

Texas Water Conservation Association

2024 Strategic Planning Agenda

Board Conference Room, LCRA Hancock Building, 3700 Lake Austin Blvd.
Facilitated by Richard Lewis and Joanne Ford-Robertson, Roundtop Consulting

[2019 Strategic Plan](#)

April 4, 2024

1:30-5pm

- Introductions and Overview
- Team Building Activities
- Session Overview: Vision and Mission
 - Existing TWCA Vision
 - Existing TWCA Mission
 - TWCA Audiences / Communication Strategies
 - TWCA's Name
- Session Wrap-Up

6pm

Reception and Dinner at County Line on the Hill (6500 Bee Cave Rd, Austin, TX 78746)

April 5, 2024

8:30am

Breakfast Tacos and Coffee

9-11:30am

- Session Overview: Priority Goals
 - TWCA Federal Engagement
 - TWCA Membership
 - Leadership Development and Board Succession
 - Additional Priority Goals and Objectives (as time allows)
- Other Business
- Next Steps

2019 STRATEGIC PLAN
VISION, MISSION, PRIORITY GOALS

VISION

Trusted resource promoting sound water policy for Texas.

MISSION

1. Educate Members and Policy Makers
2. Build Consensus among Members and Water Stakeholders
3. Advocate on Consensus Water Issues
4. Sustain TWCA's Impact and Measured Growth

PRIORITY GOALS

1. Educate Members and Policy Makers
 - a. Improve and Expand Communications with TWCA Members and Outside Interests
 - b. Develop Member Knowledge of the Organization
 - c. Grow the Value of TWCA Conferences and Membership
2. Build Consensus among Members and Water Stakeholders
 - a. Build Consensus within TWCA on Water Policy
 - b. Partner with Other Organizations to Create Policy Solutions
 - c. Formalize TWCA Decision Making Process and Define Consensus
3. Advocate on Consensus Water Issues
 - a. Use TWCA's Experts to Develop Sound Water Policy
 - b. Maintain and Improve Communications with Policy Makers
 - c. Determine the Most Effective Way to Accomplish Federal Outreach Initiatives
4. Sustain TWCA's Impact and Measured Growth
 - a. Maintain and Increase TWCA Membership
 - b. Create Opportunities for Membership Participation
 - c. Maintain Financial Health with Reliable Revenue Streams
 - d. Prioritize TWCA Programs and Responsibilities (this was the TGWA/RMF umbrella)

Texas Water Associations

Organization	Type	Summary	Acronym	Year Est.
American Water Works Association – Texas Section	(c)(3)	providing solutions to protect public health, the environment, and effectively manage water Texas’s most vital resource	TAWWA	1972
Association of Water Board Directors	(c)(4)	promote unity and education among/ serve as an advocacy group for MUDs, PUDs, SUDs, UD, and WCIDs	AWBD	1978
National Association of Water Companies – Texas Chapter	(c)(6)	coalition of regulated water utilities invested in Texas Water	TAWC	1977
Texas Alliance of Groundwater Districts	(c)(3)	promote and support sound management of groundwater based on local conditions and good science	TAGD	1991
Texas Association of Clean Water Agencies	(c)(6)	represent interests of major wastewater utilities throughout Texas	TACWA	1972
Texas Desal Association	(c)(6)	encourage better use of Texas’ water resources through the development of brackish, marine and other saline waters	TexasDesal	2014
Texas Groundwater Association	(c)(6)	promotes and supports the interests and welfare of Texas water well drillers and the Texas water well industry	TGWA	1980
Water Environment Association of Texas	(c)(3)	Nonprofit organization of professionals / resource for preserving, enhancing, and advocating water quality in Texas	WEAT	1979
Texas Rural Water Association	(c)(6)	statewide educational and trade association that represents the full spectrum of the rural water community	TRWA	1972
Texas Water Conservation Association	(c)(4)	nonprofit policy association for the Texas water industry, focusing on water supply and management; promoting sound water policy for Texas	TWCA	1947
Texas Water Infrastructure Network	(c)6	contractor trade association that works with the Legislature, funding and regulatory agencies, political subdivisions, and other industry groups to represent and promote the interests of Texas businesses involved in Texas water construction markets	TXWIN	2013
Texas Water Quality Association	(c)(6)	trade association representing the household, commercial, and industrial water quality improvement industry in Texas	TWQA	1975
Texas Water Utilities Association	(c)(3)	premier educator for water professionals in the state of Texas	TWUA	1991
Water Reuse Association – Texas	(c)(6)	nation’s only trade association solely dedicated to advancing laws, policy, funding, and public acceptance of recycled water	WaterReuse Texas	2005

Texas Water Nonprofits

These other water-focused nonprofits are not associations (which we define as member-based organizations). These include the following organizations (note that this list is not exhaustive and that many other nonprofits work in the water space but are not solely focused on water and do not have a water-focused name):

- **Texas Water Foundation:** working to lead Texas into a sustainable water future by investing in the next generation of water leaders, equipping decision makers, and inviting every Texan to recognize that Texas Runs on Water.
- **Texas Water Trade:** a vision of durable, long-lasting water supplies in Texas that ensure future economic growth, ecological resilience and abundant water for present and future generations, no matter their income or zip code.
- **Texas Water Mission:** supports communities in need by providing safe drinking water and hygiene solutions.
- **Texas Living Waters:** a collaboration of conservation groups (National Wildlife Federation, The Nature Conservancy, Sierra Club – Lone Star Chapter, Hill Country Alliance, and Galveston Bay Foundation) working to ensure that Texas has the water it needs for thriving communities and healthy fish and wildlife.
- **Texans for Clean Water:** a statewide group of business leaders, industries, and NGOs with a common initiative to prevent and remove waterborne litter.
- **Texas Water Action Collaborative:** Facilitated by Texan by Nature, TxWAC builds collaborative relationships to align goals, metrics, and project/funding timelines between conservation organizations, corporate entities, and communities to accelerate investments that benefit water.

The **Water Conservation Advisory Council** was created by the legislature “to establish a professional forum for the continuing development of water conservation resources, expertise, and progress evaluation of the highest quality for the benefit of Texas — its state leadership, regional and local governments, and general public.” It is a council of experts only, supported by TWDB.

Finally, **Texas Water** is a joint initiative of TAWWA and WEAT, in its 28th year as the largest regional water conference in the U.S. It caters to professionals in the wastewater and water industry, including water quality engineers, treatment plant technicians, scientists, government officials, regulatory agency personnel, manufacturers and their agents, libraries, universities and groups and individuals concerned with protecting public health and the environment.

TWCA Membership List
April 2024

1. Acton Municipal Utility District
2. Advanced Groundwater Solutions, LLC
3. AECOM
4. Allen Boone Humphries Robinson, LLP
5. Alliance Regional Water Authority
6. Amerex
7. Anchor-QEA, LLC
8. Angelina & Nacogdoches Counties WCID #1
9. Angelina & Neches River Authority - Accounting
10. Angleton Drainage District
11. Aqua Strategies, Inc.
12. Aqua Water Supply Corporation
13. Aqua Water Supply Corporation
14. AquaSmart Inc
15. ARCADIS U.S., Inc.
16. Armbrust & Brown PLLC
17. Associated General Contractors of Texas (AGC)
18. Baker Botts LLP
19. Bandera County RAGD
20. Barton Benson Jones PLLC
21. Barton Springs/Edwards Aquifer CD
22. Baxter & Woodman
23. Bayview Irrigation District #11
24. Berryman Chemical
25. Bickerstaff Heath Delgado Acosta LLP
26. Black & Veatch
27. Bluebonnet GCD
28. Booth & Associates, P. C.
29. Brazoria Co. Cons. & Reclamation Dist. # 3
30. Brazoria County Drainage District #4
31. Brazoria County Drainage District #5
32. Brazoria County GCD
33. Brazos River Authority
34. Brazos Valley GCD
35. Brookshire Municipal Water District
36. Brookshire-Katy Drainage District
37. Brown and Caldwell
38. Brown County Water Improvement District #1
39. Brownsville Irrigation District
40. Brownsville Public Utilities Board
41. Brush Country GCD
42. Brushy Creek Regional Utility Authority
43. Burnett Ranches LLC
44. Burns & McDonnell
45. BVRT Holding Co
46. Cameron County DD #1
47. Cameron County Drainage District #5
48. Cameron County Irrigation District #2
49. Cameron Co. Irrigation Dist. #2/Drainage Dist. #3
50. Cameron County Irrigation District #6
51. Cameron County WID #10
52. Campbell Legal PLLC
53. Canadian River Municipal Water Authority
54. Canyon Lake Water Service Company
55. Canyon Regional Water Authority
56. Cape Royale Utility District
57. Carollo Engineers, Inc.
58. CDM Smith, Inc.
59. Central Texas GCD
60. Chambers-Liberty Counties Navigation District
61. Charles Porter
62. Cibolo Creek Municipal Authority
63. City of Abilene
64. City of Arlington c/o Tarrant RWD
65. City of Austin-Water Utility
66. City of College Station
67. City of Denton
68. City of Fort Worth c/o Tarrant RWD
69. City of Houston - Public Works & Engineering
70. City of Irving Water Utilities Dept.
71. City of Plainview
72. City of Wichita Falls
73. Civitas Engineering Group
74. Clearwater UWCD
75. Coastal Bend GCD
76. Coastal Plains GCD
77. Coastal Water Authority
78. Colorado River Municipal Water District
79. Corix Utilities Texas
80. Cottonwood Creek MUD No. 1
81. Culberson County GCD
82. Cypress Springs Special Utility District
83. Dallas County Park Cities MUD
84. Dallas County Utility and Reclamation District
85. Dallas Water Utilities-City of Dallas
86. Daniel B. Stephens & Associates, Inc.
87. DEC
88. Delta Lake Irrigation District
89. Donna Irrigation District, Hidalgo County # 1
90. Edwards Aquifer Authority
91. Eichelbaum Wardell Hansen Powell & Muñoz, PC
92. El Paso Water
93. Elite Bookkeeping LLC
94. Engelman Irrigation District
95. Environmental Defense Fund
96. EPCOR
97. Evergreen UWCD
98. Fort Bend County LID #2
99. Fort Bend County MUD No. 37
100. Fort Bend Economic Development Council

101. Fort Bend Subsidence District
102. Franklin County Water District
103. Freese and Nichols, Inc.
104. FTN Associates, Ltd.
105. Galveston Co. Consolidated Drainage District
106. Galveston County D.D. #1
107. GDS Associates, Inc.
108. Germer Gertz, L.L.P.
109. Glasscock GCD
110. GM Ellis Law Firm, P. C.
111. Gonzalez County UWCD
112. Greater Texoma Utility Authority
113. Green DeWitt County Drainage District
114. Gregg Law PC
115. Ground Water Consultants, LLC
116. Guadalupe County GCD
117. Guadalupe-Blanco River Authority
118. Gulf Coast Authority
119. Gulf Coast Protection District
120. Gulf Coast Water Authority
121. Halff Associates Inc.
122. Harlingen Irrigation District Cameron Co. #1
123. Harris County Flood Control District
124. Harris County Fresh W.S.D. #47
125. Harris-Galveston Subsidence District
126. Hays County MUD No. 5
127. Hays Trinity GCD
128. HDR Engineering, Inc.
129. Heather Harward Consulting, LLC
130. Hemphill County UWCD
131. Hidalgo & Cameron Co. Irrigation District No. 9
132. Hidalgo County Irrigation District #1
133. Hidalgo County Irrigation District #2
134. Hidalgo County Irrigation District #5
135. Hidalgo County Irrigation District #6
136. Hidalgo County WCID #19
137. Hidalgo County WID #3
138. High Plains Water District
139. HillCo Partners
140. HilltopSecurities
141. Hoffpauir Consulting, PLLC
142. Hollaway Environmental
143. Hyde Regulatory Consulting, L.L.C
144. HydroPro Solutions
145. ICF
146. INTERA, Inc.
147. Ivan Langford Consulting
148. Jackson Walker LLP
149. Jacobs
150. Jeff Davis County UWCD
151. Jefferson County DD #7
152. Jefferson County Drainage District #3
153. Jefferson County WCID #10
154. John McEachem
155. Karen Bondy
156. Kathy Berek
157. Kelly Hart & Hallman LLP
158. KEMP SMITH, LLP
159. Ken Kramer
160. Kenedy County GCD/Attorney At Law
161. Kimley-Horn and Associates, Inc.
162. KS Supplies
163. La Feria I.D. Cameron County #3
164. Lavaca-Navidad River Authority
165. Law Office of Louis T. Rosenberg, P.C.
166. Law Office of Myron Hess PLLC
167. Law Offices of Glenn Jarvis
168. LJA Engineering, Inc.
169. Llano Estacado UWCD
170. Lloyd Gosselink Rochelle & Townsend, PC
171. Lockwood, Andrews & Newnam, Inc.
172. Lone Star GCD
173. Lost Pines GCD
174. Lower Colorado River Authority
175. Lower Neches Valley Authority
176. Lower Trinity GCD
177. LRE Water, LLC
178. Mathews & Freeland, LLP
179. Maverick Co. WCID #1
180. Maverick Water Group
181. McCain Waterworks Marketing
182. McCall, Parkhurst & Horton LLP
183. McCarthy & McCarthy LLP
184. McGinnis Lochridge & Kilgore, LLP
185. Medina County GCD
186. Menard County UWD
187. Mesa UWCD
188. Metropolitan Water Company
189. Mid-East Texas GCD
190. Middle Trinity GCD
191. Montgomery County DD #6
192. Moore's Water Well Service
193. Municipal Advisory Council of Texas
194. Murfee Engineering Company
195. Mustang Special Utility District
196. National Wildlife Federation
197. New Braunfels Utilities
198. New Caney Municipal Utility District
199. NewGen Strategies & Solutions, LLC
200. NextEra Distributed Water
201. NorrisLeal, PLLC
202. North Austin MUD No. 1
203. North Fort Bend Water Authority
204. North Harris County Regional Water Authority
205. North Plains GCD
206. North Texas GCD

207. North Texas Municipal Water District
208. Northeast Texas MWD
209. Northern Trinity GCD
210. Northtown Municipal Utility District
211. Northwest Harris County MUD # 15
212. Nueces River Authority
213. Offices of Marc A. Rodriguez
214. Orange County Drainage District
215. Orange County Navigation & Port District
216. Palo Pinto County MWD No 1
217. Paloma Lake MUD No. 1
218. Paloma Lake MUD No. 2
219. Panhandle GCD
220. Panola County GCD
221. Pape-Dawson Engineers, Inc.
222. Parkhill, Smith and Cooper
223. Parsons
224. Permian Basin UWCD
225. Phillips and Jordan, Inc.
226. Pineywoods GCD
227. Plum Creek Conservation District
228. Plummer Associates, Inc.
229. Port of Corpus Christi
230. Post Oak Savannah GCD
231. Prairielands GCD
232. Radcliffe Adams Barner PLLC
233. Real-Edwards Cons. & Reclamation District
234. Red Bluff Water Power Control District
235. Red River Authority of Texas
236. Red River GCD
237. RESPEC
238. Restrict Flow LLC
239. Riceland Consulting LLC
240. Riverbend Water Resources District
241. Robert J. Brandes Consulting
242. Rolling Plains GCD
243. Roman Forest Consolidated M.U.D
244. Ron Lewis & Associates
245. RSAH2O, LLC
246. Rubicon Water
247. Sabine Pass Port Authority
248. Sabine River Authority of Texas
249. Samco Capital Markets
250. San Antonio River Authority
251. San Antonio Water System
252. San Jacinto River Authority
253. San Patricio County DD
254. Sandy Land UWCD
255. Santa Cruz Irrigation District #15
256. Sawin Group
257. Schaumburg & Polk, Inc.
258. Scheibe Consulting, LLC
259. Seven Seas Water Group
260. Siena MUD #1
261. Siena MUD #2
262. Simsboro Aquifer Water Defense Fund
263. Skelton, Slusher Barnhill, Watkins, and Wells
264. SledgeLaw Group, PLLC
265. SLR Property I, LP
266. Sonterra MUD
267. Southeast Texas GCD
268. Stacey Reese Law, PLLC
269. Stantec Consulting Services, Inc.
270. Steven Walden Consulting
271. Stonewall WCID
272. STV, Inc.
273. Sulphur River Basin Authority
274. Susan Roth Consulting, LLC
275. SWCA Environmental Consultants
276. Tarrant Regional Water District
277. Terrill & Waldrop
278. Texan Engineering and Consulting, LLC
279. Texas Alliance of Groundwater Districts
280. Texas Business Leadership Council
281. Texas Corn Producers
282. Texas Farm Bureau
283. Texas Groundwater Association
284. Texas Oil and Gas Association
285. Texas Rural Water Association
286. Texas Tech School of Law
287. Texas Water Foundation
288. Texas Water Resources LLC
289. The Carlton Law Firm, P.L.L.C.
290. The Colony MUD No. 1A
291. The Down Chemical Company
292. The Meadows Center for Water and The Env.
293. The Woodlands Water Agency
294. Three Community Water Supply Corporation
295. Tidewater Professional Services, LLC
296. Titus County Fresh Water Supply District #1
297. Tom Green County FWSD #2
298. Tom Green County WCID #1
299. Travis County MUD No. 14
300. Travis County MUD No. 2
301. Travis County WCID #17
302. Travis County WCID 10
303. Trinity Bay Conservation District
304. Trinity River Authority of Texas
305. Triple C Services LLC
306. TSCRA
307. United Irrigation District
308. Upper Colorado River Authority
309. Upper Guadalupe River Authority
310. Upper Neches River Municipal Water Authority
311. Upper Trinity GCD
312. Upper Trinity Regional Water District

313. USGS
314. Uvalde County UWCD
315. Valley Acres Irrigation District
316. Velasco Drainage District
317. Victoria County GCD
318. Victoria Co. Navigation Dist,-Port of Victoris
319. Vista Oak MUD
320. Ward County Irrigation District #1
321. Water Collaborative Delivery Association
322. Water Environment Association of Texas
323. Well Scope LLC
324. Wells Branch MUD
325. West Central Texas MWD
326. WEST Consultants, Inc.
327. West Harris County Regional Water Authority
328. West Side Calhoun County Navigation District
329. West Travis County Public Utility Agency
330. Whitman, Requardt & Associates, LLP
331. Wichita County W.I.D. #2
332. Wilbarger Creek MUD No. 1
333. Wilbarger Creek MUD No. 2
334. Willacy County D.D. #1
335. Williamson County MUD No. 22
336. Williamson County WSIDD No. 3
337. Winstead PC
338. Yearout Energy Services Company LLC
339. Zavala-Dimmit Counties WID #1