



, a statewide education program to make Texas citizens aware of the importance of water conservation. ~~recommends to the State Legislature creation of a Water Conservation~~

~~Awareness Program through the Texas Water Development Board, a statewide water conservation awareness campaign, funding for ongoing water education programs through River Authorities and similar programs.”~~ Research indicates that there is a strong relationship between knowledge of water sources and a willingness to conserve. Conservation is the most cost-effective means of securing the future water supply.

The Texas Water Development Board (TWDB) is taking a strong leadership role in public awareness for water conservation with the promotion of *Water IQ: Know your water*. The vision for the promotion is a statewide program to make Texas citizens aware of the importance of water conservation activities. The statewide water conservation education program is designed to complement and support existing local and regional water conservation efforts.

Research indicates that there is a strong relationship between knowledge of water sources and willingness to conserve. However, only 28 percent of Texans said they “definitely

know” the natural source of their drinking water. For Texans to conserve water, they need to know about the water issues and understand how those issues affect their lives. When Texans know the source of their water and the challenges of meeting future water needs, they are more likely to participate in water conservation programs. Conservation is the most cost-effective means of securing the future water supply.

The TWDB also invests in the future by