



HOUSTON RUNS ON WATER

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HOUSTON WATER, WATER PROGRAMS MANAGER

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TEXAS WATER FOUNDATION, CEO





T E X A S
R U N S O N
W A T E R

HOUSTON RUNS ON WATER

3 PILOT TEST LOCATIONS

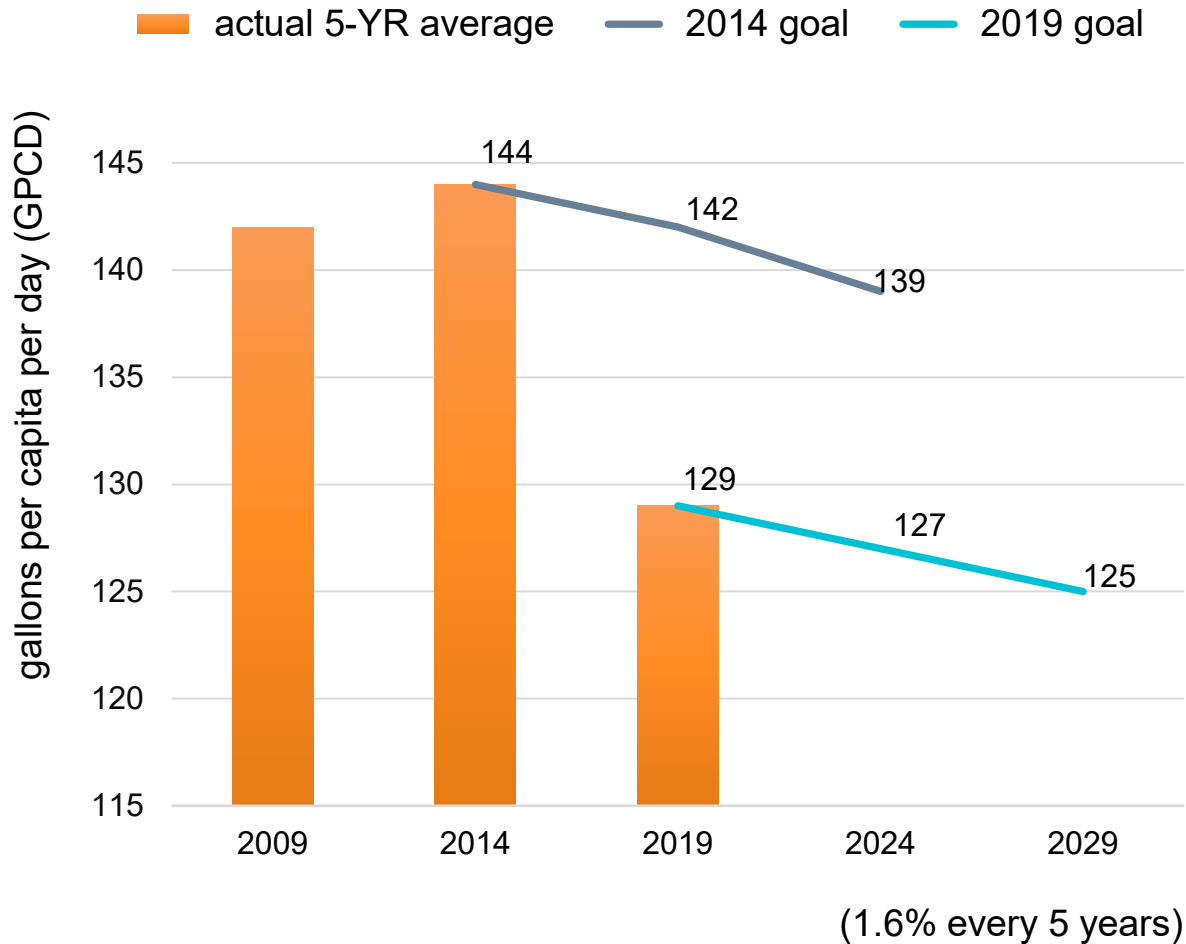
- Houston
- Panhandle
- Hill Country

WATER CONSERVATION

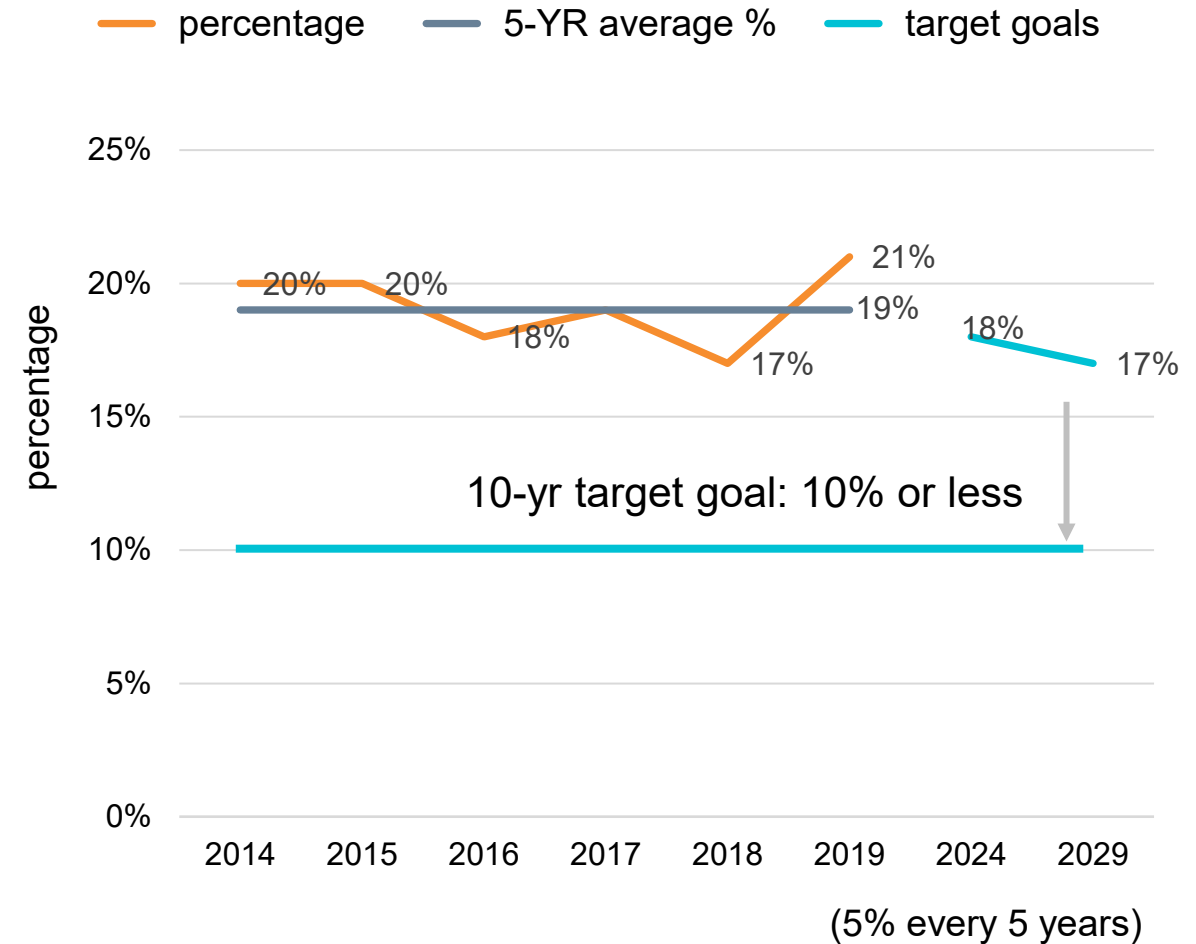
PROACTIVE	DROUGHT MANAGEMENT
on-going	specific
<p>goals reduce water demand by 1.6% / 5 yrs reduce water loss 5 % / 5 yrs</p>	<p>goal reduce specific % of water demand in short-term period</p>
<p>strategies demand management water-efficiency increase water loss management</p>	<p>strategies Drought Contingency Plan Stages 1-4</p>

PROACTIVE TARGET GOALS

demand reduction target goals vs. historical & baseline



water loss reduction target goals vs. historical & baseline



PROGRAM GOALS



existing

WaterWorks Festival & Museum
Project WET training

added

two water conservation studies
additional outreach and educational programs

need

unified water education campaign

existing

no incentive or targeted programs
studies will inform these sections

added

Smart Utility Check-Up program
Wholesale Water Conservation Program
Water Loss Task Force

need

continue developing incentive programs

RESIDENTIAL EDUCATION

irrigation

leak repair

Wyland Challenge & rain barrel sale

tips

Imagine a Day Without Water

Houston Public Works
10 February

Not in love with your bill? Save money & protect your pipes ahead of the upcoming freeze by turning off your automated sprinklers through the end of the month #WinterSprinklerShutoff #WaterWednesday

Save money. Protect your lawn.

Turn off automatic sprinklers from Nov. 1 – Feb. 28, when yards do not need water.

HOUSTON PUBLIC WORKS

HoustonPublicWorks.org/WaterConservation

winter

Houston Public Works
7 April at 11:01

Spring is here & it's the perfect time to make sure your sprinklers aren't wasting. A broken sprinkler head can waste 25,000 gallons of water in 6 months! #WaterWednesday #SpringSpruceUp #ValueWater EPA WaterSense

SPRINKLER CHECK LIST

- ✓ Replace broken sprinkler heads
- ✓ Check that heads are straight, not tilted
- ✓ Clear grass & obstructions that block spray
- ✓ Adjust spray to not hit driveways or sidewalks

HOUSTON PUBLIC WORKS

Houston Public Works
17 March

It's Fix-a-Leak Week! You can attend today's FREE workshop to learn how to fix common water leaks & save money! Register here: <https://bit.ly/fixaleakworkshop2021> #WaterWednesday #ValueWater #Conservation

FIX-A-LEAK WEEK

spring

EPA WaterSense campaigns #WaterSense

Houston Public Works
14 April at 11:01

Help #Houston WIN a huge contest & you could win hundreds of prizes! Join Mayor Sylvester Turner and take the pledge to conserve water as part of the Wyland Foundation's Challenge for Water Conservation. Take the pledge now! <http://mywaterspledge.com/> #WaterWednesday #ValueWater EPA WaterSense

spring rain barrel sale!

order by **MAY 16** pickup day **MAY 22**

place online orders by 11 PM

10 AM - 12 PM
Houston Botanic Garden
8310 Park Place Blvd.
Houston TX, 77017

order online: [Click Here](#)

RainBarrelProgram.org/Houston

50 gallon Ivy Rain Barrel \$72

\$52 soldout!

summer

HOUSTON PUBLIC WORKS

HELP HOUSTON SAVE WATER

- water 30 mins or less between dusk & dawn to reduce evaporation (7PM - 6AM)
- inspect sprinkler heads, directly spray on landscape (not pavement)
- wait for a full load (for washing machine or dishwasher)
- take quick showers (5 mins or less)

US Water Alliance Campaign: #ValueWater

FALL EVENTS & ACTIVITIES

- OCTOBER 14 (8PM): IMAGINE A DAY WITHOUT WATER TRIVIA NIGHT FUNDRAISER**
Test your water and wastewater knowledge! All event proceeds will benefit the Water Aid To Elderly Residents (W.A.T.E.R.) Fund.
- OCTOBER 16 (DEADLINE): IMAGINE A DAY WITHOUT WATER ESSAY CONTEST**
As part of Imagine a Day Without Water, we're inviting your students to take part in a contest with the chance to win a \$1,000 prize!
- OCTOBER 20: IMAGINE A DAY WITHOUT WATER (COUNCIL MEETING, PROC & ESSAY WINNERS ANNOUNCED)**
- NOVEMBER 1 - FEBRUARY: WINTER SPRINKLER SHUT-OFF**
We see this job turn off your auto-sprinkler system from November 1 to February 28.
- NOVEMBER 1: PROTECT OUR PIPES LAUN**
We're reminding residents to dispose the trash, as well as only flushing in toilet paper.

TONIGHT: Join the fun as we test your knowledge & raise for the Houston Water Aid to Elderly Residents (WATER) Fund, to help senior citizens in need.

Trivia Night: Water World

Imagine a Day Without Water
October 21, 2020

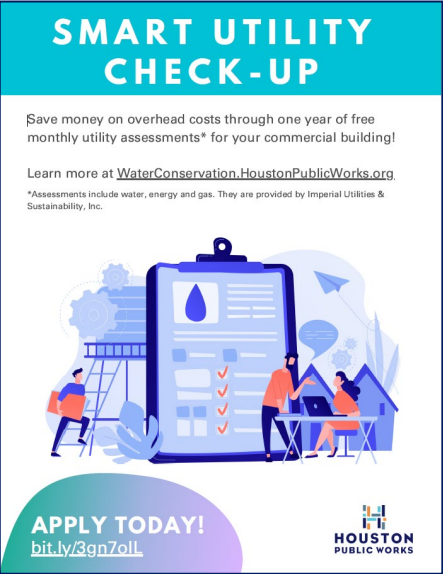
CITIZENS' ENVIRONMENTAL COALITION

HOUSTON PUBLIC WORKS
Houston Water

fall

COMMERCIAL, WHOLESALE & WATER LOSS PROGRAMS

Smart Utility Check-Up Program



SMART UTILITY CHECK-UP

Save money on overhead costs through one year of free monthly utility assessments* for your commercial building!

Learn more at WaterConservation.HoustonPublicWorks.org

*Assessments include water, energy and gas. They are provided by Imperial Utilities & Sustainability, Inc.

APPLY TODAY!
bit.ly/3gn7oLL

HOUSTON PUBLIC WORKS

The flyer features a teal header with the title, a white body with text and a small illustration of people working at a computer, and a purple-to-teal gradient footer with the call to action and logo.

commercial buildings

Wholesale Water Conservation Program



wholesale customers

Water Loss Task Force



Public Works service lines

HOUSTON RUNS ON WATER CAMPAIGN

An aerial photograph of a river with several people tubing. The water is a vibrant blue-green. On the right bank, there is a stone building with a curved walkway. The surrounding area is lush with green trees and vegetation.

TWF MISSION

LEADING TEXAS INTO A SUSTAINABLE FUTURE BY
INVESTING IN THE NEXT GENERATION OF WATER
LEADERS

The logo for the Texas Water Foundation, featuring a stylized 'W' shape composed of two overlapping triangles, one pointing up and one pointing down, with a circular element at the bottom center.

TEXAS WATER
FOUNDATION

Texas' population is expected to increase more than 70%
between 2020 and 2070, from **29.5 million to 51 million**

Water demands are projected to
increase by approximately 17%

Existing water supplies are expected to
decline by approximately 11%

45% of Texas' future water will come from
conservation and reuse

Whether you care about the future of our economy, wild landscapes or flourishing population, water is at the heart of everything you love about Texas.





TEXAS RUNS ON WATER

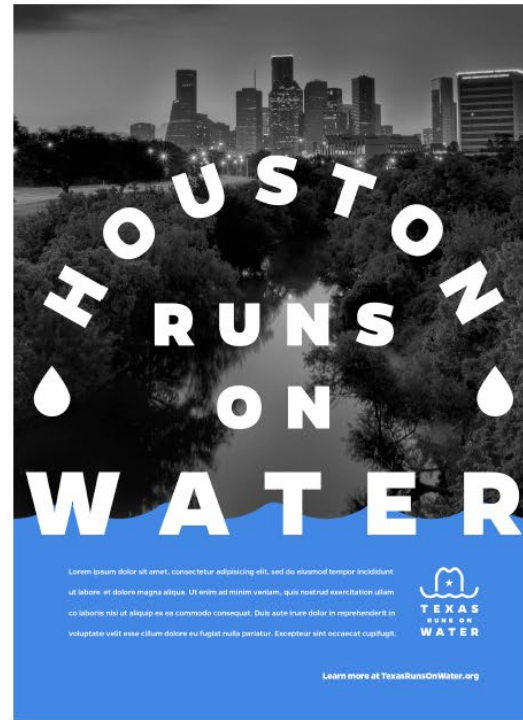
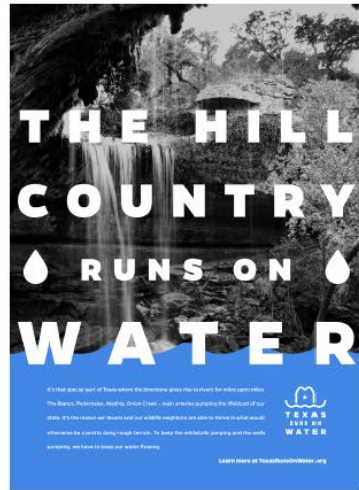
A statewide water campaign to inspire Texans to value water. How do we plan to do it? By reconnecting Texans to the lifeblood of the state and what they love about it. From the denim you wear, to the tacos you eat or the football games you watch, water is a central part of it all. Whether you're working in an oil field in Midland or working aboard a boat off the coast, water keeps our economy pumping.



Pilot Markets

Throughout our state, Texans have different relationships with water.

In Houston, water draws the most diverse population in the nation, enabling petrochemical development, science and other businesses to thrive. Water has also brought tragedy to Houston, making the work of reconnecting Houstonians to water challenging.



COLLABORATIVE PILOT
FUNDING





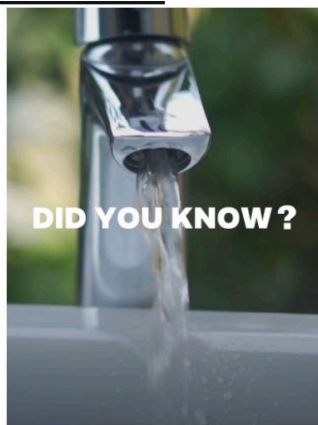
Videos



Who else loves the Buffalo Bayou in Houston just as...

▶ 270

3d ago

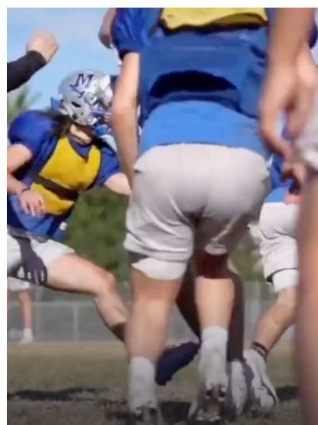


Nothin' wrong with a bath, but keep in mind how...

▶ 302

1w ago

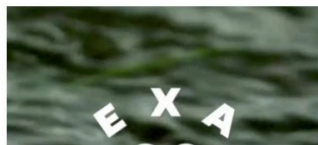
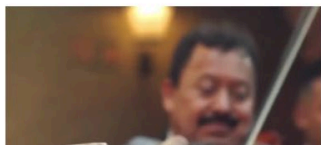
Liked



Texas runs on water, and so do our athletes. 🏈...

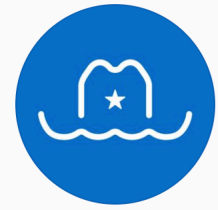
▶ 6

5-11



Instagram

Search



texasrunsonwater

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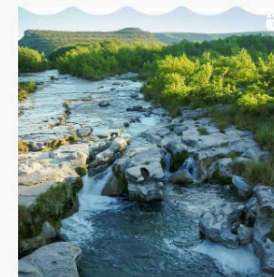
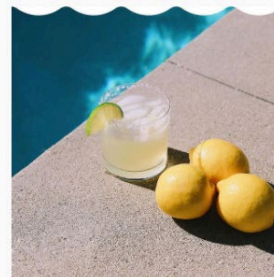
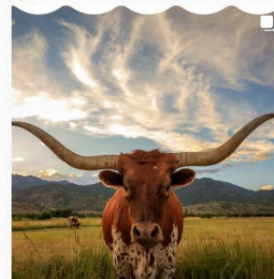
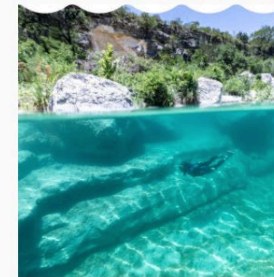
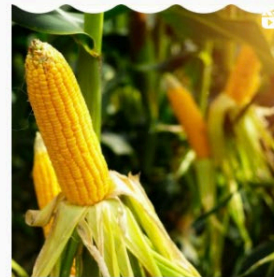
8 posts

102 followers

37 following

Texas Runs on Water
texasrunsonwater.org

POSTS REELS TAGGED

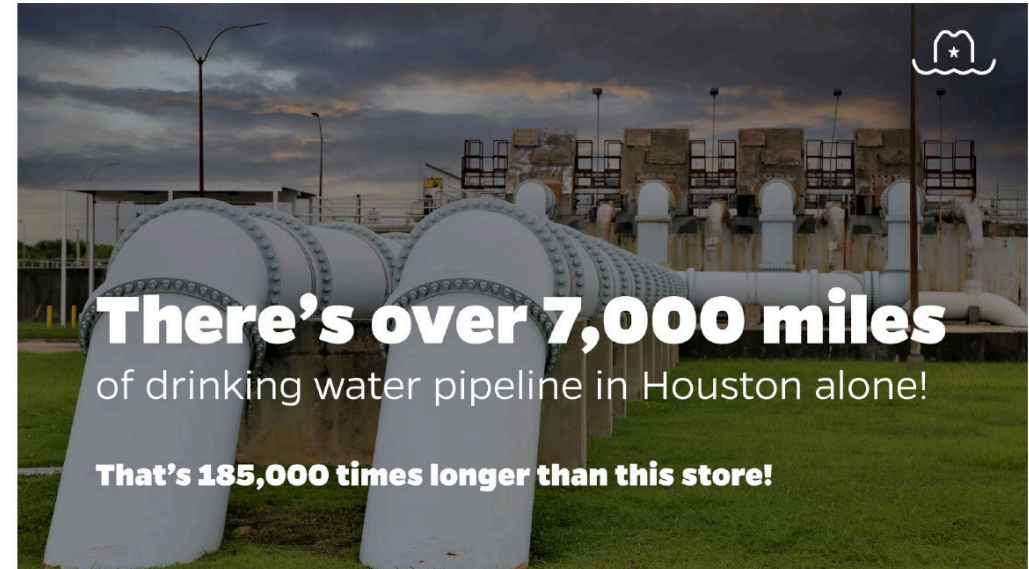


BOTANIC GARDENS SIGNS



HOUSTON HOBBY AIRPORT AD

GROCERY TV AD



MEDIA PLAN

BASIC MEDIA PLAN

organic & paid social media

Customer Account Services e-blast, website banner

influencers & sponsored content

advertising placement (e.g., airports, Grocery TV)

ADDITIONAL EFFORTS

targeted fundraising

TIMELINE

May 2021

WHAT'S NEXT?

Help us spread the word!

share social media posts

Facebook, TikTok, Instagram and Twitter

share webpage

HoustonRunsOnWater.org

look for upcoming promotion

Houstonia Magazine, Hobby Airport
Grocery TV, Houston Public Media & more!

stay tuned

for upcoming presentation on TSU study

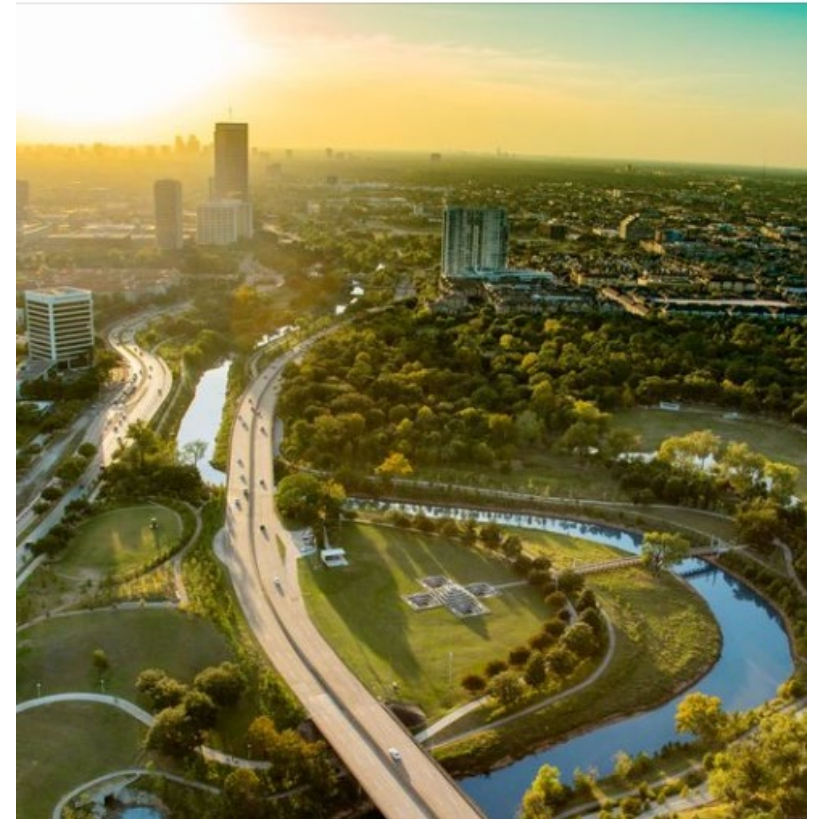


Texas Runs On Water

7 May at 10:00 · 🌐

Houston water maintains over 7,000 miles of drinking water pipeline. That's about 9 times the length of the entire state of Texas!

#TexasRunsOnWater #HoustonRunsOnWater



Thank You!



houstonpublicworks.org

  @houpublicworks