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AGENDA ITEM MEMO

BOARD MEETING DATE: December 16, 2025

TO: Board Members

THROUGH: Bryan McMath, Executive Administrator
Ashley Harden, General Counsel
Georgia Sanchez, Chief Financial Officer

FROM: Kaci Woodrome, Interim Chief Communications Officer

SUBJECT: Statewide Water Awareness Campaign Contract Extension

ACTION REQUESTED

Consider authorizing the Executive Administrator to extend the Statewide Water Awareness Campaign grant contract with the Texas Water Foundation from January 15, 2026, to February 1, 2026.

BACKGROUND

In 2023, the 88th Texas Legislature passed Senate Bill (SB) 28 and Senate Joint Resolution (SJR) 75 providing for the creation of the Texas Water Fund, a special fund in the state treasury outside the general revenue fund to be administered by the Texas Water Development Board (TWDB). In addition, SB 30 authorized a one-time, \$1 billion supplemental appropriation of general revenue to the Texas Water Fund, contingent on enactment of SB 28 and approval of SJR 75 by voters. Proposition 6 (the proposition for SJR 75), creating the Texas Water Fund to assist in financing water projects in Texas, passed in November 2023.

SB 28 directs the TWDB to develop and implement a statewide water public awareness program to educate residents about water. The program must take into account the difference in water needs of various geographic regions of the state and complement and support existing local and regional water education or awareness programs. The Texas Water Fund may be used to transfer money to the statewide water public awareness account that will direct funds toward a statewide public awareness program.

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Leading the state's efforts
in ensuring a secure
water future for Texas

L'Oreal Stepney, P.E., Chairwoman | W. Brady Franks, Board Member | Ashley Morgan, Board Member
Bryan McMath, Executive Administrator

KEY ISSUES

In October 2024, the Board approved the selection of the Texas Water Foundation as recipient of the Statewide Water Awareness Campaign grant and in December 2024 authorized the execution of a contract with the Foundation.

Per the RFA, and as outlined in greater detail in the contract, the Texas Water Foundation is responsible for completing the following tasks under TWDB oversight:

- Develop awareness goals and associated behavioral changes sought
- Develop potential campaign messages and strategies based on goals and research
- Develop and manage implementation of strategic plans, timelines, media plans and placements, and creative assets
- Manage the procurement of and/or partnership with any subcontractors and other campaign partners
- Identify metrics for measurement and set and monitor measurable, time-based goals to demonstrate success and impact of the campaign
- Make future adjustments to the campaign, with TWDB input
- Submit contractually agreed-upon deliverables

Work completed on the campaign development in 2025:

- Conducted in-depth research and gathered statewide insights to shape the creative direction of the new campaign.
- Identified the campaign goal and strategies, audience actions, and key performance indicators.
- Developed a creative brief and presented initial concepts to the TWDB.
- Completed testing and validation of creative concepts to inform the next creative phase.

The extension to February 1, 2026, is needed to allow more time to negotiate terms related to the first one-year renewal period permitted by the contract.

RECOMMENDATION

The Executive Administrator recommends the Board authorize an extension of the grant contract with the Texas Water Foundation to expire on February 1, 2026, instead of January 15, 2026, related to the development and implementation of a statewide water public awareness campaign.