



## North Texas' Largest Water Providers Join Forces

*Partnership promotes water conservation during region's continued growth*

**DALLAS** (July 29, 2019) – For the first time ever, a united message from the largest water providers in North Texas will be heard throughout the region - “Keep Texas Water on Tap.” In support of efforts to preserve our region’s most precious commodity, the City of Dallas Water Utilities (DWU), North Texas Municipal Water District (NTMWD), and the Tarrant Regional Water District (TRWD) have joined forces to help raise awareness about the importance of water conservation to local residents through their [Water is Awesome](#) public outreach campaign.

According to the U.S. Census Bureau, the population of the North Texas region increased by 1 million between 2010 and 2018, an equivalent of 300-plus residents each day during this time period. With the region expected to almost double in size over the next 50 years, water conservation, and learning how to reduce waste, is the best long-term strategy and least expensive way to help provide water security for future generations.

“Water is a finite resource,” said Dustan Compton, Conservation Manager for Tarrant Regional Water District. “And learning how to use water more efficiently will help ensure we have a strong water supply in the future. We believe water is awesome, and we want people to use and enjoy it. We just ask everyone to be mindful of their use and to never waste it.”

A significant investment has been made in water supply and infrastructure to help maintain the quality of life expected by North Texas residents. Without water, life would look vastly different; activities such as taking a shower, brushing teeth, washing dishes and clothes, growing backyard vegetables, jumping in the pool, maintaining our lawns, etc. are just a few things that are not possible without an adequate water supply. Therefore, knowing the value water provides in our everyday lives and using water efficiently is essential.

“A huge opportunity for savings is addressing water waste in the home and landscape,” said Denise Hickey, Water Resource and Public Education Manager for North Texas Municipal Water District. “Fixing leaking faucets and toilets, and watering the lawn only when needed, are just a few actions residents can take to help us keep water flowing through the tap.”

Water usage statistics between the three North Texas providers include:

- 6,158,466: Population served in 2018
- 21%: Percent of the Texas population served in 2018
- 8,790 mi<sup>2</sup>: Size of combined service areas
- 364 billion: Gallons of water provided combined in 2018
- 14,444,693: Estimated population to be served water in 2070

“In the past decade, North Texans have made tremendous strides in reducing water waste,” said Holly Holt-Torres, Water Conservation Manager for the City of Dallas. “Together we are thrilled that the Water is Awesome campaign raises public awareness about the importance of saving water and keeping our region’s momentum moving in the right direction.”

Learn ways you can help Keep Texas Water on Tap at [www.WaterIsAwesome.com](http://www.WaterIsAwesome.com).

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#### **About Water is Awesome**

Water is Awesome is a joint campaign from the Tarrant Regional Water District, City of Dallas Water Utilities and North Texas Municipal Water District to encourage North Texas residents to be more efficient with their water use. Water is an amazing, but finite resource. By using it efficiently, we can help ensure that our region has a clean and reliable water supply for decades to come. Use it. Enjoy it. Just don’t waste it. For fun facts and water saving tips, please visit [www.WaterIsAwesome.com](http://www.WaterIsAwesome.com).

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