

Water Conservation Education and Outreach Plan Development Workshop

AGENDA

NCTCOG, 616 Six Flags Drive, Arlington TX 76011

Regional Forum Room

February 11th, 2016, 9:00 a.m. – 12:00 p.m.

9:00 a.m. – 9:05 a.m.

Welcome and Introductions

North Central Texas Council of Governments

9:05 a.m. – 9:35 a.m.

Water Wise Landscape Tours

City of Plano will discuss their Water Wise program and how it was adapted to fit their entity's needs

Abby Owens, Sustainability & Environmental Education
City of Plano

9:35 a.m. – 10:05 a.m.

Rebate/Incentive Program

City of Allen will discuss their incentive/rebate program and determining what programs work for an area

Gail Donaldson, Water Conservation Manager
City of Allen

10:05 a.m. – 10:15 a.m.

Break

10:15 a.m. – 10:45 a.m.

Analysis on Education/Outreach Events

City of McKinney will discuss data analysis of education and outreach events over the last 2 years

Martha Cavazos-Fipps, Environmental Education Coordinator
City of McKinney

10:45 a.m. – 11:00 a.m.

Water You Doing Road Trip

An overview of the new and unique educational platform for conducting education utilizing social media to promote water conservation awareness

Clint Wolfe, Program Manager
Texas A&M AgriLife Research

11:00 a.m. – 12:00 p.m.

Peer Exchange Panel Discussion

Panelists will discuss challenges and opportunities when developing an outreach and education plan.

Donna Starling, Water Programs Manager, City of Irving
Christi Upton, Environmental Coordinator, City of Southlake
Joyce Warren, Water Resources Manager, City of Frisco
Lorrie Reeves, Water Resources Management Specialist, City of Carrollton
Clint Wolfe, Program Manager, Texas A&M AgriLife Research

Topics include:

Developing Goals for Public Awareness
Framing Your Message
Ways to Reach Your Audience
Addressing Concerns
Measuring Results

12:00 p.m.

Closing Remarks and Evaluations

North Central Texas Council of Governments

Please contact Rachel Evans at (817) 695-9223 or REvans@nctcog.org with any questions or comments