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FOR IMMEDIATE RELEASE

Shoal Creek Conservancy Releases PSA to Highlight the Importance of Preserving Shoal Creek
The third PSA in the #Steward4Shoal campaign highlights urban springs and how the community can get involved to protect them and the Shoal Creek watershed.

AUSTIN, TEXAS – November 7, 2019 – Today, the Shoal Creek Conservancy released the [third PSA](#) in its #Steward4Shoal campaign series, designed to raise awareness about challenges facing Shoal Creek and encourage local action to preserve the Shoal Creek Watershed. The #Steward4Shoal campaign is part of a multi-year project to develop a Shoal Creek Watershed Action Plan, funded in part by the Texas Commission on Environmental Quality (TCEQ) through a United States Environmental Protection Agency (EPA) grant.

The Shoal Creek Watershed spans 13 square miles from downtown Austin to the Domain, and, currently, it's home to numerous springs that either suffer from reduced flow or have ceased flowing altogether. And this matters when you consider that nearly thirty percent of the watershed is within the Edwards Aquifer Recharge Zone, which allows water to both flow into the Aquifer – supporting the drinking water of approximately 2 million Central Texans – and feed local springs.

Municipal water demand is expected to increase by more than 60 percent between 2020 and 2070, and small urban watersheds that can capture rainfall and recharge aquifers will become increasingly important to protect, given their outsized contributions to our shared water resources.

“The Shoal Creek Watershed is not only highly impervious but was also developed prior to modern regulations that limit the impact of development on watershed systems,” said Ivey Kaiser, Executive Director of the Shoal Creek Conservancy. “Together, these factors present us with unique challenges that require a multifaceted approach to restoring water quality.”

To identify water quality trends in the watershed, as well as sources of pollution, the City of Austin Watershed Protection Department published the Shoal Creek Watershed Characterization Report in August 2019 to describe the historic and current state of the watershed.

Working alongside The Meadows Center, the City of Austin Watershed Protection Department and engineering firm Doucet & Associates, the Shoal Creek Conservancy will publish the Shoal Creek Watershed Action Plan in October 2020, which will serve as a guide for community, non-profit and local government groups to follow while actively working towards improving water quality in Shoal Creek. A rough draft of this plan will be available to interested stakeholders for feedback on November 12, 2019.

“Stakeholder involvement throughout the process is key to ensuring the plan’s success, so we have regularly met with stakeholders to define shared goals for Shoal Creek and create a clear path for implementing the Watershed Action Plan,” Kaiser said. “The intent of this planning process is to be inclusive, open and welcoming to all.”

The next watershed stakeholder meeting is planned for Nov. 12 from 11:30 a.m. to 1:00 p.m. at the Austin Rec Center at House Park (1301 Shoal Creek Blvd) in Austin. For more information and to RSVP, visit <https://shoalcreekconservancy.org/event/watershed-stakeholder-meeting-november-12/>.

To view the “Shoal Creek Conservancy: Springs PSA” video, visit https://youtu.be/Y8_6d8hQ16w.

To view the Shoal Creek Watershed Characterization Report and the #Steward4Shoal PSA campaign series, visit www.shoalcreekconservancy.org/watershedplan.

The Watershed Action Plan is funded in part by the Texas Commission on Environmental Quality (TCEQ) through a United States Environmental Protection Agency (EPA) grant.

About The Shoal Creek Conservancy

Shoal Creek Conservancy is a non-profit, 501c3 organization dedicated to improving Shoal Creek for all Austinites – present and future. To learn about and support the work of the Conservancy, visit www.shoalcreekconservancy.org.

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