Water Conservation Success:

NTMWD's Water Awareness Campaign

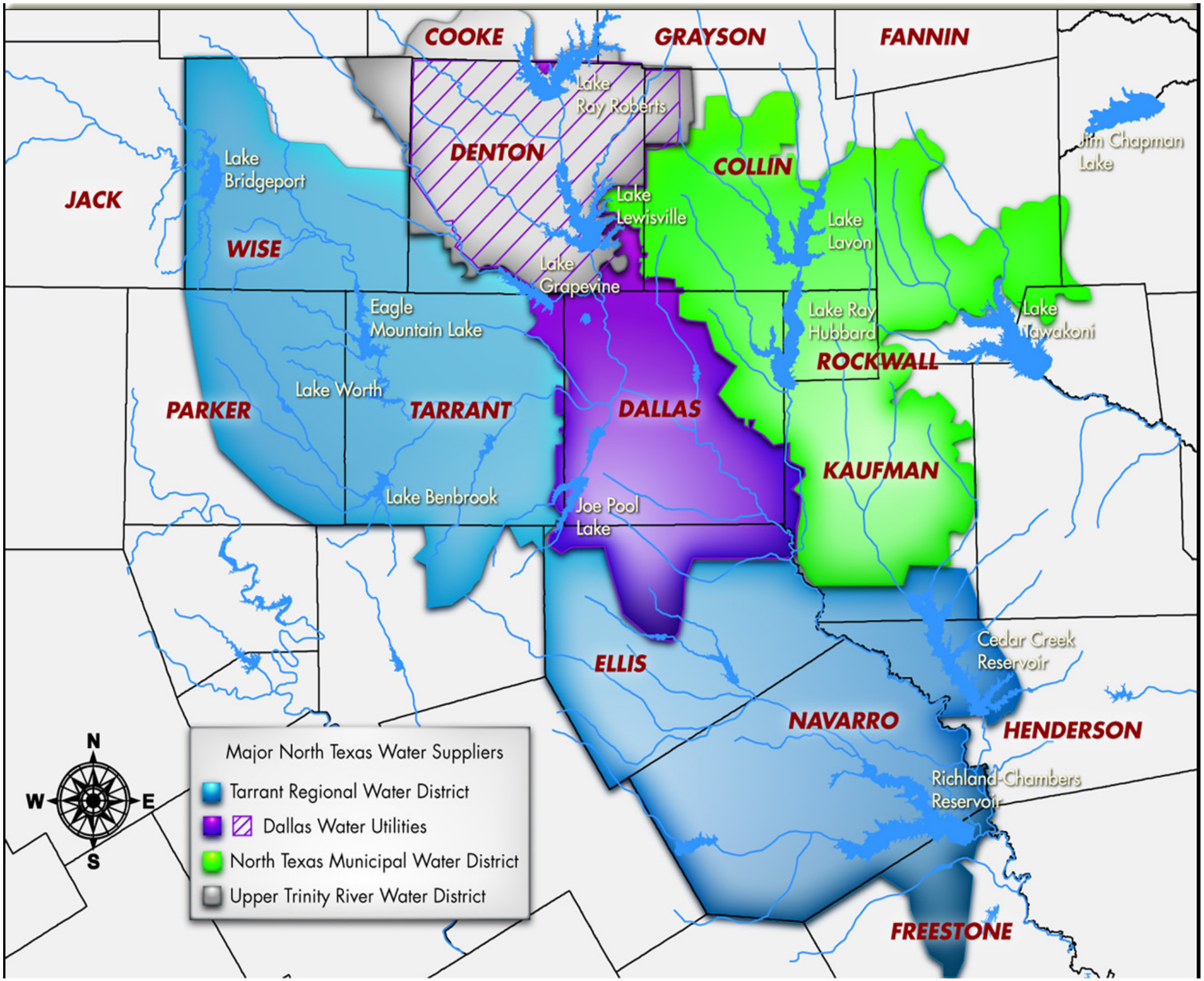
WATER IQ℠

Know your water.

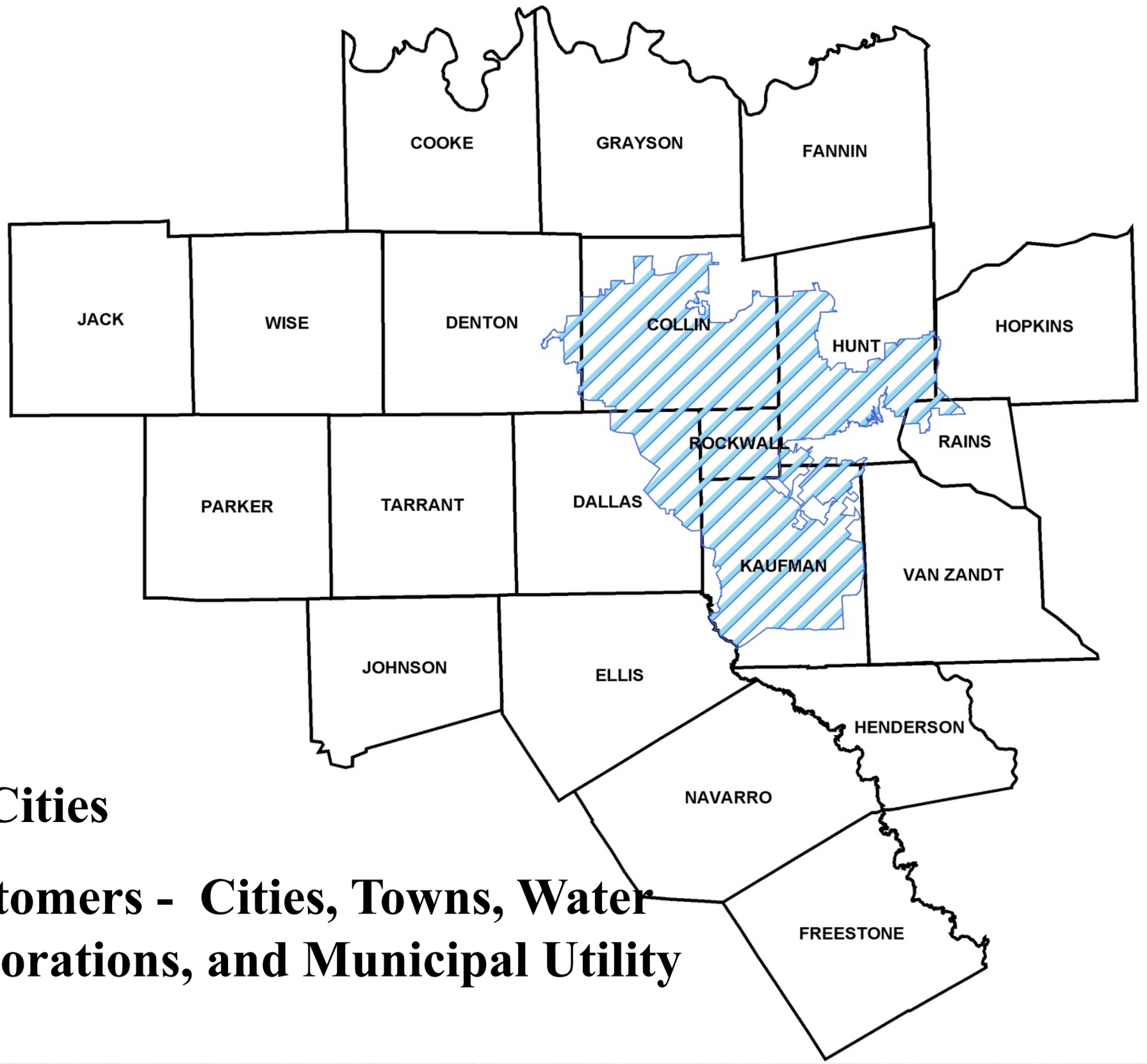
NTMWD

Regional Wholesale Water Provider
North Texas – Dallas/Fort Worth Metroplex
Member of Region C Water Planning Group

Major North Texas Water Providers



NTMWD Service Area



- **1.6 million**
- **9 counties**
- **13 Member Cities**
- **Over 57 Customers - Cities, Towns, Water Supply Corporations, and Municipal Utility Districts**

Region C

- Region C represents the Metroplex and surrounding area
- All or part of 16 counties
- **About ¼ of Texas' population**
- 90% of water use for municipal
- 90% is surface water

Drought
2005 – 2007

- **Lavon Lake hardest hit in region**
- **Drought Measures Implemented**
- **Customers did know water source**
- **Need to Know Lavon as water source**

- **SO…. NTMWD turned to the newly developed state's awareness campaign for assistance**

WATER IQ SM

Know your water.

Water IQ:
Know your water

- **Research Based**
  - Qualitative
  - Quantitative
- **KEY to use research for success**
- **Use as Drought and Evergreen Campaign**

KNOWLEDGE

of Water Source

IS KEY

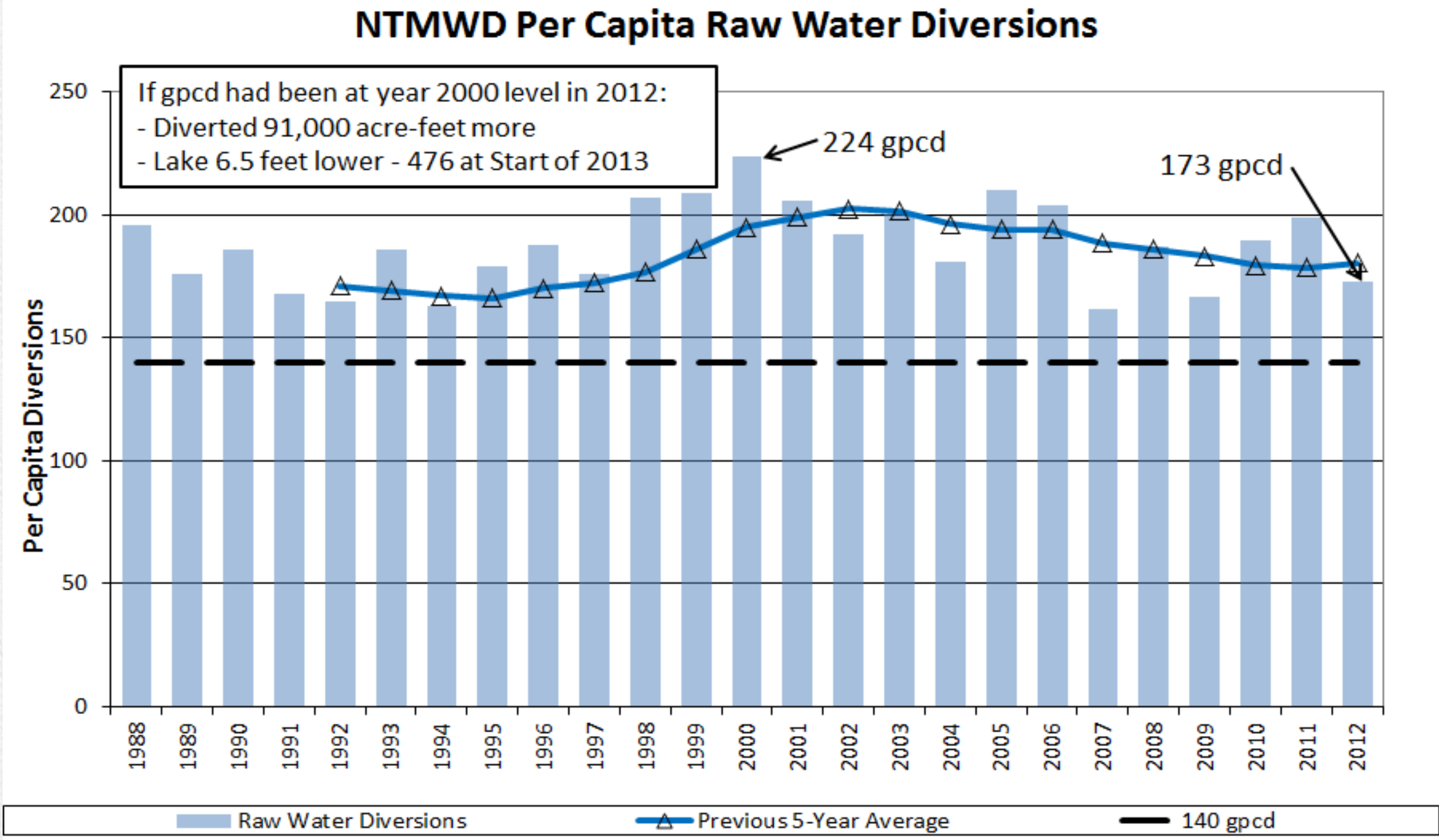
to Conservation

WIQ Success

WIQ Success

- **Knowledge of water source has increased**
- **Annualized water reductions of 12-15% since 2006**
- **Reduced Peak Summer Demands since 2006**
- **Reduction of GPCD (as currently measured)**

The Importance of Water Conservation



Water IQ: Know Your Water
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**	**$1.2 million**
• **2014 Campaign**	**$1.1 million**
TOTAL TO DATE	**$12.3 million**

Water IQ
State's Branding Umbrella

Texas Water IQ Partners

PARTNER REGIONS THROUGHOUT TEXAS

- City of Cedar Park
- City of Austin
- Lower Colorado River Authority
- Panhandle Groundwater District
- San Antonio Water System
- City of Lubbock
- High Plains Underground Water Conservation District Number 1
- Lone Star Groundwater Conservation District
- City of San Angelo
- City of Tyler
- North Texas Municiple Water District