

Partnership Report: From Learning to Lasting Impact

The Meadows Center for Water and the Environment & H-E-B



**THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT**

TEXAS STATE UNIVERSITY

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

Contract Report 26-001

Partnership Report: Building a Water-Wise Future

The Meadows Center for Water and the Environment & H-E-B

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FIELD TRIP STUDENTS LEARN ABOUT LOCAL WILDLIFE THROUGH A HANDS-ON ACTIVITY

Partnership Highlights: 2026 Impact

The Meadows Center for Water and the Environment's partnership with H-E-B continues to expand access to high-quality environmental education for thousands of Texans each year. In 2026, this collaboration enabled youth and adults to engage in hands-on learning focused on water and sustainability. The partnership also supported the launch of the Texas One Water Hub, a centralized resource designed to strengthen water conservation efforts in Texas. With the addition of Texas Recycles Day, our partnership continues to grow and encourage environmental responsibility in our shared communities.

Environmental Learning at Spring Lake

At the heart of the Meadows Center's educational programming is a commitment to accessible, place-based environmental education. Spring Lake offers students an immersive learning experience that strengthens their understanding of water and their connection to the environment.

Thanks to H-E-B's support in 2026, the Meadows Center provided free field trips for more than 500 third-grade students from four San Marcos elementary schools. These experiences removed cost barriers and gave local students the opportunity to explore Spring Lake through hands-on activities and guided TEKS-aligned education. The free field trips were enhanced through collaborations with the Hays County Master Naturalists, Texas State University pre-service teachers, and students in the university's interpretive geography class. Each participating student also received a copy of the *Beautiful Hays County Activity Book*, produced by the Hays County Master Naturalists. The activity book reinforced lessons from the field trip and encouraged students to continue exploring their local environment at home.



SAN MARCOS THIRD GRADERS EXPLORE SPRING LAKE THROUGH HANDS-ON SCIENCE AND OUTDOOR DISCOVERY

H-E-B also supported the Meadows Center’s [Family Fun Days](#). Held throughout the year, these events welcome visitors of all ages to explore science and nature through guided tours, interactive exhibits, crafts, and community partnerships. From January through July 2026, more than 1,600 visitors participated in Family Fun Days. Programming featured collaborations with organizations including Texas State University’s Turtle Lab and Wildlife Society, The Mathnasium of Kyle, Great Springs Project, and even a poetry club. Visitor zip-code data demonstrates that the program’s reach extends beyond San Marcos into neighboring counties and rural communities. Many families attend events, helping create intergenerational connections around water stewardship and sustainability.

H-E-B’s partnership ensures that these meaningful learning experiences remain free and accessible to the community, regardless of background.



FAMILIES EXPLORE SCIENCE, NATURE, AND CREATIVITY DURING THE MEADOWS CENTER’S 2026 FAMILY FUN DAYS



2026 Earth Day San Marcos Festival

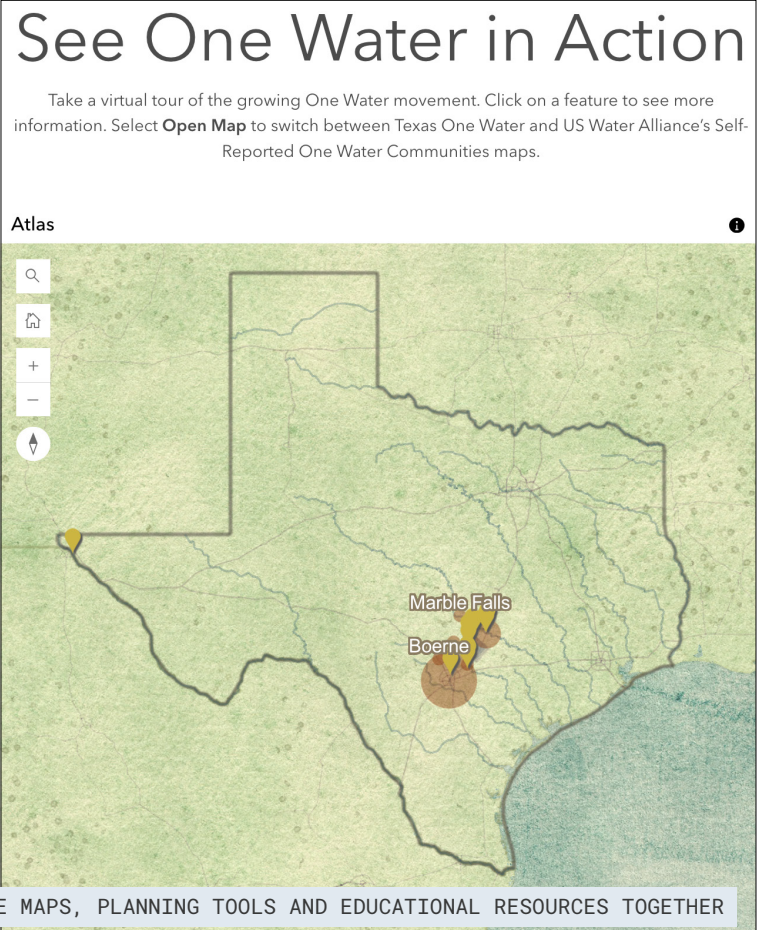
The Meadows Center celebrated [Earth Day San Marcos](#) on April 19, 2026. Despite rainy weather, more than 1,500 visitors joined us for a day of environmental learning and connection. The event featured educational booths, workshops, hands-on activities, and free glass-bottom boat rides. Festival goers also attended a special book reading of [Napako, Our Journey: The Coahuiltecan Creation Story and Sacred Springs](#) by Maria Rocha, creating an opportunity to connect environmental stewardship with the cultural and Indigenous history of the sacred springs.

2025 Texas Recycles Day

On November 14-15, the Meadows Center participated in H-E-B's Texas Recycles Day, inviting visitors to exchange eligible plastic recyclables for a free glass-bottom boat tour. During the two-day event, visitors contributed an estimated 800 plastic items for recycling. By connecting recycling with a firsthand experience of Spring Lake, the event gave participants an engaging way to understand how waste reduction supports healthier communities and ecosystems.

2025 TEXAS RECYCLES DAY PROMOTIONS





The Texas One Water Hub

H-E-B provided essential seed funding to help the Meadows Center establish the Texas One Water Initiative and advance a shared vision in which all Texans have the knowledge and resources needed to conserve and protect the state's precious water resources.

During fiscal year 2026, we finalized and launched the [Texas One Water Hub](#). This interactive, data-driven resource brings together Texas-based case studies, research, planning tools, and regulatory guidance in one central platform. Its resources help utilities, planners, policymakers, developers, researchers, and community leaders explore practical One Water strategies, including rainwater harvesting, water reuse, and integrated water management. H-E-B's investment supported the final research, mapping, and technical work needed to move this platform from development to launch.

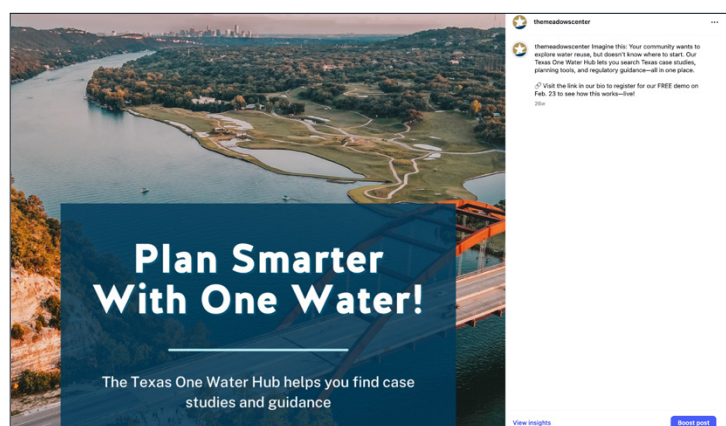
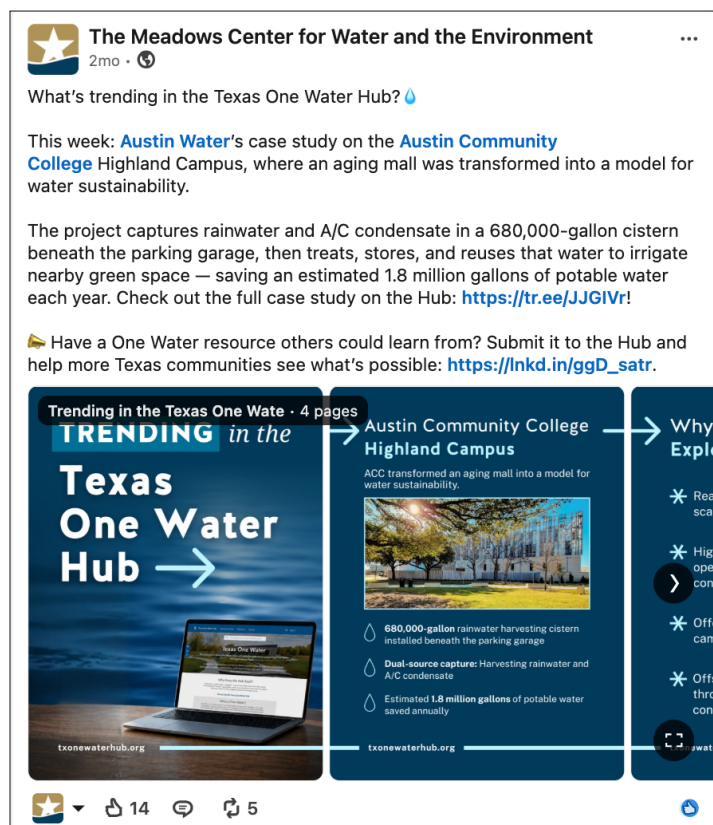
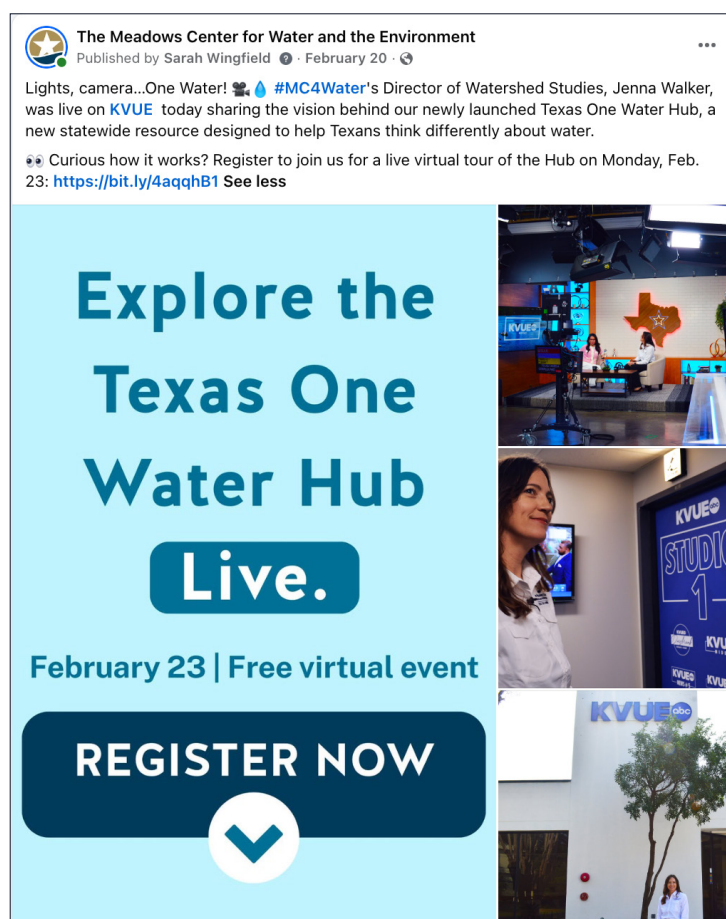
Since going live in early 2026, the Hub has attracted an average of approximately 50 views per day. The Meadows Center also carried out a social media campaign to promote the launch, encourage resource submissions, and highlight One Water strategies already being implemented across Texas. The strongest response came from the "What's Trending in the Texas One Water Hub?" series, which featured examples such as the state's first approved public water system fully supported by rainwater harvesting and a local tax incentive for residential rainwater collection.

From January through June 2026, a total of 14 social media posts generated 8,750 impressions and 1,240 engagements, including 1,029 clicks, 184 likes, and

24 reposts. Together, the Hub's growing daily use and strong digital engagement demonstrate Texans' appetite for accessible information that can help communities make more informed and sustainable water decisions.

H-E-B's early investment helped create lasting infrastructure for smarter water management in Texas. By supporting the Hub at a pivotal stage, H-E-B enabled the Meadows Center to provide a resource that is already expanding access to information, strengthening collaboration among practitioners, and helping communities see what is possible through One Water.

ONE WATER HUB SOCIAL PROMOTIONS





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