



MEMO

TO: Board of Directors
FROM: Jenna Covington, Executive Director
DATE: March 20, 2026
SUBJECT: March 26, 2026 Board Meeting

Welcome to Spring! As green sprouts start to return to the neighborhoods, we kick our conservation efforts into high gear. We are highlighting our Water is Awesome initiative in this memo, and Alex Johnson will present a more in-depth discussion at the Board meeting on our current water conservation strategies.

Strategic Initiative Highlight – 3.1 – Amplify Impact of Water is Awesome Regional Campaign

The Water is Awesome campaign is a joint effort between three regional water providers—NTMWD, Dallas Water Utilities, and Tarrant Regional Water District—to raise public awareness about the need to conserve water in North Texas, with a focus on reducing outdoor water use. The media buy for this campaign uses both traditional and digital channels to reach North Texas residents with conservation messaging during the summer months, when outdoor water use is highest. To better understand residents’ behaviors and attitudes about water conservation and amplify the impact of this campaign and other conservation messaging, NTMWD hired a consultant to conduct public opinion research and subsequent focus groups in 2024. As part of this work, the Communications team established a workgroup of Member City and Customer communicators and educators to participate in the effort.

The findings of this research indicated that residents consistently ranked water scarcity and water quality concerns below other issues, such as traffic, population growth, and economic development. Sixty-seven percent of residents surveyed had not seen or heard information about water use in the past year, but of those who had, the majority heard about it from their city or utility.

Based on this research, the District’s Communications Department has partnered more closely with Member City and Customer stakeholders to ensure Water is Awesome campaign assets can be more easily used by cities and utilities. The District saw greater use of these campaign assets in 2025. The assets featuring neighborhood wildlife and humor were particularly effective.

The public opinion research has also informed other efforts, including conservation programming. A key finding from the survey was that residents residing in neighborhoods with Homeowners Associations were more likely to make changes that would reduce their water use. As an outcome of this survey, the District has been increasing outreach and pilot programming focused on reducing water use in neighborhoods with HOAs.

Moving forward, the Communications team is planning additional public research to specifically gauge the impact of the Water is Awesome campaign on behalf of all three water providers. In addition, the District Communications team will partner with selected cities and utilities in 2026 to test more localized conservation messaging.

Member City Visits

Every spring, we schedule our annual visits with the leadership of our Member Cities. These meetings have become essential touchpoints with our cities and offer a chance to receive valuable feedback on significant issues facing the District and their communities. This year's topics include:

- Partnership
 - Celebrating the 75th Anniversary of NTMWD
 - Conservation Visioning
 - Significant Developments and Redevelopments
- Service
 - Long Range Water
 - Water, Wastewater and Solid Waste Projects (relevant to each city)
- Stewardship
 - Stewardship Focus in Budgeting
 - New Additional Delivery Point Policy (tentative)
 - Adoption of the Updated Customer Contract Template

Currently, most of these visits are scheduled for April. We are still awaiting responses from a few cities.

- 3/27 at 9:30 AM – Rockwall
- 3/27 at 11:00 AM – Royse City
- 4/16 at 2:00 PM – McKinney
- 4/16 at 3:30 AM – Allen
- 4/17 at 2:00 PM – Plano
- 1/17 at 3:30 PM – Frisco
- 4/21 at 9:30 AM – Farmersville
- 4/27 at 11:00 AM – Mesquite
- 4/27 at 1:30 PM – Garland
- TBA – Forney
- TBA – Princeton
- TBA – Richardson
- TBA – Wylie

While not required, these visits are great opportunities for Directors to engage with their appointing cities and offer insight from the Board's perspective.