



Texas Water Smart

Newsletter Vol. 1

2014 has been a busy year for the Texas Water Smart Coalition. Through media campaigns, participation in special events, and partnerships with new coalition members, Texas Water Smart has helped spread the word about why and how to conserve. Read more about the ways Texas Water Smart is leading to water savings....

Texas Water Smart in the News

Texas Water Smart (TWS) has been hard at work this spring spreading the word about the ways home, and business, owners can save money, time, and water in their gardens and landscapes.

In April, TWS launched its spring media tour with Agriculture Commissioner Todd Staples. This year, TWS partnered with Texas Tech for a media event in Lubbock and with Mayor Harpole in Amarillo. The Amarillo Globe News, NBC and CBS covered the press event in Amarillo, and in Lubbock, ABC, NBC, CBS and the Lubbock Avalanche Journal covered the press events, helping ensure people of the Panhandle heard the message and call to be Texas Water Smart.

TWS also partnered with Commissioner Staples, Frisco Mayor Maher Maso and the North Texas Municipal Water District for a press event in the Metroplex, which was covered by The Dallas Morning News and local TV stations. Their message: while the Metroplex has seen rain over the past few months, water resources remain stressed and conservation should remain centerstage.

Additional media tours are planned throughout the summer, as TWS is exploring press events in Central, South and East Texas, so keep an eye out for TWS events near your city. Send your interest in participating in the press events to Kelley Faulk, TXWaterSmart660@gmail.com.

Smart Partners

TWS is partnering with state agencies and private businesses to find innovative ways to educate Texans about how to conserve. Recently, TWS partnered with the Texas Department of Agriculture at Earth Day Dallas and with the Texas Commission on Environmental Quality to participate in the TCEQ Environmental Expo and Fair in Austin. Both conferences are major events that draw large crowds and diverse audiences.

The next time you are at your local Kroger, listen for Texas Water Smart tips to be broadcast over the intercom. And, on your daily commute, you may notice electronic billboards spelling out a water-saving tip courtesy of coalition partner and sponsor Clear Channel.

Neil Sperry has joined the TWS team. Neil is known across the state as a leading expert on lawns and gardens. He publishes "Gardens" magazine and hosts a Saturday morning radio broadcast in the Dallas-Fort Worth area. Neil has filmed videos and radio ads for Texas Water Smart that focus on simple ways home owners can conserve water while growing a healthy landscape.

Texas Water Smart coalition members are coordinating resources to effectively deliver the conservation message. If you or your business believe in the importance of making sure we have access to the water our businesses, homeowners and economy need, contact Texas Water Smart to explore partnership opportunities.

Thanks to our featured Texas Water Smart sponsors!



Let Us Hear from You

TWS values the input of its coalition members and seeks ways to continually improve the delivery of the conservation measures. Please feel free to contact us with questions, recommendations, and ways we can support conservation efforts in your region of the state.

We also love to spotlight the education and conservation efforts of coalition members. Please let us know how you are encouraging Texans to be water smart so we can share them with our membership.

Help Texas Conserve

We all have a role to play in conserving water. As always, we ask you to share the following tips with your family, co-workers, community groups, social circles... anyone with whom you come in contact.



Remember to water in the morning or evening when temperatures are cooler to minimize evaporation.



Some areas in Texas have been getting some rainfall. If you are in one of these areas, shut off your sprinkler system after it rains.



Use a layer of mulch when you're planting to minimize evaporation.



Only water when plants look like they need it. Most plants die from overwatering, not underwatering.



Use watering cans instead of a hose to water patio plants.

Contact

To contact Texas Water Smart, email Kelley Faulk at TXWaterSmart660@gmail.com or call at 936-569-4487.

About Texas Water Smart

Texas Water Smart was founded in 2012 in response to the severe drought conditions impacting the state and the potential of outdoor watering bans. Recognizing the negative impacts watering bans can have on property owners, job creation and future economic activity, TWS offers local governments, businesses and homeowners easy-to-do conservation techniques that will save time, money and water.

Find out more about TWS @ www.TexasWaterSmart.com.

