

Memorandum



CITY OF DALLAS

DATE April 3, 2024

TO Honorable Mayor and Members of the City Council

SUBJECT **Regional Public Awareness Campaign – Memorandum of Understanding with Tarrant Regional Water District (TRWD)**

The Office of Environmental Quality & Sustainability (OEQS) is seeking continuation of the Water Conservation Regional Public Awareness Campaign between City of Dallas (City) and TRWD through a five-year Memorandum of Understanding (MOU) in an amount not to exceed \$3,350,000 – Financing: General Fund – fully reimbursed by Dallas Water Utilities (DWU).

Background

As water suppliers for over 5 million people in the Dallas-Fort Worth Metroplex and surrounding communities, the City and TRWD have a keen interest in the wise and efficient use of the regional water supply.

In 2009, the City and TRWD began working together on the development and funding of a regional campaign. The two parties first executed a MOU in 2014 which was updated in 2019. The campaign also expanded its reach in 2019 with the participation of the North Texas Municipal Water District (NTMWD). The Water Conservation Regional Public Awareness Campaign’s goal is to build awareness of the importance of using water wisely and to provide useful tips on efficient water use. The joint campaign launches annually in the summer, as the peak irrigation season begins. Outdoor irrigation is a primary target since it has the highest potential water savings for water customers and water providers.

The regional campaign has resulted in significant financial savings and advantages for both entities. By sharing a common message, creative product and media purchase, each entity has reduced its creative development, production, and advertising costs. Since 2009, the City and TRWD have each saved approximately \$2.2 million in creative production costs and gained advertising exposure worth approximately \$11.25 million.

As in prior years, future creative products for the campaign will include television, radio, on-line advertising, billboards, transit and newspaper advertising in English and Spanish. Additionally, Dallas and TRWD will share the costs to maintain and update the regional campaign website (<https://waterisawesome.com/>) and the regional weekly watering advice tool developed as a free resource for customers.

The MOU requires a campaign steering committee, establishes TRWD as the contracting authority for the creative and media buying contracts, and establishes a cost share for all expenses. In accordance with the “City of Dallas-Tarrant Regional Water District Interlocal Cooperation Contract” Article IV Fair Opportunities Purchasing and Contracting, Dallas

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and TRWD will strive to ensure that all qualified businesses, regardless of size, economic, social, racial, gender, or ethnic status have a fair opportunity to participate in joint projects undertaken by Dallas and TRWD. Dallas and TRWD have jointly established requirements for prospective consultants to ensure a good faith effort to achieve a subcontracting goal of 25% to participation by Minority/Women Owned Business Enterprises (M/WBE) and Historically Underutilized Businesses (HUB).

Upon the execution of this MOU and for the purposes of funding the Water Conservation Regional Public Awareness Campaign, the City shall contribute an amount not to exceed \$670,000 on an annual basis (subject to annual appropriations) for five years.

Prior Action/Review (Council, Boards, Commissions)

On June 26, 2019, City Council authorized the MOU with the TRWD to continue a successful regional public awareness campaign that encourages efficient water use by Resolution No. 19-1007.

Briefing memo to the Environmental Commission on March 6, 2024 seeking support for consideration and approval of the MOU with the TRWD.

Briefing memo to Parks, Trails and the Environment on April 1, 2024 seeking support for consideration and approval of the MOU with the TRWD.

Next Steps

Staff will request City Council action to authorize the MOU with the TRWD on April 10, 2024 (Agenda # 24-1006)

Please contact Water Conservation Manager, Alicia Lee at alicia.lee@dallas.gov or OEQS Director, Carlos Evans at carlos.evans@dallas.gov if you have any questions.



M. Elizabeth (Liz) Cedillo-Pereira, J.D.
Assistant City Manager

- c: T.C. Broadnax, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager
- Majed A. Al-Ghafry, Assistant City Manager
Dr. Robert Perez, Assistant City Manager
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