



TxWAC

Texas Water Action Collaborative

FACILITATED BY **TEXAN**  **NATURE**™

February 7, 2023



WHO IS TEXAN BY NATURE?

Texan by Nature (TxN) is a conservation non-profit.

In 2011 Mrs. Laura Bush founded TxN to unite **conservation** and **business** leaders who believe our state's prosperity is dependent on the conservation of our natural resources.



WHO IS TEXAN BY NATURE?



Texas is

**GEOGRAPHICALLY
DIVERSE**

11 Ecoregions • 14 Soil Regions
10 Climatic Regions • 103 State Parks
2 National Parks • 2 National Monuments



**29.1 MILLION
PEOPLE**



Texas' landmass is

TWICE THE SIZE

OF GERMANY OR JAPAN



4 OF THE 10
LARGEST U.S. CITIES



As a standalone country, Texas has the

**9TH LARGEST
ECONOMY**
IN THE WORLD
\$1.887 TRILLION
GDP in 2019



150+
CONSERVATION
ORGANIZATIONS



LED THE NATION

IN STATE EXPORT REVENUE
since 2002

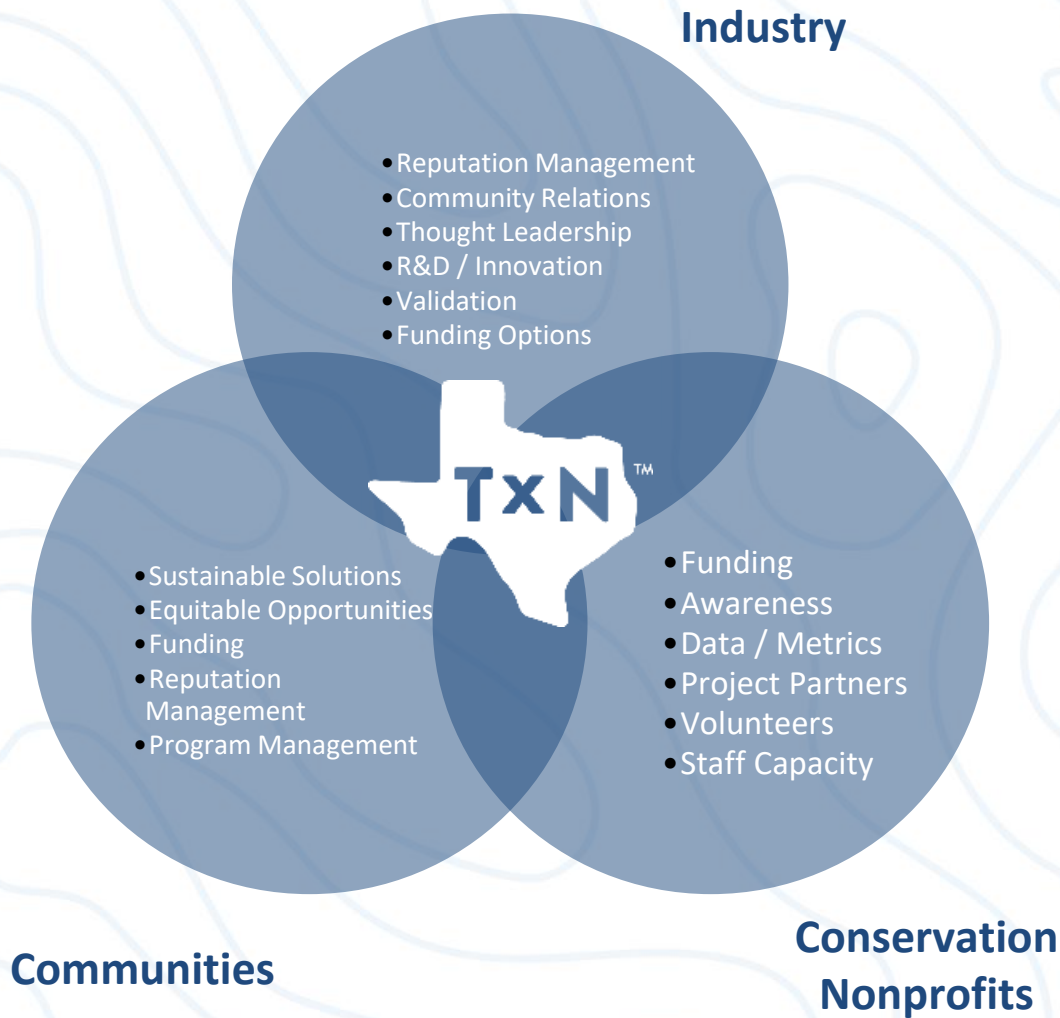


WORLD LEADER

Oil & Gas
Solar Energy
Wind Energy



NEEDS OF OUR PARTNERS & OUR ROLE



WHO IS TEXAN BY NATURE?

Texan by Nature exists to **advance conservation**.

We act as an **accelerator** for conservation groups and a **strategic partner** for business.

Catalyze

Conservation
Wrangler

Texan by Nature
20

TxN Certification

Convene

Conservation
Summit

Symposia Series

Statewide
Initiatives

Connect

120+ Conservation Partner
Network

Membership



PARTNERSHIP OPPORTUNITY

- 120+ conservation partners
- Recognition of partners through website, blogs, social media
- Recognition and support through TxN programs
- Monthly media round-up
- Quarterly meetings & resources on fundraising, DEI, social media, and much more!

The screenshot displays the Texan by Nature website. The top navigation bar includes the logo, a search icon, a 'DONATE' button, and links for 'About Us', 'Programs', 'Initiatives', 'Take Action', 'Store', and 'News'. The main content area is divided into four columns: 'PROGRAMS' (describing the Connect, Convene, and Catalyze approach), 'CONNECT' (listing options for Conservation, Business, and Individuals), 'CONVENE' (listing the Conservation Summit), and 'CATALYZE' (listing Conservation Wrangler, TxN 20, and TxN Certification). Below this is a large banner with the headline 'We uplift your work to accelerate your impact.' and a paragraph about the organization's mission. A blue call-to-action box on the right, titled 'BECOME A CONSERVATION PARTNER', contains information about becoming a partner and a link to a Google Form.

TEXAN by NATURE About Us ▾ Programs ▾ Initiatives ▾ Take Action ▾ Store News ▾ **DONATE**

PROGRAMS	CONNECT	CONVENE	CATALYZE
Our approach is clear: Connect. Convene. Catalyze. TxN connects the brightest minds to the strongest resources. We convene business with conservation to forge valuable relationships that catalyze the most exciting conservation projects benefiting natural resources, people, and prosperity.	For Conservation For Business For Individuals	Conservation Summit	Conservation Wrangler TxN 20 TxN Certification

We uplift your work to accelerate your impact.

We believe that the conservation of our natural resources is vital to the future of Texas, and we exist to uplift the innovators like you who make it happen. Since 2011, we have grown our Conservation Partner network to 120+ organizations working across Texas's diverse landscapes. Our mission is to advance conservation. We bring conservation and business together. We amplify projects and activate new investment in conservation, which returns real benefits for people, prosperity, and natural resources.

BECOME A CONSERVATION PARTNER

If you are interested in becoming a Texan by Nature Conservation Partner, please fill out this [google form](#). We will be in touch with you within 2 weeks.

If you have any questions please email info@texanbynature.org.



RECOGNITION OPPORTUNITY

- Highlight a on-going or successful project or initiative in depth
- Show your impact to people, prosperity, & natural resources
- Gain recognition act as a model for others to learn from and recreate



WHAT IS TxWAC?

The Texas Water Action Collaborative (TxWAC) matches companies and funders with conservation projects to positively benefit Texas' water resources.

March 2021

TxWAC Launch: Upper Trinity River Basin

October 2021

First project funded

March 2022

TxWAC Expansion: Lower Trinity River Basin - *Sponsored by Hess Corporation*

2023

Statewide Expansion & Transformational Project Scoping



TxWAC

Texas Water Action Collaborative
FACILITATED BY **TEXAN + NATURE**

The Texas Water Action Collaborative (TxWAC) matches companies and funders with conservation projects to positively benefit Texas' water resources.



COLLABORATION



Through a matching methodology, corporate members are matched to conservation projects that align with their water targets.

10

STAKEHOLDER MEETINGS
40-60 Attendees

24

CONSERVATION PROJECT SURVEYS COMPLETED

14

COMPANY FUNDING GOALS SURVEYS COMPLETED

RESOURCES



Texan by Nature created resources to guide corporate members in reporting investments & conservation partners in scoping opportunities and quantifying impact.



The following resources have been created by TxWAC & partners:

- [Conservation Services Resources Guide](#)
- [NRCS & Soil and Water Conservation District Corporate Funding Process](#)
- [NRCS Regional Conservation Partnership Program Corporate Funding Process](#)



IMPACT

2021

Ducks Unlimited



\$1,282,084.80 investment

- 6 organizations involved
- 206 new wetland acres
- 618 acre-feet of water annually
- ~5,000 visitors to Wildlife Management Area annually

2022

Keep Irving Beautiful



\$5K total investment

- Funded by Coca-Cola Southwest Beverages (CCSWB)
- Annual Trash Bash September 24
- 860 lbs of trash collected (410 lbs recycled)
- 409 volunteers (20 CCSWB volunteers)
- Volunteer event with 30 CCSWB employees

FUNDING

in TxWAC Pipeline

\$1.5M



Partners funded include:

- Ducks Unlimited
- Bonneville Environmental Foundation & Sensor Industries
- Texas Longleaf Team

“

TxWAC has been a key partner as we work on our volumetric water goals. By connecting nonprofits with funding partners, TxWAC enables a stronger collaboration culture across Texas organizations, that results in bigger and better projects.”

Abraham Tueme, Director of Sustainability – Public Affairs, Communications & Sustainability,
ARCA CONTINENTAL COCA-COLA SOUTHWEST BEVERAGES



FUTURE

Water conservation in Texas is more important than ever!

Texas' population of 30 million people is expected to reach 50 million by 2050.

This growth means added pressure on our land, water, wildlife, and infrastructure. TxWAC matches companies to conservation projects to positively impact Texas water resources and secure a sustainable future.



What's in Store 2023:

- Statewide expansion
- Annual TxWAC membership for companies (there is no annual membership for conservation organizations)
- Quarterly customized project matching
- Bi-monthly stakeholder meetings with policy education sessions from Texas Water Foundation
- Quarterly newsletters
- Transformational water project scoping

GET INVOLVED

- If you have a water project/program that needs funding within Texas
- If you want to fund a water conservation project/program in Texas
- If you provide tools and services that provide research, metrics/data scoping, collection, reporting, etc., for conservation projects



SCAN ME

Thank you to the following sponsors that make TxWAC possible:



POLL

HOW MANY MILES OF WATERWAYS ARE IN TEXAS?

103,000 mi

191,000 mi

208,000 mi



TxWAC FOCUS AREAS

Transactional Project Matching

Matching funders with
ready to go projects that
can be funded and provide
quantifiable benefits near-
term.

Policy Information & Education

Led by  TEXAS WATER
FOUNDATION

Keeping all stakeholders
informed of Texas' State
Water Plan and policy
opportunities related to
water.

Transformational Project Development

Helping address Texas' biggest
water needs through
developing collaborative-
large-scale- **long-term**
projects, along with a funding
pool.

[Past Meeting Recordings](#)



HOW DOES MATCHING WORK?

2023 Project Matching Timeline:

Round 1:

- February 22 - conservation project funding requests due
- March 15 - corporate proposal distribution

Round 2:

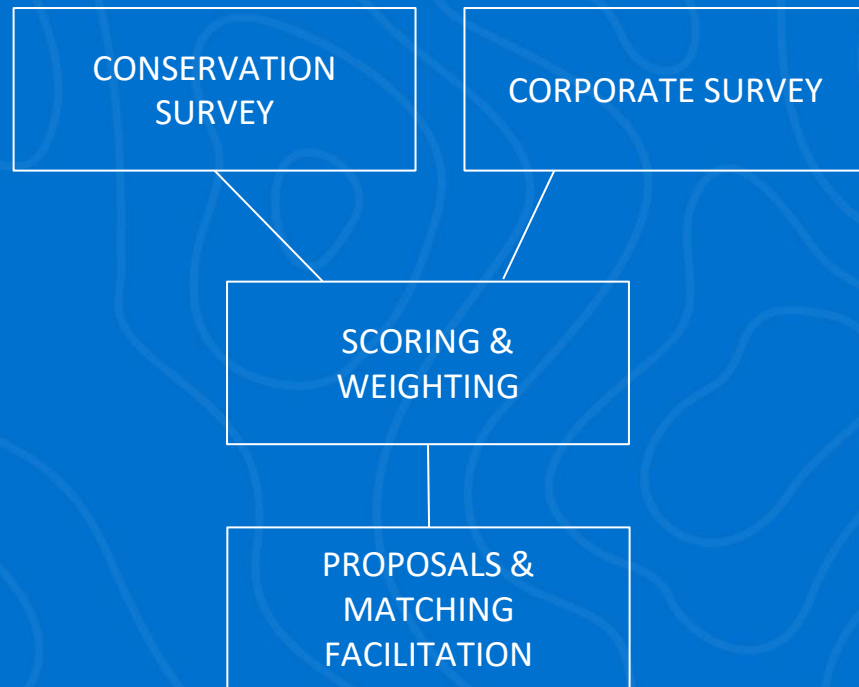
- May 25 - conservation project funding requests due
- June 15 - corporate proposal distribution

Round 3:

- July 25 - conservation project funding requests due
- August 15 - corporate proposal distribution

Round 4:

- September 25 - conservation project funding requests due
- October 16 - corporate proposal distribution



MEMBERSHIP

Conservation

- No membership fee
- Suggested transaction fee on projects funded through TxWAC matching
- Email taylor@texanbynature.org to get your organization name listed as a TxWAC member

Industry

- Suggested fee of \$3,000-\$5,000 annually to support the services that are provided through TxWAC



POLL

WHAT IS THE LONGEST RIVER WITH A WATERSHED ENTIRELY IN THE STATE OF TEXAS?

Trinity River

Rio Grande River

Brazos River



PepsiCo, Facebook support Ducks Unlimited water replenishment project near Dallas



Project Impact by the Numbers:

- \$1,282,084.80 total investment
- 6 organizations involved
- 206 new wetland acres
- 618 acre-feet of water annually
- ~5,000 visitors to WMA annually

DALLAS, Texas, – Oct. 28, 2021 – Corporate and conservation partners are coming together and enhancing wetlands on Texas' Richland Creek Wildlife Management Area (WMA) to improve wildlife habitat and water resources in the Trinity River Basin.

Coca-Cola Southwest Beverages is on a mission to “Keep Irving Beautiful”

This segment is sponsored by Coca-Cola Southwest Beverages.

Project Impact by the Numbers:

- \$5,000 investment
- Annual Trash Bash on September 24
 - 860 lbs of trash collected (410 lbs recycled)
 - 409 volunteers (20 CCSWB volunteers)
- Volunteer event with 30 CCSWB employees



WHAT DO RESULTS LOOK LIKE?



Project Impact by the Numbers:

- \$972,000 investment
- 2,000 acres
- Increased water filtration is projected to provide approximately 213.8M gallons per year for 8-12 years

PROJECTS THAT NEED FUNDING

Trinity River Basin

1. **City of Corinth** - City Hall: Rainwater Harvesting & Bioswales
2. **City of Fort Worth** - Trinity River Waterwheel Initiative
3. **Clear Texas Lakes**
4. **Bonneville Environmental Foundation** - DFW Urban Water Efficiency: Leak Detection Project
5. **Ducks Unlimited** - Richland Creek Wildlife Management Area Wildcat Marsh Development
6. **Environmental Projects Company** - In-School Recycling Program
7. **Great Plains Restoration Council** - Fort Worth Prairie Park & Restoration Not Incarceration
8. **Greenspace Dallas** - Programmatic Support of Clean-Ups along the Elm Fork of the Trinity River
9. **John Bunker Sands Wetland Center** - Conservation Literacy of Water, Wetlands and Wildlife in the Trinity River Basin
10. **Keep Irving Beautiful** - Keep Irving Beautiful Cleanups
11. **Lewisville Parks and Recreation Department** - RiverCare
12. **The Dallas Wetlands Foundation** - Dallas Water Commons
13. **The Nature Conservancy** - Trinity Floodplain Resilience/Natural Infrastructure Planning, Prioritization & Investment
14. **The Trust for Public Land** - Five Mile Creek Urban Greenbelt
15. **Trinity Coalition in Partnership with UT-Arlington** - WaterWise
16. **Trinity River Authority** - UpSpire: Impacting the Community by Cleaning Urban Waterways in North Texas
17. **Upper Trinity Conservation Trust** - Denton County Greenbelt Plan - Conservation Easement Acquisitions
18. **Wildwood Environmental Credit Company** - Parkhill Prairie Ranch
19. **Buffalo Bayou Partnership** - Floatable Litter Vacuum Boat - 'Bayou-Vac'
20. **Friends of Lake Livingston**

Sabine River Basin

21. **Ducks Unlimited** - Old Sabine Bottom Wildlife Management Area (WMA) Beaver Slough Wetland Restoration

San Antonio River Basin

21. **Texas A&M University San Antonio** - Espada Track Water Quality Monitoring

Statewide

23. **Lower MS Valley Joint Venture** - Northeast Texas Conservation Delivery Network
24. **Center for Conservation and Research at San Antonio Zoo** - Survey and Assessment of Smooth Softshell Turtles (*Apalone mutica*) in Texas using Environmental DNA
25. **The Nature Conservancy** - Texas Environmental Water Transactions Program
26. **Texas Rural Water Association** - Water Loss Control Program



FINDING TxWAC SURVEYS

TEXAN NATURE™

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Q

DONATE

INITIATIVES

We believe in doing the groundwork that successfully transitions dialogue to ideas, ideas to initiatives, and initiatives to measurable impact for natural resources, people, and prosperity.

TXN LED

Texas Water Action Collaborative

NRG Dewey Prairie Garden

EOG Resources' Pollinator Habitat

El Paso Recycling Project

TXN SUPPORTED

Lights Out Texas

Deep In The Heart

Center For Health And Nature

TXN RESOURCES

Dark Skies

Monarchs & Pollinators

Upper Trinity River Guide

Landowner Guide

Conservation Service Resource Guide

TX Horned Lizard Advocacy Guide

Project Matching:

• Need funding & can articulate your project's water benefits? – complete the [Conservation Efforts Survey](#)

- 2023 Deadlines for Corporate Proposal Inclusion: Feb 22, May 25, July 25, and Sept 25

• Want to fund a project? – complete the [Company/Funder Survey](#)


- 2023 Proposal Distribution dates: Mar 15, June 15, Aug 15, and Oct 16

Join the Dialogue:

• Join Bi-Monthly Stakeholder Meetings:

- March 21, 2023 at 10 AM CT – [REGISTER HERE](#)
- May 23, 2023 at 10 AM CT – [REGISTER HERE](#)
- July 25, 2023 at 10 AM CT – [REGISTER HERE](#)
- September 12, 2023 at 10 AM CT – [REGISTER HERE](#)
- November 14, 2023 at 10 AM CT – [REGISTER HERE](#)

[www.texanbynature.org](#)



ORGANIZATIONS

AQAIX

BCarbon

Bonneville Environmental Foundation (BEF)

Earth Genome

EcoMetrics

Ecosystem Planning & Restoration (EPR)

Ecosystems Services Market Consortium (ESMC)

LimnoTech

Resource Environmental Solutions (RES)

RiverBank

Texas A&M Natural Resources Institute (NRI)

Texas Water Trade (TWT)

Truterra

WellIntel

RESOURCES

Volumetric Water Benefit Accounting (VWBA): A Method For Implementing and Valuing Water Stewardship Activities

What organizations, tools, and services do you use to quantify your impact? Let us know in the chat and we will add it to this guide!

TOOLS


NBS Benefits Explorer

BlueValue

WRI Aqueduct

Forests to Faucets 2.0

OpenET


NBS Benefits Explorer

Update Explorer
Zoom level:
Home
How to use

Step 1. Identify Purpose

What are you looking to understand?

- ☒ If a selected activity is implemented, which benefits could be generated? (Activities → Benefits)
- ☐ If a selected benefit is desired, which activities could be implemented? (Benefits → Activities)

Step 2. Select Habitat

Which habitat is relevant to your project context? (choose one) ⓘ

- ☒ Agricultural ⓘ
- ☐ Estuaries ⓘ
- ☐ Forests ⓘ
- ☐ Grasslands ⓘ
- ☐ Lakes ⓘ
- ☐ Mangroves ⓘ
- ☐ Rivers and floodplains ⓘ
- ☐ Urban ⓘ
- ☐ Wetlands ⓘ

Step 3. Select Intervention(s)

What type(s) of interventions are needed in your chosen habitat?
(choose at least one) ⓘ

- ☒ Restoration ⓘ
- ☐ Management ⓘ
- ☐ Protection ⓘ
- ☐ Creation ⓘ

Activities

Install barriers ⓘ

Mulching & fertilizing ⓘ

Remove hard surfaces ⓘ

Remove hard structures/barriers ⓘ

Restore/improve substrates ⓘ

Remove invasive species ⓘ

Recharge aquifers ⓘ

Reestablish hydrologic connection ⓘ

Restore/improve soil health ⓘ

Plant/maintain native vegetation ⓘ

Introduce grazing mgmt. systems ⓘ

Plant vegetation buffers ⓘ

Processes

Soil trapping & retention ⓘ

Erosion control ⓘ

Flow interception & infiltration ⓘ

Flood water storage ⓘ

Regulation of water flow ⓘ

Wave dissipation ⓘ

Coastal flow interception ⓘ

Sediment transport & deposition ⓘ

Hydrologic connection ⓘ

Water filtration ⓘ

Contaminant absorption ⓘ

Detritus production ⓘ

Soil aeration ⓘ

Nutrient uptake ⓘ

Carbon uptake ⓘ

Growth of Biomass ⓘ

Detritus production ⓘ

Nutrient uptake ⓘ

Carbon uptake ⓘ

Habitat provision ⓘ

Soil microbial communities ⓘ

Natural fire regime ⓘ

Benefits

Geomorphic flood protection & mitigation ⓘ

Surface water storage ⓘ

Surface water quality ⓘ

Carbon sequestration ⓘ

Support for local pollinators ⓘ

Aquatic habitat availability & quality ⓘ

Climate adaptation & mitigation ⓘ

Religious/spiritual settings ⓘ

Agricultural output ⓘ

Geomorphic surface runoff & erosion ⓘ

Groundwater recharge & storage ⓘ

Groundwater quality ⓘ

Carbon emissions ⓘ

Plant native species ⓘ

Terrestrial habitat connectivity ⓘ

Microclimate regulation ⓘ

Property/land value ⓘ

Human health ⓘ

Hydrologic flood protection & mitigation ⓘ

Flow regime ⓘ

Animal native species ⓘ

Aquatic habitat connectivity ⓘ

Recreation/tourism ⓘ

Education/scientific study ⓘ

Hydrologic surface runoff & erosion ⓘ

Flow regime ⓘ

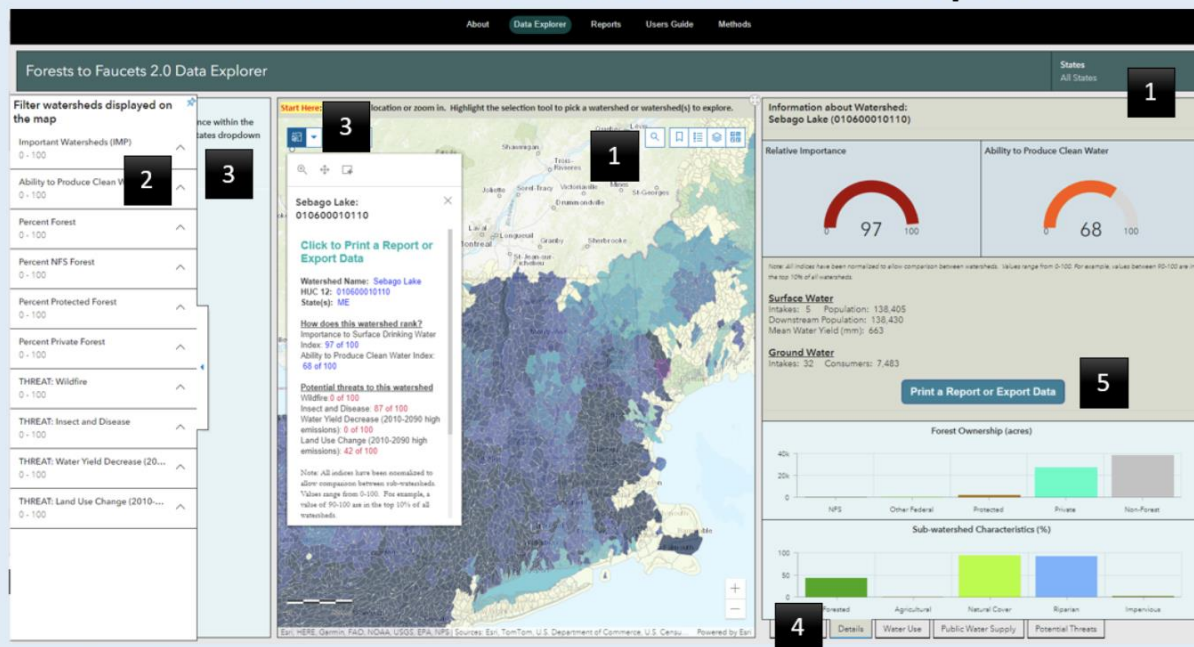
Terrestrial habitat availability & quality ⓘ

Natural pest control ⓘ

Food security ⓘ

Livelihood opportunities ⓘ

Welcome to the Forests to Faucets 2.0 Data Explorer



Tool Tips

- 1 Search for an address or select a State
- 2 Filter the watersheds using the tools hidden to the left. (optional)
- 3 Select a watershed on the list of use the selection tool
- 4 Toggle through the tabs to see watersheds details
- 5 Print a Report, export data or query upstream/downstream watersheds

UPCOMING EVENTS

February 8-10, 2023 - [Urban Riparian Symposium](#)

- *In-person (San Marcos) / everyone*

February 22, 2023 - [Central Texas Water Conservation Symposium](#)

- *In-person (San Antonio) / everyone*

February 27, 2023 - [Texas Water Day at the Capital](#) (Texas Water Foundation)

- *In-person (Austin) / everyone*

February 28 - March 02, 2023 - [River Management Symposium](#) (River Management Society)

- *In-person (San Antonio) / everyone*

March 1-3, 2023 - [2023 Annual Convention](#) (Texas Water Conservation Association)

- *In-person (Lost Pines) / everyone*

March 7-9, 2023 - [Texas Water Day in Washington, D.C.](#) (Texas Water Conservation Association)

- *In-person (Washington, D.C.) / everyone*

April 11-14, 2023 - [Texas Water 2023](#) (WEAT)

- *In-person (Houston) / everyone*



Texas Water Day at Capital - Texas Water Foundation

- **RSVP to share educational resources with legislatures and their staff.** Visit <https://www.texaswater.org/texas-water-day> for more information. Social media toolkits are available as well!

Texas Water Data Hub - Texas Water Development Board

- **Seeking water datasets and applications** that are publicly available, in a downloadable format, and preferably provided as webservices or downloadable links. Check out the [project overview](#) to learn more and connect with us to share your data by emailing datahub@twdb.texas.gov.

IJA Coalition - [Texas 2036](#)

- Developing a **coalition of allied organizations** focused on advancing the recommendations within the blueprint during this legislative session. - email Jeremy Mazur at jeremy.mazur@texas2036.org to get involved.

Share the Importance of Forests - Keeping Forests

- Developed [Messaging Guidelines](#) based on a first-of-its kind [public opinion research](#) on how Southerners view and understand forests.
- *Check out this [Forest Champion blog/video](#), featuring Colin McDonald, Senior Policy Analyst for the Texas Water Foundation,*





ANNOUNCING

THE TEXAS WATER CAUCUS

A NEW, BI-PARTISAN COLLABORATIVE FOCUSED ON WATER ISSUES WITH A
STARTING ROSTER OF THIRTY-EIGHT LEGISLATORS COMMITTED TO THE CAUSE

The establishment of a bipartisan, non-voting Texas House Water Caucus is a historic opportunity to support a new generation of water champions at the Texas legislature, and ensure that water continues to be prioritized.

The objectives of the Caucus are to:

- Serve as a platform to inform legislators of our state's most important water issues
- Elevate water as a policy priority
- Cultivate, inform, and inspire the next generation of water champions at the Texas Legislature

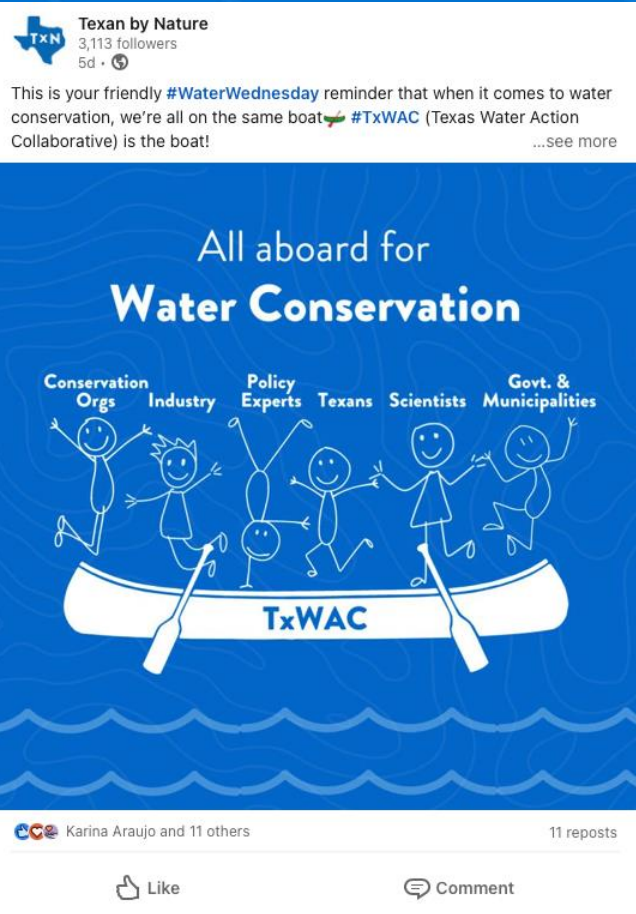
<https://www.texaswater.org/about-water-caucus>

POLL

DO YOU APPROVE
TPWD TO SHARE YOUR
NAME AND EMAIL
ADDRESS TO BE ADDED
TO THE TEXAN BY
NATURE AND TXWAC
NEWSLETTER?

Yes, sign me up!

No



THANK YOU!

Please contact Taylor Keys at taylor@texanbynature.org
for questions

