



Water Resources Council (WRC)

October 14, 2026



[www.nctcog.org/
WaterResources](http://www.nctcog.org/WaterResources)

Housekeeping Items

- Please remember to sign in, take an agenda & past meeting summary.
- Bathrooms, Emergency Exits, and Safety Procedures
- Thank you all for attending!

Welcome and Introductions

➤ Meeting attendees will introduce themselves.

➤ Welcome to our new members:

➤ Chaise Holmgren, City of Dallas

➤ Samantha Webster, City of Fort Worth

➤ Webster Mangham, Trinity River Authority of Texas

➤ Alex Whiteway, City of Arlington

➤ Chris Hamilton, Westwood Professional Services

➤ Valerie Miller, Green Blue Collaborative

➤ Abby Owens, City of Plano

➤ Jenneifer Owens, Tarrant Regional Water District

➤ Zach Huff, Tarrant Regional Water District

➤ Welcome guests!

Purpose of the WRC

- The Water Resources Council (WRC) was founded in 1979, with the express purpose as being:
 - “the only group to advise NCTCOG’s Executive Board on technical and policy issues related to water quality and water resources concerns for North Central Texas; and
 - The WRC also oversees the water resources planning process and performs technical review of water-related grant applications.
- All water-related groups were formed with WRC’s blessing and initiative.

The WRC is the:

- ♦ Reviewer
- ♦ Advisor
- ♦ Enabler
- ♦ Promoter

**of water programs,
plans, and initiatives**

Action Item

Meeting Summary

- The July 8, 2026 meeting summary will be presented for approval.

Action Item

Bylaws Revision Subcommittee

- The WRC will vote to formally enact a Bylaws Revision Subcommittee for FY2027, as discussed at the July 8 WRC meeting

Speaker Presentation

Alex Johnson, North Texas Municipal
Water District



NORTH
TEXAS
MUNICIPAL
WATER
DISTRICT

Regional Service Through Unity
Meeting our Region's Needs Today and Tomorrow

NTX Water Conservation Strategic Vision Project Update

Alex Johnson, Director of Communications

45%

of new water supplies in
North Texas by 2080
will come from
conservation and reuse.



Conservation Visioning Process

Project Sponsors



NORTH
TEXAS
MUNICIPAL
WATER
DISTRICT



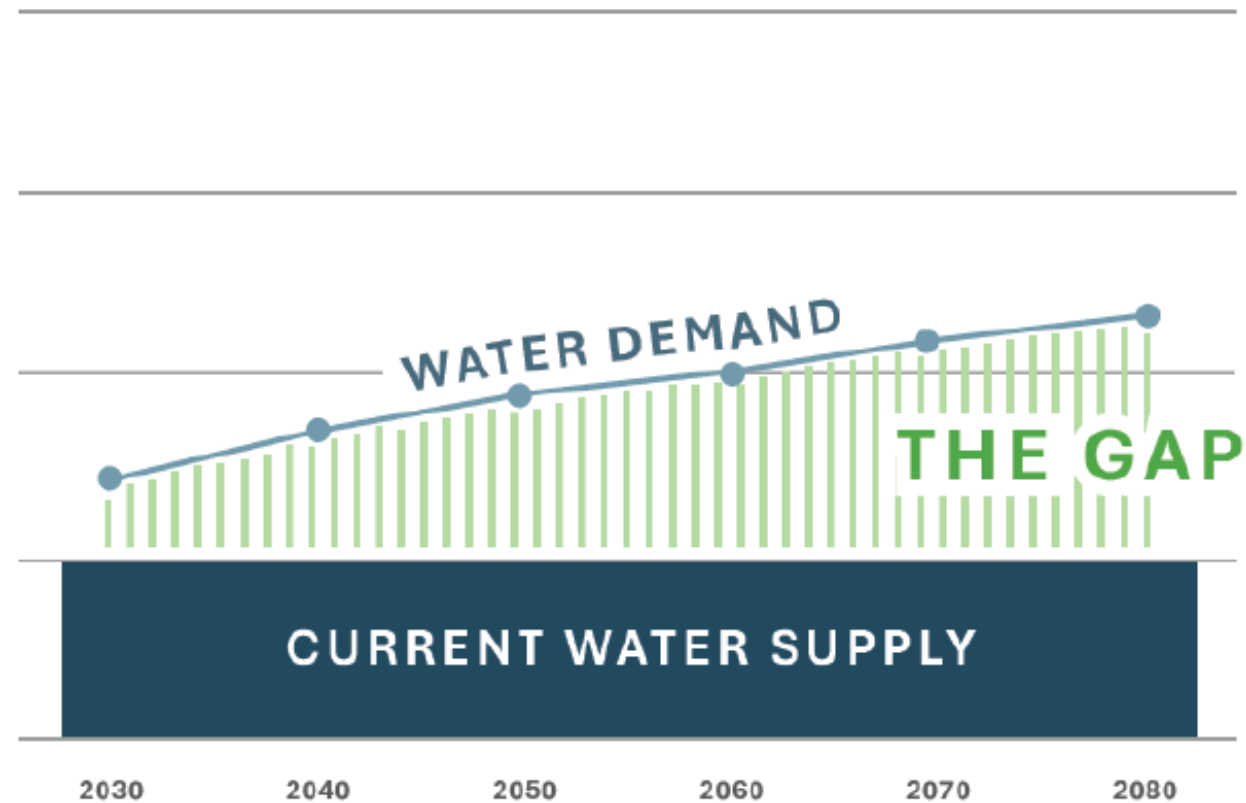
This multi-year project will bring together key stakeholders to identify barriers, identify best practices and create strategies that reduce our collective water footprint in the region.

GOAL: Develop a strategic framework for a sustainable water future in North Central Texas.

MISSION: Measurable savings, water-efficient development, and delaying the need for costly new water supplies in the future.



THE BIG WHY



For General Graphical Representation Only

GROWTH

Population, jobs, businesses, and development continue to grow, increasing the demand for water across North Texas.

CURRENT WATER SUPPLY

We manage the current water supply well and plan for fluctuations (droughts, seasonal changes, etc.).

THE GAP

If we know we have a gap to fill, we also know we have 2 options to fill the gap:

1

NEW SUPPLIES

- Sources are difficult to come by
- Timelines are long (20–30 years)
- Very expensive

2

CONSERVATION

- Utilize many (smaller) options
- Customers + users are in control
- Can implement now
- Lowest relative cost

There is no single solution. A resilient water future that supports North Texas' growth and success depends on both expanding supplies and using water more efficiently—and **conservation is where WE can make progress today.**



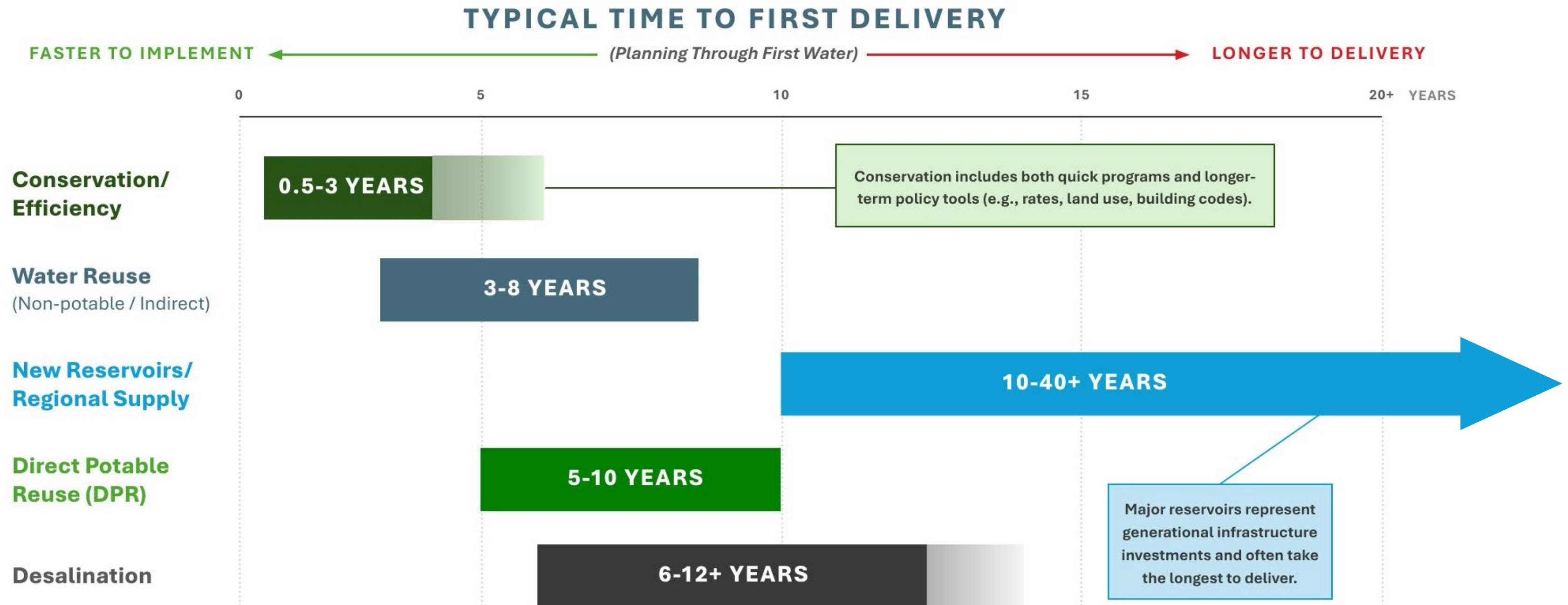
Conservation Is Our Most Affordable Supply



Note: Planning-level costs from Region C (2026 RWP). Values vary by project and may not include full system infrastructure.



New Conservation Measures Can Be Implemented More Quickly





Approach to Stakeholder Engagement

- One-on-one subject matter interviews
- Survey of city staff across NTMWD and TRWD service areas
- In-person events and workshops
- “Road Show” engagements with cities and industry groups



Stakeholder Engagement Focuses On Potential New Conservation Strategies



BUILDING & LAND USE CODES

Decisions made before construction define long-term water demand.

- Building codes
- Landscape ordinances
- Reuse requirements
- Land use and development standards



DATA & COMMUNICATIONS

Data and communication make conservation visible, actionable, and measurable.

- Metering and data systems
- Water loss control
- Customer communication
- Monitoring and evaluation



WATER USE PROGRAMS

Programs and services engage customers to change behavior and adopt efficiency.

- Indoor efficiency programs
- Outdoor efficiency programs
- Technical assistance
Rebates and incentives
- Behavior change and education



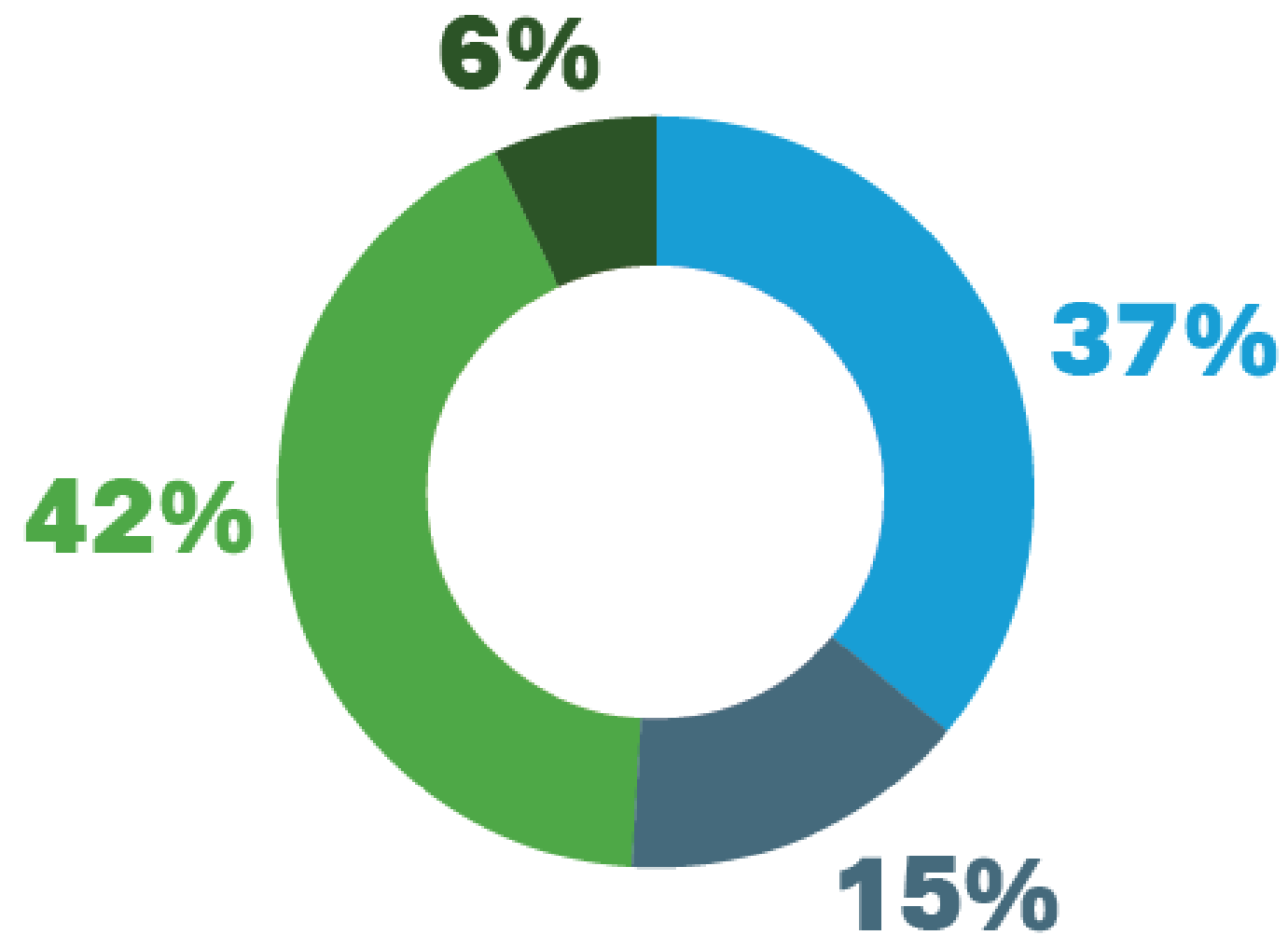
RATES, FEES, & FUNDING

Rates and funding send signals, recover costs, and sustain conservation.

- Rate structure design
- Cost-of-service alignment
- Fees and charges
- Funding and financing
- Affordability and equity



Visioning Project City Survey: What We Heard



How would you rate the importance of water conservation efforts for your community?

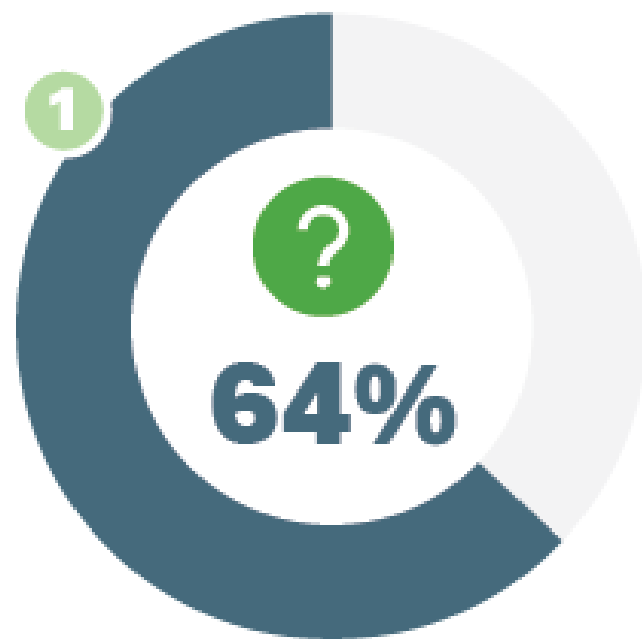
- Not important
- A little important
- Somewhat important
- Important
- Extremely important



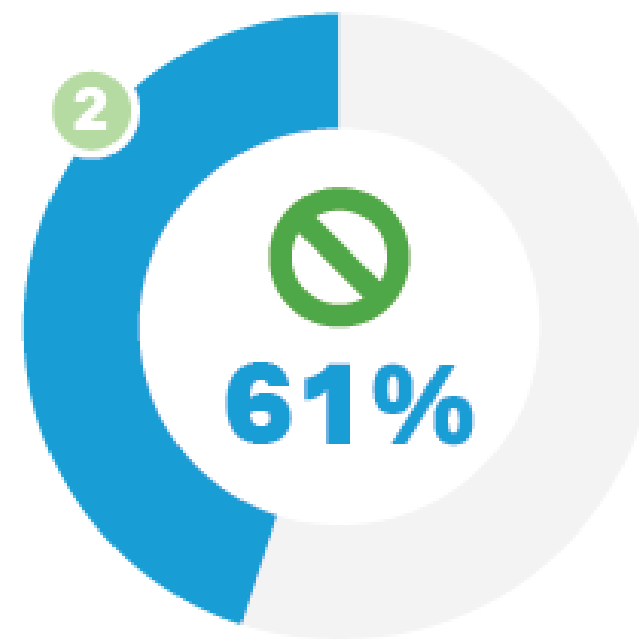


Visioning Project City Survey: What We Heard

What is the primary barrier to customer conservation?



Lack of awareness



Resistance to change



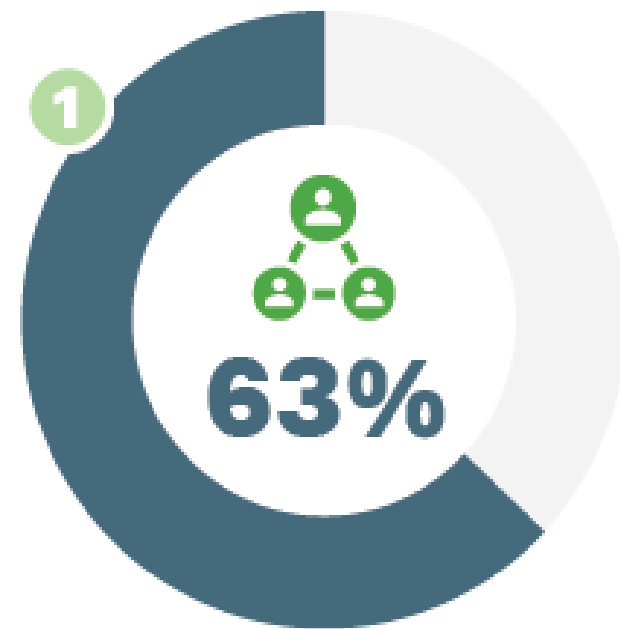
Landscape/aesthetic concerns

36% Belief conservation is unnecessary / **20%** Time or effort required /
15% Cost of upgrades / 7% Other

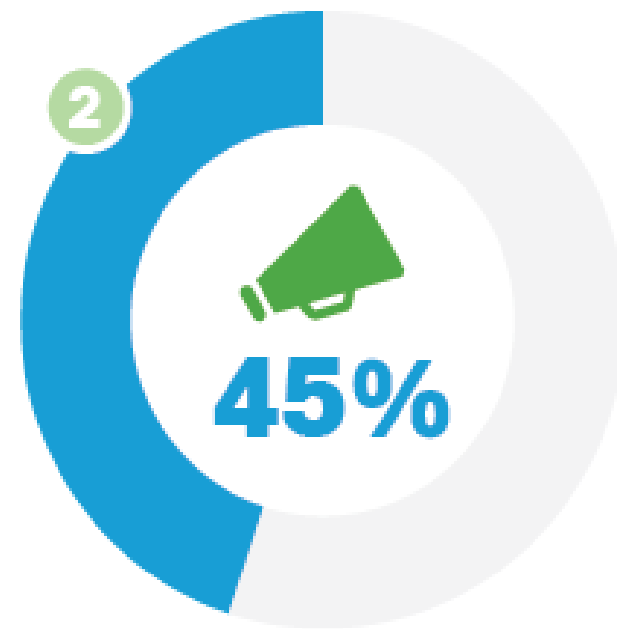


Visioning Project City Survey: What We Heard

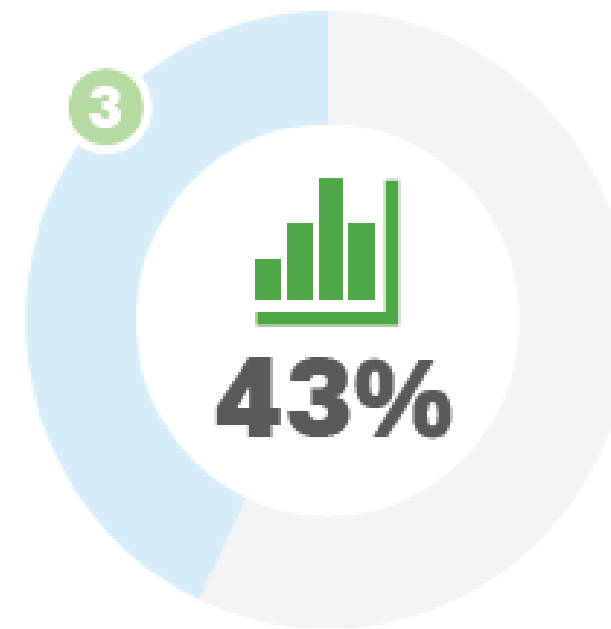
What additional resources would most improve your conservation efforts?



Additional
staff



Marketing or
outreach support



Improved
data tools

40% Increased funding
40% Training opportunities
31% Rate structure changes
28% Policy changes
8% Other



Visioning Project City Survey: What We Heard



52%

of respondents said they have
either **no budget** or **under \$10k**
devoted to conservation measures.



Key Feedback Themes From Stakeholder Engagement

Biggest Needs

- Water-efficient development standards
- Existing-property efficiency upgrades
- Growth-aligned planning
- Sustainable infrastructure investment
- Conservation funding and enforcement
- Education and regional partnerships

Biggest Obstacles

- Funding and budget constraints
- Limited staffing and capacity
- Resistance and misaligned political will
- Aging systems and rapid growth
- Outdated policies and codes
- Data and communication gaps

Biggest Opportunities

- Standards for new and redevelopment
- Rates, rebates, and incentives
- Smart metering and data use
- Landscape and turf transformation
- Regional partnerships
- Education and community engagement

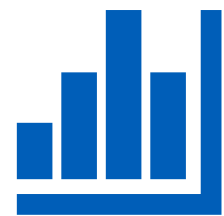
Early conversations support a regional approach with local flexibility



Next Steps



Continue engagement with industry stakeholders and communities



Finalize conservation measures/strategies and cost-benefit analysis



Implement specific measures through pilot programs ahead of 2029 Water Conservation Plans



Scan the
QR code
for Project
Updates

Project website:
www.ntxwatervision.com

Discussion

Recognition of WRC Service Milestones

5 years

- Billy George

10 years

- Grace Darling

Discussion

Review of the *Texas Integrated Report of Surface Water Quality for Clean Water Act Sections 305(b) and 303(d)*

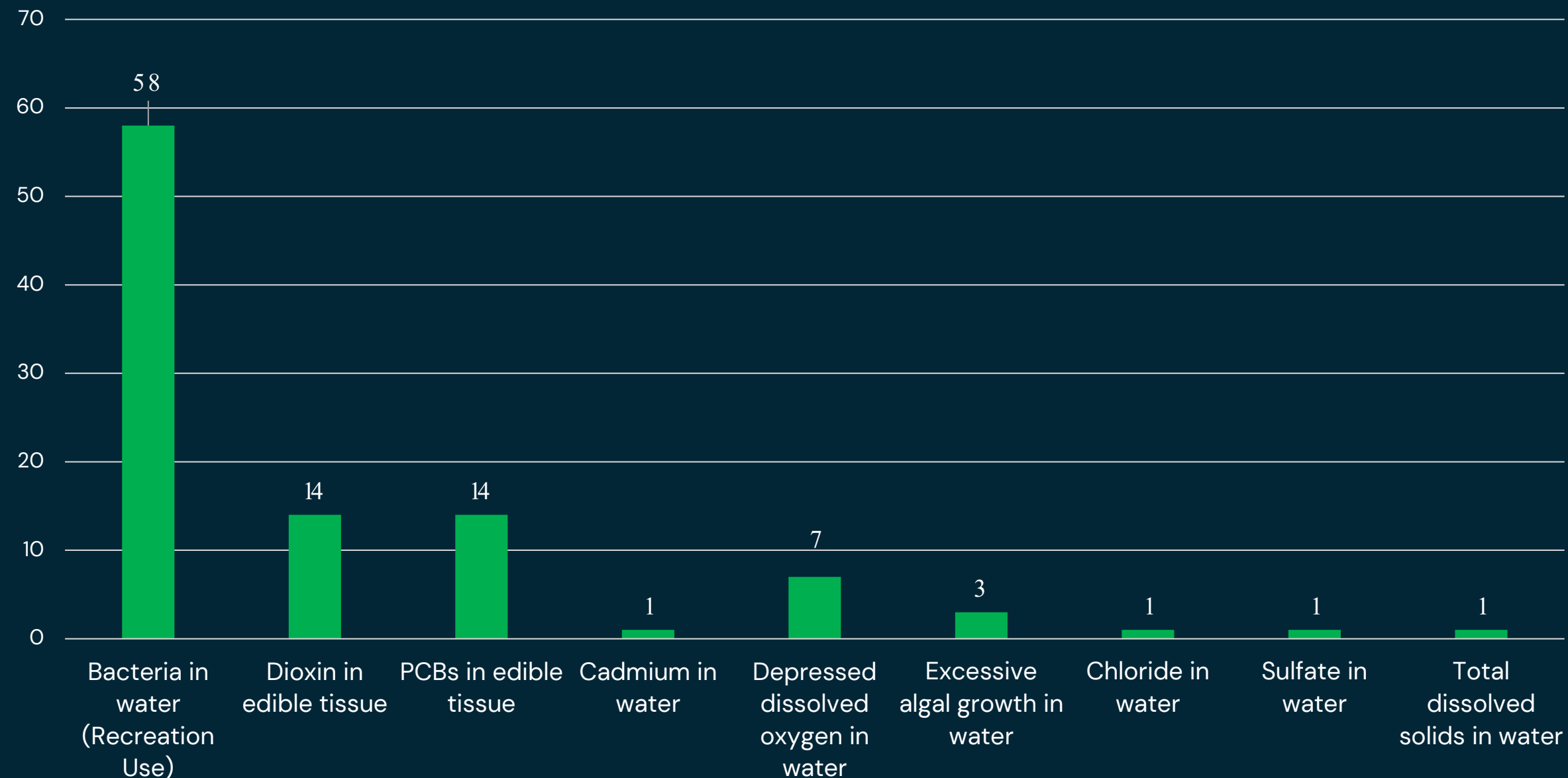
The report, developed every two years by TCEQ, informs the measures and discussion present in the Water Quality Plan*.

Side Note Beginning in FY27, TCEQ has changed the name of the Water Quality Management Plan to the Water Quality Plan (WQP) to increase efficiency in its internal process. The Houston–Galveston Area Council is undergoing the same change & no other COGs submit a plan similar to ours.

This does not change our stakeholder engagement process or any other parts of the deliverable, besides the name.

Discussion

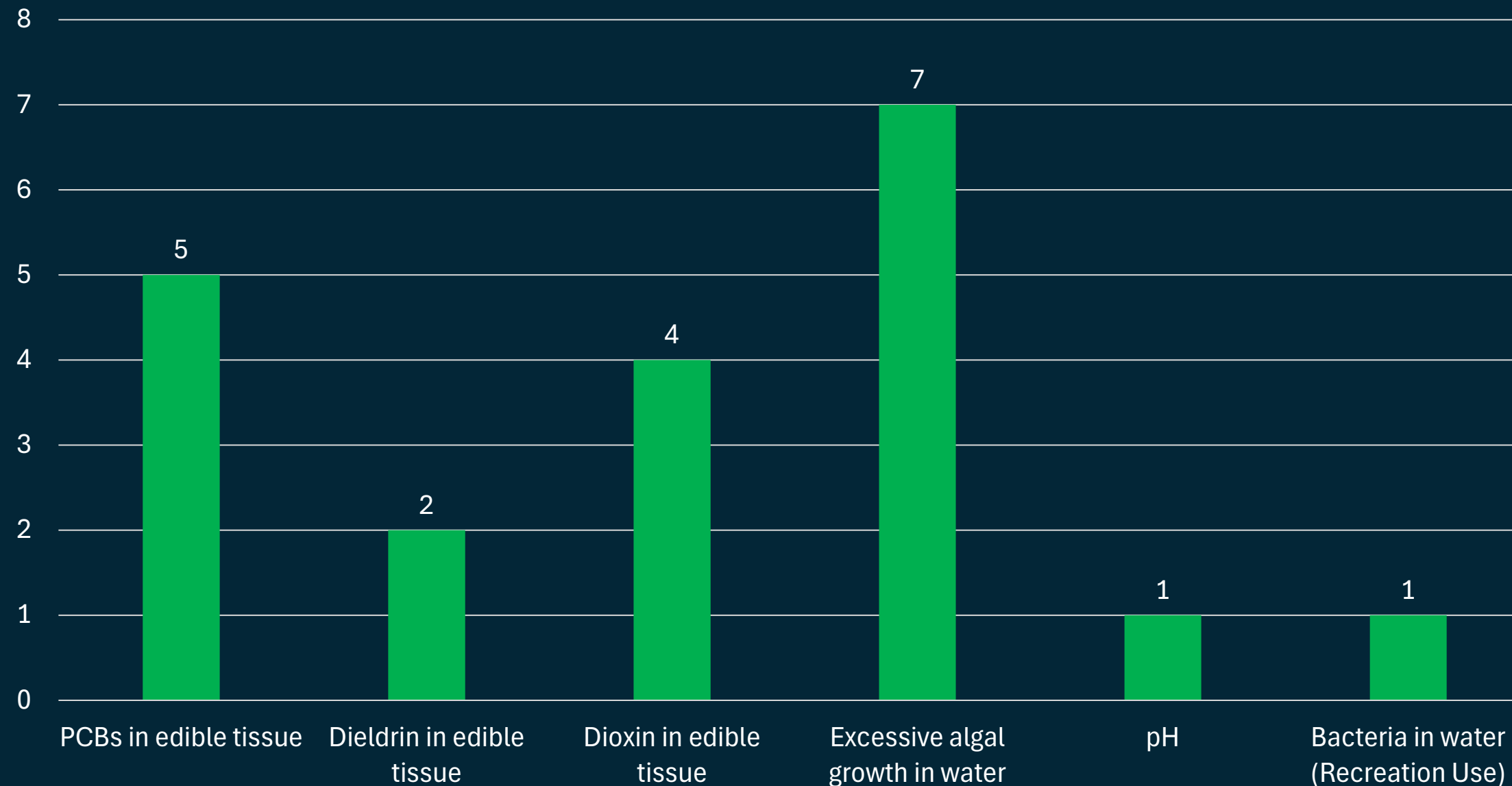
Review of the *Texas Integrated Report of Surface Water Quality for Clean Water Act Sections 305(b) and 303(d)*



Quantified
Assessment
Parameters
Associated with
Stream Impairments
in the NCTCOG
region

Discussion

Review of the *Texas Integrated Report of Surface Water Quality for Clean Water Act Sections 305(b) and 303(d)*



Quantified
Assessment
Parameters
Associated with
Reservoir
Impairments in the
NCTCOG region

Discussion

Review of the *Texas Integrated Report of Surface Water Quality for Clean Water Act Sections 305(b) and 303(d)*

Waterbodies Added to Category 5 (303(d)) List in the NCTCOG Region;
Impaired for Bacteria and Depressed dissolved oxygen

Segment	Segment Name	Location
0811C_01	Willow Creek	Wise and Parker Counties
0820C_01	Muddy Creek	Collin and Dallas Counties
0821B_01	Sister Grove Creek	Collin County
0838C_01	Walnut Creek	Johnson and Tarrant Counties

Discussion

Review of the *Texas Integrated Report of Surface Water Quality for Clean Water Act Sections 305(b) and 303(d)*

Waterbodies Downgraded from Category 5 to Category 4 in the NCTCOG Region;
Impaired for Bacteria

Segment	Segment Name	Location
0841I_01	Dry Branch Creek	Dallas County
0841P_01	North Fork Cottonwood Creek	Dallas and Tarrant Counties

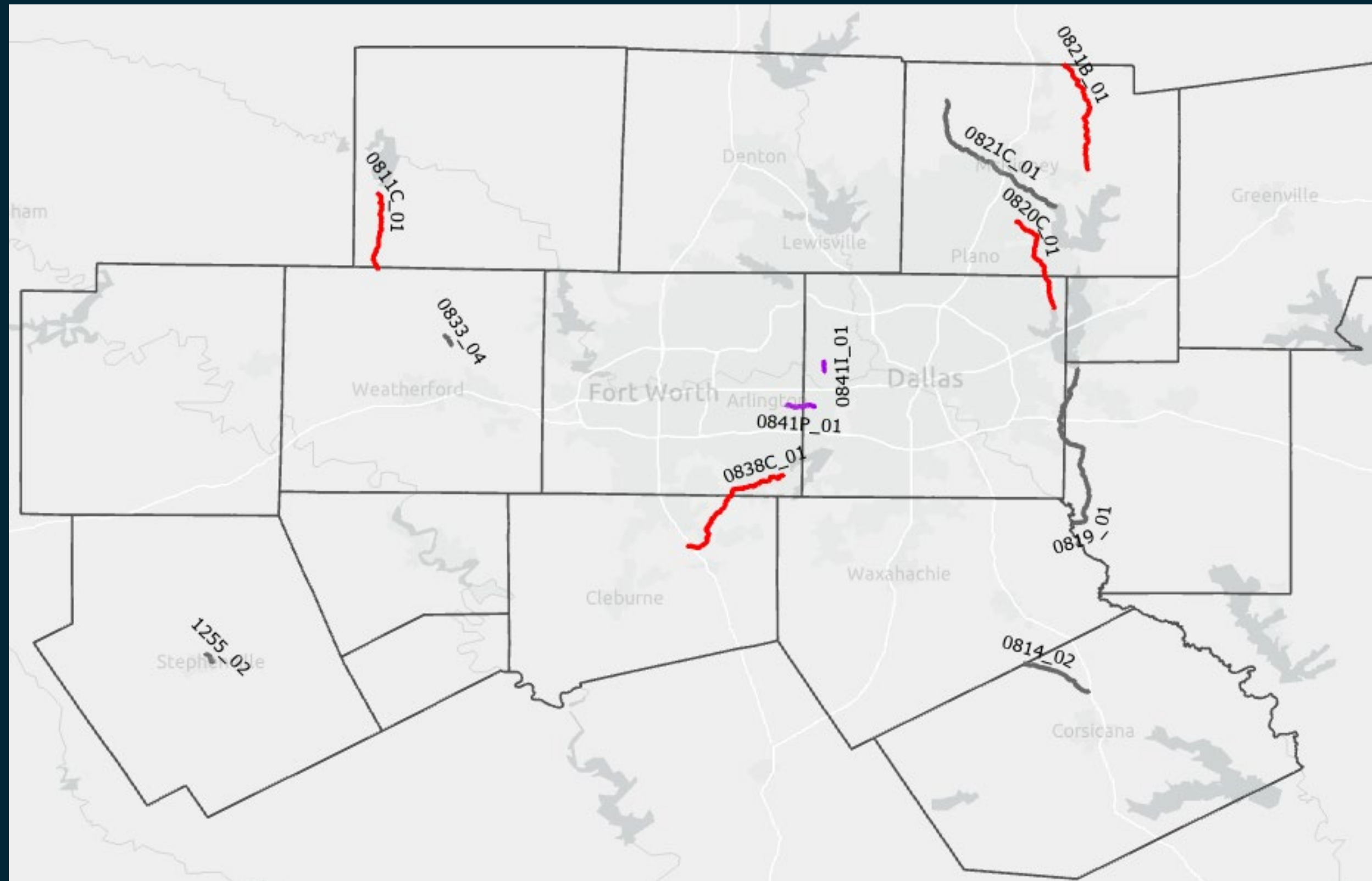
Discussion

Review of the *Texas Integrated Report of Surface Water Quality for Clean Water Act Sections 305(b) and 303(d)*

Waterbodies delisted in the NCTCOG Region; Previously impaired for Bacteria & Depressed dissolved oxygen in water

Segment	Segment Name	Location
0814_02	Chambers Creek Above Richland-Chambers Reservoir	Ellis County
0819_01	East Fork Trinity River	Dallas and Kaufman Counties
0821C_01	Wilson Creek	Collin County
0833_04	Clear Fork Trinity River Above Lake Weatherford	Parker County
1255_02	Upper North Bosque River	Erath County

Discussion



Changes from the 2024 Texas Integrated Report

- Added to the Category 5 (303(d)) List
- Delisted from the Category 5 (303(d)) List
- Downgraded from Category 5 to Category 4

Discussion

Review of the *Texas Integrated Report of Surface Water Quality for Clean Water Act Sections 305(b) and 303(d)*

- Questions or feedback on the data to be presented in the FY2027 WQP?

Discussion

Water Conservation Billboard Review

- The WRC will provide critique and feedback on NCTCOG's water conservation billboards before they are posted in Winter and Spring 2027. Attendees will be asked to confirm that billboard directives are consistent with local messaging.

Save Water, Save the Day

Locations:

*Johnson County: I-35 West

Kaufman County: I-20 W

Navarro County: I-45

*Parker County: I-20

Palo Pinto County: I-20

Wise County: US-287

Erath County: 802 East Rd

**Additional location for 2026*

Messages:

“Water lawns twice a week only.”

“Keep those taps off after use!”

“Use native plants for gardens!”

“Wash full loads of laundry.”

“Wash full loads of dishes only.”

SAVE WATER, SAVE THE DAY

KEEP THOSE TAPS OFF AFTER USE!



AHORRA AGUA, SALVA EL DÍA

¡CIERRA LAS LLAVES DE AGUA DESPUÉS DE CADA USO!



Discussion

Water Conservation Billboard Review

Instructions:

- 1) Walk around the room to review billboards.
- 2) Place a dot under “Yes” or “No” on the notepads to indicate whether the billboard’s directive is consistent with the messaging in your entity.
- 3) Use the Post-it notes to note any desired changes or comments.

NCTCOG Updates

NCTCOG and Texas Water Development Board Workshop: *Financial Assistance Workshop*

- Monday, November 16, 2026; 1:30 p.m.
- In-person on the NCTCOG Campus; Transportation Council Room
- Register [here](#)

NCTCOG Updates

Holiday Grease Roundup

- November 1, 2026 – January 31, 2027
- Email Hannah Ordonez at Hordonez@nctcog.org to sign up.



Roundtable

The WRC is invited to share what is happening in their communities.

Future Agenda Items

- The WRC can present future agenda items & discuss the priority and format of previously requested items.
- Past requests include: Lead and Copper service line connector replacement, managing rising construction costs, and PFAS

Water Resources Council Topics of Interest



Next Meeting

Wednesday, January 13,
2027

- 10:30 AM – 12:30 PM
- Virtual, via Microsoft Teams
- Add to Calendar

2027 Meeting Dates

		
April 28 <u>Add to Calendar</u>	July 14 <u>Add to Calendar</u>	Oct. 13 <u>Add to Calendar</u>

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