

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# WATER4OTTER HELPS KIDS



## PROTECT NATURAL WATER SOURCES

### Presented by:

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WaterSmart Innovations, Las Vegas

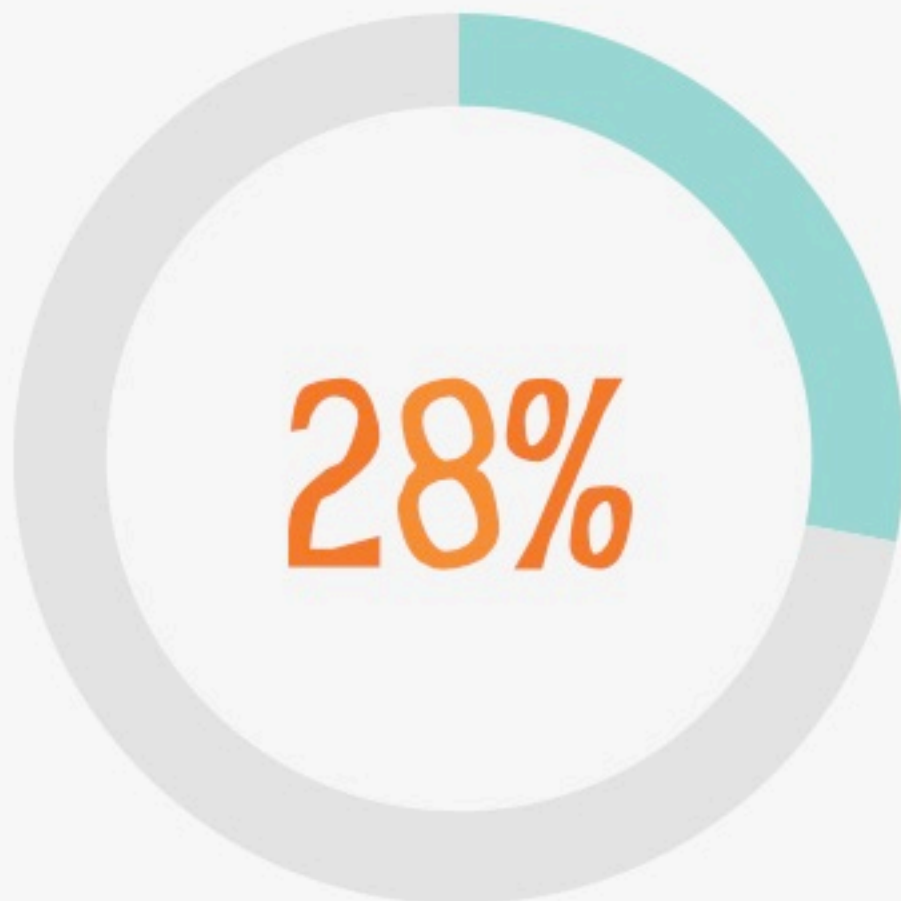
October 8, 2015



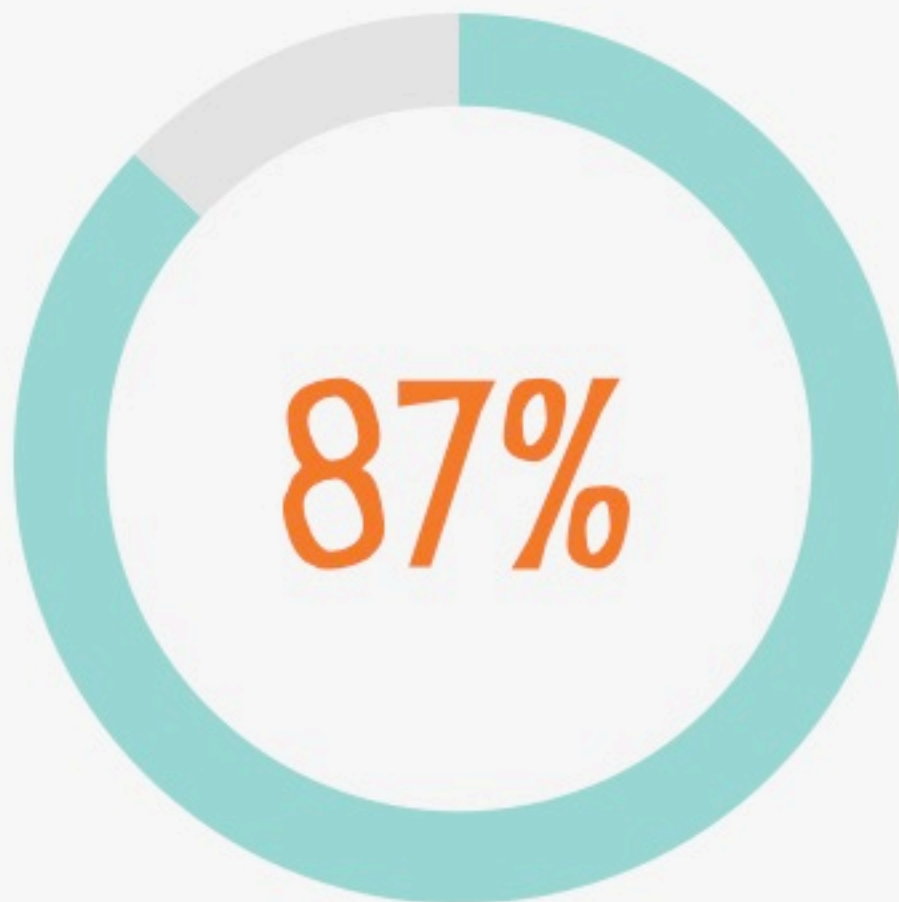


# WATER IQ HISTORY





of Texans said they definitely know the natural source of their drinking water.



are more willing  
to conserve once  
they know.

(Texas Water Development Board, Baseline & Associates, 2004)

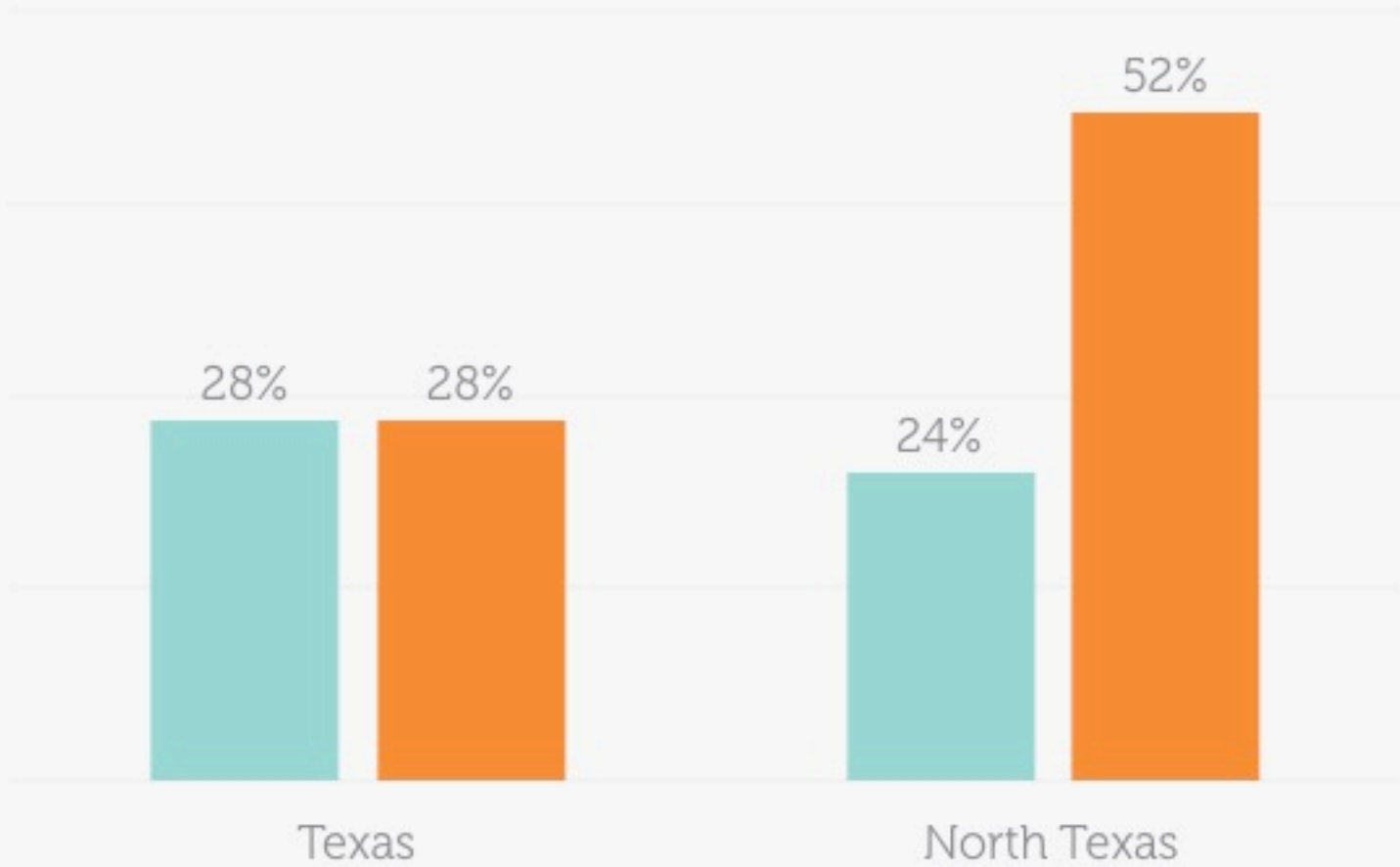


**WATER<sup>®</sup>**



**IQ**

# AWARENESS OF WATER SOURCE



(Baselice & Associates, 2014)



## RESEARCH



Increase the percentage of parents whose children have reminded them **not to waste water** from the current 15 percent.

(Baselice & Associates, 2013)



## ETHNOGRAPHIC RESEARCH

- February 2014
- 19 in-home in-depth interviews with parent + child in the NTMWD service area
- 11 cities, including Plano, Richardson, McKinney
- Parents age 25-64 with child age 9-11
- Household income \$80,000+

## KEY FINDINGS

- None of the families had significant conversations about water conservation at home or at school.
- The conversations that were held, focused specifically on indoor water use — especially showers.
- Opportunity to increase the percentage of parents whose children have reminded them not to waste water from the current 15%.

## KEY FINDINGS

- Although kids weren't familiar with their water source, most parents were aware that household water came from Lavon Lake (and Lake Texoma).



Photo by U.S. Army Corps of Engineers

## **About 2/3 of interviewed families had visited or heard about Lavon Lake:**

- Fishing/boating/picnics at the lake
- Driving past Lavon Lake
- News report about water level





“Wordle” word cloud of kids’ responses to “What do you do for fun?”



# TECHNOLOGY IS KING



- All kids surveyed had a mobile device (iPhone, iPod, tablet, or hand-me-down phone) and reported 2-4 hours of use per day.
- Kids primarily used devices for games, Instagram, and texting.
- Parents were also heavy users of smartphones.

# LIFESTYLE – MEDIA HABITS

- **Internet**

- Kids used the Internet for games, school, and communicating with friends. Parents used it for everything, including paying bills, etc.

- **TV**

- Mixed use: Most reported viewing TV “less than we used to” and using more online video (YouTube/Netflix) and digital entertainment than broadcast.

- **Radio**

- Primarily in-car use: Top 40 and Radio Disney ranked highest among kids.





“I like it! The animals are holding up signs that say they need water too! It’s not just us!”

— Conner, Plano



SAVE  
SOME WATER  
FOR ME.

Waste less water. Save more wildlife.

Water you save around your home preserves theirs. Talk to your family about water conservation. Learn more at [savesomewaterforme.org](http://savesomewaterforme.org)

NORTH TEXAS  
MUNICIPAL WATER DISTRICT

WATER  
IQ

“It makes me feel like I should save water. I would feel sad if he didn’t have any water.”

— Aspen, McKinney



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NORTH TEXAS  
MUNICIPAL WATER DISTRICT

WATER  
IQ

“I would definitely save more water. It’s easy for us to use a little less water, but it’s really hard for them to find new homes.”

— Megan, Plano



## TOP RANKING ANIMALS AMONG KIDS:

1. Otter
2. Fox
3. Black-tailed Prairie Dog
4. Mink
5. Bobcat
6. Porcupine
7. Wood Duck
8. Black-necked Stilt
9. White-faced Ibis
10. American White Pelican



# OTTER BY FAR THE FAVORITE





HI! I'M OTIS THE OTTER!  
THE WATER YOU USE AT YOUR  
HOME COMES FROM MY HOME  
AT LAVON LAKE. CAN YOU HELP  
SAVE SOME WATER FOR ME?  
THANKS! 





Otis

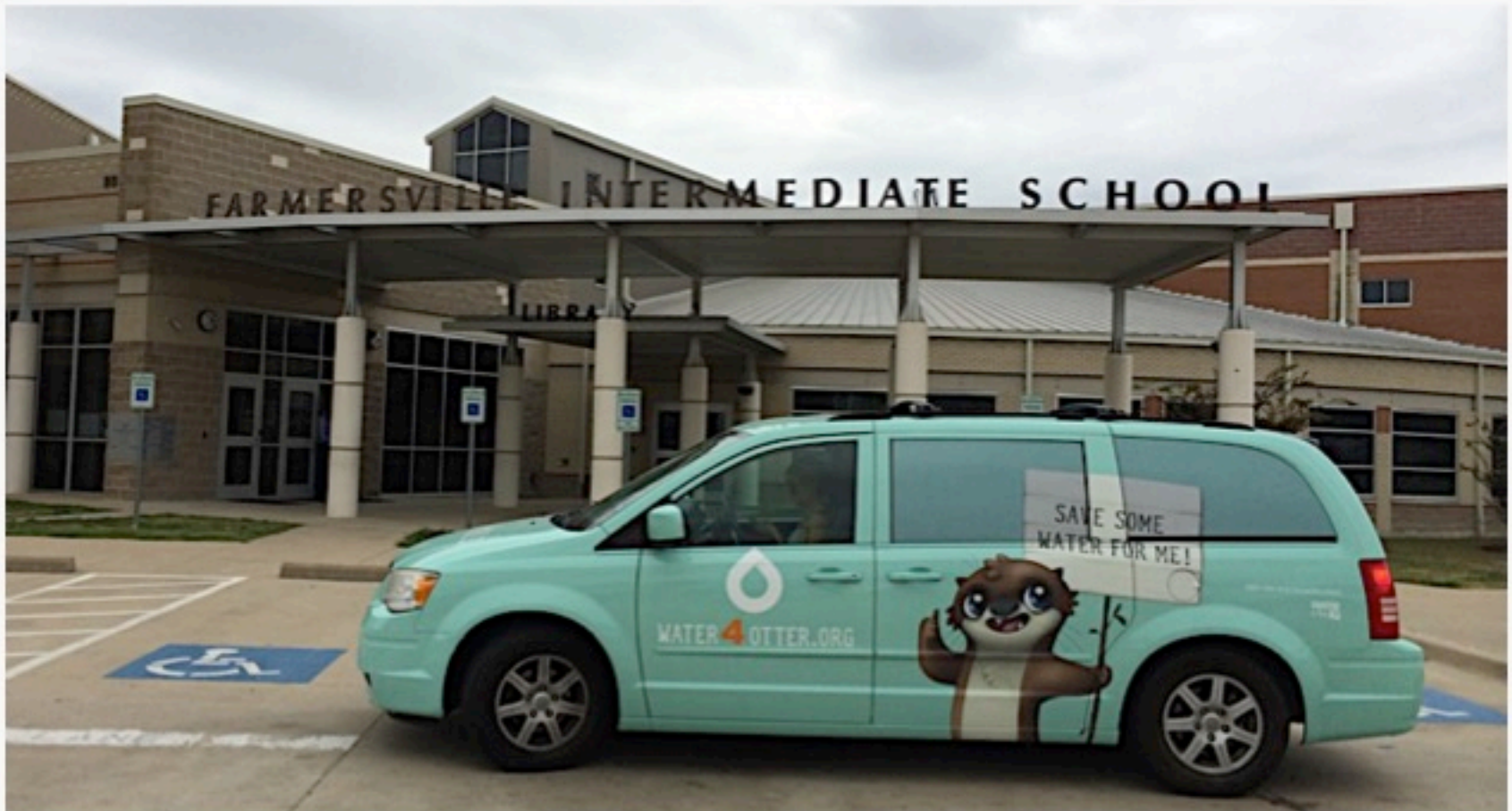
Farah

Bob



# 2014 PILOT

30 schools in 13 member cities





- Funded in part by Texas Water Development Board - \$150,000 grant
- Model program
- Basically doubled program through grant funding

# SCHOOL OUTREACH



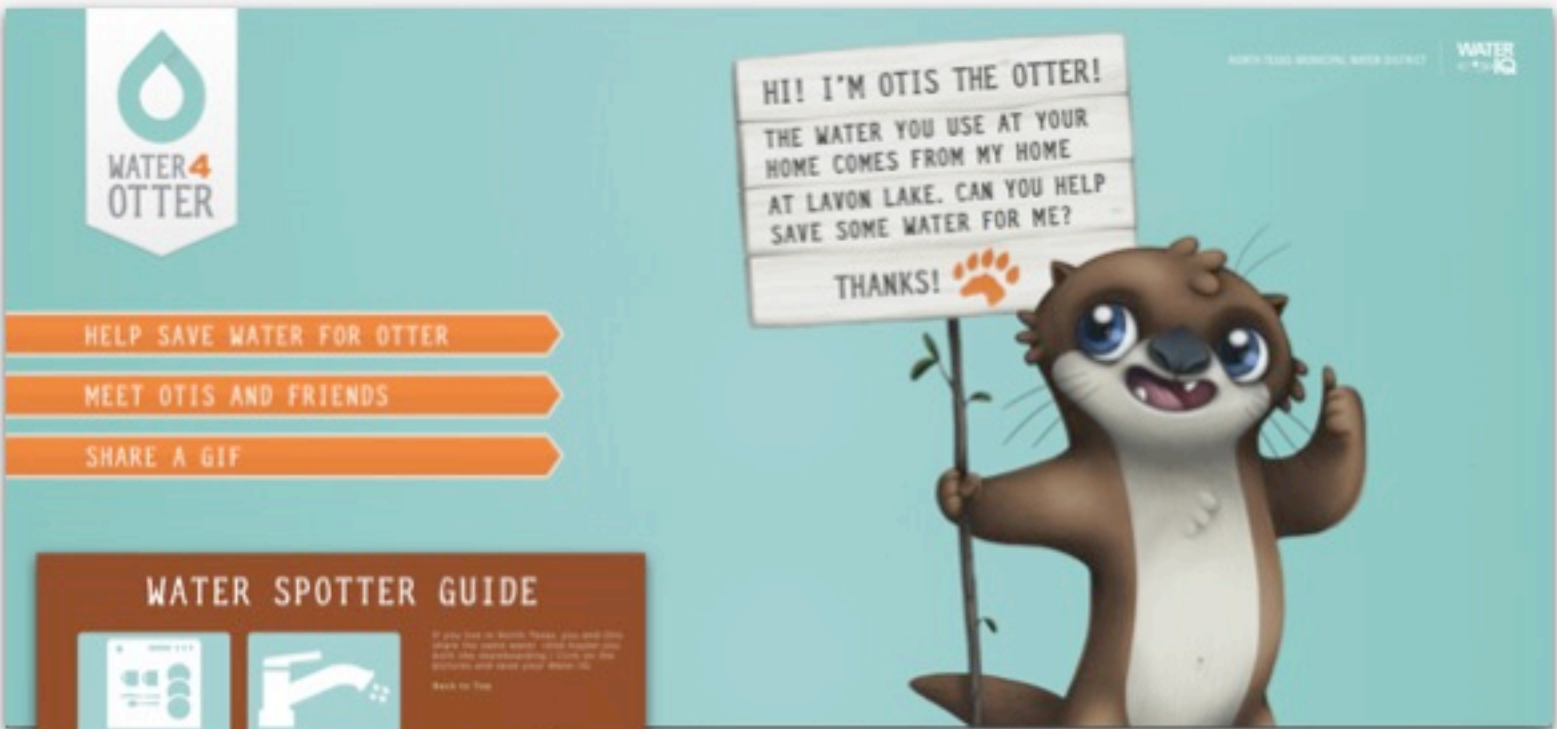


2015

20 school outreach  
events in May



# WATER4OTTER.ORG



**WATER 4 OTTER**

NORTH BEAM MOUNTAIN WATER DISTRICT

HI! I'M OTIS THE OTTER!  
 THE WATER YOU USE AT YOUR HOME COMES FROM MY HOME AT LAVON LAKE. CAN YOU HELP SAVE SOME WATER FOR ME?  
 THANKS! 

HELP SAVE WATER FOR OTTER

MEET OTIS AND FRIENDS

SHARE A GIF

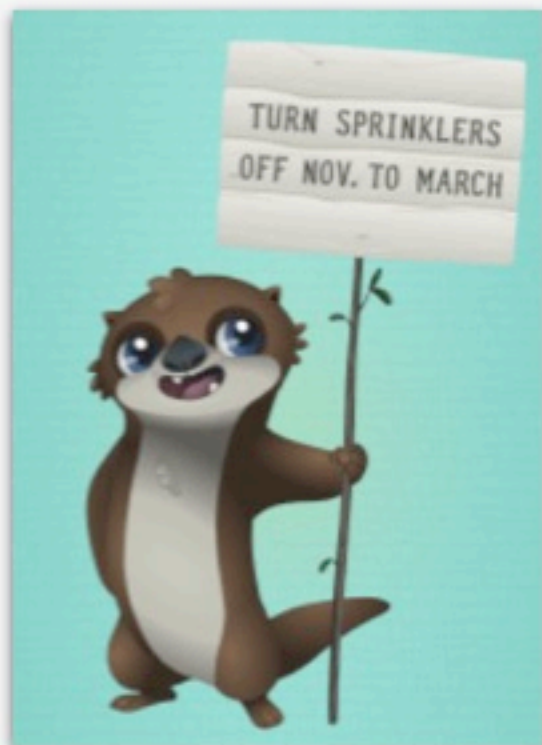
### WATER SPOTTER GUIDE

*If you live in North Texas, you and Otis might see water spots. Otis helps you look for water spots, check for the problem and save your water too.*

Back to Top




# SHAREABLE GIFS



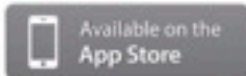


# FREE MOBILE APP



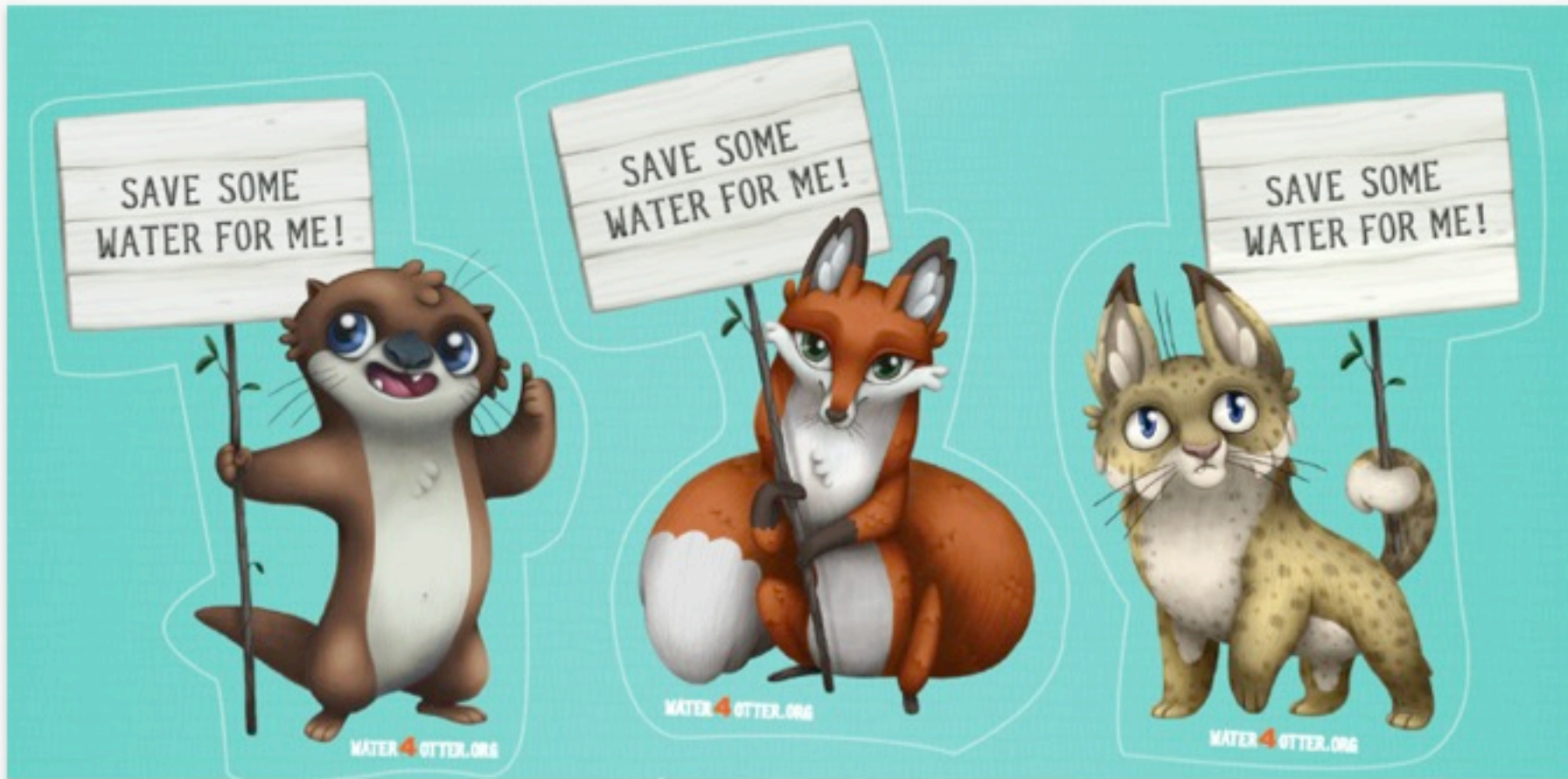
## Download the Game!

Become a first-class Water Spotter by downloading and playing our mobile game, Water4Otter!





# CLINGS



# plano star courier

STARLOCALNEWS.COM



SAVE SOME  
WATER FOR ME!

KELSEY KRUIZICH / STAFF PHOTOS

## Water 4 Otter

The North Texas Municipal Water District kicked off its Water 4 Otter program at Weatherford Elementary School. The water conservation program uses a mascot, Otis the Otter, to teach children such as Eric Liu, as ways to conserve water at Lake Lavon.

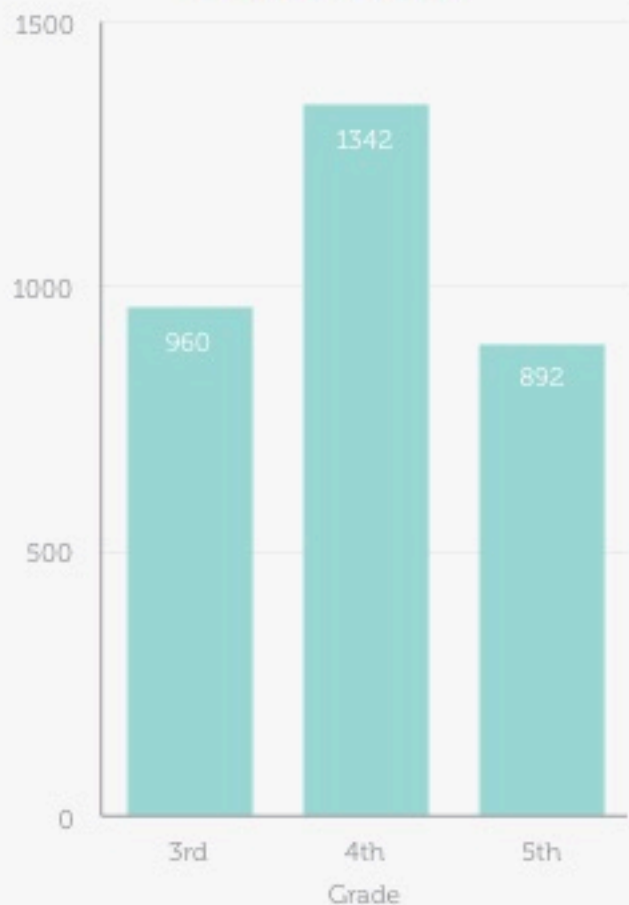
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## POST-EVENT SURVEYS

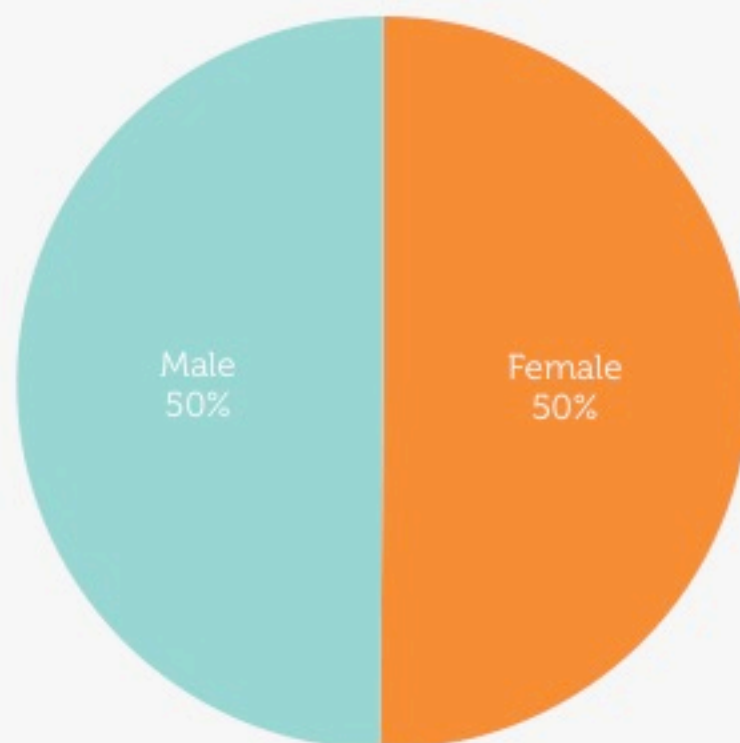
- February 2015
- 3,203 surveys completed
- Included incentive of Starbucks gift card for teachers turning in surveys

# DEMOGRAPHICS OF PARTICIPANTS

STUDENTS' GRADES

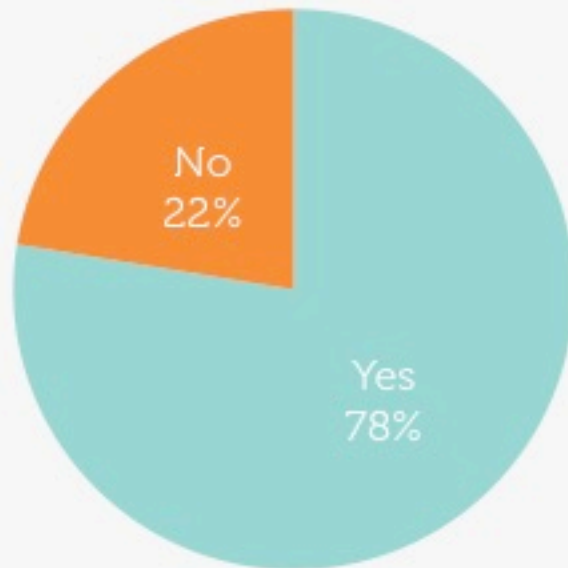


GENDER



# SUCCESS OF PROGRAM

Since meeting Otis,  
have you reminded  
your parents to save  
water?



"I gathered them for a family meeting, and I said we should take shorter showers and turn off the water when you don't need it."

— Fourth-grader

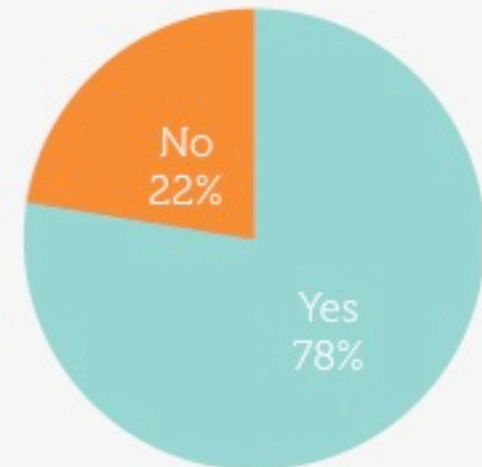
47% of students reminded their parents to save water more than one time.



# WATER4OTTER CLINGS



Did you use your  
Water4Otter  
stickers?

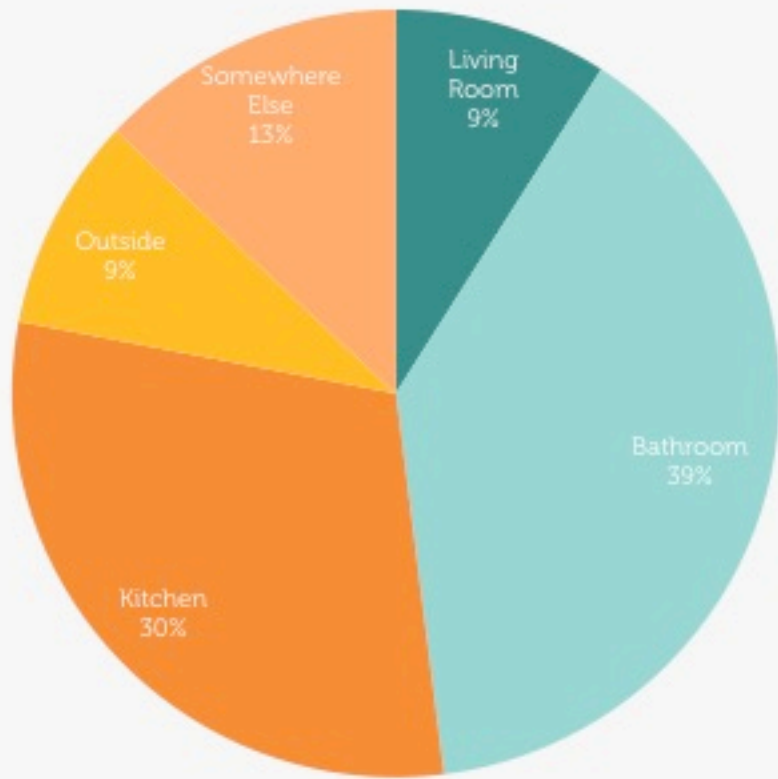


Direct correlation with the 78%  
of students who reminded their  
parents to save water.

"I have talked about water. And wherever in my house we have a faucet, I put the little stickers there. And it has worked more than 10 times."

— Third-grader

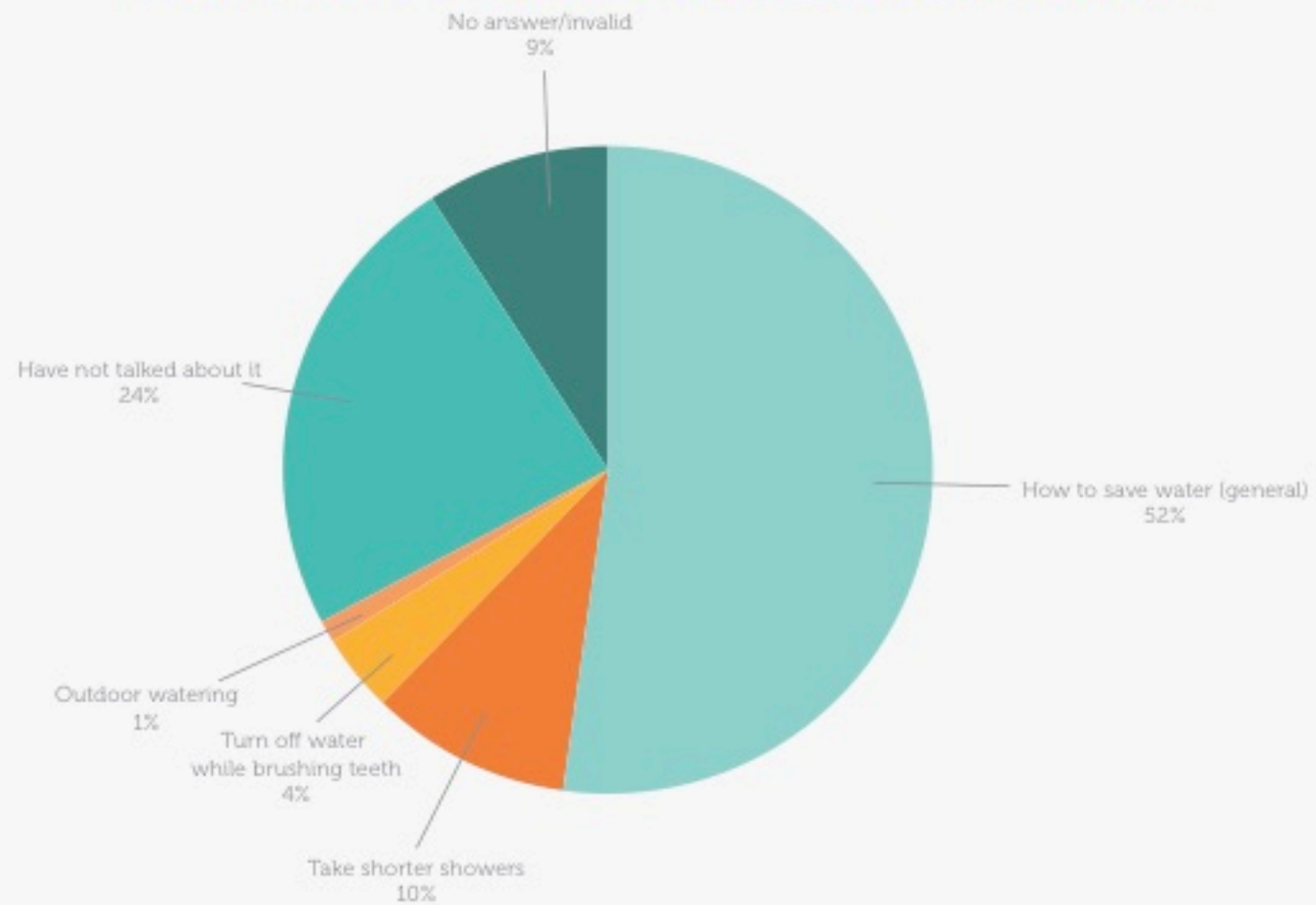
# WHERE DID STUDENTS PLACE THEIR WATER SPOTTER CLINGS?



Students placed stickers in the areas where they most commonly interact with water. These areas correlate with where students think they're wasting the most water.

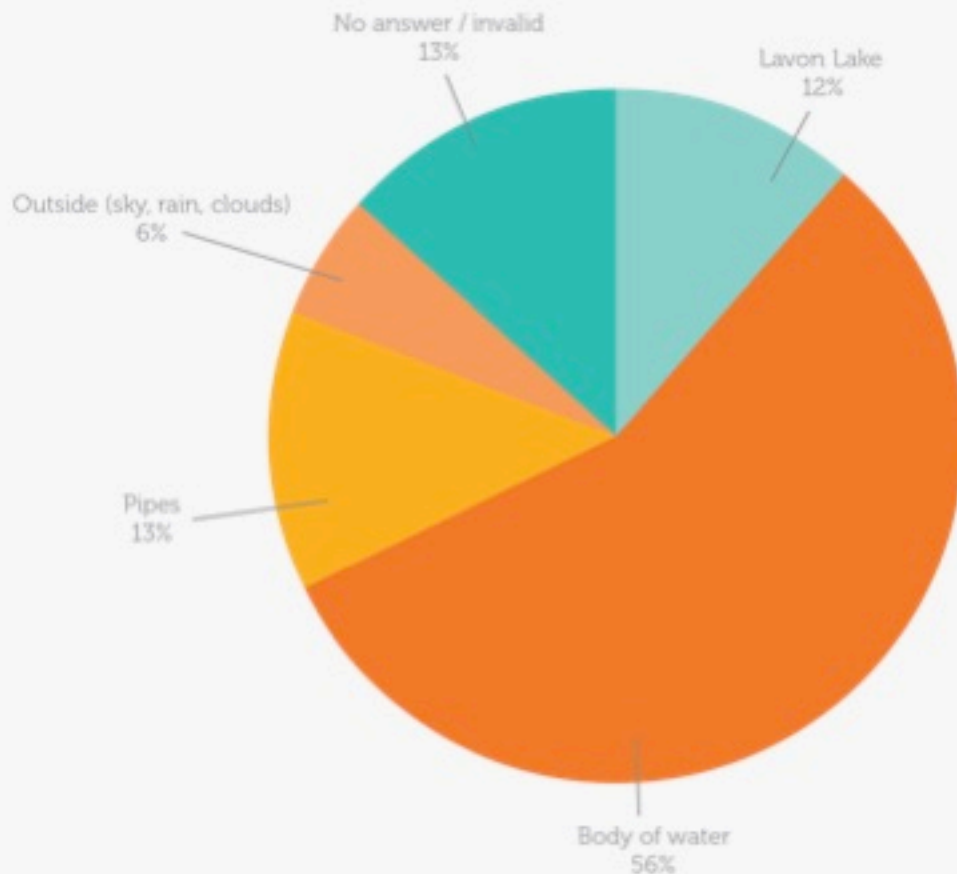


# WHAT THEY'RE TALKING ABOUT



67% of students are making efforts toward water conservation by discussing with their parents ways they can save water around the house.

## WHERE DO STUDENTS THINK THEIR WATER COMES FROM? (OPEN-ENDED QUESTION)

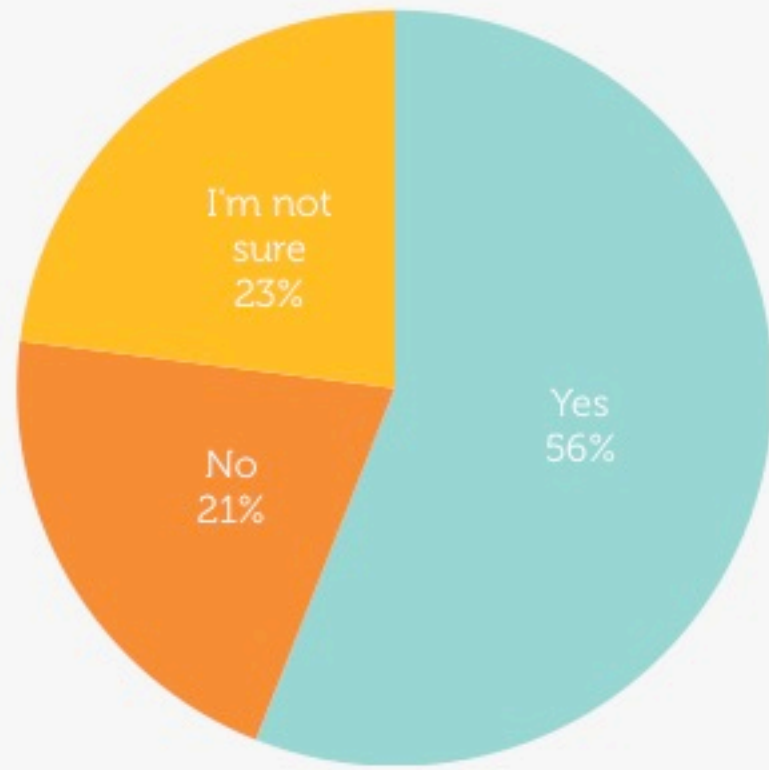


12% of students were able to name Lavon Lake without being prompted.

However, the majority (88%) could not name their water source, with 13% saying their water comes from pipes.

"I care about saving water because the water we use in our homes comes from a river. And if the river is empty, then everything will die." — **Third-grader**

# DO THE STUDENTS THINK THEY'RE WASTING WATER AT HOME?

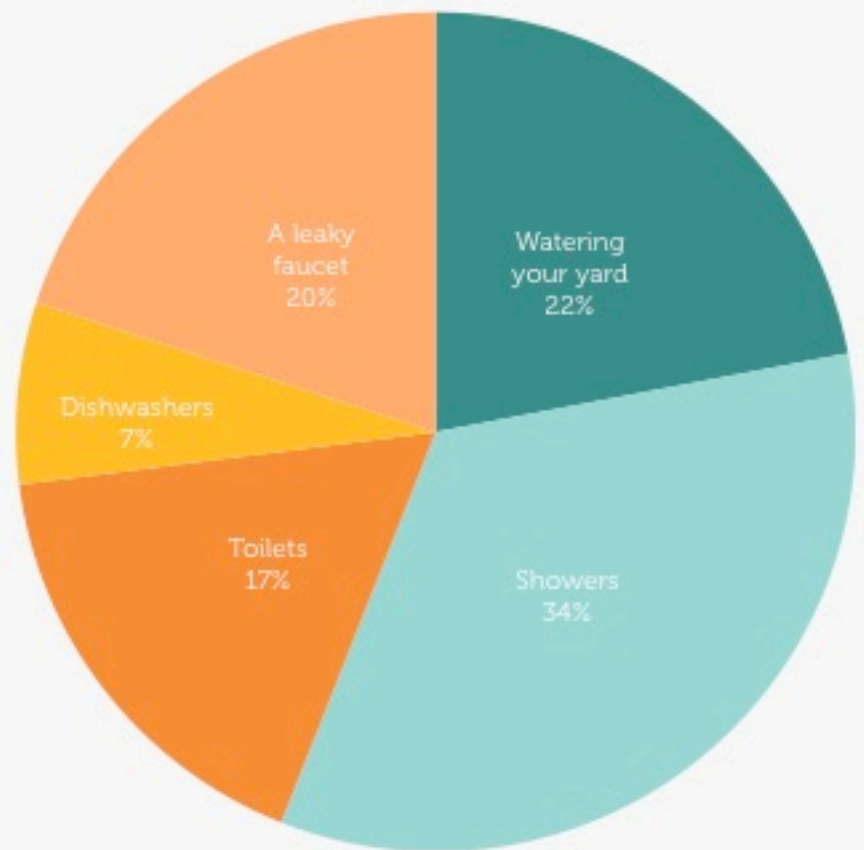


It's good that 56% of students acknowledge that they waste water. But ideally, we should shift away from wasting water.

## WHERE DO STUDENTS BELIEVE THEIR FAMILY WASTES THE MOST WATER?

Like the general public, the majority of students think they're wasting more water inside than outside.

78% of students think more water is used inside the house (showers, toilets, dishwashers, leaky faucets, etc.) than in outdoor watering (22%).

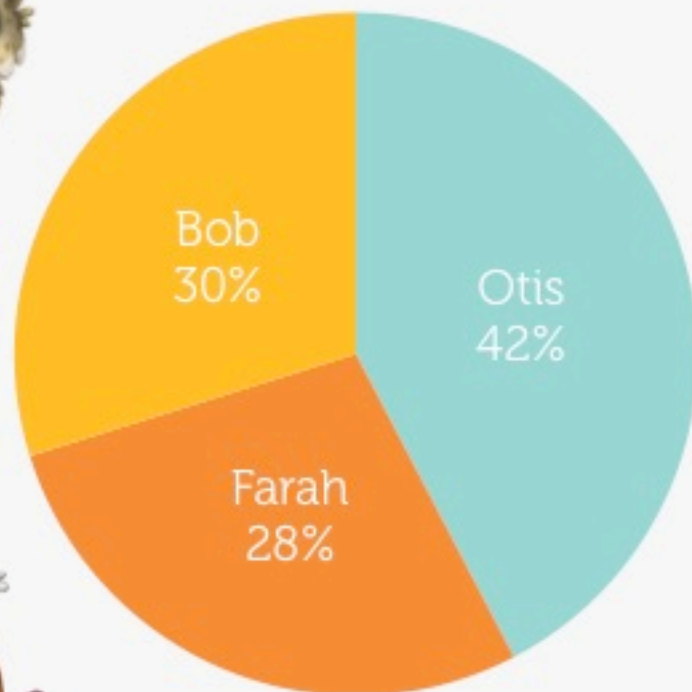


"I tell my dad to turn off the water when he brushes his teeth, and I tell him to have a whole load in the dishwasher before he starts it."

— Third-grader



# FAVORITE WATER4OTTER CHARACTER



HI! I'M OTIS THE OTTER!  
THE WATER YOU USE AT YOUR  
HOME COMES FROM MY HOME  
AT LAVON LAKE. CAN YOU HELP  
SAVE SOME WATER FOR ME?  
THANKS! 



# 90%

would rather give  
water to Otis than  
to their lawn.

## NEW GOALS

- Increase the percentage of students who talk to their parents about water conservation more than once. (47%)
- Increase the number of household discussions about outdoor water use. (1%)
- Increase water source knowledge about Lavon Lake. (12%)
- Introduce Farah and Bob in their role in water.





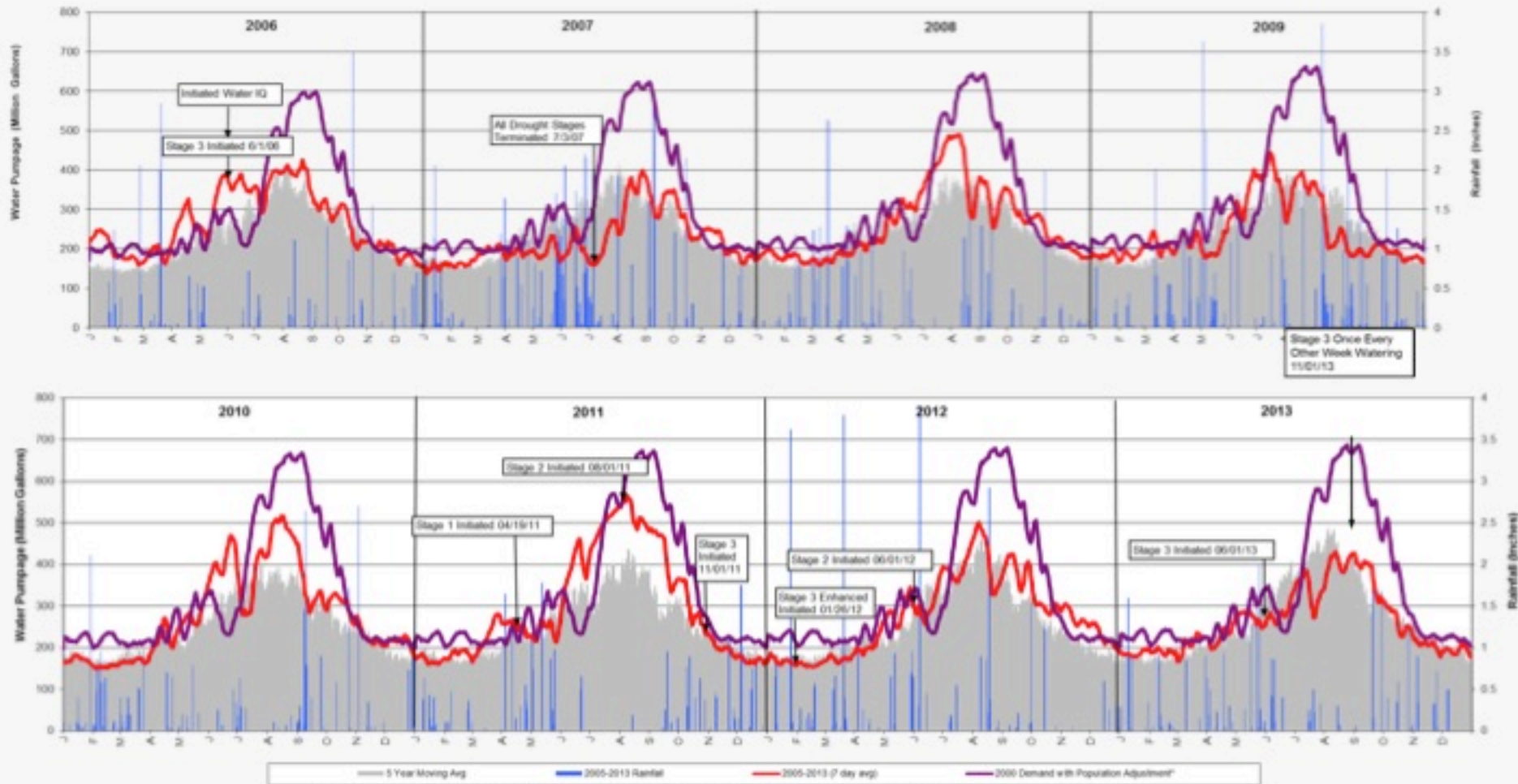
# QUESTIONS AND COMMENTS





# CURBING PEAK-DAY WATER USE

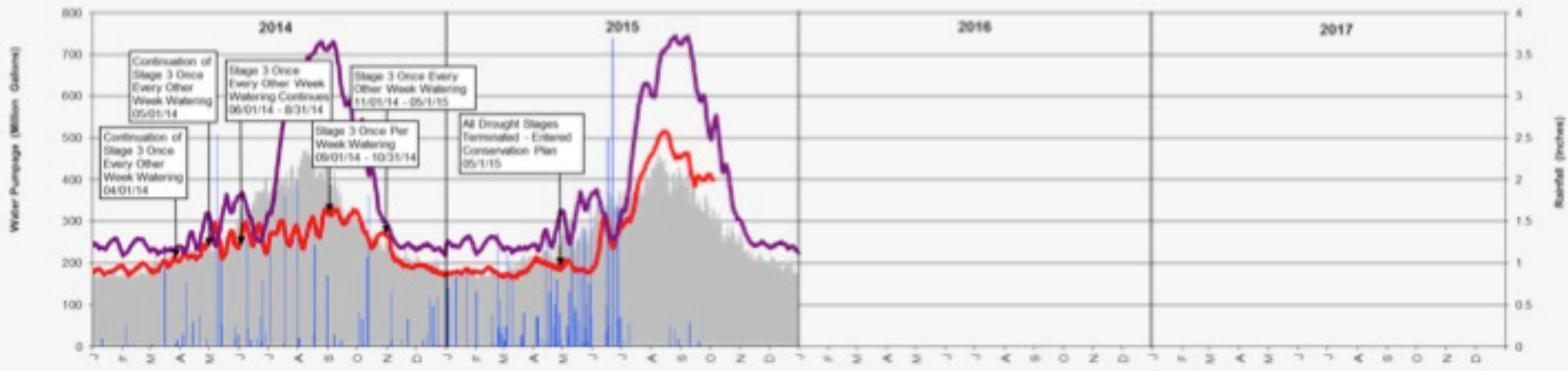
North Texas Municipal Water District  
 Year 2000 with Projected Increases vs. 2006-2013 Actual Usage  
 Daily Water Consumption



\* 2000 Demand Plus 37.33% Increase to 2008. Plus 41.45% Increase to 2009. Plus 42.39% Increase to 2010. Plus 43.55% Increase to 2011. Plus 45.07% Increase to 2012. Plus 46.52% Increase to 2013.

# 2015 PEAK-DAY WATER USE

North Texas Municipal Water District  
 Year 2000 with Projected Increases vs. 2014-2015 Actual Usage  
 Daily Water Consumption





# 2015 DAILY WATER CONSUMPTION

North Texas Municipal Water District  
Year 2000 with Projected Increases vs. 2015 Actual Usage  
Daily Water Consumption

