







# TEXAS WATER FOUNDATION

A LOCAL 501(C)3 WORKING TO LEAD  
TEXAS INTO A SUSTAINABLE FUTURE BY  
INVESTING IN THE NEXT GENERATION OF  
WATER LEADERS



TEXAS WATER  
FOUNDATION



# Texas Water Forecast

**Texas' population** is expected to increase more than 70% between 2020 and 2070, from **29.5 million to 51 million**

**Water demands** are projected to **increase by approximately 17%**

**Existing water supplies** are expected to **decline by approximately 11%**

**45% of Texas' future water** will come from **conservation and reuse**

Whether you care about the future of our economy, wild landscapes or flourishing population, water is at the heart of everything you love about Texas.

*Compiled from data found in the 2022 State Water Plan*





# Hill Country Water Forecast

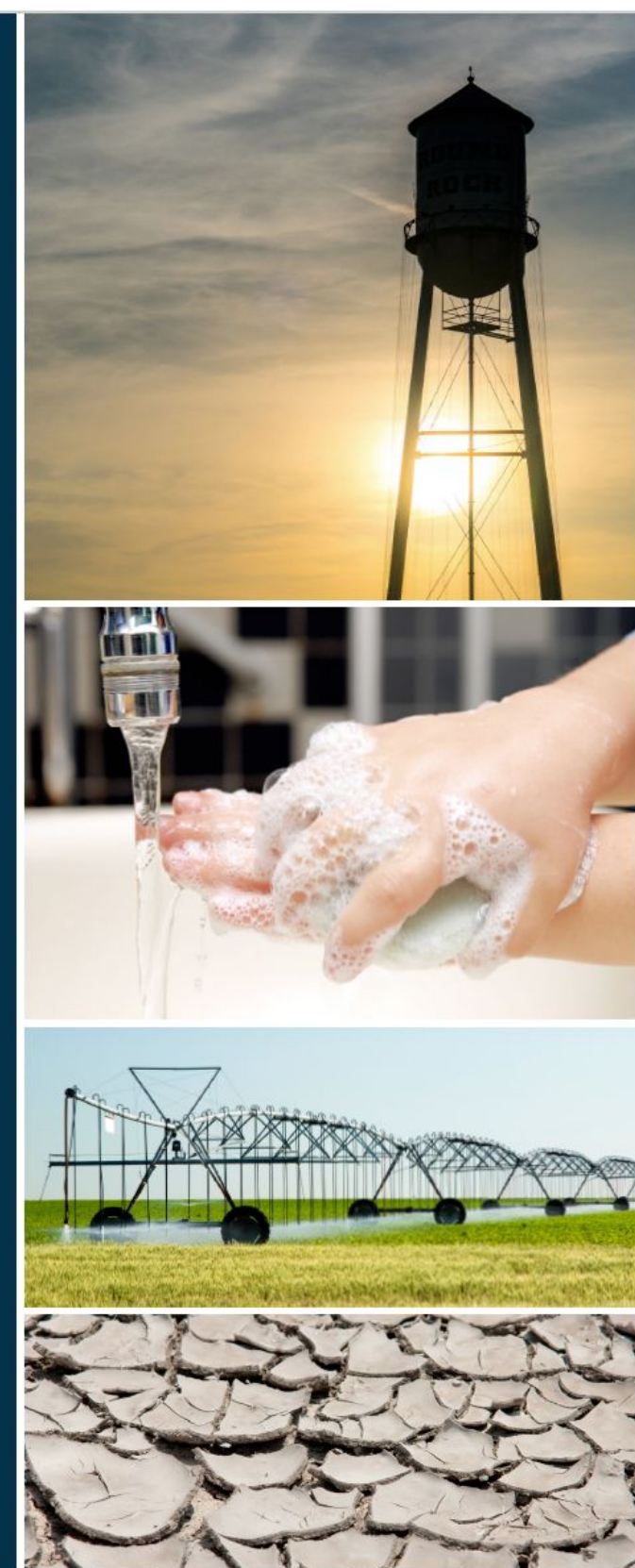
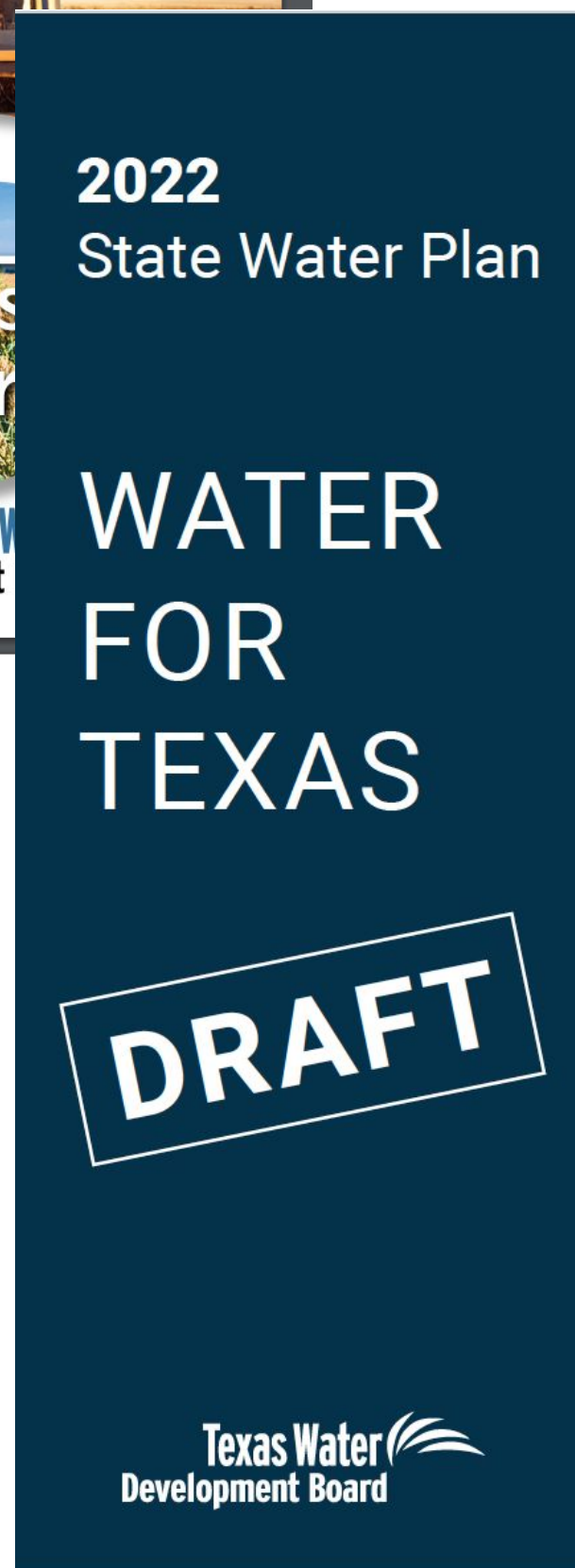
**The Hill Country's population** is projected to **increase 73% increase** over the next 50 years.

**Water demands** are expected to **increase approximately by 47%.**

**Existing water supplies** are only expected to **increase by approximately 1.4%.**

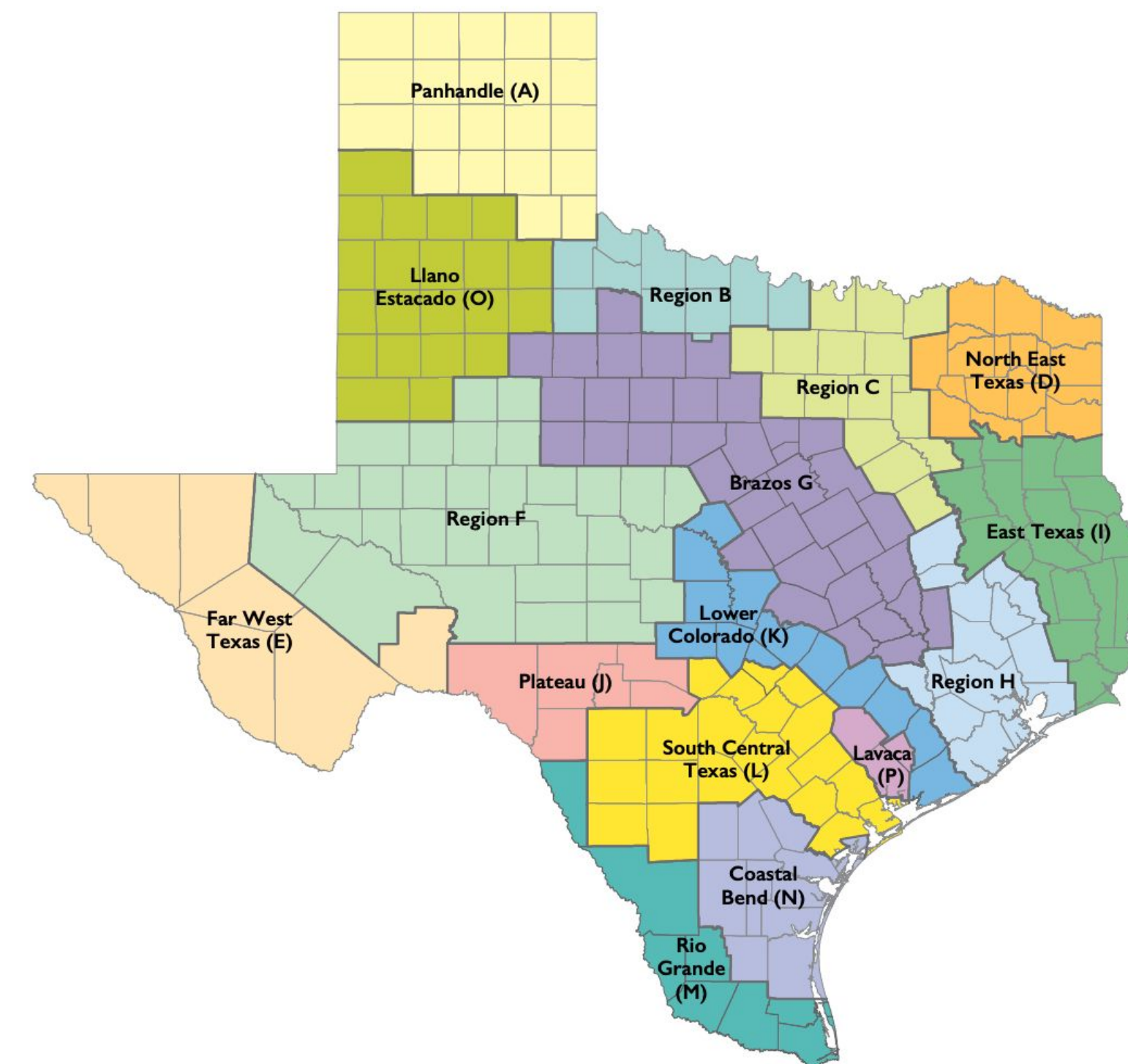






# Yes! We have a plan

Draft 2022 State Water Plan proposes 5,800 water management strategies to provide an additional 7.7 million acre feet of water by 2070

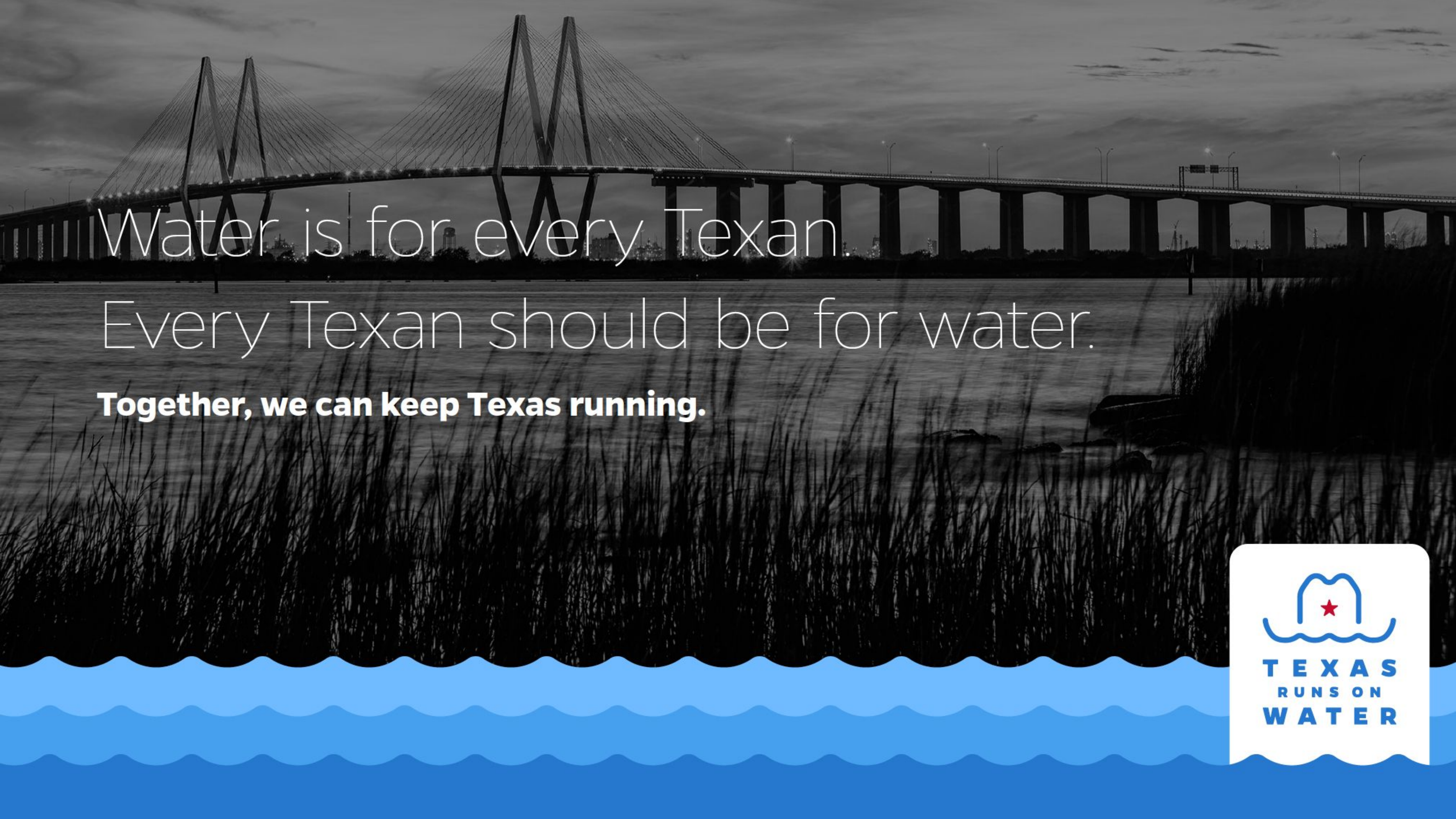




**45% of Texas' future water** will come from  
**conservation and reuse**







Water is for every Texan.

Every Texan should be for water.

**Together, we can keep Texas running.**





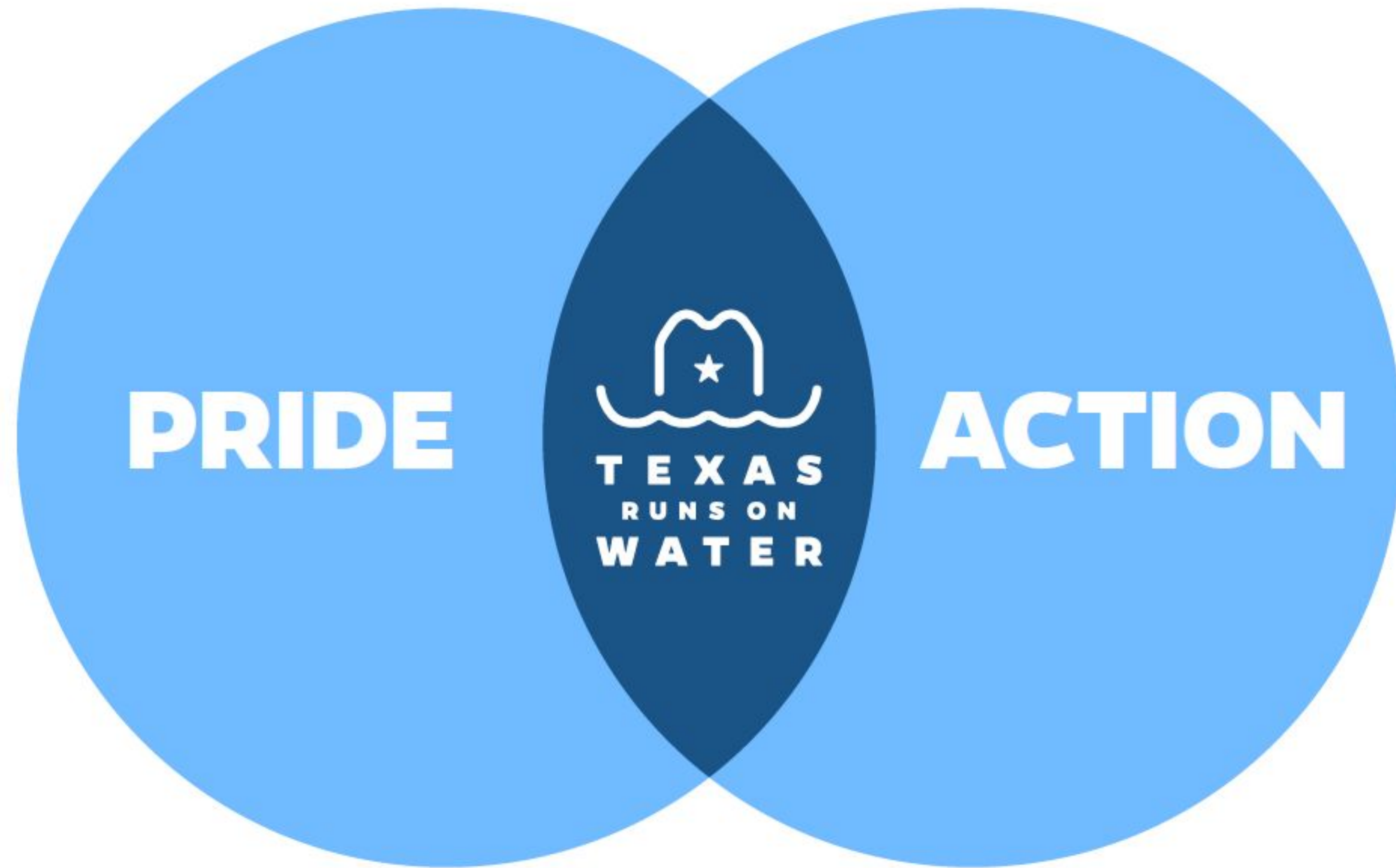


# TEXAS RUNS ON WATER

A statewide water campaign to inspire Texans to value water. How do we plan to do it? By reconnecting Texans to the lifeblood of the state and what they love about it. From the denim you wear, to the tacos you eat or the football games you watch, water is a central part of it all. Whether you're working in an oil field in Midland or working aboard a boat off the coast, water keeps our economy pumping.





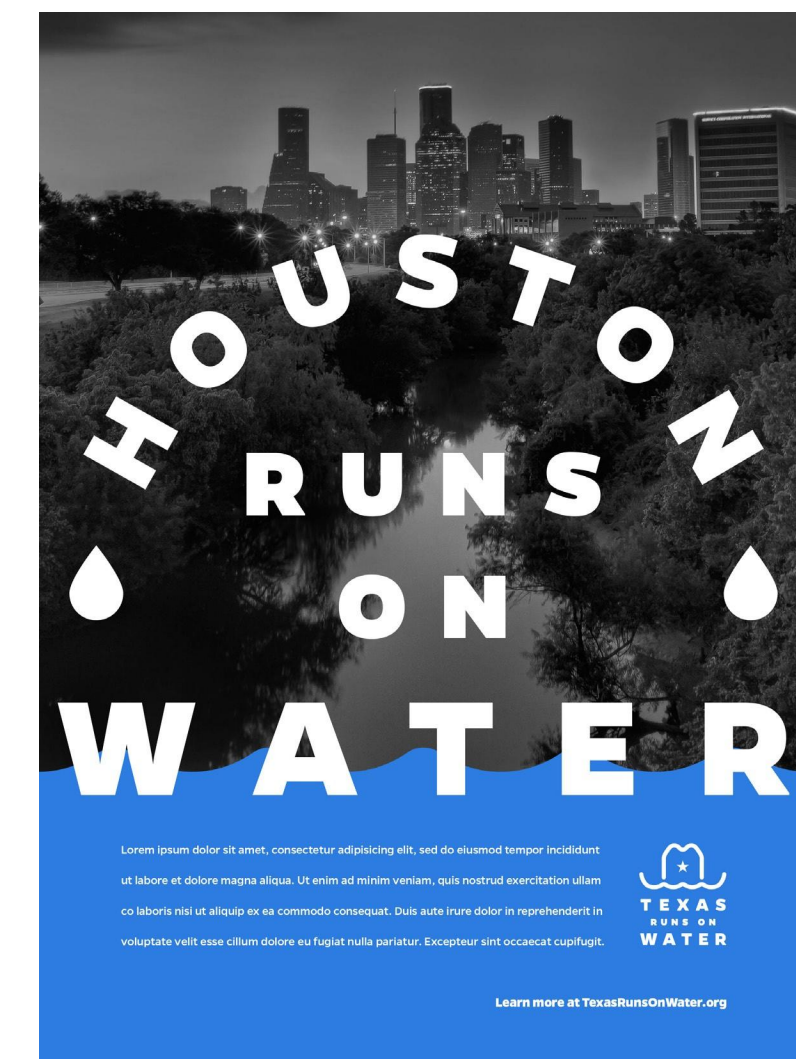




# Pilot Markets

Throughout our state,  
Texans have different  
relationships with water.

The Hill Country has one of the fastest growing populations, and is a beloved Texas icon, thanks in large part to the water that runs through it. But what many of us that regularly enjoy it may not realize, is that it also has one of the most fragile aquifers.





# Covering State and Local



**Texas Runs on Water**  
Sponsored · 

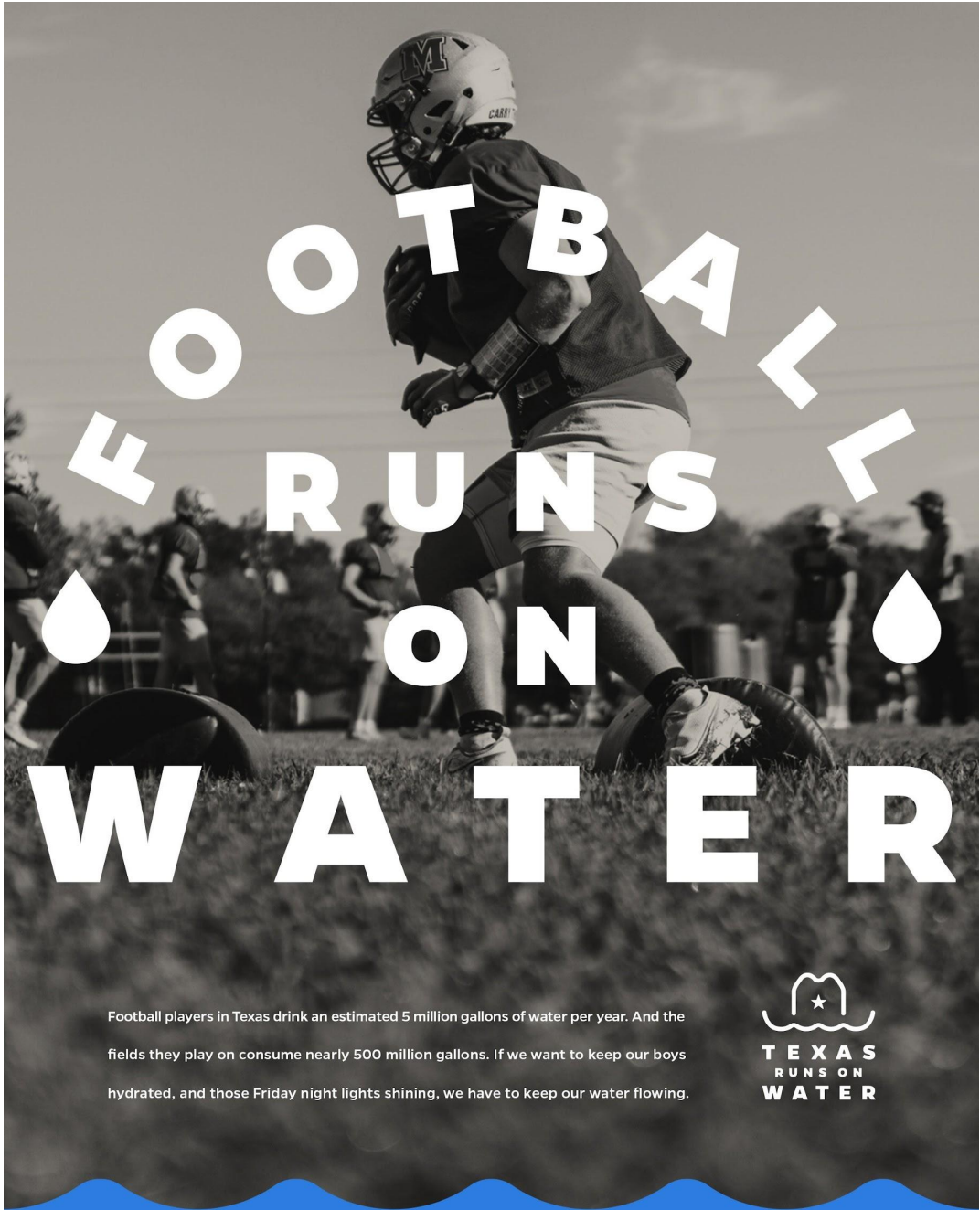
Maria Hernandez is researching Amarillo's water sustainability over the next 50 years. You'll be shocked by what she found out. See her story in Texas Monthly.



  44


10 Shares 

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FOOTBALL  
RUNS  
ON  
WATER

Football players in Texas drink an estimated 5 million gallons of water per year. And the fields they play on consume nearly 500 million gallons. If we want to keep our boys hydrated, and those Friday night lights shining, we have to keep our water flowing.



Learn more at [TexasRunsOnWater.org](https://TexasRunsOnWater.org)



TECH  
RUNS  
ON  
WATER

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Learn more at [TexasRunsOnWater.org](https://TexasRunsOnWater.org)





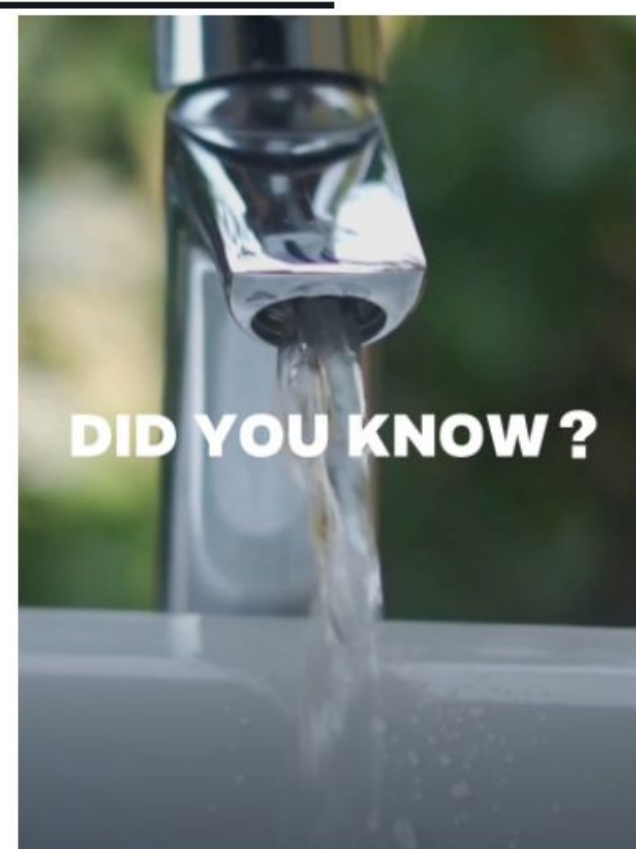
Videos



Who else loves the Buffalo Bayou in Houston just as...

▶ 270

3d ago



Nothin' wrong with a bath, but keep in mind how...

▶ 302

1w ago



🔒 Liked



Texas runs on water, and so do our athletes. 🏈...

▶ 6

5-11



texasrunsonwater

Edit Profile



69 posts

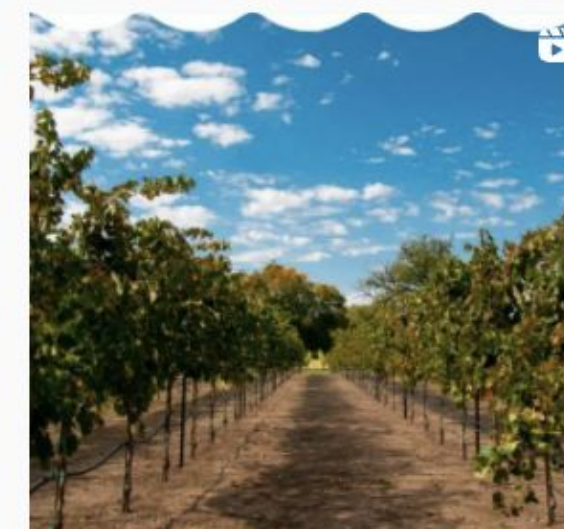
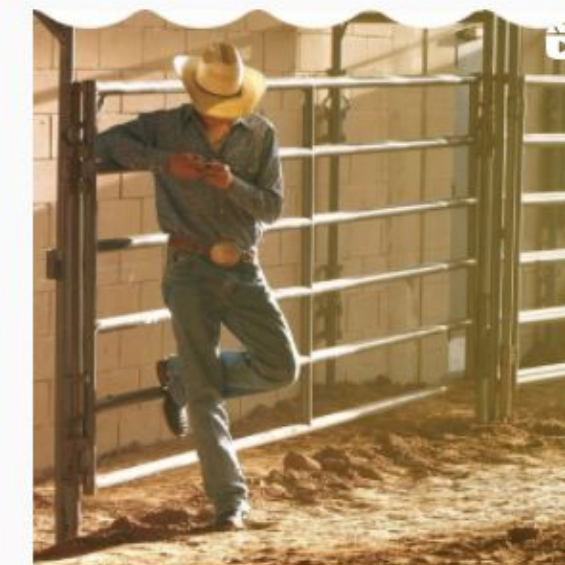
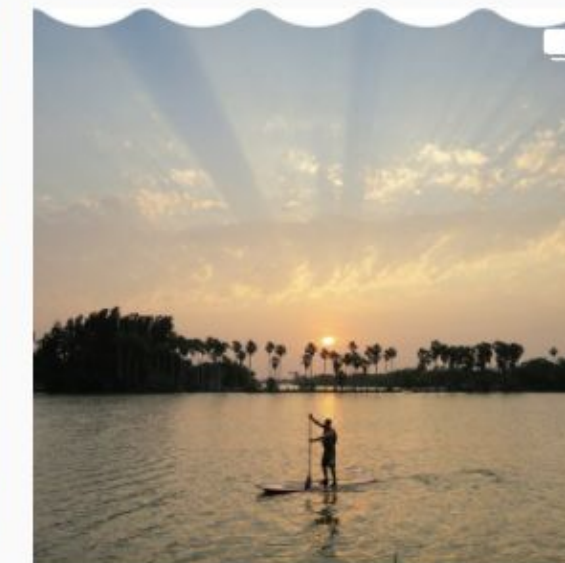
375 followers

109 following

Texas Runs on Water

Water is for every Texan. Every Texan should be for water. 💧

[texasrunsonwater.org](https://texasrunsonwater.org)







TEXAS WATER  
FOUNDATION



# This is where you come in



**Get involved** with your local regional water planning group, your local groundwater conservation district, water utility, and water champions.

**Advocate** for water security to be on the agenda.

**Water Footprints** exist in our home water use, in the products we buy, and in the way we build our communities.

**Support our campaign** by following us on social media and sharing with your community.





QUESTIONS?

Brianna Fuller, Campaign Manager

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