

# Central Texas Water Conservation Symposium: The Business Case for Water Conservation

Tuesday, March 22

8:30 - 3:00 pm

**Cedar Park Recreation Center**

1435 Main Street • Cedar Park, Texas 78613

## WHAT CAN BE LEARNED?

Attendees will acquire an understanding of:

- The business case for water conservation, cost-effective approaches to water conservation, and methods for ensuring an economically viable water utility while implementing conservation.
- Conservation strategies that reduce demand while enabling communities to pay for their infrastructure investments.
- What it takes to start and develop an effective water conservation program.

- How to incorporate water conservation into long-term water supply plans.

## WHO SHOULD ATTEND?

- Mayors, City Council members, County Commissioners, board members of WCIDs and other water providers.
- City managers, water utility directors and relevant staff, finance directors/CFOs, and sustainability officers.
- Business and community leaders.

Lunch provided • \$35 Registration Fee

**Registration and additional information:**  
[www.texaswater.org](http://www.texaswater.org)

Sponsored by:

AARO • Texas Water Foundation • LCRA • Austin Water • Sierra Club • City of Cedar Park  
• City of Round Rock • City of San Marcos • BSEACD • The Nature Conservancy