

Lone Star Chapter Sierra Club

Water for People and The Environment Regional Conference

October 20, 2007

Presented by: Denise Hickey

North Texas Municipal Water District

WATER



IQ

SM

Know your water.

North Texas Municipal Water District

Overview

- Quick Brand History of Water IQ
- North Texas Municipal Water District Campaigns
 - 2006
 - 2007
- Effects on Water Consumption



Brand History



Brand History

- SB 1094 recognized need for a statewide water awareness campaign
- Campaign would assist in achieving BMP of 1% reduction of average annualized GPCD
- Desire to have a similar statewide campaign for water awareness similar to ***“Don’t Mess With Texas”***
- Enviromedia Social Marketing performed research for brand

2004 Research

- 28 percent “definitely know” natural source of drinking water
- 87 percent more likely to conserve after learning more about why it’s important and ways to conserve

Baselice & Associates, commissioned by EnviroMedia Social Marketing for Governor’s Water Conservation Implementation Task Force via TWDB

2004 Research

- Focus groups
- Dallas, El Paso, Houston, Laredo, Lubbock
- 11 brand ideas

Water IQ Brand Favored



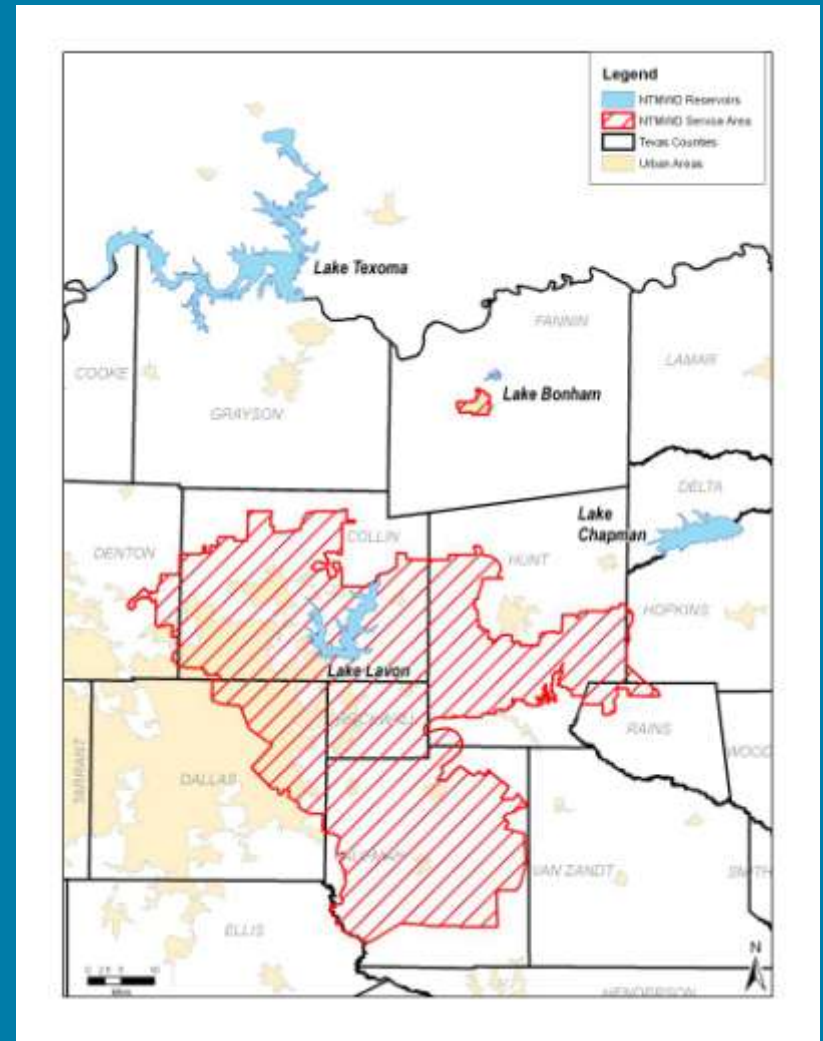
North Texas Municipal Water District

NTMWD Treated Water Service Area

13 Member Cities

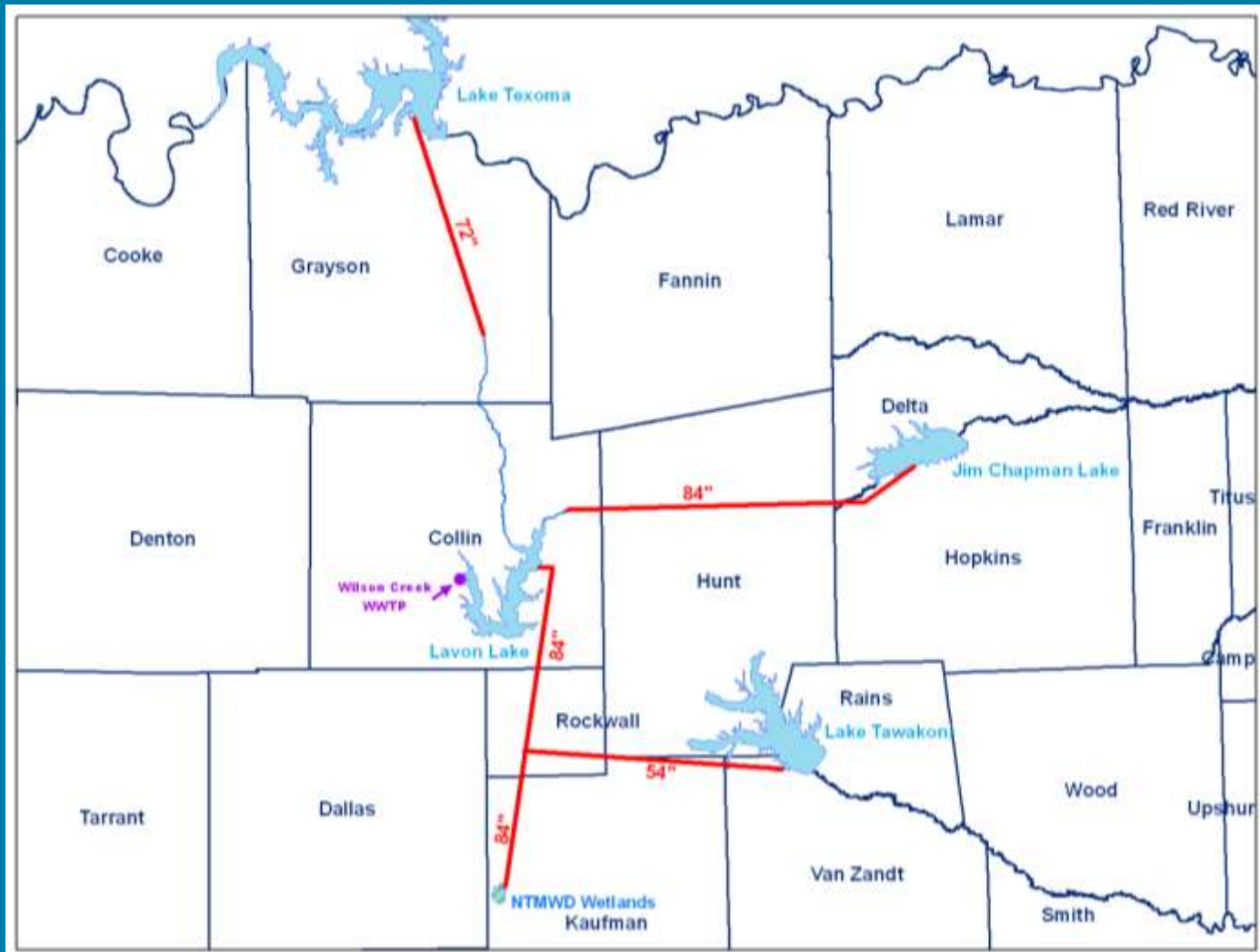
- Allen
- Farmersville
- Forney
- Frisco
- Garland
- McKinney
- Mesquite
- Richardson
- Plano
- Princeton
- Rockwall
- Royse City
- Wylie

49 Customer Cities, Towns, & Water Supply Corporations



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NTMWD Water Supply Sources



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2006 Campaign

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North Texas: 2006 Campaign

Comprehensive Approach

Budget: \$1.9 million

- Largest investment in Water IQ public education
 - Advertising (*Print, Radio, TV, Internet, Outdoor, Pump Toppers, Mall Ads*)
 - Website Development
 - Business Outreach
 - Media Relations
 - Experiential Marketing/Consumer Outreach

North Texas: 2006 Campaign

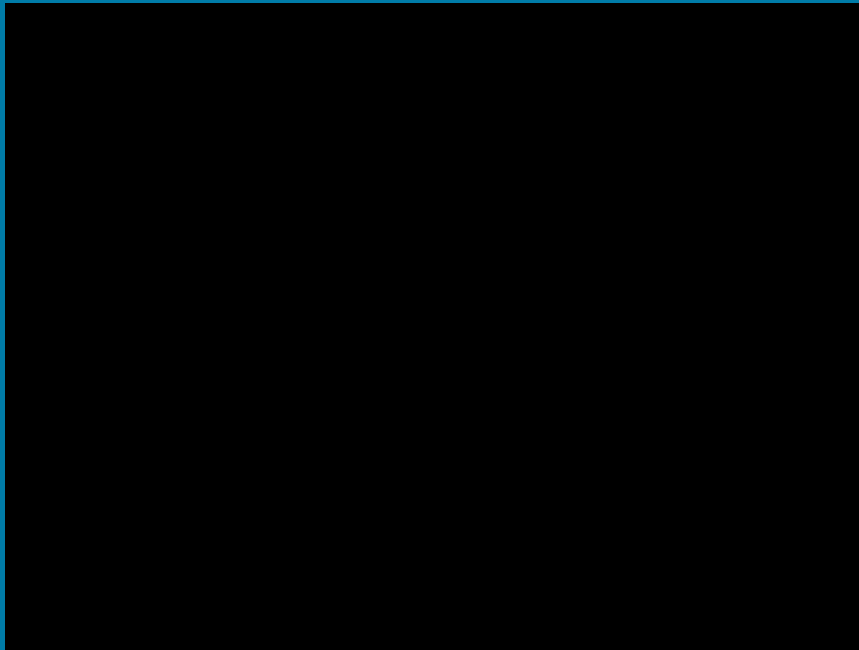
Drought–Specific Messaging

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

North Texas: 2006 Campaign

Broadcast TV

- Four :15 ads



REDUCE YOUR
WATER USE
BY 5%.



CLICK HERE FOR
WATER-SAVING TIPS.

SPONSORED BY NORTH TEXAS
MUNICIPAL WATER DISTRICT

North Texas: 2006 Campaign

Campaign Launch

- Timed with mandatory June 1 restrictions
- “Show and tell” press conference on homeowners’ lawn



North Texas: 2006 Campaign

**NTMWD hopes
knowledge spurs
conservation**

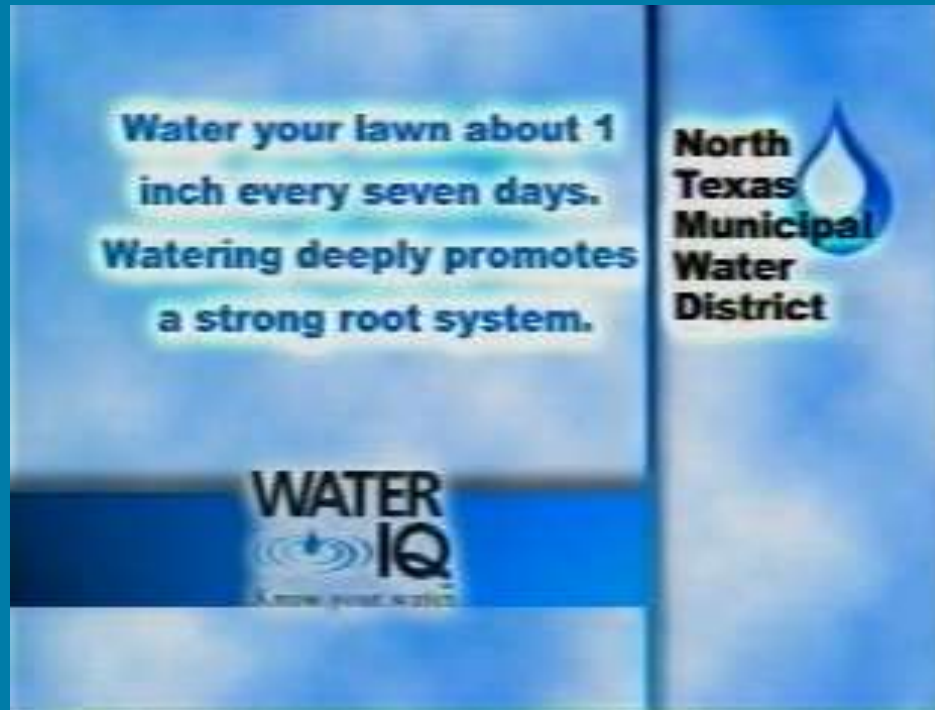
**Smart
H₂O**

Water IQ campaign
designed to educate
consumers in drought

North Texas: 2006 Campaign

KTVT CBS 11 partnership

- Weatherman Jeff Jamison delivered 4 tips per hour followed by Water IQ TV spot



North Texas Municipal Water District

North Texas: 2006 Campaign

Consumer Outreach

- Lowe's partnership
- 28 outreach events across North Texas
- 3,000 Water IQ pledges
- 200,000 impressions
- Educational branded giveaways
 - T-shirts
 - Rain gauges
 - Hose nozzles
 - Garden gloves
 - Notepads
 - Pens

North Texas: 2006 Campaign

Water IQ Outreach



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2006 Research

People who know Lake Lavon is primary water source.

- 42 percent
 - Compare to 24 percent, Region C, 2004 study
- 89 percent said they saved more that summer than the previous summer.
- People are motivated by the possibility of not having enough water for the future.

Baselice & Associates, for NTMWD, October 2006



2007 Campaign

North Texas Municipal Water District

North Texas: 2007 Campaign

Comprehensive Approach


Budget: \$1.7 million

- Largest investment in Water IQ public education
 - Advertising (*Print, Radio, TV, Internet, Outdoor, Grocery Cart signage, Theaters*)
 - Website Development
 - Business Outreach
 - Media Relations
 - Experiential Marketing/Consumer Outreach

2007 Campaign


- Possibility of moving from Stage 3 Drought to Stage 4
- “Weather-proof” campaign
- January focus groups
- Budget: \$1.7 million

2007 Campaign: Dry Weather



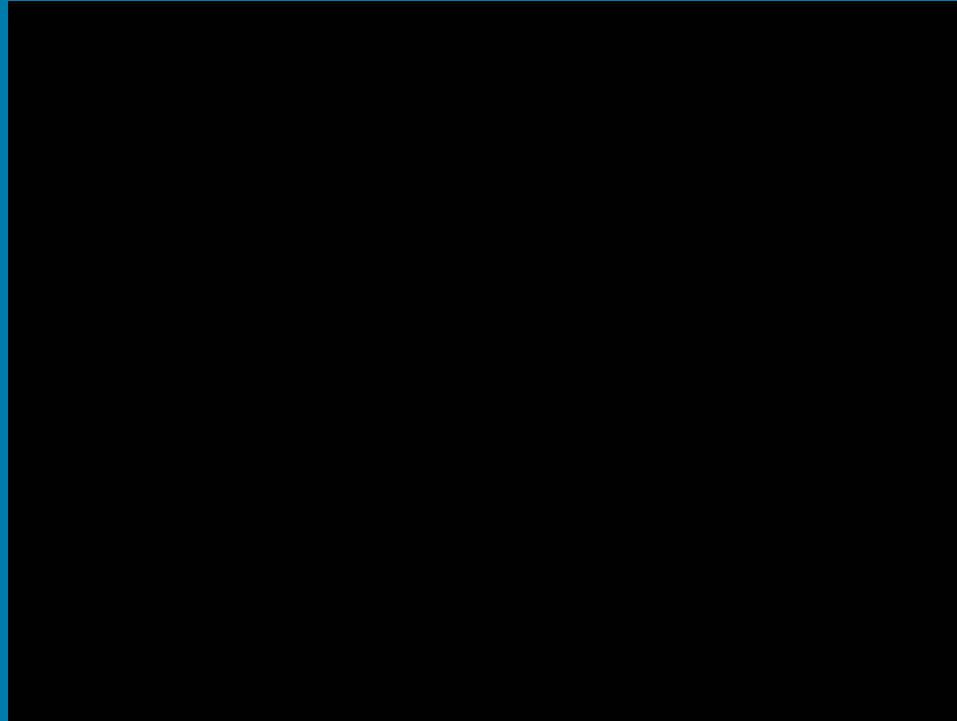
IN THIS CASE, WE WANT YOU TO SEE IT HALF EMPTY.

Actually, Lake Lavon is two-thirds low. The good news is reducing water use doesn't take much effort: if everyone in North Texas reduces their water use, we can make our water last. It's simple and easy to save water. For some people that means watering your lawn less often, for others it's fixing a leak or changing sprinkler heads. Find out more at WaterIQ.org.

WATER IQ
Know your water. 

North Texas Municipal Water District

2007 Campaign: Dry Weather

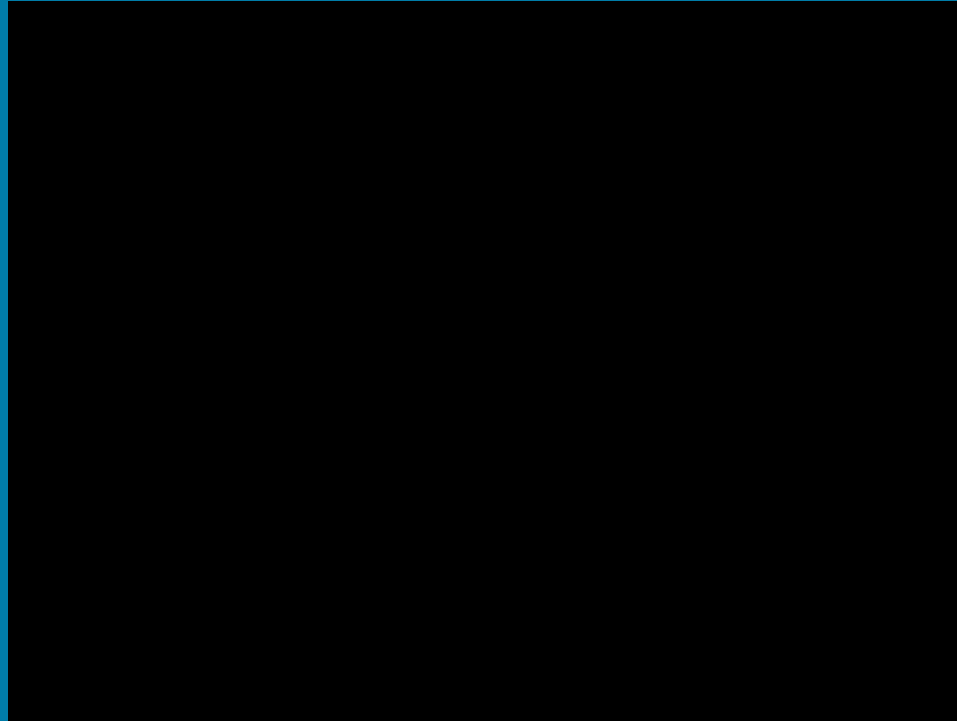


2007 Campaign: Any Weather



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2007 Campaign: TV PSAs



2007 Campaign: Outreach



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2007 Campaign: Outreach



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2007 Campaign: Outreach Results

- March 17 - Sept. 26
- 23 events, 27 days
- 10 cities
- 50,000 participants
- 1 million road impressions



And then the rains came ...

Area lakes refill, but water restrictions remain



TEMI FOX, Staff Photographer

Spring rains have been good to Lavon Lake. The Collin County lake is nearly full again after two dry years, evidenced by the shoreline near the FM3286 bridge. But some lakes that supply water remain below normal.



FILE 2006; Staff photo

Nothing illustrated North Texas' recent drought like Lavon Lake's once crusty, cracked bed.

Next step: conservation

Heavy growth makes it imperative, officials say

By JAKE BAYSELL
Staff Writer
jbayse@collinnews.com

Lavon Lake, whose cracked, sun-baked beds became the emblem of North Texas' recent drought, is nearly full again for the first time since April 2005.

But don't crank up the sprinklers just yet. Stage 3 water restrictions will continue for the 1.6 million cus-

tomers of the North Texas Municipal Water District, for which Lavon supplies about half the water.

Spring's copious rains have almost fully staked the district's two largest reservoirs. Lavon's water level crept up to nearly 461 feet, bringing the Collin County lake so within a whisper of its full level of 482 feet.

See LAKES Page 204

INSIDE

■ Pipeline projects are in the works to keep pace. Flowing in dozens of cities north and east of Dallas, TRS

DON'T LET THE RAIN MISLEAD YOU.

WE'RE STILL IN A DROUGHT.

Here in North Texas, we're all thankful for recent rains. Lawns are green, plants are blossoming and most lakes are filling up.

That's why most people have asked why the North Texas Municipal Water District (NTMWD) service area remains under Stage 3 restrictions.

A drought, from a water supplier's perspective, is measured by more than rainfall (or lack of it).

NTMWD relies on three reservoirs—Lake Lewis, Lake Jim Chapman/Cooper and Lake Tawakoni—to serve approximately 1.6 million people in its service area, which is north and east of Dallas.

While Lake Lewis—our primary water source—has risen to 94 percent capacity, Lake Jim Chapman is still less than half full.

Several projects, initiated prior to the drought, are under construction that will add more water to the North Texas Municipal Water District supply early next year and help meet future water demand. While NTMWD may relax some watering restrictions later this year or early next year, our region may never return to a time when we could use all the water we wanted without worrying about the consequences. Water conservation will always be an important part of NTMWD's water management strategy. So we're asking you to continue to save. Follow your community's watering schedule and avoid watering when you won't find easy water-saving tips at www.WaterIQ.org.

Working together, we can ensure there will be plenty of water for our future.

James M. Forks
Executive Director
North Texas Municipal Water District



www.ntmwd.org

Know your water.

FIND WATER-SAVING TIPS AT WaterIQ.org

North Texas Municipal Water District

HERE'S TO YOU, CUSTOMERS OF NORTH TEXAS MUNICIPAL WATER DISTRICT.

Last summer, customers of North Texas Municipal Water District successfully managed the drought by greatly reducing water consumption. This summer, we've experienced relief from the drought, but water will always be a limited resource. That's why it's important to save water for our future.

**Thanks for helping make our water
last by continuing to save daily.**



WaterIQ.org

North Texas Municipal Water District

2007 Research

- **Awareness of WIQ doubled**
 - From 19% to 39%
- **Knowledge of water source steady**
 - “definitely know” 42% in 2006 v. 41% in 2007
 - Get my water from Lake Lavon 42% v. 43%
- **92% who know water source conserve**
 - Compared to 84% who don't know
- **43% who know Lake Lavon save every chance they get**
 - Compare to 28% who say some and 38% who say none

2007 Results

- **Will there be enough water available to North Texas in the future?**
 - 6% said more than enough
 - 11% about the right amount
 - 32% enough, but not much extra
 - 29% probably not enough
 - 18% considerable shortage

79% concerned about future supply

2007 Research

- **#1 motivation to conserve**
 - “Ensuring there’s enough water for the future”

Return on Investment

FY 06

NTMWD Investment	\$1,997,850
Added Value	\$1,967,910
Return on investment	\$1.99 value for every \$1 spent

FY 07

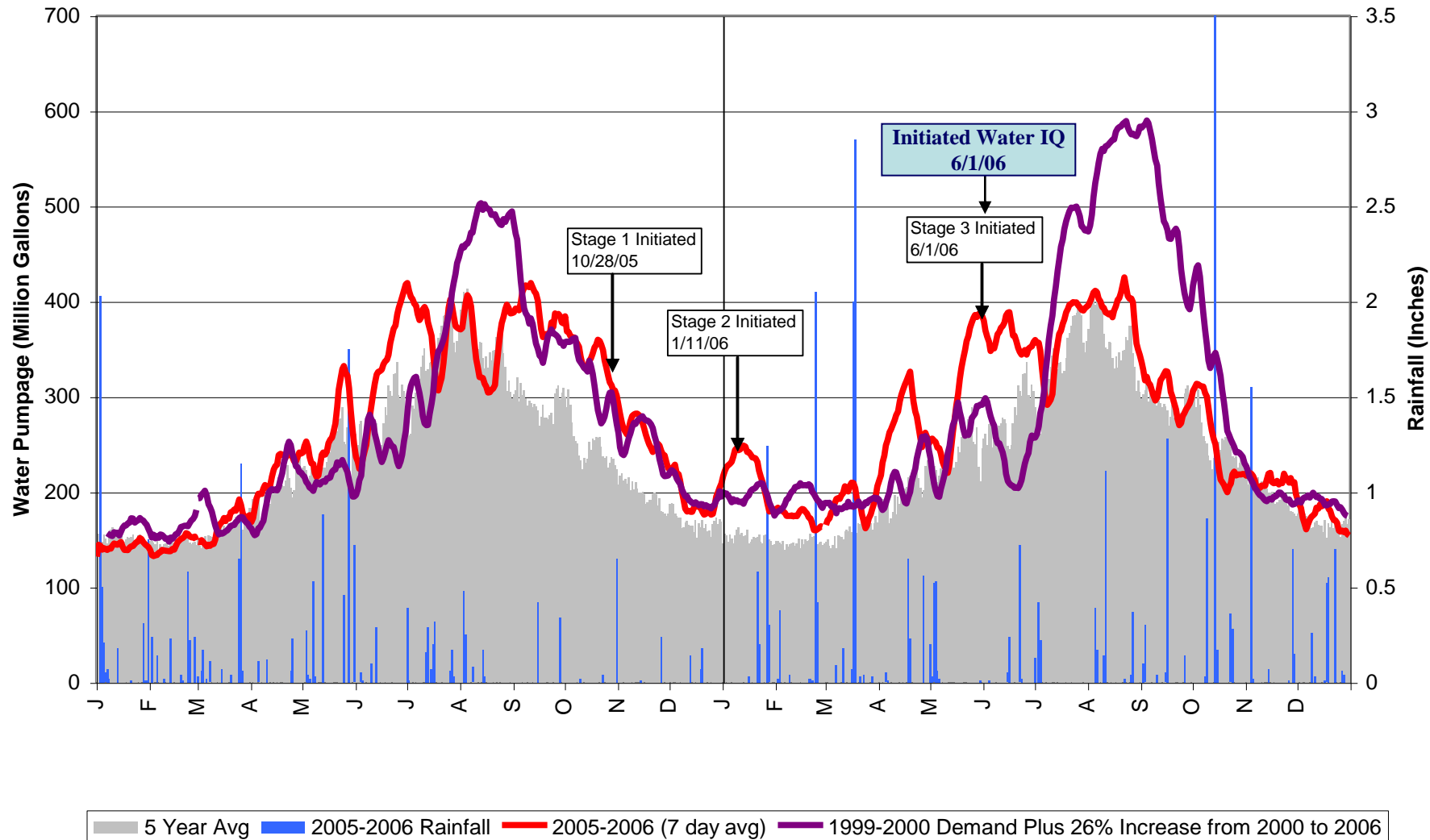
NTMWD Investment	\$1,798,065
Added Value	\$1,512,038
Return on investment	\$1.84 value for every \$1 spent

('07 did not include meteorologist bonus)



Effects on Water Consumption

North Texas Municipal Water District Years 1999-2000 vs. 2005-2006 Daily Water Consumption



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

