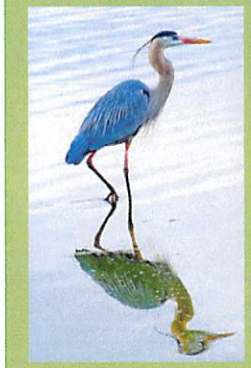
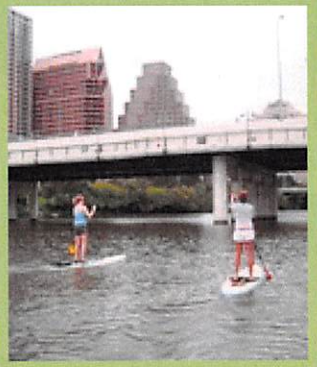
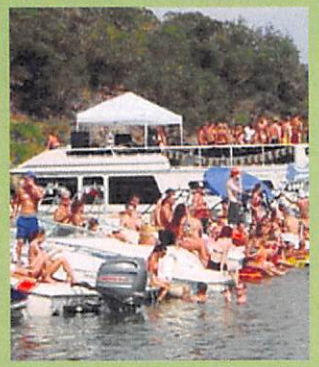
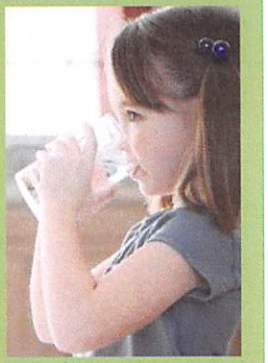



COLORADO RIVER ALLIANCE

COLORADO RIVER ALLIANCE
one
minute
53,000
gallons

Only 10% of respondents correctly named the Texas Colorado River as their source

COLORADO RIVER ALLIANCE

Austin WATER

Austin Independent School District

impact AUSTIN

INSTITUTE of Museum and Library SERVICES

TEXAS PIONEER FOUNDATION

Texas Water Development Board

SAMSUNG

FORESTAR

3M

LCRA ENERGY • WATER • COMMUNITY SERVICES

BURDINE JOHNSON FOUNDATION

SHIELD-AYRES FOUNDATION

APPLIED MATERIALS

CH2MHILL

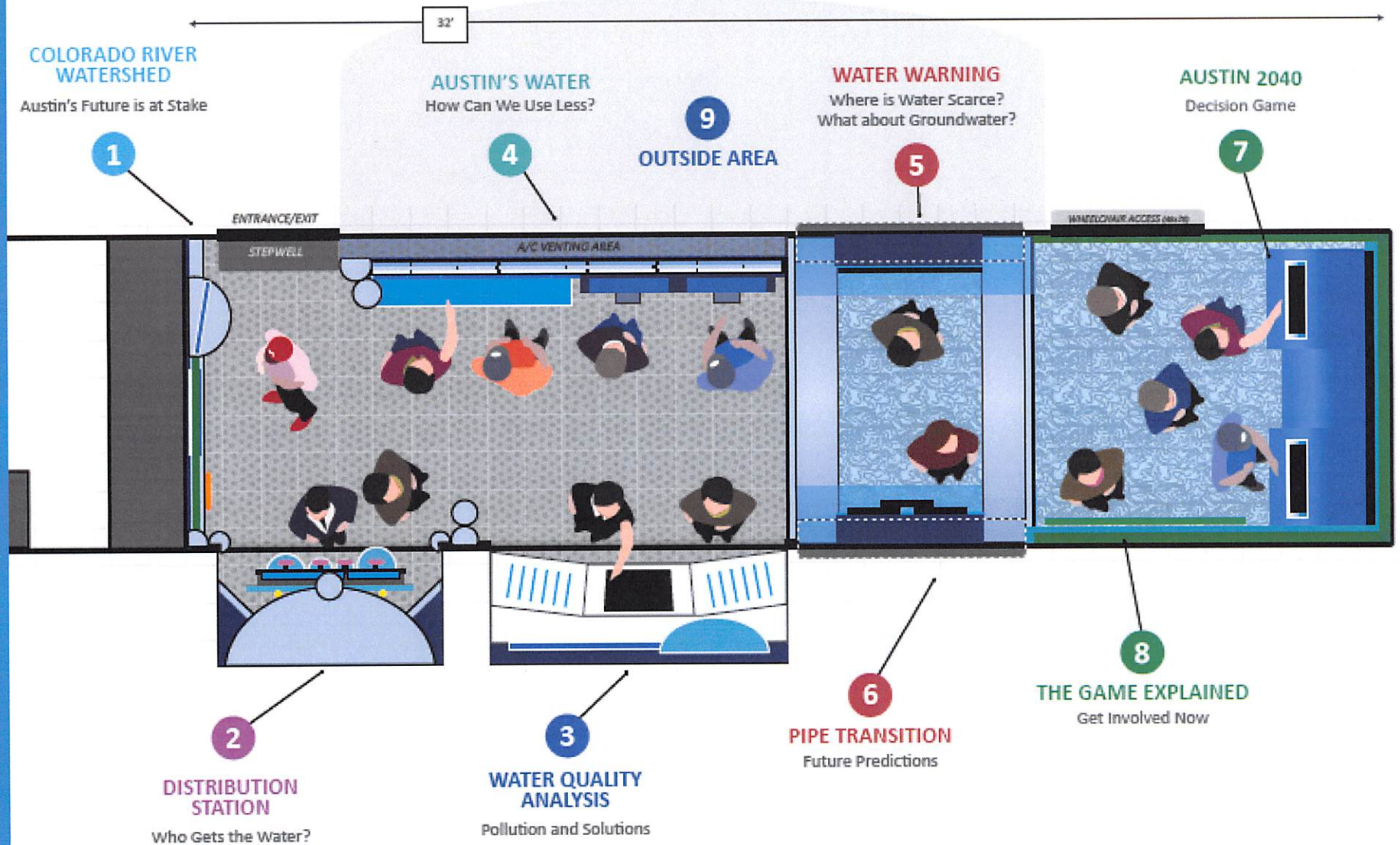
ATKINS

SAVE OUR RIVER.
SAVE OUR FUTURE.
TEXAS
COLORADO
RIVER
ROLLING EXHIBIT

POLLUTIONS AND SOLU

COLORADO RIVER
WATERSHED
LIFE LINE

BIRD'S EYE VIEW



MOBILE RIVER GOALS & OBJECTIVES

MEETING PARTNER GOALS

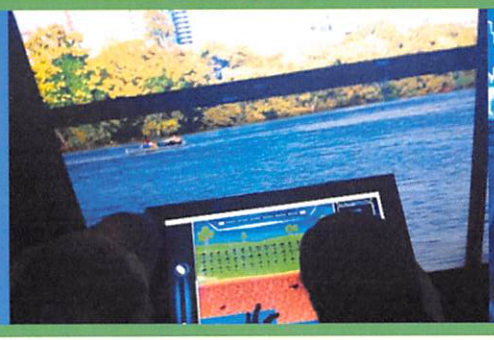
Austin WATER

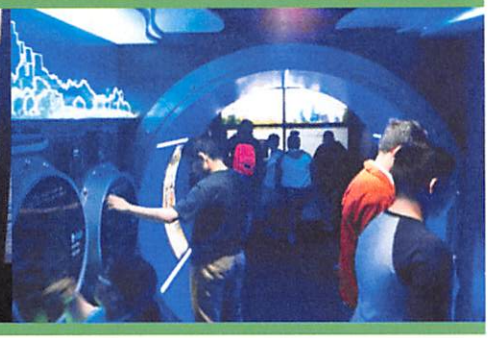
- Reach customer base
- Deliver water conservation message

Austin Independent School District

- Reach a target audience – middle school students
- Ensure program is TEKS-aligned & teacher-friendly
- Overcome logistical burdens of schools & educators

TEXAS COLORADO RIVER ROLLING EXHIBIT





MOBILE RIVER GOALS & OBJECTIVES

SHORT TERM OUTCOMES

- 90% of students increase water conservation & water quality knowledge
- 85% of students increase water conserving practices
- 80% of students show increase in interest in STEM professions
- 600 million gallons of water conserved each year

LONG TERM OUTCOMES

- A workforce of professionals in STEM fields who are highly knowledgeable of water quality & water conservation needs for a sustainable water supply
- A healthier Colorado River watershed
- Reduction in water use within the Colorado River watershed

TEXAS COLORADO RIVER ROLLING EXHIBIT

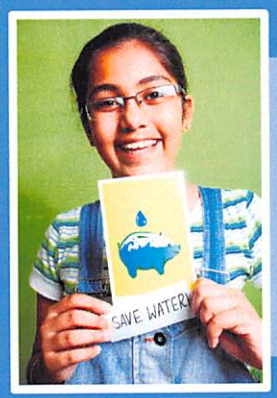
THREE PART PROGRAM

Classroom Learning

- Five days of corresponding curriculum with interactive models
- Teacher training for all AISD science teachers
- Support from Alliance staff, interns & volunteers

Field Learning

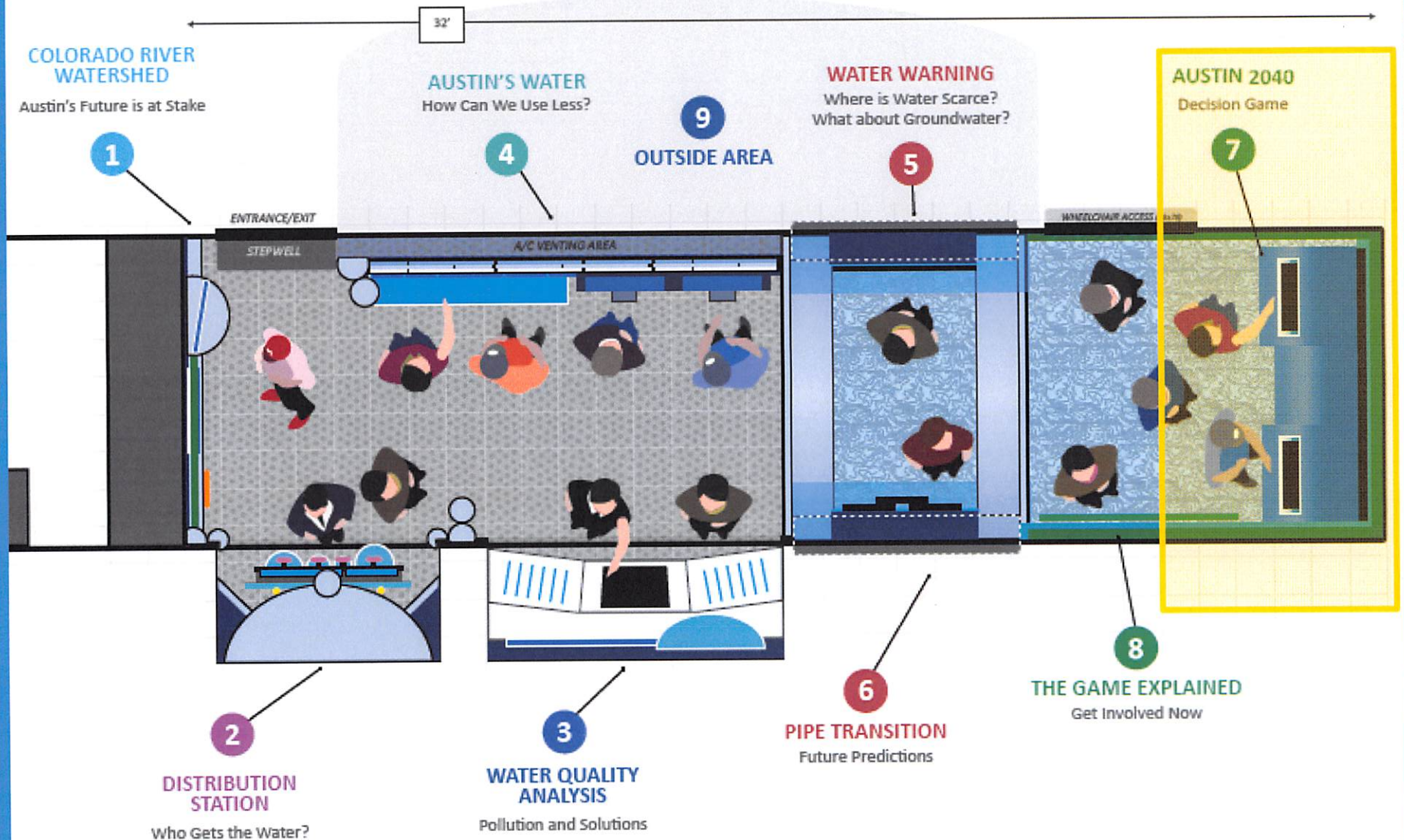
- Mobile River on campus for 3-5 days
- Groups of 15 cycle through for 30-45 minutes
- Alliance staff & interns take learning deeper



Service Learning

- At home & in school extensions like school & home water audits
- Additional activities online – including computer game

BIRD'S EYE VIEW



TEXAS 2040

Brought to you by

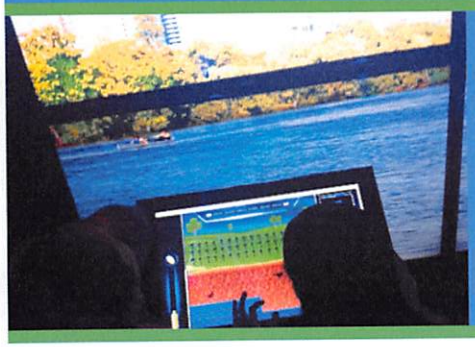
Texas Water Development Board

GAME V1 – Inside the Mobile River

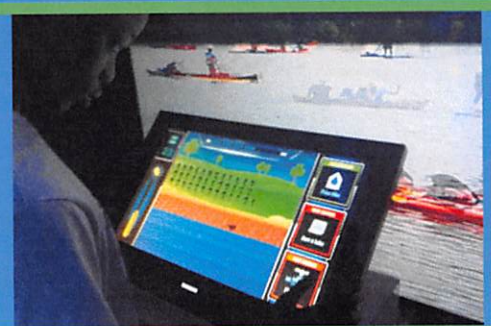
- Target Audience: Central Texas middle school students & Colorado River Basin residents, ages 10-18
- Annual Reach: 10,000 central Texans
- Shorter game, students encouraged to go online for extension activities

GAME V2 - Online

- Target Audience: Texans, ages 10-18
- Annual Reach: 5,000+
- Game Play + "learn more", extension activities & water IQ quiz



TEXAS COLORADO RIVER ROLLING EXHIBIT



TEXAS 2040

Can YOU make it to 2040?

- Time ticks on, the population grows and water supplies diminish
- You must act fast to balance supply & demand and ensure a healthy, flowing river in 2040!

TEXAS 2040

Can YOU make it to 2040?

- Middle schooler-approved text talk
- Implement solutions...if you can afford to

TEXAS 2040

Can YOU make it to 2040?

TEXAS COLORADO RIVER ROLLING EXHIBIT

2013
Partners Identified
Goal & Objective Setting
Concept Selected

Design Firm Selected
Conceptual Design Complete
Spring 2014

Summer 2014
Exhibit Scripting developed
Video Production
Computer Game I Design Finalized

Fall/Winter 2014/15
Final Exhibit Designs
Fabrication
Installation

Spring 2015
Program Pilot Launch:
- School Program – 600+ students
- Community Program – 200+ community members

Summer 2015
- Computer Game II
- Community Program – 500+ community members

School Year 2015-16
Programs fully Launch:
- School Program – 8,000+ students
- Community Program – 2,000+ community members
- Computer Game – 2,000+

LET'S EXPLORE!

TOURS TODAY TILL 4 PM

- Head outside to Congress Avenue for a tour!

STAY TUNED

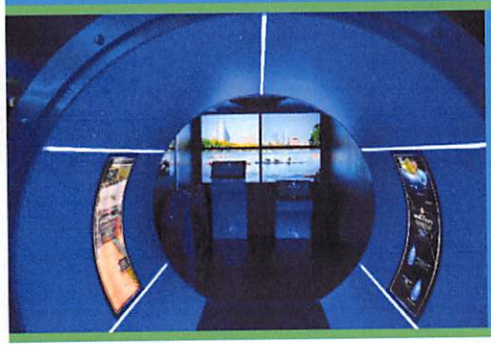
- Mobile River at community events this summer
- Texas 2040 will be online this fall
- Visit coloradoriver.org to follow our progress & learn more!

TEXAS COLORADO RIVER
ROLLING EXHIBIT

THANK YOU

Texas Water Development Board

For making the Mobile River & Texas 2040 a reality!



TEXAS COLORADO RIVER ROLLING EXHIBIT