



# Water IQ Public Awareness for Water Conservation

The Texas Water Development Board's (TWDB) 2017 State Water Plan shows that water conservation and reuse are expected to produce nearly 45 percent of new water supplies for the future; the TWDB's Water IQ program can help the state achieve this goal. To secure additional water supplies, Texans will need to employ a wide variety of strategies, one such strategy being smart about the water we are already using.

Water IQ is a public awareness program that educates Texans about the importance of water conservation. Research shows that the more Texans understand where their water comes from, the more likely they are to take an active role in conserving it. As Texans conserve our state's water resources, they help ensure that the state has enough water now and in the future.

## What resources are available?

Knowledge about where water comes from is an important component of conservation. The Water IQ website, [www.WaterIQ.org](http://www.WaterIQ.org), provides a link to the TWDB's [Regional Water Planning Data Web Interface](#) through which users can identify sources of drinking water, supplies for the future, and daily usage (gallons per capita per day).

Water IQ also enables Texans to learn more about water conservation efforts throughout the state. Information about local water providers' and organizations' water conservation efforts is available through a ZIP code search on the Water IQ homepage.

Water IQ uses an easy-to-identify brand and hosts a variety of materials. Brochures and other educational content featuring tips and information on home (indoor and outdoor) water conservation, as well as agricultural and industrial conservation, are available. These [publications](#) are free in limited quantities, and additional copies may be ordered for a nominal fee.

In addition, "Developing a Water Conservation Public Awareness Program: A Guide for Utilities" is a resource to help utilities develop and implement an effective outreach program through the use of mass media.

## Who can join Water IQ?

Water suppliers, utilities, cities, state agencies, 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 sharing their website addresses with the TWDB for inclusion in the water supplier and organization ZIP code finder.

By joining the Water IQ program and taking an active role in conservation, utilities and communities help deliver a clear, unified water conservation message to the state and 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. 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.

To obtain more information or find out how you can use Water IQ in your local area, please visit [www.WaterIQ.org](http://www.WaterIQ.org) or contact TWDB conservation staff at (512) 463-7955 or [wateriq@twdb.texas.gov](mailto:wateriq@twdb.texas.gov).

