

Interagency Agreement
Between
Texas State University
And
The Texas Water Development Board

This Interagency Agreement (Agreement) is hereby entered into by Texas State University (Texas State), whose primary place of business is located at 601 University Drive, San Marcos, Texas 78666 and includes The Meadows Center for Water and the Environment, and the Texas Water Development Board (TWDB), whose primary place of business is located at 1700 North Congress Avenue, Austin, Texas 78701.

The parties assert that each has the authority to enter into this Agreement under Texas Government Code Chapter 771, the Interagency Cooperation Act. The TWDB is authorized by Texas Water Code §6.190 to enter into this Agreement.

Article 1: Recitals

WHEREAS, water is an essential part of every Texan's daily life, yet most do not think about water and the value of water very often. The rapidly expanding population of Texas is causing many of our existing water resources to become overburdened.

WHEREAS, Texas State and the TWDB began meeting informally with GSD&M, an advertising agency in Austin, in July 2017 to discuss and develop an effective statewide water education campaign to shift Texans' opinions about the value of water.

WHEREAS, the Parties hereto formalized their intentions by signing this Agreement to ensure the communication and coordination necessary to develop and implement a plan and proposal for a statewide water education campaign.

NOW THEREFORE, Texas State and the TWDB hereby mutually agree:

Article 2: Coordination and Cooperation

Both Parties will coordinate activities as follows:

- Convene regular meetings between representatives of both Parties and representatives from GSD&M (also known as Harbinger) in order to enhance communications and management.
- Texas State will execute and manage the contract with GSD&M and will keep TWDB informed of all actions.
- Guide the development of a water education campaign, utilizing tools created by GSD&M/Harbinger.
- Pursue outreach opportunities and other activities to support the campaigns goals.
- Ensure that all project activities are prioritized and targeted to meet the needs of the overall goal.

Article 3: Understanding

It is the intention of the participating Parties that the water education campaign will accomplish the following:

- Cultivate outreach tools, techniques, and methodologies that will be efficient to the goals of the campaign.
- Ensure the development and strive for the implementation of a targeted approach that will resonate with audiences across Texas and transform their valuation of our most precious natural resource and change water use behaviors to exhibit those values.
- Pool resources and capabilities to leverage external funding.
- Texas State will provide funding for the development of the water education campaign. The TWDB will contribute staff time.

Article 4: Term and Termination

- 4.1 This Agreement is effective upon signatures by both Parties and will continue for a period of one (1) year unless terminated earlier as provided for herein. Thereafter, this Agreement may be renewed annually if and as mutually agreed upon in writing by the Parties.
- 4.2 Either Party may terminate this Agreement upon 30 days' written notice to the other Party.
- 4.3 In the event of termination, the Parties shall take the following steps:
 - Any ongoing projects shall be completed or terminated.
 - Any software, data, or materials acquired in connection with the Project or activities shall be distributed to both of the Parties.

Article 5: Contact Information

Notices and correspondence concerning this Agreement shall be sent to the following:

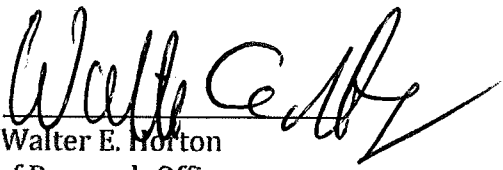
For Texas State	For Texas Water Development Board:
Dr. Andrew Sansom The Meadows Center for Water and the Environment Texas State University 601 University Drive San Marcos, TX 78666 Phone: 512.245.9200 Email: AS22@txstate.edu	Jeff Walker Executive Administrator Texas Water Development Board 1700 Congress Avenue P. O. Box 13231 Austin, Texas 78711-3231 Phone: 512.463.7847
With Copy To: Dr. Reddy Venumbaka Director, Technology Transfer & Contracts Office of Research & Sponsored Programs Texas State University 601 University Drive, JCK 489 San Marcos, TX 78666-4684 Phone: 512-245-4524 Email: Reddy@txstate.edu	With Copy To: Contracts Texas Water Development Board 1700 Congress Avenue P. O. Box 13231 Austin, Texas 78711-3231

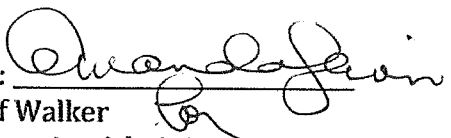
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IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed in multiple originals.

Texas State University

Texas Water Development Board

By: 
Dr. Walter E. Horton
Chief Research Officer

By: 
Jeff Walker
Executive Administrator

Date: 12/4/17

Date: 11-27-17

Reviewed and Approved to Sign
Joanne Palmer, OTC



