

Citizens Water Conservation Implementation Task Force

Regular Meeting

Minutes

Monday, May 19, 2008
625 E 10th Street, Room 104

Jennifer Walker called the meeting to order at 5:45 pm. Members in attendance: Susan Butler, Margot Clarke, Richard Hatfield, Norman Johns, Jody McDaniel, Nora Mullarkey, Rusty Osborne, and Jennifer Walker.

- I. Approval of minutes from the April 28th meeting.
 - a. Jody McDaniel made a motion to approve the April 28th minutes with one change to delete Susan Roth's name and change it to Susan Butler in the attendance section. Norman Johns seconded the motion. The minutes were unanimously approved by all attending Task Force members.

- II. Citizen Communication
 - a. No citizen communications were given at the April meeting.

- III. Update on marketing efforts from Austin Water Utility (AWU) Public Affairs and Marketing Manager Kevin Buchman and EnviroMedia Social Marketing
 - a. EnviroMedia staff members, Ted Burton and Trey Pike presented an overview of the Water IQ campaign as well as the specific efforts the City of Austin will pursue this summer. The presentation illustrated some of the print material, billboard language, radio advertisements, and potential television advertisements. Task Force members were also provided with handouts showing the location of the billboards as well as the timeline for some of the marketing efforts.
 - b. Sonja Stefaniw, Water Conservation Division Manager, presented to the Task Force on what money has so far been allocated for specific marketing efforts.
 - c. Susan Butler recommended that EnviroMedia and the Water Conservation Division should look into changing the current wording on some of the radio announcements from saying, "you should water once to twice a week" to something that includes a statement saying, "if your yard needs watering, water once to twice a week only."

- IV. Update and possible recommendation on the Citizens Water Conservation Implementation Task Force's Irrigation Subcommittee recommendations

- a. Gene Reagan reported on the meeting with the Building Inspections Division Manager, Dan McNabb, about the plumbing inspection process for new irrigation system installations. Gene expressed his concern about inspectors not adequately checking the dynamic water pressure of irrigation systems resulting in potential water waste and the possibility of changing the irrigation checklist to focus somewhat on pressure. Some training and equipment would be needed to accomplish this however.
 - b. Gene Reagan asked that the Task Force come back at a follow-up meeting to discuss the weather based controller recommendation agenda item. This requirement would be for new commercial irrigation system installations and was put into the Uniform Plumbing Code in December; however, the rules have yet to be finalized.
- V. Municipal Water Management Concept presentation from Dan Keelan
- a. Dan Keelan presented on a potential water management concept that would focus on reducing peak day water use for the City of Austin.
- VI. Discussion of landscape rebate opportunities from AWU staff member Amanda Dewees
- a. Postponed until a future meeting date.

A follow up meeting was scheduled for June 2nd at 5:30 pm in the Waller Creek Center, Room 104 to address the weather-based controller approval process.

The meeting was adjourned at 7:57 pm.