A Note about this survey from Texas Living Waters:
TWDB is seeking input on implementation of various aspects of the Texas Water Fund through 3 separate surveys. Texas Living Waters has filled out the surveys and is providing our responses to entities and individuals that would like to provide their own input through these surveys.

The TWDB is also accepting written comments @ TexasWaterFund@twdb.texas.gov. Surveys and comments are due April 30, 2024.

Survey #1 - Financial Assistance for Water Infrastructure Projects – Survey #1 Link
Survey #2 – New Water Supply for Texas Fund – Survey #2 Link
Survey #3 - Statewide Water Public Awareness Program – Survey #3 Link

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Texas Water Fund Survey #3: Statewide Water Public Awareness Program

The TWDB must ensure that a portion of the Texas Water Fund is directed toward a statewide water public awareness program to educate Texas residents about water. The program must take into account the differences in water needs of various geographic regions of the state and shall be designed to complement and support existing local and regional water education or awareness programs.

1.Organization or entity that you represent, if applicable:
You Organization Name

2.The TWDB is proposing to implement this program by providing funds via contract, after a formal solicitation process, to support an existing or proposed statewide public awareness program or campaign. We would also like to explore TWDB-led initiatives that could further water public awareness. Given limited resources, what initiatives should receive the highest priority?

- K-12 educational resources and programming
- Data visualization tools
- Selling merchandise, such as clothing, cups, stickers, etc., with water messaging and/or branding
- Other:

3.How could TWDB otherwise complement and support existing local and regional water education or awareness programs?

To complement and support existing local and regional water education or awareness programs, the Texas Water Development Board (TWDB) can leverage its role as the steward of water-related data. TWDB should prioritize compiling and communicating this data to the public to enhance awareness of current water use, water source vulnerability, water use trends, and other relevant metrics. Utilizing data to craft a compelling narrative about water in Texas—

how it is used and the trends observed—will be instrumental in building water awareness across the state.

Many local and regional campaigns already exist in Texas, each with its unique goals and objectives tailored to their communities. TWDB can provide valuable support by offering data compiled from water utilities, which can complement and enrich the existing efforts of these campaigns. Furthermore, TWDB could develop media toolkits that include resources for data-driven awareness initiatives, empowering communities to create impactful campaigns based on sound research and information.

By collaborating with local and regional partners and providing access to relevant data and resources, TWDB can enhance the effectiveness of existing water education and awareness programs, ultimately contributing to a more informed and water-conscious public in Texas.

4. Any other input that you would like to provide related to the statewide water public awareness program:

Effective Data Visualization Platforms: The Texas Water Development Board (TWDB) should prioritize the development of user-friendly data visualization platforms. These platforms should not only present data in a clear and compelling manner but also make the underlying data readily accessible to a wide range of stakeholders, including water utilities, advocates, researchers, and the general public. TWDB should invest in maintaining and enhancing these platforms to keep pace with technological advancements, ensuring that stakeholders can effectively utilize the data for educational purposes, research, and informed decision-making. There is tremendous value in being able to find and use information in this manner.

Measuring and Impacting Behavior Change: The practice of measuring and understanding what factors impact behavior change is very important for success in water awareness and to support conservation efforts. TWDB should conduct studies to analyze these factors and provide utilities with the necessary information and resources to support their initiatives. Behavioral economics can offer valuable insights into the effectiveness of conservation programs and outreach methods. TWDB should consider conducting studies in this area and provide guidance to utilities on conducting internal studies to measure the impact of their programs.

Annual Public Survey: TWDB should conduct an annual scientific survey of the general public to gauge attitudes and behaviors related to water awareness, conservation, and water usage in general. This survey will provide valuable insights into public perceptions and behaviors, helping utilities and decision-makers tailor their programs and messages to be more effective.

By implementing these additional measures, TWDB can enhance the resources available to utilities, enabling them to design and implement more impactful water awareness and conservation programs.