

Memorandum



CITY OF DALLAS

DATE June 21, 2019

TO Honorable Mayor and Members of City Council

SUBJECT **Regional Public Awareness Campaign Memorandum of Understanding with Tarrant Regional Water District**

This memorandum provides information regarding upcoming Agenda, Item #35, on June 26, 2019, authorizing a revision of the memorandum of understanding (MOU) between the City of Dallas (City) and the Tarrant Regional Water District (TRWD). The revision will allow the City to continue to cooperatively participate in a successful regional public awareness campaign encouraging efficient water use and reducing water demand in our region. A public awareness campaign is an integral part the City's Water Conservation Plan (adopted by Resolution No. 19-0607) and the Water Conservation Five-Year Work Plan (adopted by Resolution No. 16-0997).

In addition to public awareness, the adopted plans include a range of strategies classed as water system improvements, ordinance changes, or continued customer engagement. When successfully implemented, water conservation strategies benefit the City and its water rate payers in several ways, including:

1. Reducing overall water consumption, thereby delaying the need to develop expensive new water supplies and extending the life of existing water supplies and infrastructure; and
2. Reducing peak water demands and base capacity of the water system, resulting in lowering capital and operating costs of the existing water system.

Authorizing the revision to the MOU extends a successful partnership between the City and TRWD that provides for greater outreach value through regional coordination. In 2009, Dallas and TRWD began working together on the development and funding of a regional campaign. This regional campaign launches annually in the summer, as the peak irrigation season begins. Since its inception, the regional campaign has resulted in financial savings at half the cost, double the exposure, and consistent messaging across the metroplex. Over the last ten years, the City and TRWD have each saved a total of \$1.3 million in creative production costs and gained advertising exposure worth \$6.75 million.

Upon the execution of this MOU and for the purposes of funding the Water Conservation Public Awareness Campaign, TRWD shall contribute an amount not to exceed \$670,000 and the City of Dallas will contribute an amount not to exceed \$670,000 on an annual basis and subject to annual appropriations. The combined annual budget will cover all costs necessary for the regional campaign.

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In revising and extending this MOU, Dallas and TRWD will also be pooling their regional media buy dollars for the first time. In prior years, DWU and TRWD coordinated their media buys separately. Pooling the regional media buy is important because a shared media buyer can negotiate better rates and value for the combined regional media buy. The City's local media buy (Dallas community papers, DART, etc.) will remain unchanged and unpooled.

Please contact EQS Water Conservation Manager Holly Holt-Torres (214-243-1175) or EQS Director James McGuire (214-670-1642) if you have any questions.



James McGuire
Director, Environmental Quality &
Sustainability



Terry Lowery
Director, Dallas Water Utilities

cc: T.C. Broadnax, City Manager
Chris Caso, City Attorney (Interim)
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
Michael Mendoza, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
Laila Aleqresh, Chief Innovation Officer
Liz Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors