

A U S T I N C I T Y C O U N C I L
AGENDA

Thursday, October 19, 2006

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**Austin Water Utility
RECOMMENDATION FOR COUNCIL ACTION****ITEM No 2**

Subject Authorize negotiation and execution of a one year Interlocal Agreement between the City of Austin and the Lower Colorado River Authority (LCRA), Austin, TX to promote the Water IQ water awareness campaign in an amount not to exceed \$344,500 (\$244,500 in in-kind services)

Amount and Source of Funding Funding in the amount of \$100,000 is available in the Fiscal Year 2006-2007 Operating Budget of the Austin Water Utility

Fiscal Note There is no unanticipated fiscal impact A fiscal note is not required

Additional Backup Material

(click to open)

Commission Report

For More Information Tony Gregg, 974-3557, Laurie Lentz, 972-0151, Denise Avery, 972-0104

Boards and Commission Action Recommended by the Water and Wastewater Commission

The City is interested in entering into a partnership with the Lower Colorado River Authority to promote the Water IQ water awareness campaign in the Austin water service area. Originally created by the Texas Water Development Board, the Water IQ campaign promotes general water awareness and knowledge of water sources as a method of encouraging customers to consider water conservation.

The broader scope of the Water IQ campaign will augment the City's existing program-specific marketing efforts and educational programs, aiding in the City's goal of reducing water consumption by 1% annually over the next 10 years.

This Interlocal Agreement with LCRA will commit \$100,000 in Utility funds to the Water IQ campaign, \$10,000 to reimburse LCRA for expenses relating to adding the City's logo to campaign materials, and another \$90,000 to be spent by the City in public education activities and media placements. In addition, the Austin Water Utility will provide in-kind contributions to the Water IQ campaign valued at \$244,500.

The Utility and LCRA water conservation and communications staff will be meeting regularly to develop and implement a coordinated campaign.

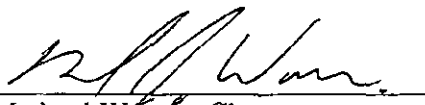
No 101106-A

**RECOMMEND AUTHORIZING THE NEGOTIATION AND EXECUTION OF A ONE
YEAR INTERLOCAL AGREEMENT BETWEEN THE CITY OF AUSTIN AND THE
LOWER COLORADO RIVER AUTHORITY (LCRA), AUSTIN, TEXAS TO PROMOTE
THE WATER IQ WATER AWARENESS CAMPAIGN**

**October 11, 2006
REGULAR MEETING
VOIE**

- Motion	Commissioner's Vote				
	Made By	Consenting	Dissenting	Abstaining	Absent
Michael Warner (Chairperson)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chien Lee, P E , (Vice Chair)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ronnie Jones	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leslie Pool	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Karen Friese, P E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Laura Raun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Cheryl Scott-Ryan	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Water and Wastewater Commission recommend authorizing the negotiation and execution of a one year Interlocal Agreement between the City of Austin and the Lower Colorado River Authority (LCRA), Austin, Texas to promote the Water IQ water awareness campaign


Michael Warner, Chairperson
Water and Wastewater Commission

10/11/06
Date