficiency Tips





Water IQ: 1st Year Campaign

- Radio advertising
- Outdoor advertising



WATER IQ
Know your water.SM

DROUGHT ALERT:
KNOW THE RESTRICTIONS.
WaterIQ.org

North Texas Municipal Water District

The banner is a horizontal rectangle. The left side has a dark blue background with a water droplet and ripples. The right side has a white background with text. At the bottom, there is a dark red bar with white text.



Water IQ: 1st Year Campaign

Mall Advertising



**5%
OFF**

OK, IT'S NOT EXACTLY A LOT, BUT THAT'S THE POINT.

It doesn't take much to help save water. In fact, by reducing your water use just 5%, you can make a big difference. Find out how easy it is to protect Lake Lavon, our natural water source, and raise your Water IQ by visiting WaterIQ.Org.

WATER IQ
Know your water.



North Texas
Municipal Water District



WATER IQ
Know your water.

YOUR JEANS AREN'T THE ONLY THINGS THAT ARE LOW-RISE THIS SUMMER.



North Texas
Municipal Water District

WITH LAKE LAVON'S LIMITED WATER SUPPLY, IT'S IMPORTANT NOW MORE THAN EVER TO KNOW YOUR WATER AND RAISE YOUR WATER IQ. FIND OUT HOW AT WATERIQ.ORG.





Water IQ: 1st Year Campaign

Yard Signs

DROUGHT ALERT

**REDUCE YOUR
WATER USE BY 5%.**

North Texas Municipal Water District



WaterIQ.org



Water IQ: 1st Year Campaign

Website



[ABOUT](#) [WHAT'S YOUR WATER IQ?](#) [WHY SAVE WATER?](#) [WATER-SAVING TIPS](#) [EVENTS](#) [RESOURCES](#) [MEDIA](#) [CONTACT](#)



Water IQ: Know Your Water.
Do you know where your water comes from? Nearly three out of four Texans don't. It's important to know because water—and having enough of it—is a critical issue for the state of Texas.

Here in North Texas, the rapid population growth, booming economic development and the worst drought in 50 years means water is in greater demand than ever before. As consumers, we need to use water efficiently and wisely.

If you live in the region served by the North Texas Municipal Water District [[Web site](#) | [Service Area Map](#)] and you think your water comes from Lake Lavon, you're right. And you're well on your way to raising your Water IQ. Check back to this site soon for a fun interactive quiz to determine your Water IQ score.



What is Water IQ?
"Water IQ: Know Your Water" is a public education and awareness campaign that encourages residents to learn more about their water resources and how to save them.

Research shows the more Texans know about their water, the more willing they are to save it. Through the Water IQ campaign, we're trying to help North Texans learn more about their water and how easy it is to do simple things to use it efficiently and wisely.



Lower Your Water Use. Raise Your Water IQ.
If the drought continues, mandatory outdoor water restrictions are likely.

Here are some simple things you can do at home and work to make our water last:

- Water your lawn 1 inch every week—if the drought continues it may become mandatory.
- If you plan to install new landscaping, prepare your beds with plenty of mulch now. If mandatory restrictions limit watering to once a week, add additional mulch—experts from the Texas Nursery and Landscape Association recommend 4 to 6 inches. Mulch prevents evaporation and keeps soil moist.
- If you install plants, choose drought-tolerant varieties like lantana, salvia and Mexican sage. Ask your



The North Texas Municipal Water District is the first in Texas to implement the "Water IQ: Know Your Water" campaign, which was developed for the [Texas Water Development Board](#). The North Texas Municipal Water District is a wholesale water provider serving 1.5 million people in the North Texas area.

© 2006 [Texas Water Development Board](#)



Water IQ: 1st Year Campaign

1st Year: Outreach Merchandise Boosting Program Brand Recognition – Asking for a Commitment (Pledges)





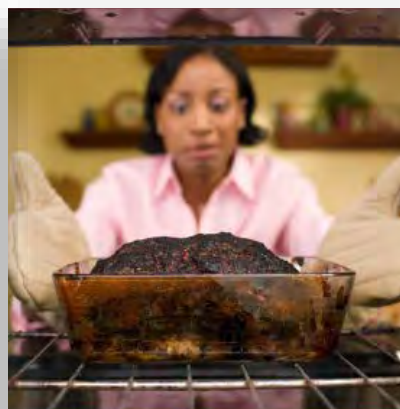
2006

WATER
IQ
Know your water.SM



HIS HAIRLINE
ISN'T THE
ONLY THING
RECEDING.

WATER
IQ
Know your water.SM
WaterIQ.org



THIS MEATLOAF
ISN'T THE ONLY
THING THAT'S
DRY AND CRUSTY.

WATER
IQ
Know your water.SM
WaterIQ.org



HIS JEANS
AREN'T THE ONLY
THINGS THAT
ARE TOO LOW.

WATER
IQ
Know your water.SM
WaterIQ.org



2007



SMALL LEAK. EXTREME CONSEQUENCES.

**WATER
IQ**
Know your water.



WATERIQ.ORG

North Texas Municipal Water District



WASTING WATER



HAS EXTREME CONSEQUENCES.

**WATER
IQ**
Know your water.

NORTH TEXAS MUNICIPAL WATER DISTRICT

LEARN NEW WAYS TO SAVE WATER AT WATERIQ.ORG.





2008



Every day is a chance to save.

WaterIQ.org | NORTH TEXAS MUNICIPAL WATER DISTRICT



2009



**BROKEN OR MISDIRECTED
SPRINKLER HEAD?
YOU COULD BE WASTING
THOUSANDS OF GALLONS A YEAR.**

If you think you waste more water
indoors, take a look outside.



NORTH TEXAS MUNICIPAL WATER DISTRICT

Every day is a chance to save. WaterIQ.org



**NOT WASHING WITH A FULL LOAD?
YOU COULD BE WASTING
THOUSANDS OF GALLONS A MONTH.**

Making small changes to your water habits
can make a big difference – indoors and out.



NORTH TEXAS MUNICIPAL WATER DISTRICT

Every day is a chance to save. WaterIQ.org



**USING YOUR HOSE AS A BROOM?
YOU COULD BE WASTING
150 GALLONS A DAY.**

If you think you waste more water
indoors, take a look outside.



NORTH TEXAS MUNICIPAL WATER DISTRICT

Every day is a chance to save. WaterIQ.org



2010

- Stage:** Reprieve from drought conditions
- Goal:** Work harder converting water wasters in North Texas
- Focus:** Evolving mindsets – water conservation is a way of life
- Strategy:** Wasting water is a bad habit that needs to be stopped.
- Relationships:** Wasting water ranks up there with other socially unacceptable bad habits:
- Playing sports in house
 - Feeding pets on counter
 - Leaving the faucet running
 - Ignoring broken sprinkler head

House of Bad Habits

**“Drop at least one bad habit ...
Please don’t waste our water”**

POVER SHEET MY FOOD
I CLIP MY NAILS IN BED
I INTERRUPT CONSTANTLY
I CHEAT AT CARDS
I WATER IN THE RAIN

**DROP AT LEAST ONE BAD HABIT.
PLEASE, DON'T WASTE OUR WATER.**

WATER IQ
SMALL CHANGES CAN MAKE A VERY
BIG DIFFERENCE – INSIDE AND OUT.
LEARN MORE AT WATERIQ.ORG

NORTH TEXAS MUNICIPAL WATER DISTRICT



2011 - 2012





2011 - 2012



When you waste water, you waste money. That's why conserving is more important than ever. Following your watering schedule and not overwatering can make a big difference. [Learn more at WaterIQ.org](http://WaterIQ.org).



The WATER IQ logo is a licensed service mark of the Texas Water Development Board.



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The WATER IQ logo is a licensed service mark of the Texas Water Development Board.



2012 - 2014



LAWN



LAKE

There's an epic battle for our water supply.
Water smarter so both win.

NorthTexasWaterIQ.org

NORTH TEXAS
MUNICIPAL WATER DISTRICT



LAWN



LAKE

THERE'S AN EPIC BATTLE FOR OUR WATER SUPPLY.
WATER SMARTER SO BOTH WIN.

NorthTexasWaterIQ.org

NORTH TEXAS
MUNICIPAL WATER DISTRICT





2015

Your grass
is a **guzzler.**



WATER
IQ

30 minutes
of watering

=

4800 glasses
of water





2016 Conservation Ad Campaign

“When You Know Better, You Water Better”

- **What’s the problem we are trying to solve?**
 - Reduce peak-day water use by encouraging North Texans to consider the impact of their everyday lifestyle choices on the current and future water supply, and by providing ideas and information to guide proactive decision-making.
- **What are we trying to achieve?**
 - Debunk the myth that more water is used indoors than outdoors .
 - Educate residents on the value of water (quantification, infrastructure).
 - Increase household dialogue among families about water conservation and natural water sources.
- **Who are we talking to?**
 - Male homeowners living in NTMWD region who have a household income of \$80,000+ and:
 - Age 25-54
 - Have children living in the house
 - Use a sprinkler system



Promoting Water IQ: Know Your Water

- E-newsletters
- Billboards
- Yard Signs
- Social Media Posts
- Focus Groups
- Game Boards for Outreach
- Displays for Outreach
- Magnets
- Mall Ads
- Mobile App (Water4Otter)
- Outreach Events - Staffed
- Pledge Cards and Kiosks
- Pop-up Display Banners
- Print Ads
- Radio Ads
- Gardening Gloves
- Toothpaste Tube Squeezer
- Research (IDI, Post Campaign, and Qualitative)
- Clings – Conservation Messaging
- Television Commercials
- Conservation Tip E-mails and Brochures
- Vehicle Decals
- Vehicle Wraps
- Solid Waste Transfer Truck Billboards
- Water Genius Contests
- Water Tower Signage
- Web Banner Ads
- Website (northtexaswateriq.org)
- YouTube and PSAs
- Stadium Sporting Event Ads
- T-shirts
- Notepads
- Pens and Pencils
- Canvas Tote Bags
- Water Bottles
- Rulers
- Bill Insert and Direct Mail Piece Designs
(customizable for cities to personalize)



Water IQ: Know Your Water (Main Campaign)

NTMWD Financial Commitment

• 2006 Campaign	\$2.0 million
• 2007 Campaign	\$1.8 million
• 2008 Campaign	\$1.6 million
• 2009 Campaign	\$1.0 million
• 2010 Campaign	\$1.2 million
• 2011 Campaign	\$1.2 million
• 2012 Campaign	\$1.2 million
• 2013 Campaign	\$1.1 million
• 2014 Campaign	\$1.0 million
• 2015 Campaign	\$1.15 million
• 2016 Campaign	\$1.15 million

TOTAL TO DATE

\$14.4 million



WATER IQ: KNOW YOUR WATER SUCCESS



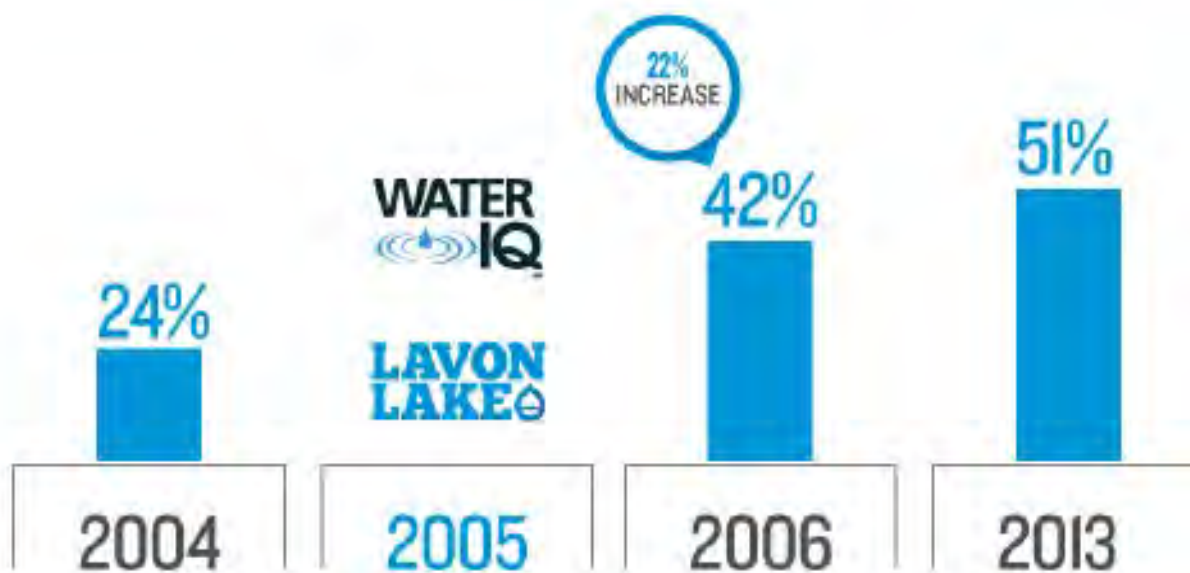
Water IQ: Know Your Water Success

- **Quantitative and Qualitative Research**
 - Early in campaign year, after each campaign
 - Currently, every 2 years
- **Knowledge of water source has increased**
- **Annualized water reductions of 12-15% since 2006
(reductions also attributed to drought management)**
- **Reduced Peak Summer Demands since 2006**



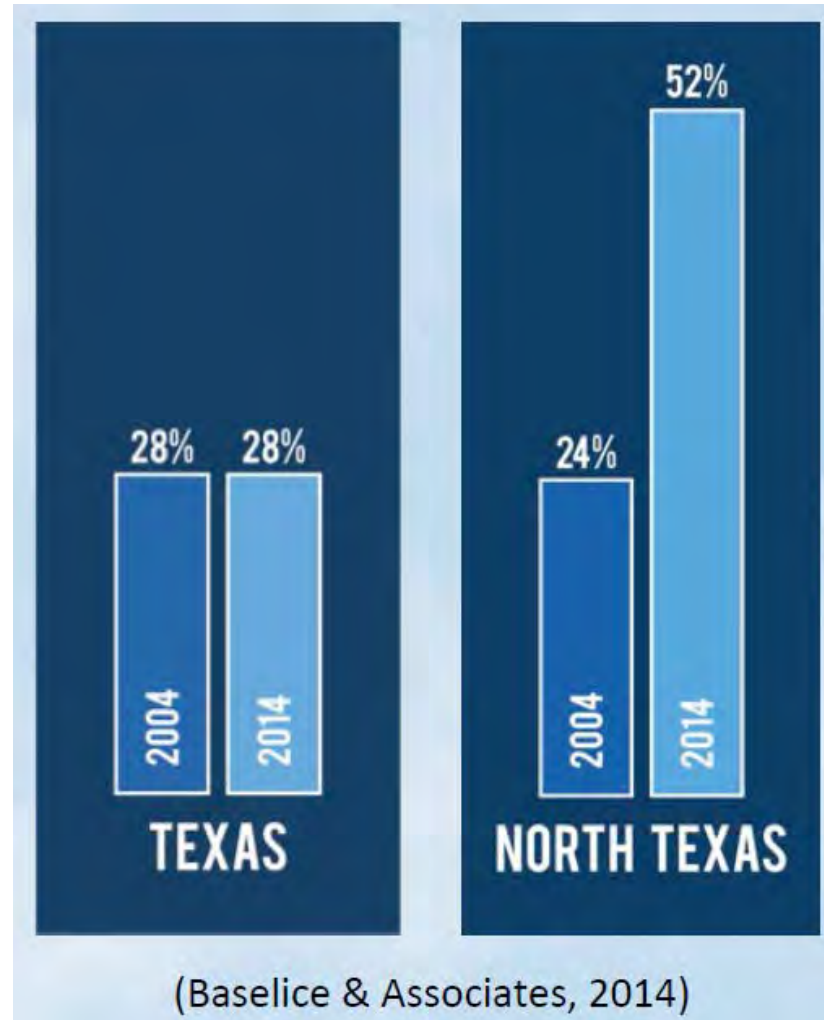
Increased of Knowledge of Water Sources

KNOWLEDGE OF WATER SOURCES





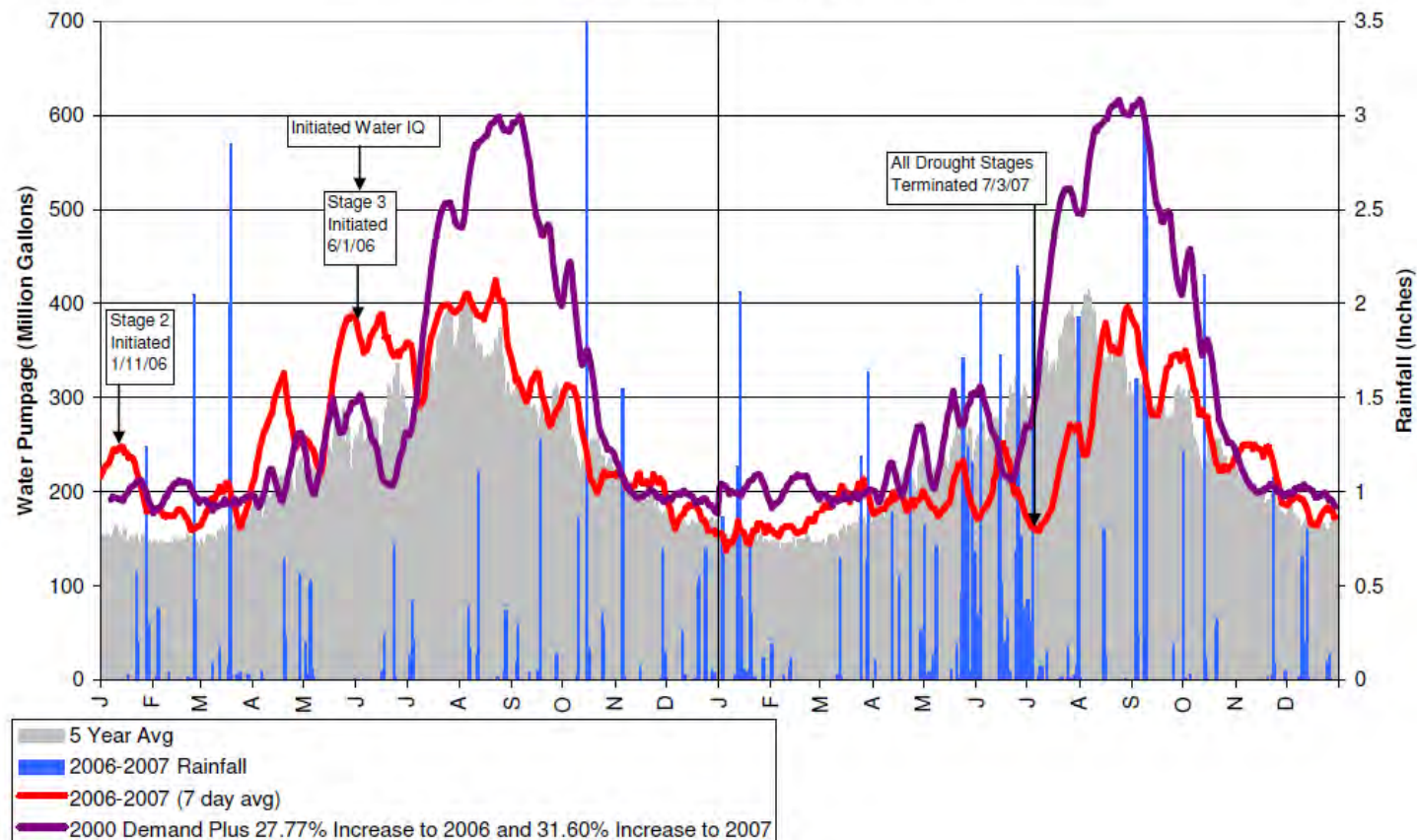
Increased of Knowledge of Water Sources





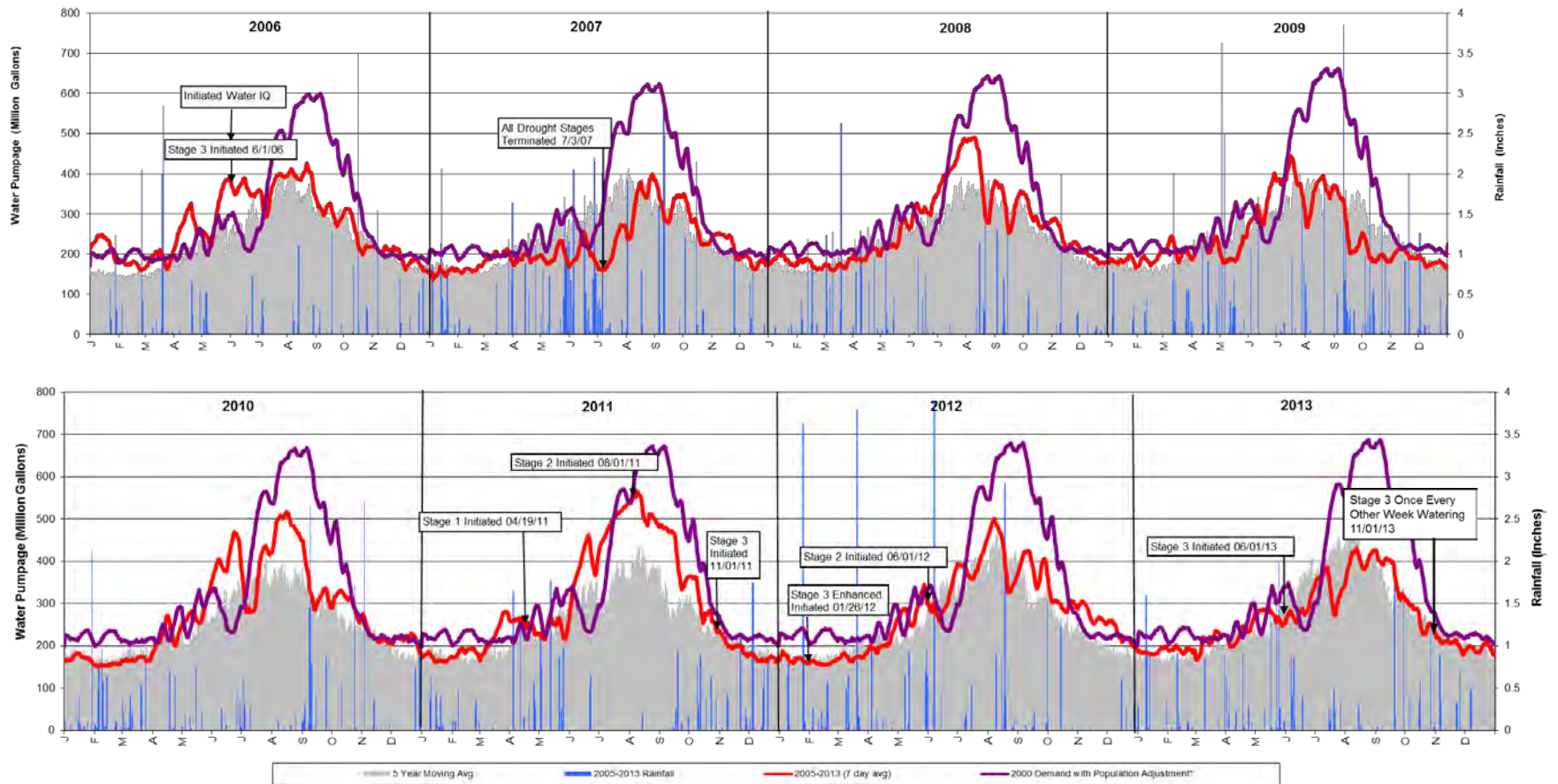
Mandatory Drought Restrictions Began Jan. 2006 and Strengthened – Terminated Jul. 2007

North Texas Municipal Water District
Year 2000 with Projected Increases vs. 2006-2007 Actual Usage
Daily Water Consumption





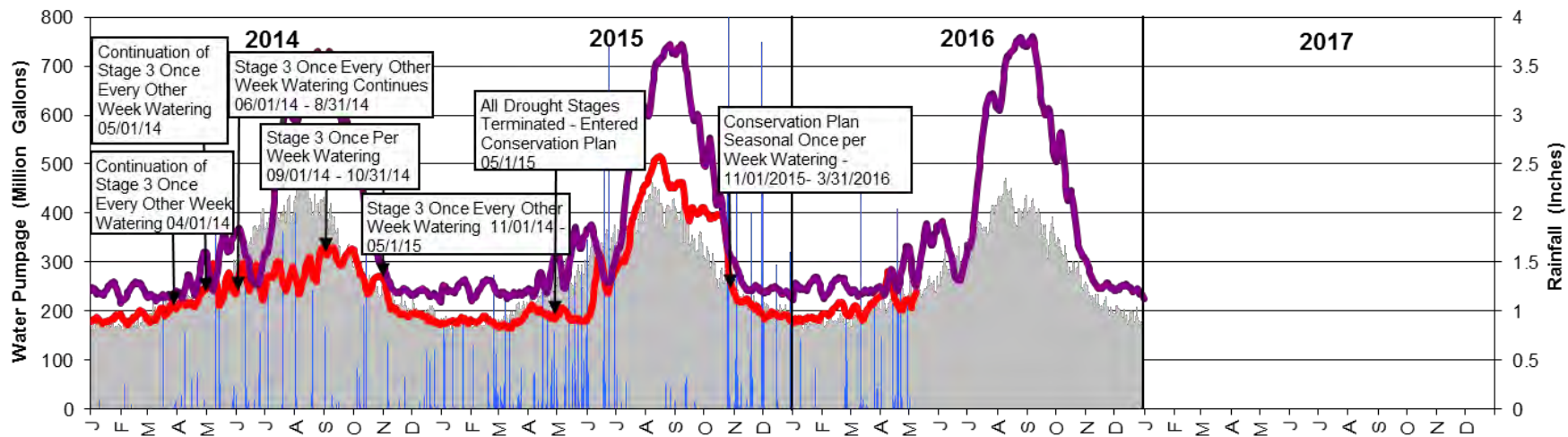
North Texas Municipal Water District
Year 2000 with Projected Increases vs. 2006-2013 Actual Usage
Daily Water Consumption



* 2000 Demand Plus 37.33% Increase to 2008. Plus 41.45% Increase to 2009. Plus 42.39% Increase to 2010. Plus 43.55% Increase to 2011. Plus 45.07% Increase to 2012. Plus 46.52% Increase to 2013.



North Texas Municipal Water District Year 2000 with Projected Increases vs. 2014-2016 Actual Usage Daily Water Consumption





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Youth Campaign – Water4Otter

LISTENING TO MY KIDS



Only **6%** who have children
are not likely to conserve.

(BASELICE & ASSOCIATES, 2013)



Youth Campaign – Water4Otter

KIDS CAMPAIGN GOALS



Increase the percentage of parents whose children have reminded them **not to waste water** from the current 15 percent.

(BASELICE & ASSOCIATES, 2013)



Youth Campaign – Water4Otter





Youth Campaign – Water4Otter

WATER⁴ OTTER

HELP SAVE WATER FOR OTTER

MEET OTIS AND FRIENDS

SHARE A GIF

Download the Game!
Become a first-class Water Spotter by downloading and playing our mobile game, Water4Otter!

Available on the App Store

Get it on GOOGLE PLAY

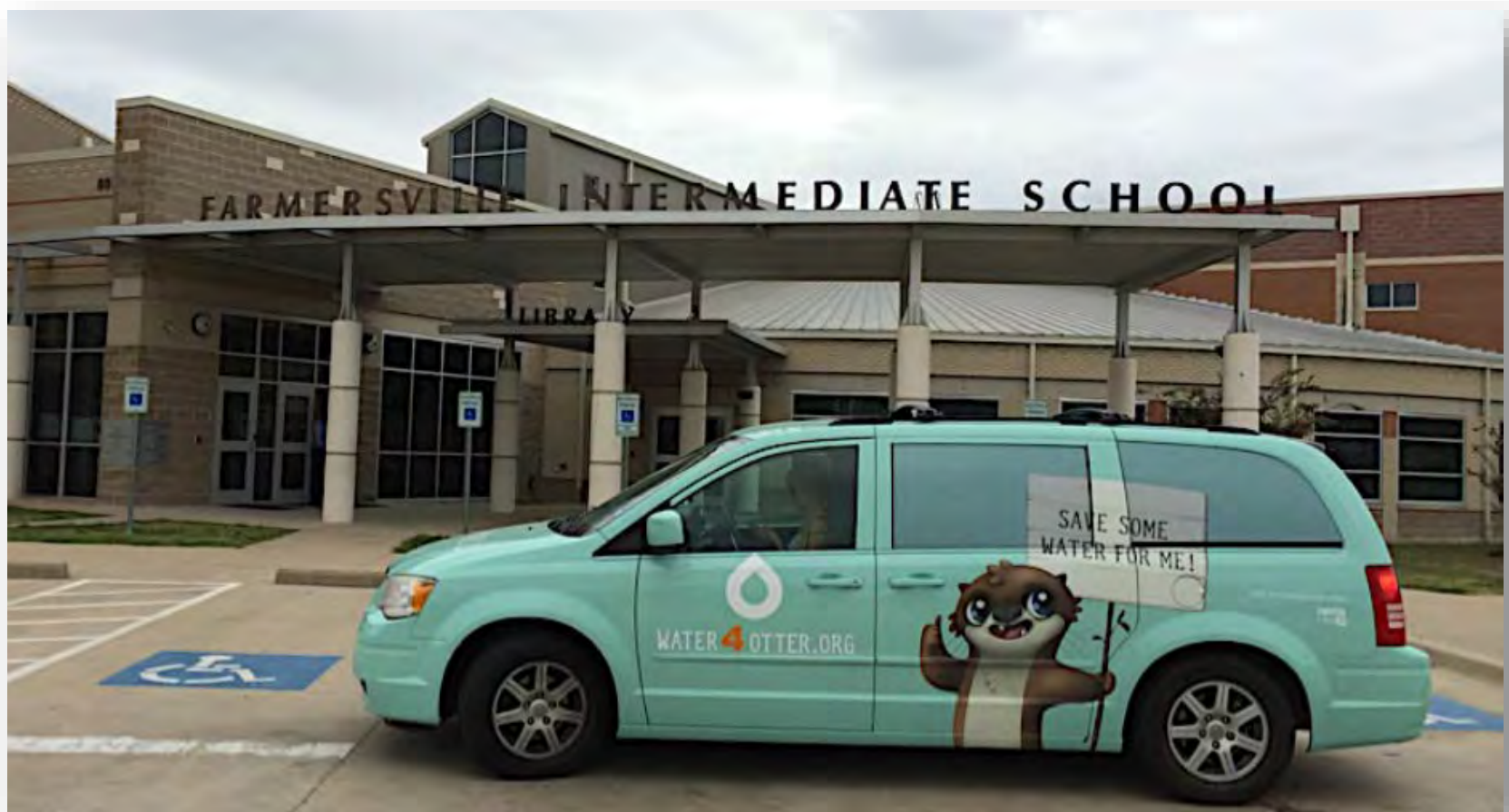
HI! I'M OTIS THE OTTER!
THE WATER YOU USE AT YOUR HOME COMES FROM MY HOME AT LAVON LAKE. CAN YOU HELP SAVE SOME WATER FOR ME?
THANKS! 🐾

NORTH TEXAS MUNICIPAL WATER DISTRICT

WATER⁴ OTTER TOOLKIT
CLICK HERE



Youth Campaign – Water4Otter





Youth Campaign – Water4Otter



WATER SPOTTER PANELS



wa•ter spot•ter, n

A special friend of the animals at
Lavon Lake who can expertly spot
water being wasted





Youth Campaign – Water4Otter

WATER4OTTER.ORG



HELP SAVE WATER FOR OTTER

MEET OTIS AND FRIENDS

SHARE A GIF

HI! I'M OTIS THE OTTER!

THE WATER YOU USE AT YOUR HOME COMES FROM MY HOME AT LAVON LAKE. CAN YOU HELP SAVE SOME WATER FOR ME?

THANKS! 



WATER SPOTTER GUIDE

If you just at North Texas, you will like this guide. It shows water, what maybe you find like water-saving. Click on the pictures and save your water too.

Back to Top

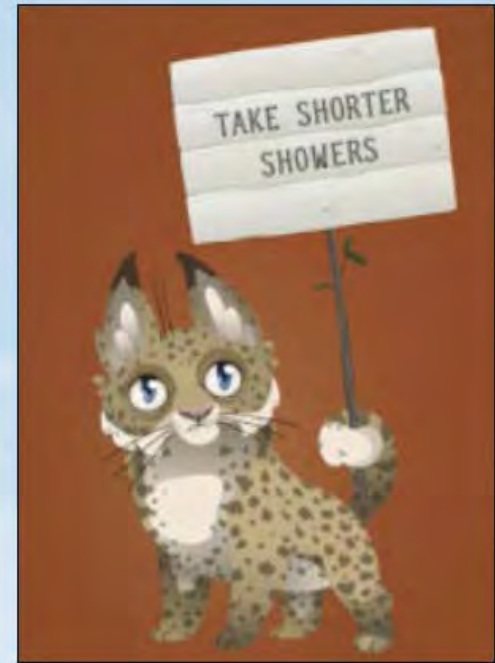
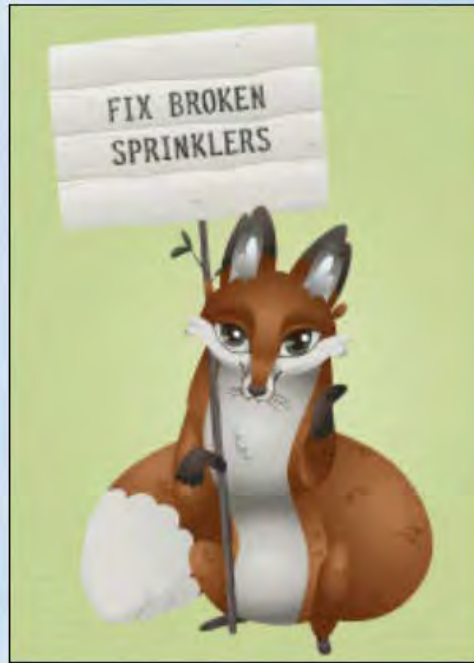
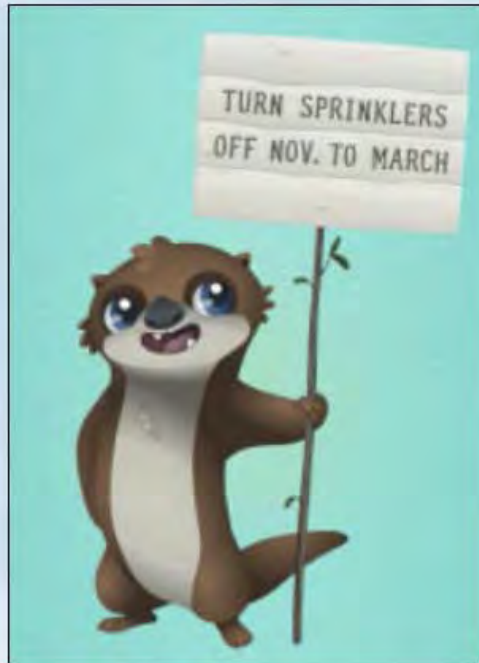




Youth Campaign – Water4Otter

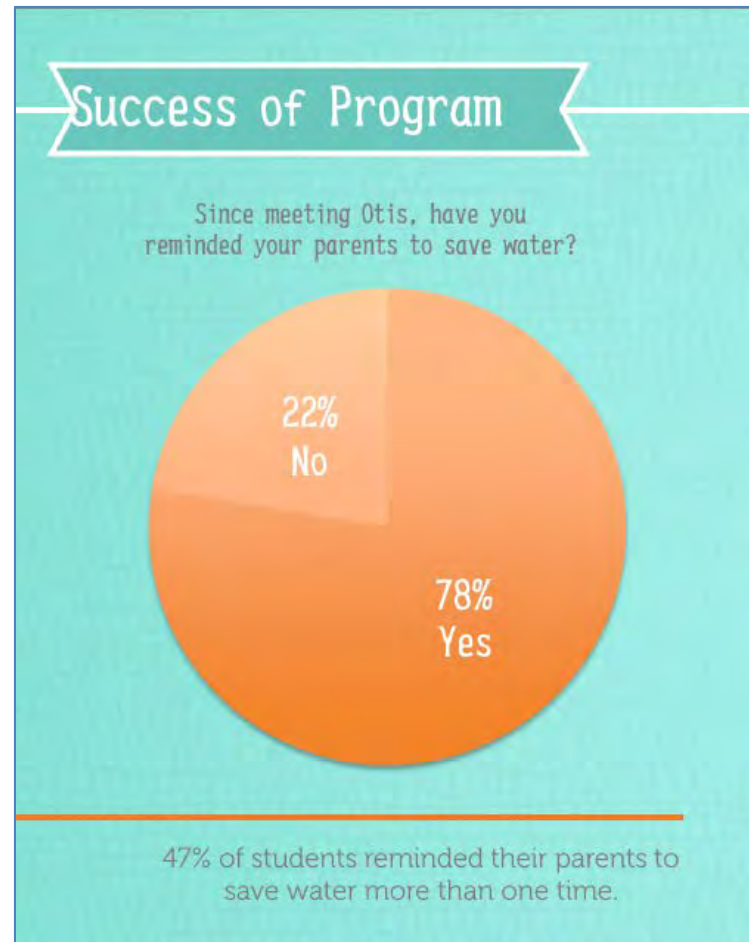
GIFs





Water4Otter - Post Survey Results

78%
reminded
parents to
save water





Water4Otter - Post Survey Results

**78%
used
clings at
home**

Did you use your
Water4Otter stickers?



78% of students who used their stickers is a direct correlation to the 78% of students who reminded their parents to save water



Water4Otter Youth Program NTMWD Financial Commitment

• 2014 Campaign	\$100,000
• 2015 Campaign	\$100,000
• TWDB grant	\$150,000
• 2016 Campaign	<u>\$100,000</u>
Total	\$450,000



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Current and Future Program Development

- **Texas A&M AgriLife Research Partnership**
 - Research based expert, NTMWD Member Cities agreed to use the Texas A&M University AgriLife as the research-based professional experts
 - Water University Programs, Classes, and Demonstrations
 - Native and Adapted Landscape Local Resources
 - WaterMyYard ET Network Weather Based Irrigation Watering Recommendation Program (subscribers)
 - uLANDSCAPEit (Consumer computer based plant & landscape design tool)
- **Water Conservation staff certification**
 - WCAC
 - TAWWA
 - WEAT
- ***Staffing – NTMWD (2 person department) and consultant for implementation of programs***



AgrLife Classes



Agrilife Research and Extension Center at Dallas offers a wide variety of courses (some free) to help you learn more about how to use water wisely while still maintaining beautiful landscaping. Some course topics are:

- Making a Rain Barrel
- Vegetable Gardening
- Drip Irrigation
- WaterSense Labeled Home
- Native and Adaptive Plants for North Texas
- Smart Watering During Restrictions
- Lawn Care Maintenance
- Landscape Care for New Homeowners
- Landscape Basics
- Sprinkler System Quick Fixes

TEXAS A&M AGRILIFE
RESEARCH /
EXTENSION CENTER
AT DALLAS:

17360 Coit Road
Dallas, Texas 75252
Phone: (972) 231-5362
Fax: (972) 952-9216

You can access their course offerings at: <http://dallas.tamu.edu/courses/>

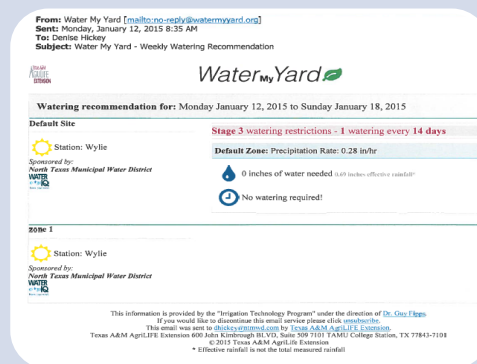
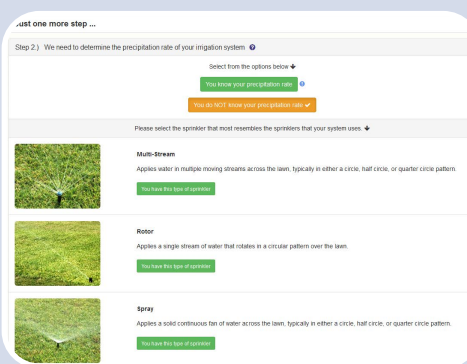
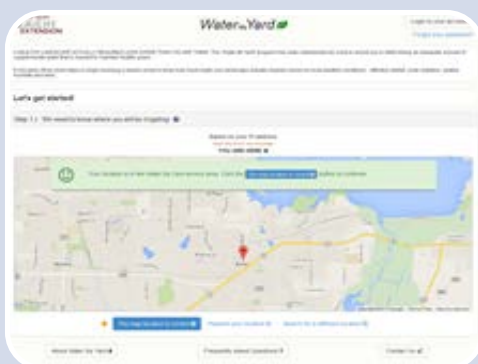


Water_{my}Yard 



<http://www.WaterMyYard.org>

Water_{My}Yard



Sign-up for a FREE
ACCOUNT :

www.WaterMyYard.org

Set up your profile:

- * Where you live
- * What type of system components you have
- * Your email address

Receive a weekly
email:

- * Pulls data from closest weather station
- * Returns a weekly email to the subscriber based on a 7-day weather on how much watering is needed to supplement natural rainfall
- * Many weeks, no watering is recommended



Other NTMWD Conservation Efforts

- **Water Conservation Organization Partnerships/Memberships**
 - Texas Water Foundation
 - EPA WaterSense Promotional Partner
 - Texas Water Smart Coalition
 - Alliance for Water Efficiency
 - Water Efficiency Network of North Texas (WENNT)
 - Water Conservation Advisory Council
- **Local Water Conservation Outreach Activities (not through ESM)**
 - Water IQ Promotion (vehicle decals, print items and giveaways)
 - Water Conservation Presentations (civic groups, businesses, and educational facilities)



NTMWD Resources



DENISE HICKEY

Water Resource Program and
Public Education Manager



**NORTH
TEXAS
MUNICIPAL
WATER
DISTRICT**

North Texas Municipal Water District
501 E. Brown Street
Wylie, Texas 75098
(972) 442-5405 main office
(469) 626-4306 direct
(972) 670-2711 cell
dhickey@ntmwd.com

www.NTMWD.com
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LINKEDIN - <https://www.linkedin.com/company/north-texas-municipal-water-district>



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GOOGLE+ - <https://plus.google.com/b/114816862363338895330/114816862363338895330>



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