

Water for Texas

Water IQ Public Awareness For Water Conservation



The 2007 State Water Plan shows that water conservation is expected to produce nearly 23 percent of new water supplies for the future; Water IQ can help the state achieve this goal. To achieve additional water supplies, Texans will need to employ a wide variety of strategies, and one critical strategy to meet future water needs is simply being smart about the water we are already using.

Water IQ is a public awareness program that teaches Texans the importance of water conservation. When Texans understand where their water comes from and the challenges of using that water to meet future needs, they are more likely to take an active role in conserving water. As Texans conserve their water resources, they help ensure that the state has enough water now and in the future. Through Water IQ, the Texas Water Development Board (TWDB) and its cooperators raise awareness about the importance of water conservation and help Texans use less water.

What resources are available?

Water IQ uses an easy-to-identify brand and promotes a variety of materials. Water conservation brochures and other educational materials are available for indoor and outdoor water conservation at home, as well as for agricultural and industrial water use. These publications are free in limited quantities, and additional copies may be ordered for a nominal fee at <http://www.twdb.texas.gov/publications/brochures/conservation>.

In addition, *Developing a Water Conservation Public Awareness Program: A Guide for Utilities* assists utilities in developing and implementing an effective outreach program by making use of the mass media.

Educational materials are also available for kindergarten through high school students. These resources include units for specific age groups and range from coloring books for younger children to complete curricula for older students, along with teachers' guides and Texas Essential Knowledge and Skills guidelines. Interactive Web games and lessons are also featured. For more information on school materials, visit the TWDB education Web site at <http://www.twdb.texas.gov/kids/>

Who can join Water IQ?

Water suppliers, utilities, cities, state agencies, school districts, and nonprofit groups are encouraged to participate in the Water IQ program. Communities can provide information about their local and regional water conservation efforts by exchanging links from their community Web site with the Water IQ Web site.

Research shows that the more Texans know about their water resources, the more likely they are to conserve. By joining the Water IQ program, utilities and communities can help deliver a clear, unified water conservation message to the state. As these organizations take an active role in conservation, they encourage conservation compliance in their regions.

How can Water IQ help?

Designed to complement and support existing local and regional water conservation efforts, Water IQ connects a network of groups and communities dedicated to educating Texans about water conservation. The Web site, wateriq.org, provides an opportunity for Texans to learn more about water conservation efforts throughout the state.



If an organization provides TWDB with local ZIP codes and a Web site address, that organization can be accessed by a ZIP code locator or drop-down menu located on the home page of the Water IQ Web site.

Water IQ can also help utilities meet the state's requirements for developing and implementing a water conservation plan and can serve as one of the best management practices recommended by the state. In addition, the state water plan also includes water conservation strategies. Information on the state water plan can be found at

<http://www.twdb.texas.gov/wrpi/swp/swp.asp>.

To obtain more information or to find out how you can use Water IQ in your local area, please visit wateriq.org or contact conservation staff at (512) 463-7955 or wateriq@twdb.texas.gov.

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