



# **WATER FORWARD**

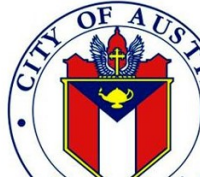
INTEGRATED WATER RESOURCE PLAN

Austin Integrated Water Resource Planning Community Task Force

Packet Index

March 12, 2019

<b><u>Item</u></b>	<b><u>Page</u></b>
Agenda	2
Minutes	5
Presentation	7
Backup Materials	
2018 Water Forward Plan Implementation Outlook and Adaptive Management Plan	27



**Austin Integrated Water Resource Planning Community Task Force**  
**March 12, 2019 – 4:00 p.m.**  
**Waller Creek Center, Room 104**  
**625 East 10<sup>th</sup> Street**  
**Austin, Texas 78701**

**For more information go to:**  
**[Austin Integrated Water Resource Planning Community Task Force](#)**

## **AGENDA**

### **Voting Members:**

Sharlene Leurig - Chair	Diane Kennedy	Sarah Richards
Jennifer Walker – Vice Chair	Perry Lorenz	Lauren Ross
Todd Bartee	Robert Mace	
Marianne Dwight	Bill Moriarty	

### **Ex Officio Non-Voting Members:**

Austin Water: Greg Meszaros  
Austin Energy: Kathleen Garrett  
Austin Resource Recovery: Sam Angoori  
Neighborhood Housing and Community Development: Rebecca Giello  
Office of Innovation: Kerry O'Connor  
Office of Sustainability: Lucia Athens  
Parks and Recreation: Sara Hensley  
Watershed Protection: Mike Personett

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## **1. CALL TO ORDER – March 12, 2019 4:00 p.m.**

## **2. CITIZEN COMMUNICATION**

The first 10 speakers signed up prior to the meeting being called to order will each be allowed a three-minute allotment to address their concerns regarding items not posted on the agenda.

## **3. APPROVAL OF MEETING MINUTES**

- Approval of the meeting minutes from the October 9, 2018 Task Force meeting (5 minutes)

**4. STAFF BRIEFINGS, PRESENTATIONS, AND OR REPORTS**

- a. Water Forward Plan Implementation Approach and Timeline – City Staff (60 minutes)
  - a. Task Force Questions and Discussion

**5. VOTING ITEMS**

- a. Discuss and consider approval of proposed meeting schedule for 2019 (15 minutes)

**6. FUTURE AGENDA ITEMS**

**7. ADJOURN**

Note: Agenda item sequence and time durations noted above are subject to change.

The City of Austin is committed to compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Meeting locations are planned with wheelchair access. If requiring Sign Language Interpreters or alternative formats, please give notice at least 2 days (48 hours) before the meeting date. Please call Austin Integrated Water Resource Planning Community Task Force, at 512-972-0194, for additional information; TTY users route through Relay Texas at 711.

For more information on the Austin Integrated Water Resource Planning Community Task Force, please contact Marisa Flores Gonzalez at 512-972-0194.

# MINUTES



The *Austin Integrated Water Resource Planning Community Task Force* convened in a Special Called Meeting on October 9, 2018 at Waller Creek Center, Conference Rm 104, 625 E 10<sup>th</sup> Street, in Austin, Texas.

**Members in Attendance:**

Sharlene Leurig - Chair

Jennifer Walker – Vice Chair

Perry Lorenz

Lauren Ross

Bill Moriarty

Diane Kennedy

Robert Mace

Sarah Richards

Clint Dawson

**Ex-Officio Members in Attendance:**

Greg Meszaros, Josh Rudow, Matt Russell, Chris Herrington, Lucia Athens

**Staff in Attendance:**

Kevin Critendon, Daryl Slusher, Teresa Lutes, Marisa Flores Gonzalez, Ginny Guerrero, Sarah Hoes, Helen Gerlach, Rick Coronado, Mark Jordan, Joe Smith

**Additional Attendees:**

Adam Conner, David Foster, Al Braden

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**1. CALL TO ORDER**

Chair Leurig called the meeting to order at 5:13 p.m.

**2. CITIZEN COMMUNICATION: GENERAL**

Mr. David Foster shared comments related to support for the Water Forward plan.

**3. APPROVAL OF MEETING MINUTES**

The meeting minutes from the September 4, 2018 Austin Integrated Water Resource Planning Community Task Force regular meeting were approved on Member Mace's motion and Member Walker's second. Members Moriarty, Ross, and Bartee abstained for a final 6-0-3-2 vote.

**4. STAFF BRIEFINGS, PRESENTATIONS, AND/OR REPORTS**

- a. A staff presentation on recent activities and a near-term schedule update was provided by Marisa Flores Gonzalez, Program Manager, Austin Water. This was followed by Task Force discussion and input.
- b. A staff presentation on the Version 5 Draft Water Forward Plan Report was provided by Marisa Flores Gonzalez, Program Manager, Austin Water. This was followed by Task Force discussion and input.

**5. ITEMS FOR TASK FORCE REVIEW AND RECOMMENDATION FOR APPROVAL TO CITY COUNCIL**

- a. The Austin Integrated Water Resource Planning Community Task Force recommended adoption of Water Forward, Austin's Integrated Water Resource Plan as developed by Austin Water with support from the Austin Integrated Water Resource Planning Community Task Force on a 10-0 vote with Task Force Member Dwight absent.

**6. FUTURE AGENDA ITEMS**

None

Chair Sharlene Leurig adjourned the meeting at 6:45 pm.

# **PRESENTATION**

# Water Forward Task Force Meeting

March 12, 2019



# **Water Forward Plan Implementation Approach and Timeline**

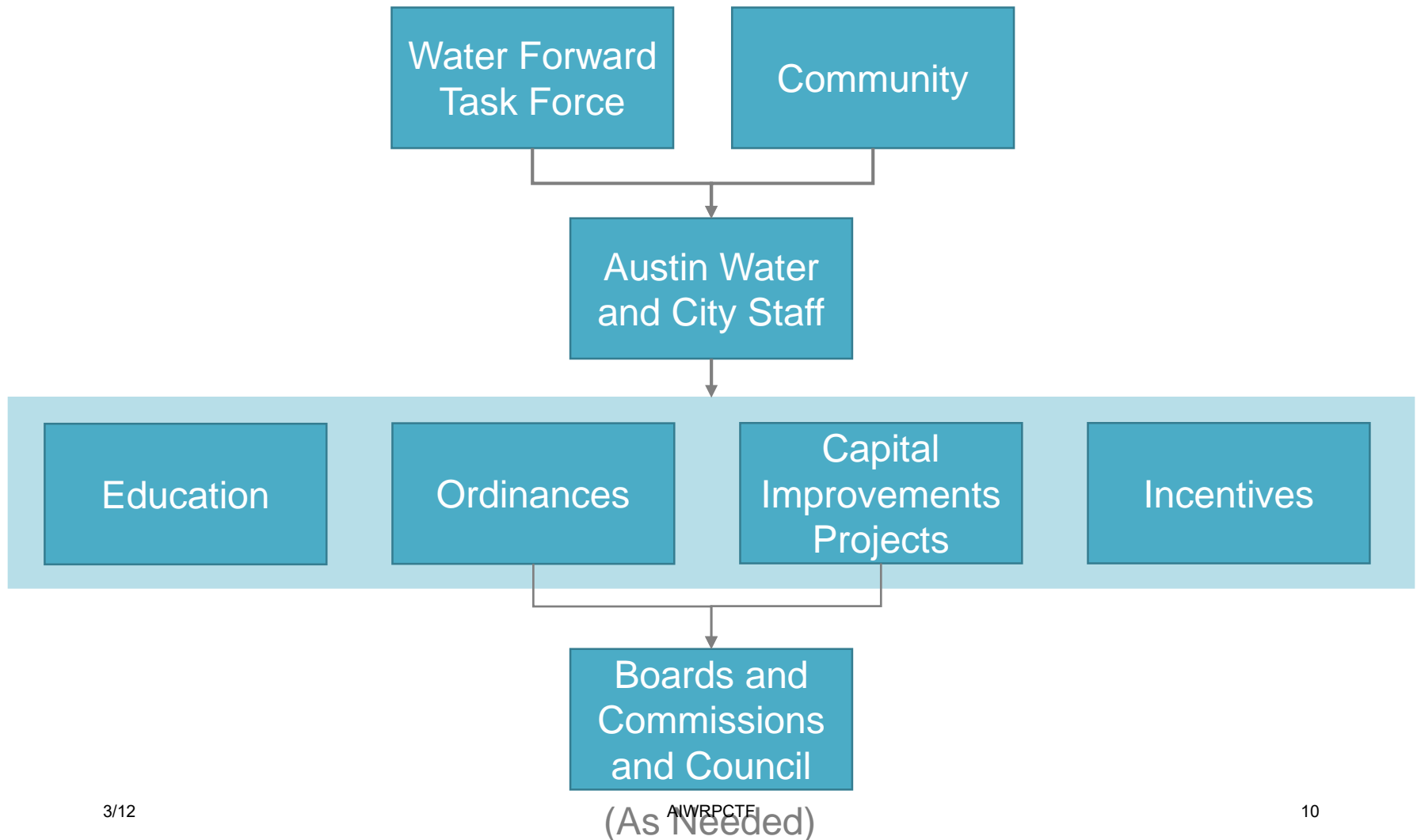


# Water Forward Implementation

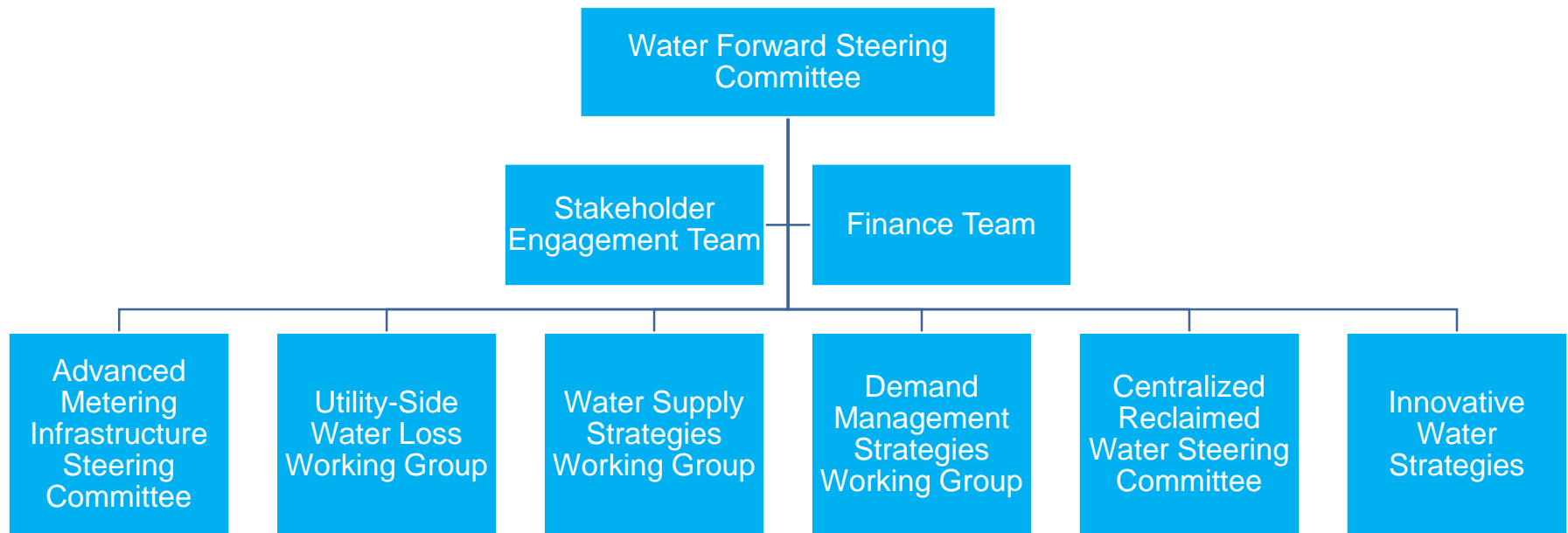


- “The Water Forward adaptive management plan will guide implementation timelines with the flexibility to change to address possible uncertainties in the future.”
- “The exact timing of implementation will be based on several factors, such as potential uncertainty related to action step duration, the need for sequential actions, and potential resource and budget constraints of the utility.”

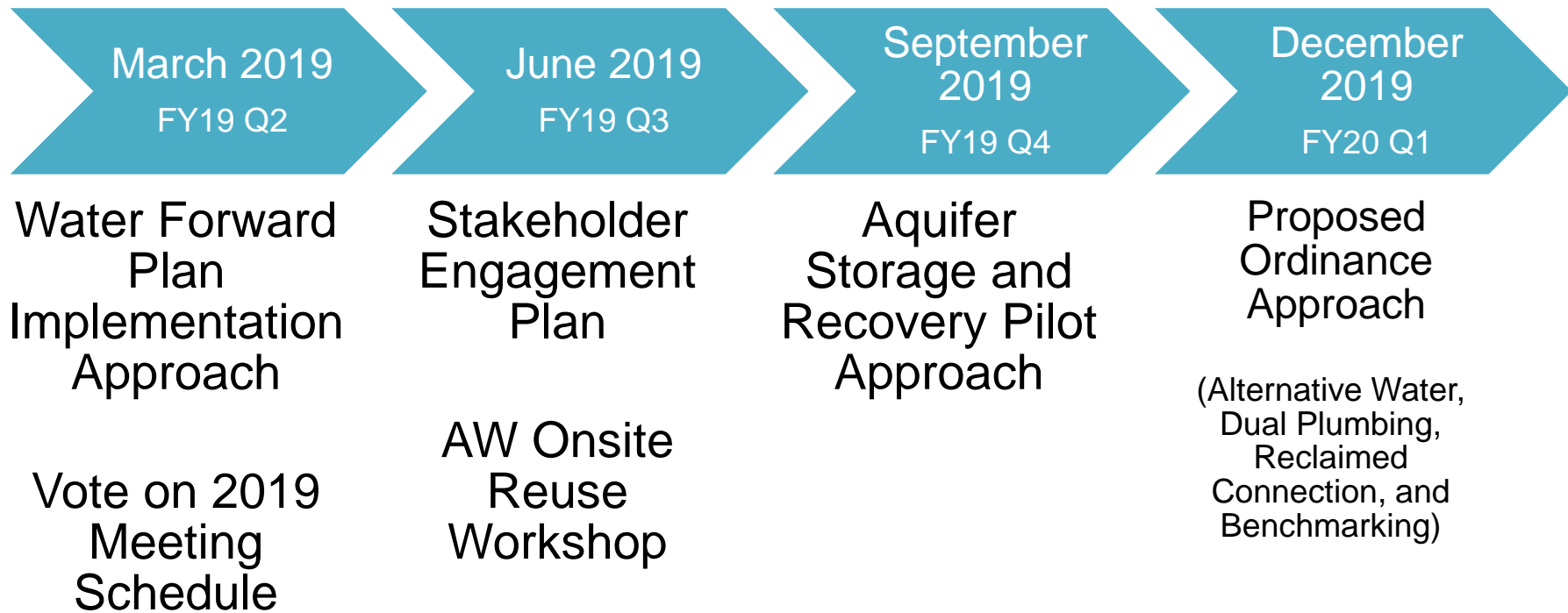
# Water Forward Implementation Approach



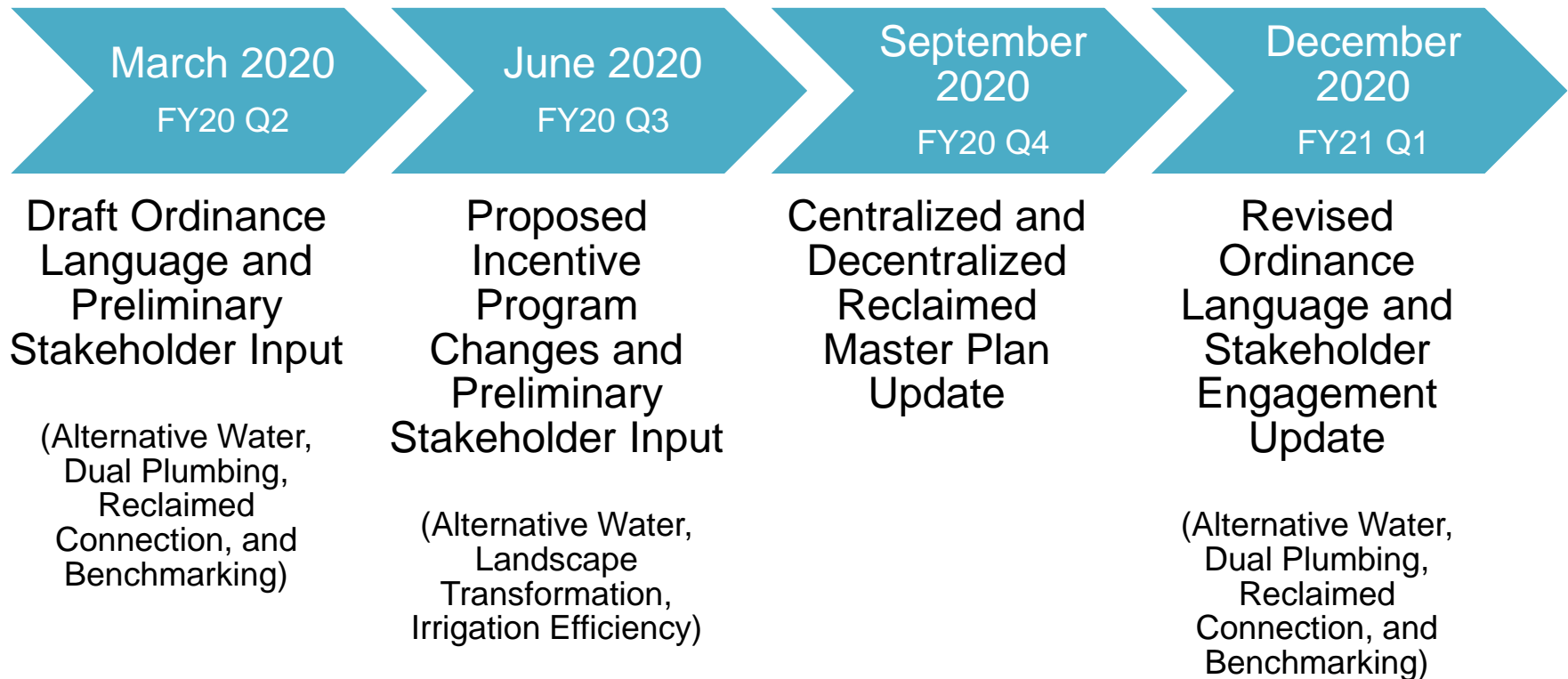
# Austin Water Internal Organization Structure



# Calendar Year 2019 Meeting Topics



# Calendar Year 2020 Meeting Topics



# Water Forward Plan Development Stakeholder Engagement Framework

## Austin Integrated Water Resource Plan Public Outreach Framework

### Goals

#### Community Values

Identify community values that should be reflected in the IWRP

#### Diverse Stakeholder Input

Seek input from stakeholders which reflect the diversity of Austin's population and customers.

#### Public Education

Inform and educate the community throughout the plan development process



### Potential Audiences

- Austin Water customers
- Diverse stakeholder groups
  - Underrepresented groups
  - Groups with high-interest
- Community groups
- Regional agencies and stakeholders
- Policymakers

Public outreach and education efforts for the Integrated Water Resources Plan will gather meaningful stakeholder input to develop a plan that is representative of Austin community values.

### Potential Strategies Toolbox

Existing Initiatives & Outlets	Public Events & Opportunities	Social Media	Print and Digital Media
<ul style="list-style-type: none"> <li>• Imagine Austin and CodeNext: Sustainably Manage our Water Resources and Green Infrastructure Programs</li> <li>• Water use report software (DropCounter)</li> <li>• City of Austin Community Registry</li> <li>• Coordination with other department and agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Public stakeholder workshops</li> <li>• Focus groups</li> <li>• Conversation Corps</li> <li>• Neighborhood meetings</li> <li>• Community events</li> <li>• Presentations</li> <li>• Education panels</li> <li>• Festivals</li> </ul>	<ul style="list-style-type: none"> <li>• Twitter (inc. Q and A's)</li> <li>• Facebook</li> <li>• Hashtag</li> <li>• Flickr</li> <li>• Videos (ATXN, YouTube, Vine)</li> <li>• Pinterest</li> <li>• NextDoor</li> <li>• BloomFire</li> </ul>	<ul style="list-style-type: none"> <li>• Flyers</li> <li>• Bill inserts</li> <li>• Reports and fact sheets</li> <li>• Advertising</li> <li>• Community association newsletters</li> <li>• Mailing lists</li> <li>• Austin Water eNewsletters</li> <li>• Austin Water website</li> <li>• Austin Energy Power Plus</li> <li>• COA Environmental Portal Banner</li> <li>• ATXN Slideshow</li> <li>• Surveys</li> <li>• Neighborhood lists</li> </ul>

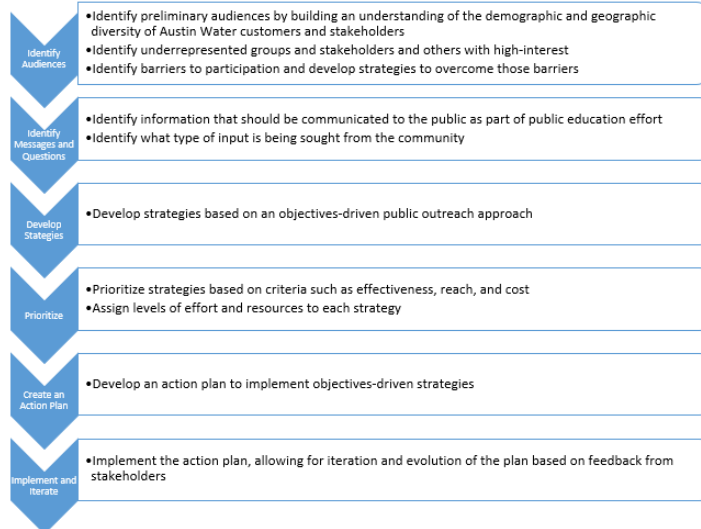
3/12

### An Objectives-Driven Approach

- Objectives provide specific, achievable targets that the utility can use to solicit input in multiple formats across diverse groups
- Participants understand what input is needed and how it will be used
- Objectives provide common ground for reporting results back to stakeholders

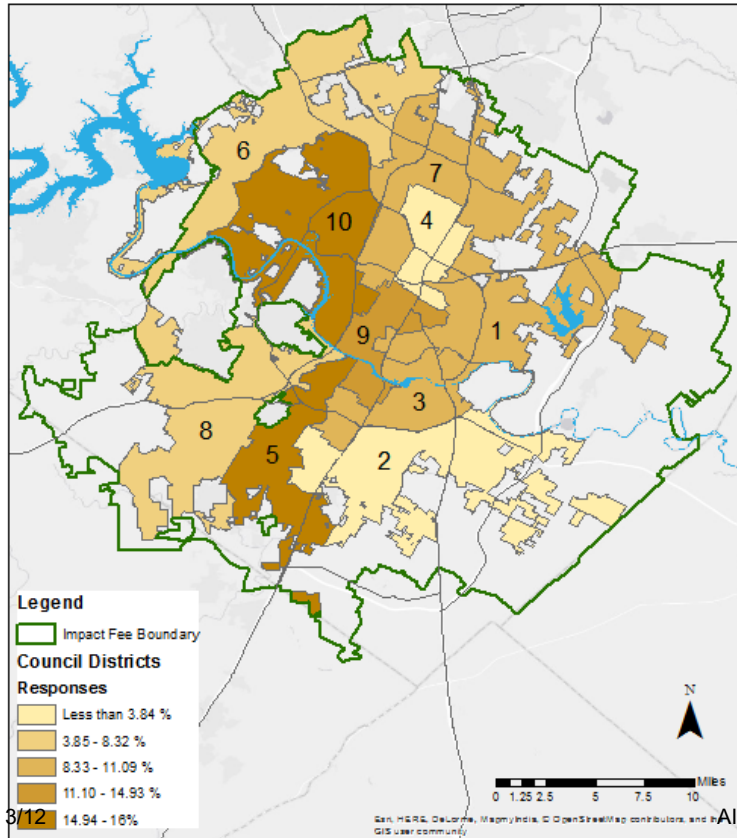
An objectives-driven approach is, "public participation with a purpose," designed to achieve meaningful outcomes for stakeholders and the utility.

### Creating a Public Outreach Plan

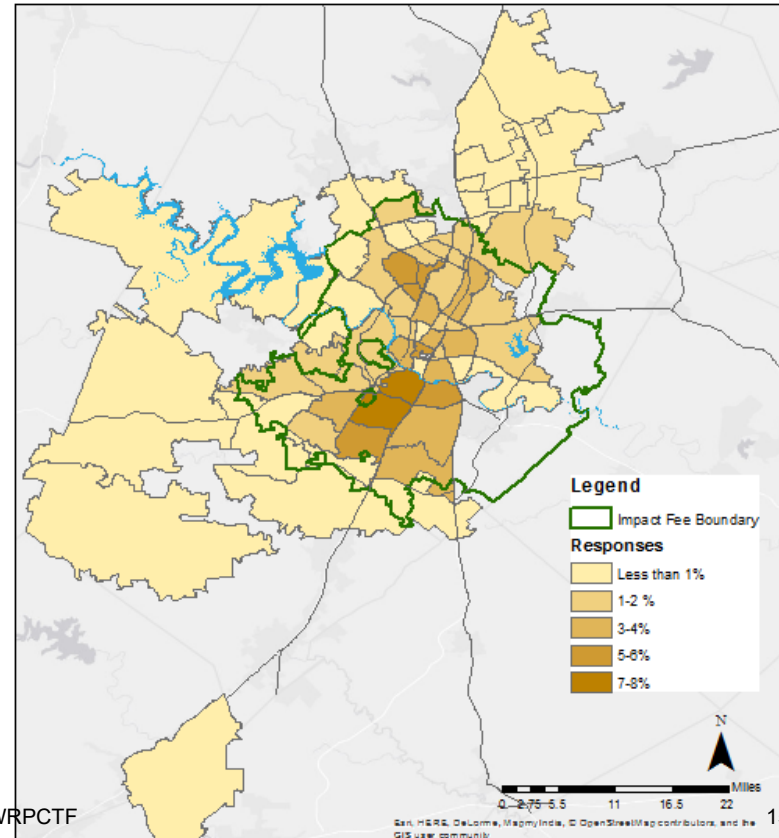


# Water Forward Plan Development Public Outreach Demographics

Distribution of responses across Austin when  
Council District was specified  
Responses received: 469/783



Distribution of responses across Austin when zip  
code was specified  
Responses received: 380/783



# Water Forward Plan Development

## Public Outreach Demographics

Comparing demographics of Water Forward respondents to demographics of Austin

		Water Forward %	Austin %
Gender	Male	51	50
	Female	49	50
Age	Under 18	5	22
	18-29	17	49
	30-44	29	
	45-64	33	
	65 and over	16	22
			8
Race/ Ethnicity	Anglo	72	47
	African-American	3	7
	Asian-American	5	7
	Hispanic/Latino	14	37
	Other	5	3
Household Income	Less than \$24,999	11	21
	\$25,000-\$49,999	16	24
	\$50,000-\$74,999	21	18
	\$75,000-\$149,999	35	26
	More than \$150,000	17	11
Type of Residence	Single-family Home	79	52
	Duplex or Triplex	6	47
	Multi-family	12	
	Other AIWRPCTF	3	2



# Stakeholder engagement approach

- **Community Values**

Reflect Austin's community values in implementation of the Water Forward plan

- **Diverse Stakeholder Input**

Seek input from stakeholders who reflect the diversity of Austin's population and Austin Water customers.

- **Public Education**

Inform and educate the community throughout the implementation process

# Community Values Inform Our Actions



**Strategies will also be evaluated in terms of  
social equity + affordability**

# Diverse Stakeholder Input & Public Education: Ordinance Development Focus

- **Learning from Others**

- Collaboration with other City departments and community leaders to identify additional avenues to gather diverse stakeholder input

- **Partnerships**

- Staff exploring development of partnerships with community groups and non-profits, especially those serving historically under-represented communities

- **Meeting People Where They Are**

- Continued outreach at community group events, neighborhood group meetings, related research/industry/other events

- **Creating Champions**

- Proactive engagement through outreach to industry professionals and stakeholders
- Creating advocates in development, industry, community, City staff, elected officials, others

- **Providing Opportunities for Meaningful Engagement**

- 3/12 ○ Targeted meetings and workshops with stakeholders for input on ordinance approach and language

# Stakeholder Engagement Plan in Development



## Planned 2019 Events (To Date)

- March 27-28 - Water Now Alliance 4<sup>th</sup> Annual Summit
- March 31 – AWWA Sustainable Water Management Conference
- April 11-12 - National Blue Ribbon Commission for Onsite Non-potable Water Systems
- April 13 – Leadership Austin Engage Breakfast
- April 24 – National Adaptation Forum/Water Utility Climate Alliance
- April 24 – Greater Austin Contractors & Engineers Association Symposium
- June 5 – Austin Chapter of the Environmental and Water Resources Institute
- June 25 - Austin Water Onsite Reuse Workshop
- September 18-20 - One Water Summit

# Questions and Discussion

# **Discuss and consider approval of proposed meeting schedule for 2019**

# Proposed 2019 Meeting Dates

- Proposed 2019 meeting dates are
  - Tuesday, June 11<sup>th</sup>
  - Tuesday, September 10<sup>th</sup>
  - Tuesday, December 10<sup>th</sup>
- All meetings to be held at Waller Creek Center, 625 E. 10<sup>th</sup> Street, room 104 at 4pm





# BACKUP MATERIALS

REVISED DRAFT

10/05/2018

## Water Forward

## Implementation Outlook and Adaptive Management Plan

**AW will continue implementation of Advanced Metering Infrastructure and Water Loss Control utility initiatives.**

**AW will continue to monitor AC Condensate Reuse and CII Ordinances that have recently been adopted into code**

**NOTE: All process steps are not included on this informational visual.**

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10/05/2018  
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Implementation Outlook and Adaptive Management Plan

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					Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4	Q1   Q2   Q3   Q4		
Planning Cycles	1		Integrated Water Resource Plan Development and Update Process		○ ○ ○		○ ○	○ ○ ○ ○	○ ○ ○ ○ ○	○ ○		○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○			○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○		○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○	
	2		Scope of Work and Project Schedule Development				■					■					■					■					
	3		Consultant Procurement					■	■				■	■				■	■				■	■			
	4		Data Gathering and Preliminary Analyses					■	■				■	■				■	■				■	■			
	5		Plan Development Process						■	■	■	■	■	■	■				■	■	■	■			■	■	
	6		Target Final Plan Presentation To and Adoption By Council		■						■				■	■			■	■					■	■	
	7		Implementation Plan Development		■	■					■	■				■	■			■	■				■	■	
D8, D9, D10, D11, S11	21		Phase 1 Dual Plumbing Ordinance Development	Stakeholder process will explore requiring dual plumbing for new large Commercial and Multifamily development (with a potable backup).	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○																			
	22		Evaluation of potential implementation approaches	Evaluation to include refinement of ordinance scope, applicability, location in code, enforcement considerations.	■	■																					
	23		Preliminary stakeholder outreach		■	■																					
	24		Develop draft ordinance language			■	■																				
	25		Stakeholder outreach and draft code language changes as needed				■	■	■																		
	26		Boards and Commissions and Council action					■	■	■																	
	27		Implementation and monitoring						■	■																	
	28		Approach refinement and/or implementation of other option(s) in subsequent plan update cycle						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
	29		Maintain approach and continue monitoring						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
	30		Phase 2 Dual Plumbing Ordinance Development	Stakeholder process will explore expanding ordinance’s applicability to potentially include mid-size new commercial and multifamily (with a potable back-up required).							○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○				○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○ ○ ○ ○ ○						
	31		Evaluation of potential implementation approaches	Evaluation to include refinement of ordinance scope, applicability, location in code, enforcement considerations.							■	■							■	■							
	32		Preliminary stakeholder outreach								■	■							■	■							
	33		Develop draft ordinance language									■	■							■	■						
	34		Stakeholder outreach and draft code language changes as needed										■	■	■					■	■						
	35		Boards and Commissions and Council action											■	■	■					■	■					
	36		Implementation and monitoring												■	■	■	■	■	■	■	■	■	■	■	■	
	37		Approach refinement and/or implementation of other option(s) in subsequent plan update cycle																				■	■	■	■	
	38		Maintain approach and continue monitoring																				■	■	■	■	

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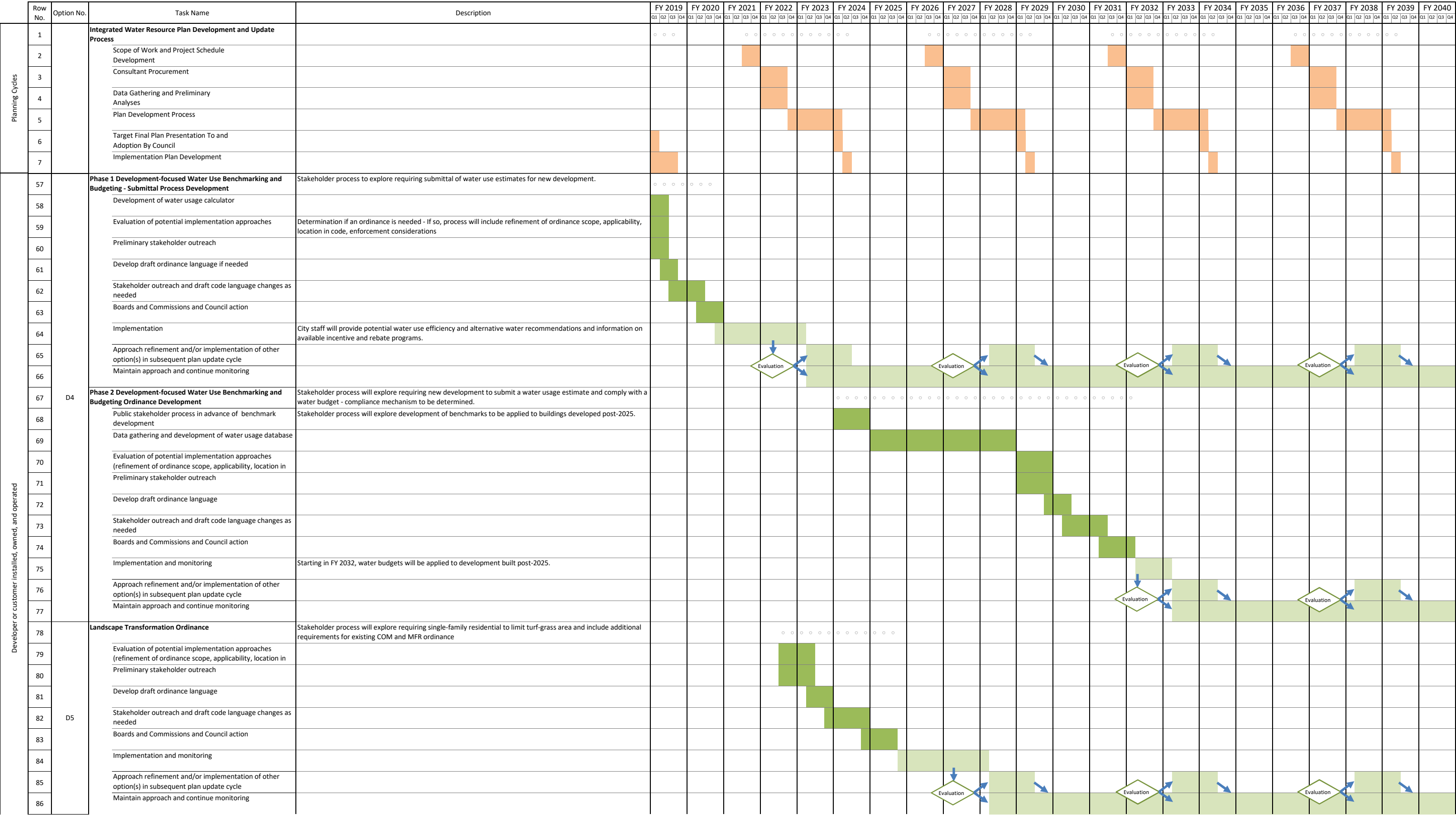
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Planning Cycles	1		Integrated Water Resource Plan Development and Update Process		○	○	○			○	○	○	○	○	○	○			○	○	○	○	○	○				
	2		Scope of Work and Project Schedule Development					■										■					■					
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D8, D9, D10, D11, S11	39		Phase 1 Alternative Water Ordinance Development	Stakeholder process will explore requiring use of alternative waters for new large Commercial and Multifamily development (with a potable backup).	○	○	○	○	○	○	○	○	○															
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	47		Maintain approach and continue monitoring							↓	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	
	48		Phase 2 Alternative Water Ordinance Development	Stakeholder process will explore expanding ordinance’s applicability to potentially include mid-size new commercial and multifamily (with a potable back-up required).								○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	
	49		Evaluation of potential implementation approaches	Evaluation to include refinement of ordinance scope, applicability, location in code, enforcement considerations.								■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
	50		Preliminary stakeholder outreach									■	■						■	■								
	51		Develop draft ordinance language										■	■						■	■							
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	53		Boards and Commissions and Council action											■	■	■					■	■	■					
	54		Implementation and monitoring												■	■	■	■	■	■	■	■	■	■	■	■	■	
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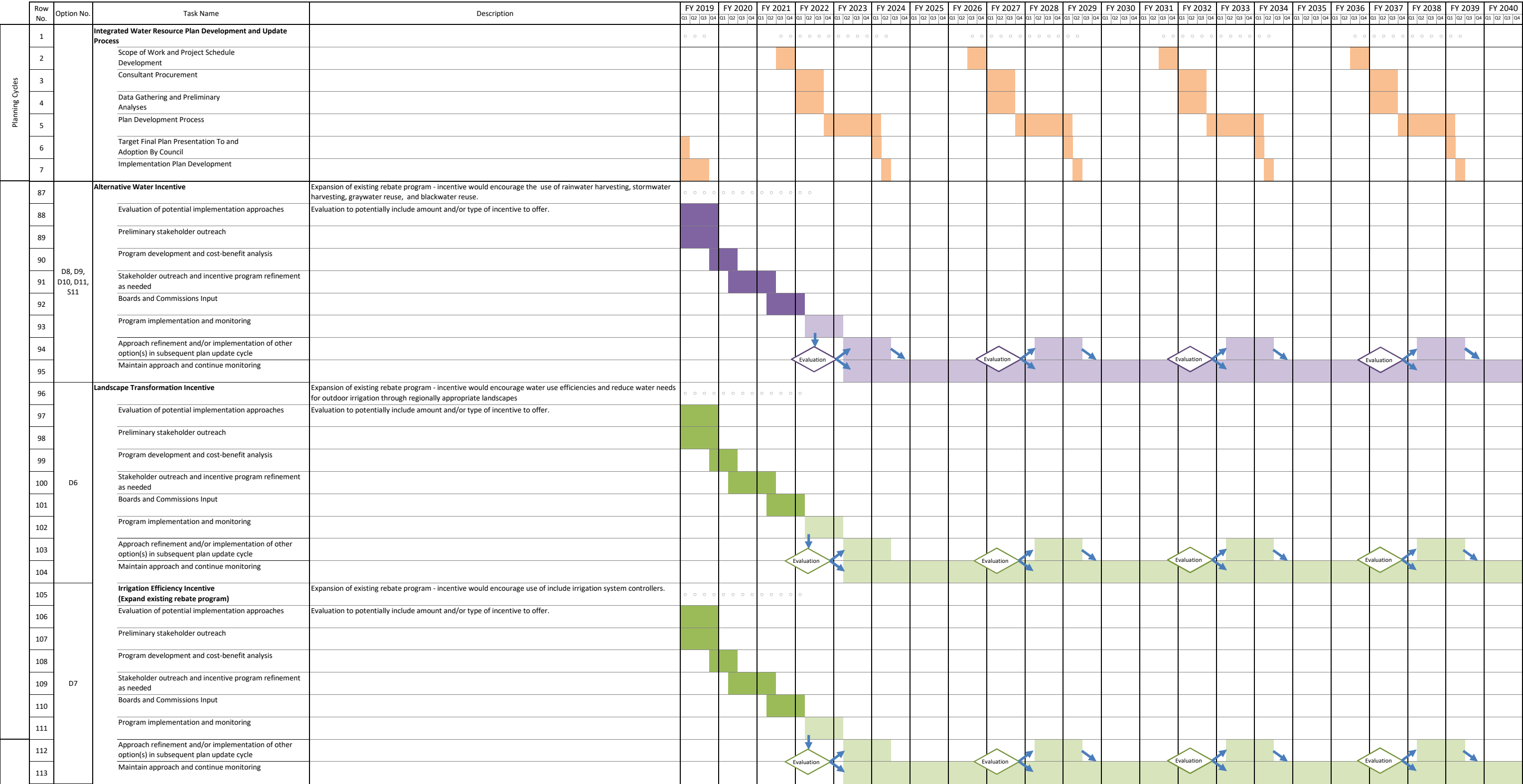
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