

AGENDA



Wednesday, June 18, 2008

**Austin Water Utility
RECOMMENDATION FOR COUNCIL ACTION****Item No. 5**

Subject: Authorize negotiation and execution of a one year Interlocal Agreement with two 12 month extensions for a potential total term of 3 years, between the City of Austin (COA) and the Lower Colorado River Authority (LCRA) to promote the Water IQ water conservation awareness campaign in an amount not to exceed \$200,000 for the initial 12 months, \$225,000 for the first extension, and \$250,000 for the second extension for a total amount not to exceed \$675,000.

Amount and Source of Funding: Funding in the amount of \$200,000 is available in the Fiscal Year 2007-2008 Operating Budget of the Austin Water Utility. Funding for remaining 24 months of the contract period and extension options are contingent upon available funding in future budgets.

Fiscal Note: A fiscal note is not required.

For More Information: Sonja Stefaniw, 974-3901; Denise Avery, 972-0104

Boards and Commission Action: Scheduled for review by the Water and Wastewater Commission on June 18, 2008.

Prior Council Action: October 19, 2006 - Council approved Interlocal Agreement for one year.

In the 2006-2007 fiscal year City Council instructed Austin Water Utility staff (AWU) to join with LCRA in the Water IQ partnership. Water IQ is a program that seeks to persuade citizens to conserve water and engage in wise water use practices. As part of increased cooperation with the LCRA, AWU is now proposing to strengthen that partnership and increase joint water conservation efforts.

This will take the form of both entities promoting water conservation in overlapping service areas through combined messaging regarding specific outdoor watering schedules as well as general educational efforts to stimulate greater overall wise water use practices. This contract will fund those efforts.

The broader scope of the Water IQ Campaign augments the City's existing program-specific marketing efforts, aiding the City's goal of reducing water consumption by 1% annually over the next decade. The Interlocal Agreement with LCRA will continue to commit funds to the Water IQ Campaign with \$200,000 in Utility funds to be spent in FY 2007-2008 to reimburse LCRA for expenses related to obtaining rights to media productions, subsequent media placements, new media purchases, and on-going creative development. LCRA contracts with EnviroMedia to provide these services.

The Austin Water Utility and LCRA water conservation and communications staff members meet regularly to coordinate and implement a mutual water conservation campaign.

The 10-year City of Austin conservation program is estimated to ultimately save 25 million gallons of water, preventing the equivalent of an estimated 11,400 metric tons of greenhouse gas emissions by 2017. This contract will channel monies toward Austin-area specific water conservation marketing efforts as well as overall regional advertising. With a strengthened Water IQ partnership the conservation message will be carried throughout the region. It is intended that this will not only help to meet Austin's

conservation and greenhouse gas reduction goals, but also will help reduce water use and greenhouse gas emissions in the broader region.