



GIVE WATER A BREAK

**LACIE ULRICH, HOUSTON WATER
EVENT PLANNING AND OUTREACH LEAD**



PURPOSE

together we create a strong foundation
for Houston to thrive

5 TO THRIVE VALUES

respect | ownership | communication | integrity | teamwork

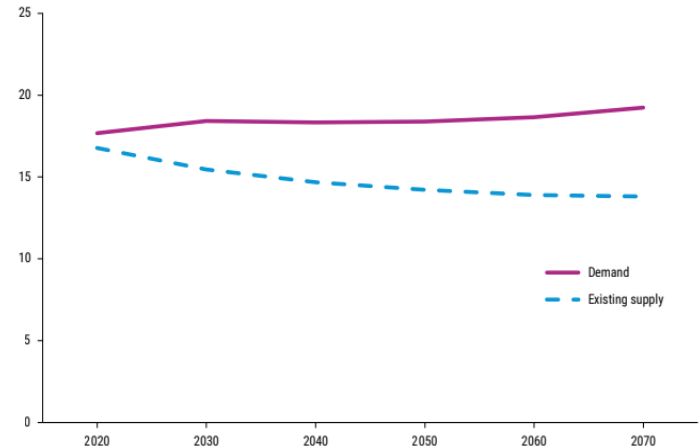


WHY CONSERVATION IS NEEDED

Between 2020 and 2070

- Texas' population is projected to increase 73%
- Water demand is projected to increase by 9%
- Current supply is projected to decline by approximately 18%
- About 30% of future water supply will need to come from conservation strategies

Projected total annual water demand and existing water supply for all sectors in Texas (millions of acre-feet)



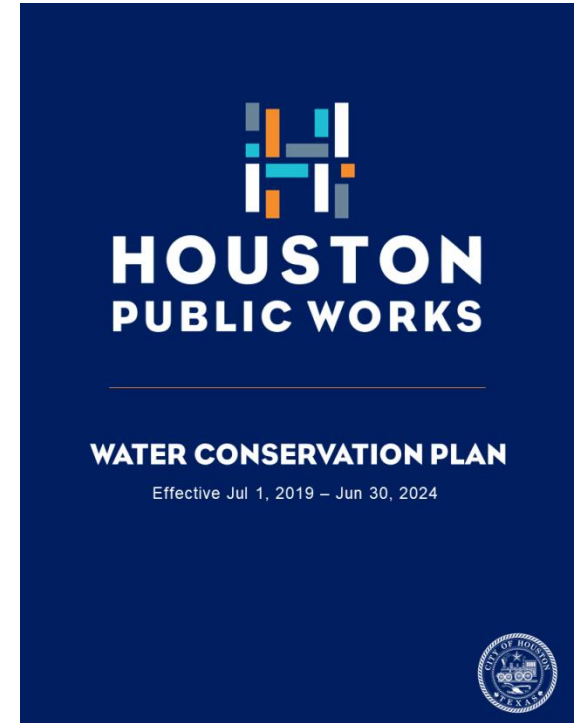
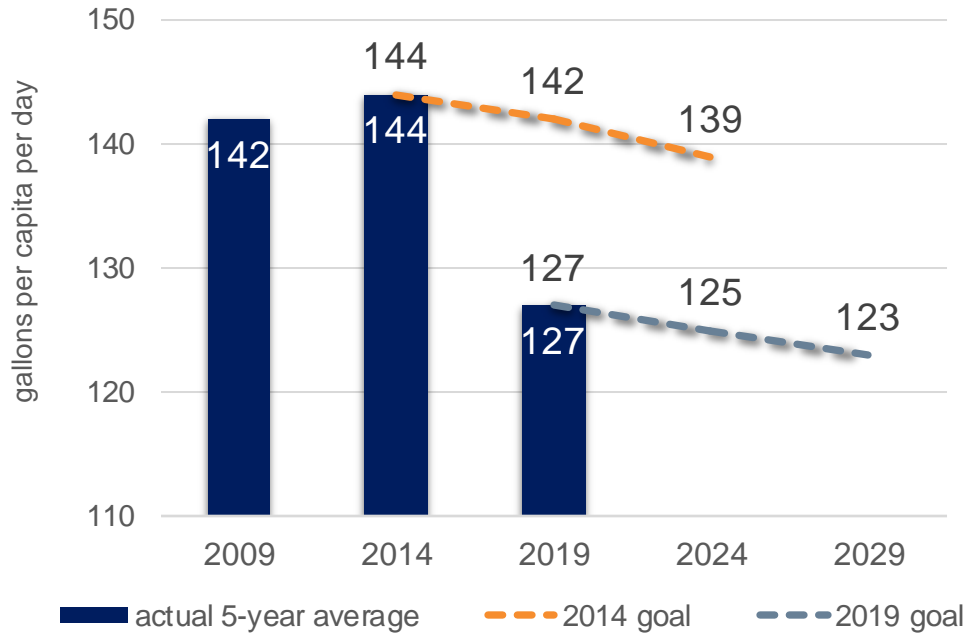
Source: Texas State Water Plan

HOUSTON'S PROJECTIONS AND NEEDS

Between 2020 and 2070

- The Houston metropolitan population is projected to increase from 4.7 million to 6.2 million.
- Water demand is projected to increase by 34%.
- Houston has a water need or potential shortage of 220,772 acre-feet/year.
- About 18% to 28% of future water supply will need to come from water conservation.

CITY OF HOUSTON WATER CONSERVATION PLAN



EDUCATIONAL CAMPAIGNS

Heavy reliance on partner campaigns and materials

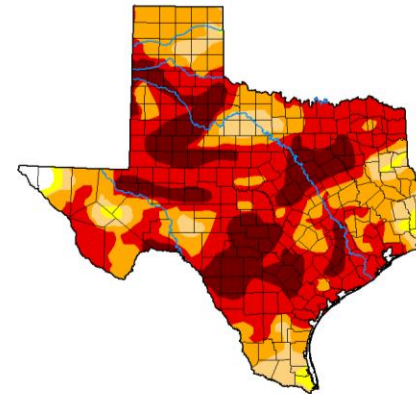


CHALLENGES WHEN COMMUNICATING WITH HOUSTONIANS ABOUT DROUGHT

- Historically less frequent droughts compared to other Texas cities
- Abundant surface water resources vs peak demand issues
- Houston's typically high rainfall

U.S. Drought Monitor
Texas

August 2, 2022
(Released Thursday, Aug. 4, 2022)
Valid 8 a.m. EDT



Intensity:

- None
- D0 Abnormally Dry
- D1 Moderate Drought
- D2 Severe Drought
- D3 Extreme Drought
- D4 Exceptional Drought

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. For more information on the Drought Monitor, go to <https://droughtmonitor.unl.edu/About.aspx>

Author:

Curtis Riganti
National Drought Mitigation Center



droughtmonitor.unl.edu

IMPETUS OF THE GIVE WATER A BREAK CAMPAIGN

Climate projections show:

- Lengthening of summer, with summer beginning earlier and ending later
- Increases in the number of hot days per year (maximum temperature above 100°F). In 2022, Houston's IAH weather monitor reported 22 days with temperatures above 100 degrees.
- Increases in the temperature of the hottest days experienced each year
- Longer multi-day heatwaves

Low vs High Emission Climate Projections:			
	1970-1990	2050	2100
High Temp	99	104 - 106	104 - 109
Days above 100	1 day	12- 23 days	14- 54 days
Nights above 80	.6 nights	20- 50 nights	30- 96 nights
Heat Wave Length	2.5 days	15 - 27 days	19 - 47 days
Annual Rain Fall	Average remains the same, but extremes range from 5 to 100 inches		

Source: Houston Climate Action Plan

GIVE WATER A BREAK.



DROUGHT AWARENESS

DROUGHT: STAGE ONE

Outdoor Watering Schedule

Sun	Mon	Tue	Wed	Thu	Fri	Sat
✓			✓	✓		✓
EVEN			ODD	EVEN		ODD

Based on the last digit of home address

ONLY WATER BETWEEN
7PM 5AM



HOUSTON
PUBLIC WORKS

Voluntary Restrictions in Effect
Visit givewaterabreak.org to Learn More

The graphic features a person in a white t-shirt and jeans, wearing a white space helmet, holding a hose and watering a lawn. A large blue circular graphic with a white arrow indicates the watering window from 7PM to 5AM. The background is orange with white plus and minus signs.

THE CITY OF HOUSTON IS IN A DROUGHT

VIEW CURRENT WATER RESTRICTIONS



The graphic shows a person's legs sticking out of a white bathtub. A faucet is running, and blue water is overflowing from the tub onto a black and white checkered floor. The background is dark blue with a large orange sun and white plus and minus signs.

YOUR YARD ISN'T A SAUNA.

Give Water a Break



HOUSTON
PUBLIC WORKS

HOUSTON IS IN A STAGE ONE DROUGHT
CALL 311 TO REPORT WATER LEAKS | VISIT GIVEWATERABREAK.ORG

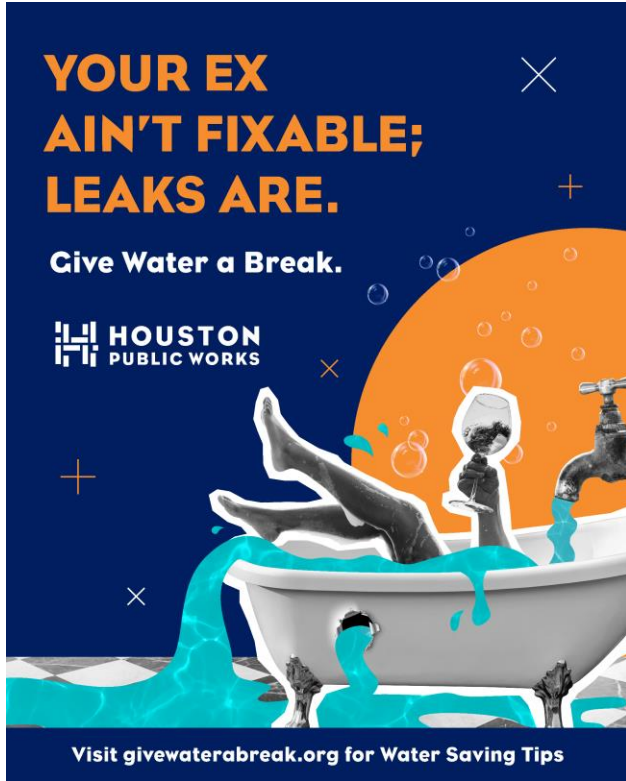
The graphic shows a person in a white bathrobe and a white space helmet sitting in a white lawn chair on a grassy area. In the foreground, there are two white lawn sprinkler heads. The background is a bright yellow sun over a blue sky with white plus and minus signs.

WATER CONSERVATION EDUCATION

**YOUR EX
AIN'T FIXABLE;
LEAKS ARE.**

Give Water a Break.

**HOUSTON
PUBLIC WORKS**



Visit givewaterabreak.org for Water Saving Tips

**YOUR RIDE IS
FRESH ENOUGH.**

Give Water a Break.

**HOUSTON
PUBLIC WORKS**



**SIZE MATTERS:
FULL LOADS ONLY.**

Give Water a Break.

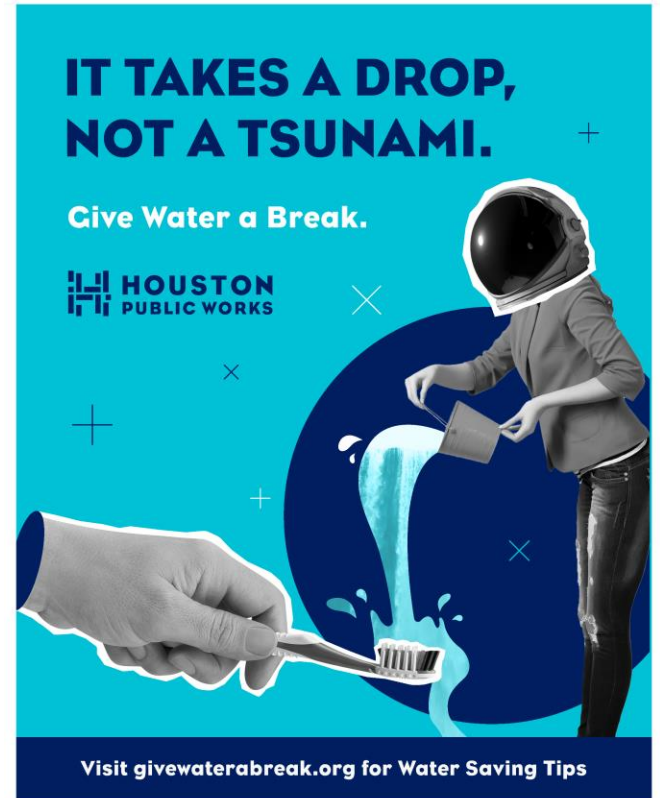
**HOUSTON
PUBLIC WORKS**



**IT TAKES A DROP,
NOT A TSUNAMI.**

Give Water a Break.

**HOUSTON
PUBLIC WORKS**



Visit givewaterabreak.org for Water Saving Tips

INTEGRATING CURRENT CAMPAIGNS

DUMP THE HIGH WATER BILL

Download the Water My Yard App

GET IT ON Google Play | Download on the App Store

Watering Recommendation for:
Thu, Sep 20 | Fri, Sep 22, 2022
View Weather Data

WaterMyYard

Example Watering Recommendation for a Rotor Sprinkler System using an average precipitation rate

- Precipitation Rate: 0.50 in/hr
- 0.37 inches of water needed (0.50 inches effective rainfall)
- 1 watering for 44 minutes

*Effective rainfall to meet the total measured rainfall

Weather Station: Houston
Sponsored by Harris Galveston Subsubstance District

↳Some cities in your area have entered ↳Stage 1↳ of their Drought Contingency Plans ↳↳Check with your local water provider for specific guidelines regarding time of day and day per week watering restrictions in your area.↳↳To avoid wasting water, irrigate no more than twice per week and only as needed.

CONTINUE

HOUSTON PUBLIC WORKS
Give Water a Break

Visit WaterMyYard.org



INTERNAL PILOTING

Campaign shared through:

- Employee newsletters
- Email blasts
- Digital and print signage in office buildings
- Giveaways for the staff
- Presentations



Give Water a Break Campaign

Houston Public Works has just launched the brand new "Give Water A Break" campaign and would like to hear your thoughts! Which graphic do you like the most and why?
Email your response to: WaterConservation@houstonix.gov

Visit www.givewaterabreak.org for more information

Please share the Houston Water Conservation information with your family, friends, and neighbors. Your continuous support helps us be a stronger, more resilient city every day.

CITY OF HOUSTON AND PARTNER PLATFORMS



PUBLICATIONS AND MEDIA

45 UNIVISION HOUSTON Inicio Video Tiempo Política Trabajos Lotería Contigo Más

EL TAMAÑO IMPORTA: SOLO CARGAS COMPLETAS.
Dale un Descanso al Agua.

HOUSTON PUBLIC WORKS

NOTICIAS 45 PRIMERA HORA

"DALE UN DESCANSO AL AGUA EN HOUSTON"

CAMPAÑA DEL PROGRAMA DE CONSERVACIÓN DE LA CIUDAD DE HOUSTON @noticiashouston

EMPRESARIOS Latinos

GRECIA BERRIOS
REALTOR LATINA EN EL TOP 250



City of Houston

El Departamento de Obras Públicas de Houston (Houston Public Works) alienta a la comunidad, las empresas y negocios, a apagar los sistemas de irrigación automáticos para ahorrar agua y dinero este invierno. El césped está inactivo durante el invierno y no necesita riego regular. El Departamento de Obras Públicas de Houston pide que apaguen sus sistemas de riego automáticos hasta el 28 de febrero. Este pequeño paso preparará su césped para la primavera y puede ahorrarle dinero en su factura de agua.

HOUSTON PUBLIC WORKS
Contact: Erin Jones | Public Information Officer
Office: 832-395-2530
Cell: 713-853-6073

NO SOFOQUE SU CÉSPED.
Dale un Descanso al Agua.

HOUSTON PUBLIC WORKS

Solo riegue su césped dos veces por semana o menos.

EMPRESARIOS 2023

ADVERTISING



IN THE COMMUNITY



GIVE WATER A BREAK COLLATERALS MATERIALS



CONSEJOS PARA AHORRAR AGUA AFUERA

- Limite la frecuencia con la que riego su césped.
- Chequee y reporte fugas de agua.
- Revise y repare los rociadores.
- Use un barril de lluvia.
- Conservo agua usando rociadores automáticos.
- Apague los rociadores durante el invierno.
- Use mantillo en su jardín.
- Use plantas nativas.
- Mantenga el agua fuera de las aceras.
- Use lavacoches.
- Use cobertura de piscina.

CONSEJOS PARA AHORRAR AGUA EN CASA

- Chequee y reporte fugas de agua.
- Cierre los grifos cuando no estén en uso.
- Instale electrodomésticos que ahorran agua.
- Tome duchas más cortas.
- Sólo lave cargas completas de ropa y platos.
- Use menos platos cada día.

Visite givewaterabreak.org para obtener más consejos para ahorrar agua y llame al 311 para reportar fugas de agua.





DALE UN DESCANSO AL AGUA.

¡Houston, no son ustedes, es agua!

Es la responsabilidad de nuestra comunidad conservar el agua tomando medidas proactivas para reducir el consumo de agua. Su apoyo continuo ayuda a Houston a ser una ciudad más fuerte y resiliente todos los días.




GIVE WATER A BREAK

Learn More at GiveWateraBreak.org

Houstonians: it's not y'all, it's water! Our community needs to start saving water — so we've gathered some tips to help you.

Outdoor Tips

- Limit watering your lawn
- Check and report water leaks
- Check and fix sprinkler heads
- Use a rain barrel
- Set automatic sprinklers to save
- Turn off sprinklers during winter
- Use mulch in your garden
- Use native plants
- Keep water off sidewalks
- Use car washes
- Use a pool cover

Indoor Tips

- Check and report indoor water leaks
- Turn off faucets when not in use
- Install water-efficient appliances
- Take shorter showers
- Wash only full loads of laundry and dishes
- Use fewer dishes each day

You can help conserve water by sharing this information with your neighbors!

Resources

- Social Media Graphics
- Give Water a Break
- Water My Yard
- Tri-Fold Brochure & Posters
- 5 Second & 30 Second Videos




AVA DIGITAL AWARDS

2023 Platinum winner in the international AVA Digital Awards competition that recognizes excellence by creative professionals responsible for the planning, concept, direction, design and production of digital communication.



HOW YOU CAN HELP

Spread the word:

Share through newsletters, social media, etc.

- [Facebook](#)
- [Twitter](#)
- [YouTube Video](#)

Campaign materials available for download at

GiveWaterABreak.org

Request a community presentation at

WaterConservation@houstontx.gov



Questions?

Thank You!



houstonpublicworks.org



@houpublicworks

Email: laceie.ulrich@houstontx.gov