



**For Immediate Release**

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**Half of Montgomery County Residents Don't  
Know Where Their Water Comes From**

*Lone Star Groundwater Conservation District is first in East Texas to adopt state's official water conservation campaign*

(MONTGOMERY COUNTY, Texas)—New research shows 49 percent of people in Montgomery County think they get their water from lakes and reservoirs. In fact, their water comes from the Gulf Coast Aquifer — an underground water supply that can't keep up with the demands of the rapidly growing population of Montgomery County.

The urgent need to conserve the aquifer and make it last prompted the Lone Star Groundwater Conservation District to implement Water IQ: Know Your Water, the state's official public education campaign.

Lone Star GCD is the first water district in East Texas to adopt Water IQ, which offers simple tips to help consumers save water and educates them about their water source. "It's part of a bigger plan to make sure Montgomery County has enough water for the future," said Kathy Turner Jones, general manager of Lone Star GCD. "Demand is expected to more than double by 2040, so we are also working on accessing additional water supplies to make sure we don't over tap the aquifer. Obviously that takes time and money, but this campaign shows everyone what they can do today to extend our water supply."

**Sinking Ground**

Lone Star GCD is trying to avoid problems created by taking too much water from the aquifer. One of those problems is subsidence, or sinking ground caused by pumping out the water beneath it. Subsidence can make areas more susceptible to flooding and can cause damage to infrastructure and wetland habitat. One location in the Woodlands monitored by the U.S. Geological Survey measured a quarter inch drop in elevation from 2002-2006.

Preventing further sinking is necessary to prevent flooding, yet the new research shows 83 percent of people surveyed in Montgomery County don't think subsidence is a problem in their area. Other research findings include:

- 92 percent believe there is enough or more than enough water in Montgomery County.
- 81 percent believe they can do more to conserve.
- While nearly all people surveyed believe conservation is important, fewer than half (43 percent) say they conserve “most of the time.”

### **Water IQ**

The Water IQ campaign provides easy-to-implement ways for people to conserve all the time at [www.WaterIQ.org](http://www.WaterIQ.org). The site also has a Water IQ quiz to test peoples’ knowledge of where their water comes from and the best ways to save it. “Research shows people are more willing to conserve water if they know where their water comes from, so we are getting the word out with Water IQ that our source is the Gulf Coast Aquifer,” said Billy Wood, Chairman of the District’s Water Awareness and Conservation Committee. “Combining that message with promoting easy ways to conserve should result in less water waste in Montgomery County.” The tips now appearing in print ads, on billboards and on the Web site include:

- Turn off water while brushing teeth — *Save 6 gallons a day.*
- Cut 5 minutes off your shower — *Save 12 gallons a day.*
- Avoid sprinkler runoff — *Save thousands of gallons a year.*
- Water early or late — *Save 25 gallons a day.*
- Water an inch a week — *All your lawn really needs.*

### **About Lone Star Groundwater Conservation District**

Lone Star GCD is one of nearly 94 groundwater conservation districts statewide created by the state legislature to conserve, protect and enhance groundwater resources. Lone Star GCD is the first entity in East Texas to utilize Water IQ.

Other entities that use Water IQ to educate their citizens include the City of Austin, Cedar Park, High Plains Underground Water Conservation District No. 1, Lower Colorado River Authority, Lubbock, North Texas Municipal Water District, Panhandle Groundwater Conservation District, San Angelo and Tyler.