

June 26, 2019

**WHEREAS**, the population of the Dallas-Fort Worth Metroplex is approximately 7.5 million and, according to the U.S. Census Bureau, grew faster than any other metropolitan area in 2018; and

**WHEREAS**, the City of Dallas (City) and Tarrant Regional Water District (TRWD) have a keen interest in the wise and efficient use of the regional water supply; and

**WHEREAS**, water conservation is a critical component of managing regional water supplies; and

**WHEREAS**, the City's 2016 Water Conservation Five-Year Work Plan Update sets specific goals and objectives to reach an average 1 percent reduction in per capita consumption each year for FY 2016 through FY 2020; and

**WHEREAS**, the plan recommends the continuation of a public awareness campaign to encourage behavioral changes that help lower per capita consumption; and

**WHEREAS**, on April 24, 2019, City Council adopted the 2019 Water Conservation Plan and includes the continuation of a public awareness campaign as a strategy to continue the reduction in Dallas' per capita consumption by Resolution No. 19-0607; and

**WHEREAS**, the City and TRWD have jointly managed and funded a successful regional water conservation public awareness campaign since 2009; and

**WHEREAS**, the City and TRWD desire to continue to jointly manage and fund the campaign; and

**WHEREAS**, the purpose of this Memorandum of Understanding is to fund a cooperative agreement to allow the City and TRWD to execute a regional public awareness campaign to encourage efficient water use, and reduce water demand in the region for the next five years.

**Now, Therefore,**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:**

**SECTION 1.** That the City Manager is hereby authorized to execute a Memorandum of Understanding for the Water Conservation Public Awareness Campaign with the Tarrant Regional Water District to fund a cooperative agreement to continue a successful regional public awareness campaign that encourages efficient water use, reduces water waste, and reduces water demand in the Dallas-Fort Worth region for the next five years.

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**SECTION 2.** That the Chief Financial Officer is hereby authorized to disburse funds in an amount not to exceed \$3,350,000.00 (subject to annual appropriations) to the Tarrant Regional Water District from General Fund, Fund 0001, Department MGT, Unit 5605, Object 3320, Encumbrance/Contract No. MASC OEQ-2019-00010635, Vendor 510851.

**SECTION 3.** That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.

APPROVED BY  
CITY COUNCIL

JUN 26 2019

  
CITY SECRETARY