



GIVE WATER A BREAK CAMPAIGN UPDATE

**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



GIVE WATER A BREAK.



PROJECTIONS

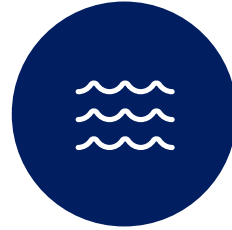
Between 2020 and 2070 Houston will experience



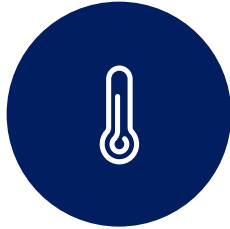
Increase in
Population



Increase in Water
Demand



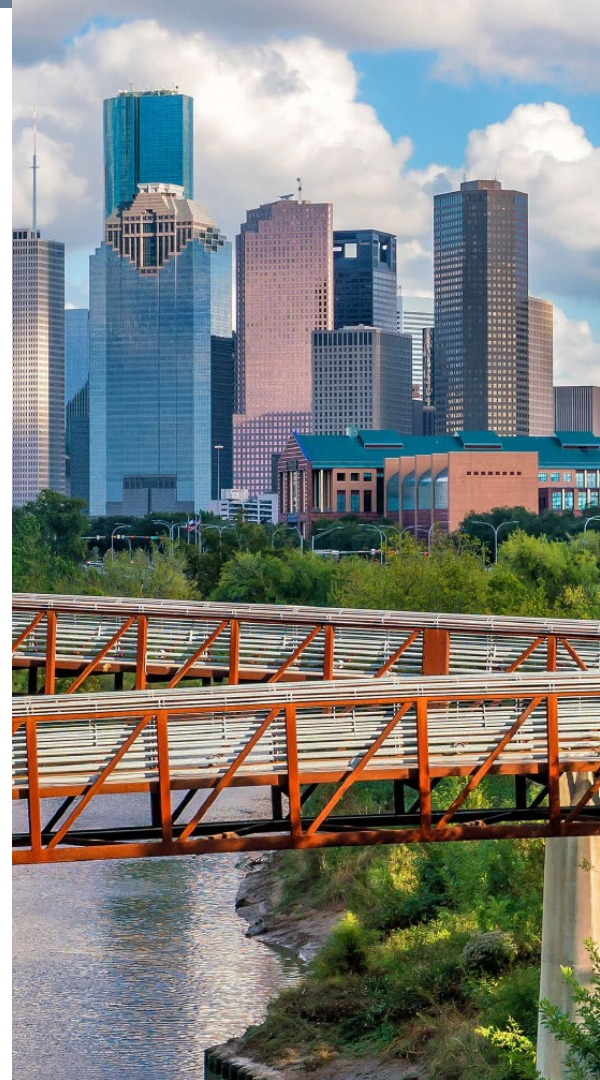
Decrease in Water
Supply



Increased
Temperatures



Ra infa ll Extremes



TEXAS WATER DEVELOPMENT BOARD

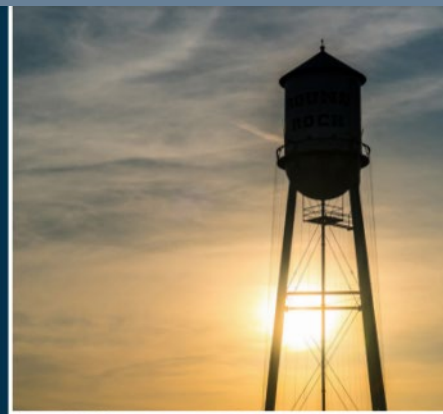
Created by the Texas State Legislature to manage the state's water resources.

The board is charged with providing leadership, planning, financial assistance, information, and education for the conservation and responsible development of water in Texas.



2022
State Water Plan

WATER
FOR
TEXAS



PUBLIC OUTREACH AND EDUCATION BEST MANAGEMENT PRACTICES

According to the Texas Water Development Board, public outreach and education programs

- Can result in short and long-term water savings for municipalities.
- Should be planned and implemented consistently and continually to be effective.
- Should provide information on specific actions and measures customers can take to implement community goals.
- Difficult to quantify. However, by tracking engagement and impressions the utility can quantify how many people were reached and the program's cost-effectiveness.

The screenshot displays the Texas Water Development Board website. The main heading is "Best Management Practices for Municipal Water Providers". Below this, there is a search bar and a list of links. The list includes:

- [Introduction to BMPs for Municipal Water Providers](#)
 - [About BMPs for Municipal Water Providers](#)
- [Conservation Analysis and Planning](#)
 - [Conservation Coordinator](#)
 - [Cost Effective Analysis](#)
 - [Water Survey for Single-Family and Multi-Family Customers](#)
 - [Customer Characterization](#)
- [Financial](#)
 - [Water Conservation Pricing](#)
 - [Wholesale Agency Assistance Programs](#)
- [System Operations](#)
 - [Metering of All New Connections and Retrofit of Existing Connections](#)
 - [Utility Water Audit and Water Loss \(Updated 2020\)](#)
- [Landscaping](#)

On the right side, there is a sidebar with a search bar and a list of categories:

- [Agricultural BMPs](#)
- [Commercial and Institutional BMPs](#)
- [Industrial BMPs](#)
- [Municipal BMPs](#)
- [Wholesale BMPs](#)

Below the sidebar, there is a table with the following categories:

Agriculture
Literature
Resources
Education
Outreach
Municipal

CAMPAIGN OUTREACH AND ADVERTISING RESULTS

- In-Person Outreach Events
- Owned Media
 - Social Media
 - Webpage
 - Customer Account Services
- Paid Advertising
 - Google Ads
 - YouTube Ads
 - Hulu Ads
 - TV Advertising
 - Radio Ads
- Earned Media
 - Hispanic PR



DUMP THE HIGH WATER BILL

Download the **Water My Yard App**

Available on the **Google Play** and **App Store**

Watering Recommendations for [address]

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

HOUSTON PUBLIC WORKS
Give Water a Break

Visit WaterMyYard.org

DROUGHT: STAGE ONE
Outdoor Watering Schedule

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

Based on the last digit of home address

ONLY WATER BETWEEN 7PM - 5AM

HOUSTON PUBLIC WORKS
Give Water a Break

Voluntary Restrictions in Effect
Visit givewaterabreak.org to Learn More

IN-PERSON OUTREACH

Attend and present at:

- Community group meetings
- HOA meetings
- Student events
- Career fairs
- Summer camps
- Scout events
- Environmental education events
- Conferences
- Festivals
- Parades

Timeframe: 1 year (July 2022 - July 2023)

Investment: \$9,760

81 

Outreach Events

58,428 

Total Attendees



SOCIAL MEDIA

Utilizing the Houston Public Works social media channels.

Breakdown of posts:

- Twitter: 98
- Facebook: 62
- Instagram: 7
- TikTok: 2
- Next-door: 1

Run Length: 1 year (July 2022 - July 2023)

Investment: \$0



170 


Total Posts

200,953 

Total Impressions



WEBPAGE

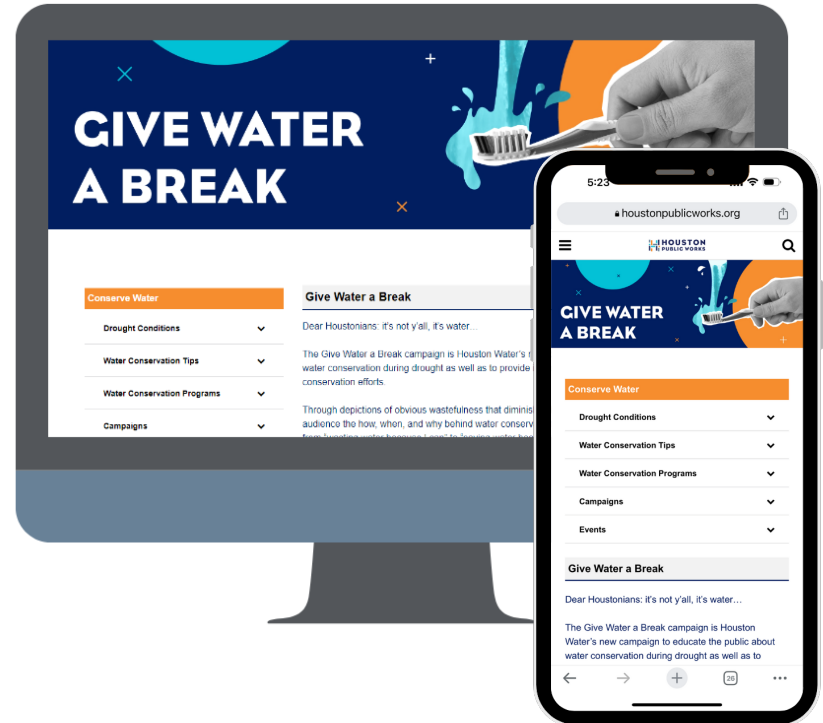
99,592 
Total Webpage Visits

Webpage features downloadable resources and information about:

- The current drought stage
- Water conservation tips
- Outreach events
- Outreach programs
- Other campaigns

Run Length: 1 year (July 2022 - July 2023)

Investment: \$0



CUSTOMER ACCOUNT SERVICES (CAS)

6,130,000
Impressions



Includes:

- On-bill messaging
- Bill inserts
- E-mail blasts


Houston, have you joined the Winter Sprinkler Shut-Off? Turn off your automated sprinkler system from November 1st to February 28th to save water and money!!

With shorter days and colder nights, turfgrass goes dormant during the winter. Dormant grass requires almost no supplemental irrigation since typical winter rainfall patterns are usually more than sufficient for your lawn's needs. Turning off irrigation systems helps conserve water and can help protect the system from damaging winter conditions.

[CLICK HERE](#) to take a short survey and be entered into a contest to win a water-saving prize!!

Investment: \$9,172

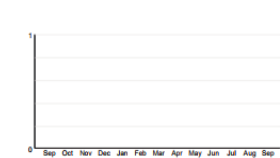
Run Length: 1 year (July 2022 - July 2023)



City of Houston

Utility Bill

www.houstonwater.org

<p>Manage your account online at www.houstonwater.org. Register for eBills, make a payment, and get water saving tips.</p>		<p>Customer Name: Account Number: Service Address: Bill Date: 9/21/2017 Total Amount Due: \$24.12</p>
<p>Billing Period</p> <p>Previous Read Date 8/16/2017 Current Read Date 9/19/2017 Previous Meter Reading 166 Current Meter Reading 166</p>		<p>Summary of Charges</p> <p>Previous Balance \$24.12 Payment - Thank You \$24.12 Adjustments \$0.00 Current Charges \$24.12 Total Amount Due \$24.12</p>
<p>Water Meter Consumption (per 1,000 gal.)</p> 		<p>Total Amount Due</p> <p>Your account will be drafted on 10/12/2017.</p>

* If you have a question about your bill or want to make a payment: 713-371-1400
 * City Leaks and other City Services: 713-837-0311
 * High Bill Inquiry: 832-394-BILL
 * Thank you for your pledge or contribution to the W.A.T.E.R. Fund. check the "\$1 Gift" box below to include an extra dollar with your payment, or visit www.houstonwater.org to make a contribution.

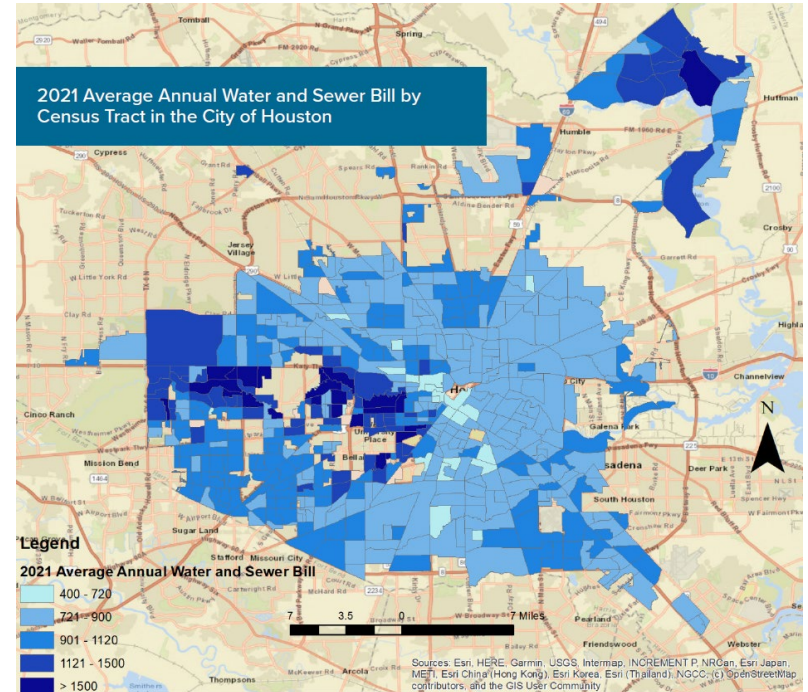
PAID ADVERTISING

Audience: All City of Houston zip codes

Increased advertising focus put on:

- Customers in zip codes with a higher number of “high-water users”
- Customers located in complete communities
- Customers with internet/video searches that indicate the customer has an irrigation system, a leak, a high-water bill, questions about landscaping, etc.

Timing: Advertising was implemented during the summer months when Houston experiences higher water demand due to increased landscaping irrigation.



An Assessment of Water Affordability & Conservation Potential, Houston Texas

GOOGLE ADS

686,320



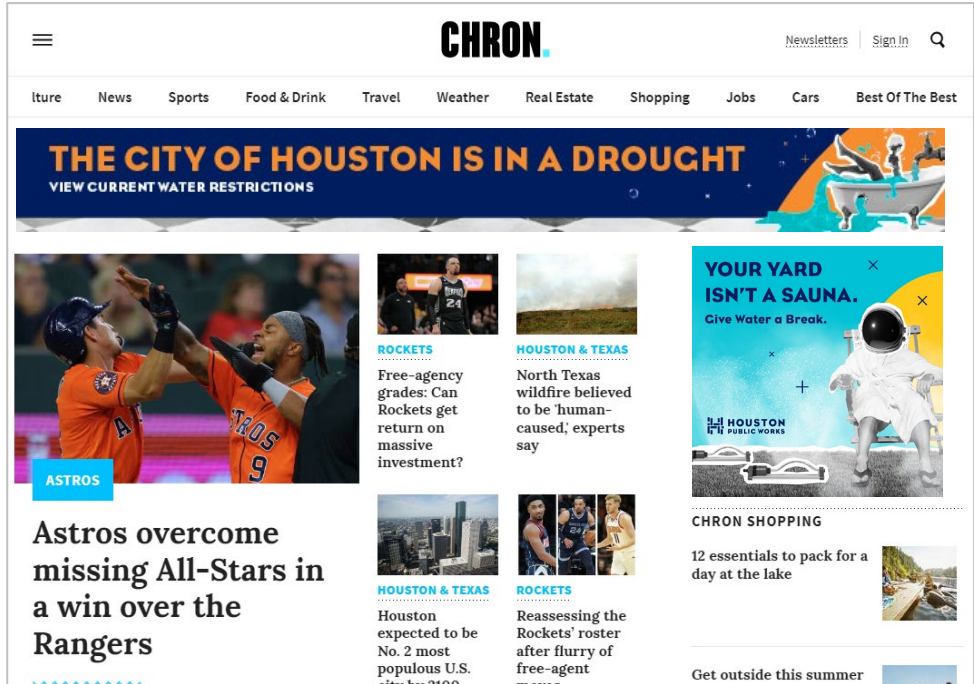
Total Impressions

Clicks: 34,120

Average Cost Per Click: \$0.25

Run length: 13 weeks

Investment: \$8,414

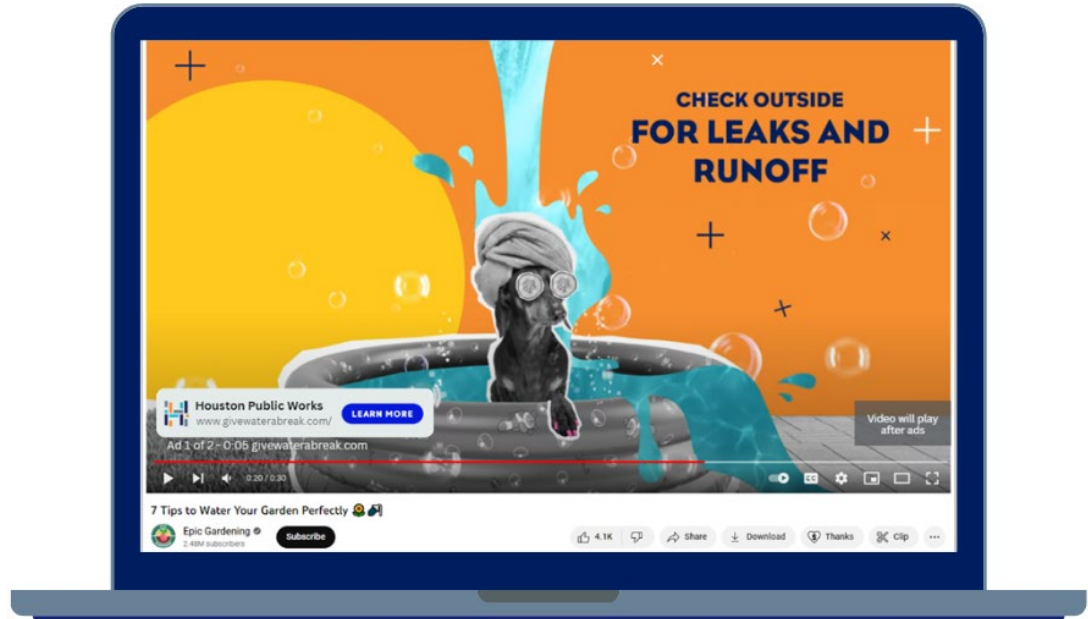


YOUTUBE ADS

843,603 
Total Impressions

Average cost per impression:
\$0.0046

Run length: 8 weeks
Investment: \$ 3,934



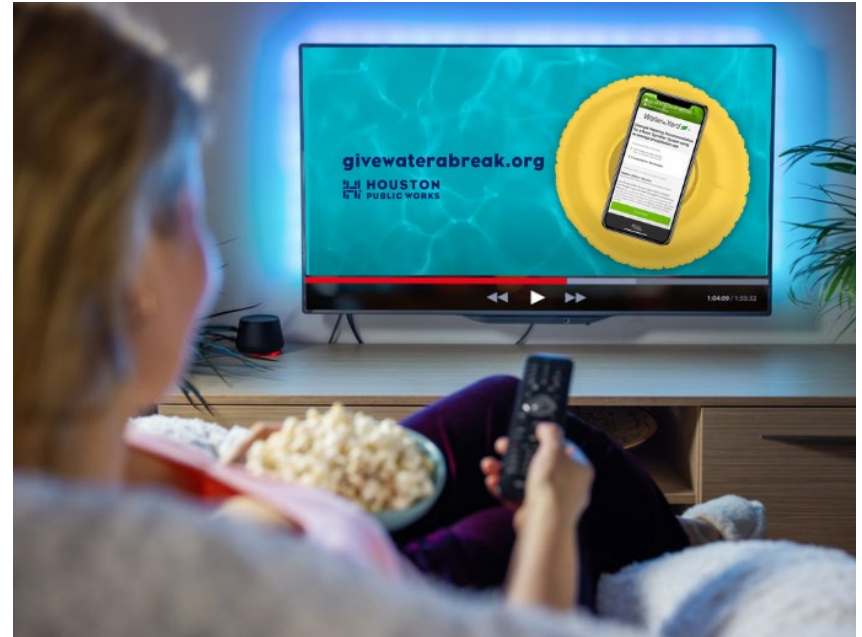
HULU ADVERTISING

179,390 
Total Impressions

Houston Water's first-time utilizing
Hulu advertising

Run length: 3 weeks

Investment: \$3,000



TV ADVERTISING

KTRK ABC Channel 13

- Aired Monday - Sunday 5:00 am to 11:30 pm during news programming

Fox Streaming

- Aired Monday - Friday 12:00 am to 12:00 pm

Run length: 9 weeks

Investment: \$13,410

55 

TV Spots

4,596,616 

Total Impressions



RADIO ADVERTISING

3,026,700 
Total Impressions

Ads read live on the air during traffic and news updates.

Radio stations:

- KHMx Mix 96.5 FM
- KILT-FM 100.3 FM The Bull
- KLOL 101.1 FM Mega
- NPR News 88.7

Run length: 10 weeks

Investment: \$16,810



HISPANIC PR AND MEDIA

Coordination of:

- Interviews with Spanish speaking TV outlets
- Influencer partnerships
- Print stories
- Digital stories
- Radio stories
- Social media outreach

Run Length: 1 year (July 2022 - July 2023)

Investment: \$8,000

42 

Media Spots

2,098,553 

Total Impressions



The screenshot shows a website banner for Univision Houston. The banner features a woman's face on the left and a washing machine on the right. The text on the banner reads: "EL TAMAÑO IMPORTA: SOLO CARGAS COMPLETAS. Dale un Descanso al Agua." Below this, it says "HOUSTON PUBLIC WORKS" and "NOTICIAS 45 PRIMERA HORA". At the bottom, it says "'DALE UN DESCANSO AL AGUA EN HOUSTON'" and "CAMPANA DEL PROGRAMA DE CONSERVACION DE LA CIUDAD DE HOUSTON". The Univision 45 logo is in the bottom right corner.

INVESTMENT SUMMARY

ITEM	INVESTMENT
Campaign development, design and creative <ul style="list-style-type: none">• Including the design of all: videos, graphics, audio, educational materials and events materials.	\$26,232
Paid advertising <ul style="list-style-type: none">• Including: Google, YouTube, TV, Hulu and radio ads.	\$45,568
Hispanic PR and Media	\$8,000
Outreach materials <ul style="list-style-type: none">• Including print services for: educational materials, tent, tablecloth, stickers, magnets, bags, posters, banners, bill inserts, etc.	\$18,932
Total Investment	\$98,732

*Staff hours for management and implementation of the campaign not included.

COST-EFFECTIVENESS AND REACH

According to the Texas Water Development Board

A comprehensive program would range in costs starting at \$0.25 per customer per year, to several dollars per customer, depending on the budget and utility size.

Houston Water customer population: 2,529,611

Total investment per year: \$98,732

Cost per customer per year: \$.039

Total impressions: 17,920,155

Cost per impression: \$.0055



LOOKING FORWARD

In fiscal year 2024, \$50,000 will be invested in continued water conservation and drought education outreach through the Give Water a Break campaign.

Planned spending includes:

- Continued advertising
- Educational materials, videos, and creative covering additional water conservation topics
- Additional translated materials
- Materials geared towards students and children



GALVESTON BAY ESTUARY PROGRAM GRANT

Additionally, Houston Public Works was awarded a \$50,000 grant by the TCEQ through the Galveston Bay Estuary Program specifically for the Give Water a Break campaign.

The grant funds will be available in FY 2024 and will further support campaign advertising and the development of educational materials.



A PROGRAM OF THE TCEQ

Public Participation and Education

Creating public collaboration and partnerships that maximize available resources and energy for bay conservation



Aerial of intertidal marshes in West Galveston Bay.

ment policies and programs related to public involvement over the next 10 years—is identified.

Public Stewardship

Stewardship means protecting and preserving the bay, it is everyone's business because we all benefit from the natural resources the bay provides; the bay is used for recreation and the harvesting of seafood and supports a variety of jobs and other economic endeavors.

Estuary Program partners will create campaigns that unify bay communities and garner support for region-wide action that sustains all uses. The following goals and objectives reflect the highest priorities identified to build public stewardship.

Goal 1: Create a sense of personal ownership and shared responsibility among all cultural components of the community including the public, industry, and government.

- ▼ **Objective A:** Create a broad, compelling Estuary Program campaign message that indicates the estuary's value and illustrates citizens' positive and negative effects on the bay.
- ▼ **Objective B:** Develop and promote programs and events to encourage all cultural components of the community to participate in activities relating to stewardship of the bay.

Public Awareness

There are many sources of information on Galveston Bay and estuary priorities, but a coordinated, efficient system of communication is needed. Additionally, a clear message communicating the connection between individual day-to-day decisions and activities and subsequent effects on environmental quality is essential to encouraging simple changes in individual behavior that may go a long way toward improving and sustaining the natural resources of Galveston Bay.

The Galveston Bay Plan identifies public participation and education as critical elements for long-term successful management of Galveston Bay and its associated habitats and landscapes. Given constraints on funding by government and the private sector alike, an educated and motivated public can offer critical expertise, time, effort, and leadership to conservation efforts. The vast, complex, and diverse nature of residents in a major and fast growing metropolitan area such as the Galveston Bay region presents opportunities and challenges for public participation and education.

The human capital afforded a region of this nature offers ample opportunity to garner and lever volunteers and engage many in conservation activities. Conversely, communicating effectively and relevantly across the region in such a dynamic environment presents considerable challenges.

Public stewardship, public awareness, public education, and partnerships were named as priority issues for the next 10 years. In the following sections, each is characterized and a set of goals and objectives—designed to guide Estuary Program partners, as they plan, fund, and imple-

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.



Questions?

Thank You!



houstonpublicworks.org



@houpublicworks