



Accelerating the Rainwater Market

MAY 20, 2026



TEXAS
WATER
TRADE

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The background of the image is a dark blue color with a pattern of white and light blue contour lines, resembling a topographic map. The lines are irregular and wavy, creating a sense of depth and movement. The text is centered on the image.

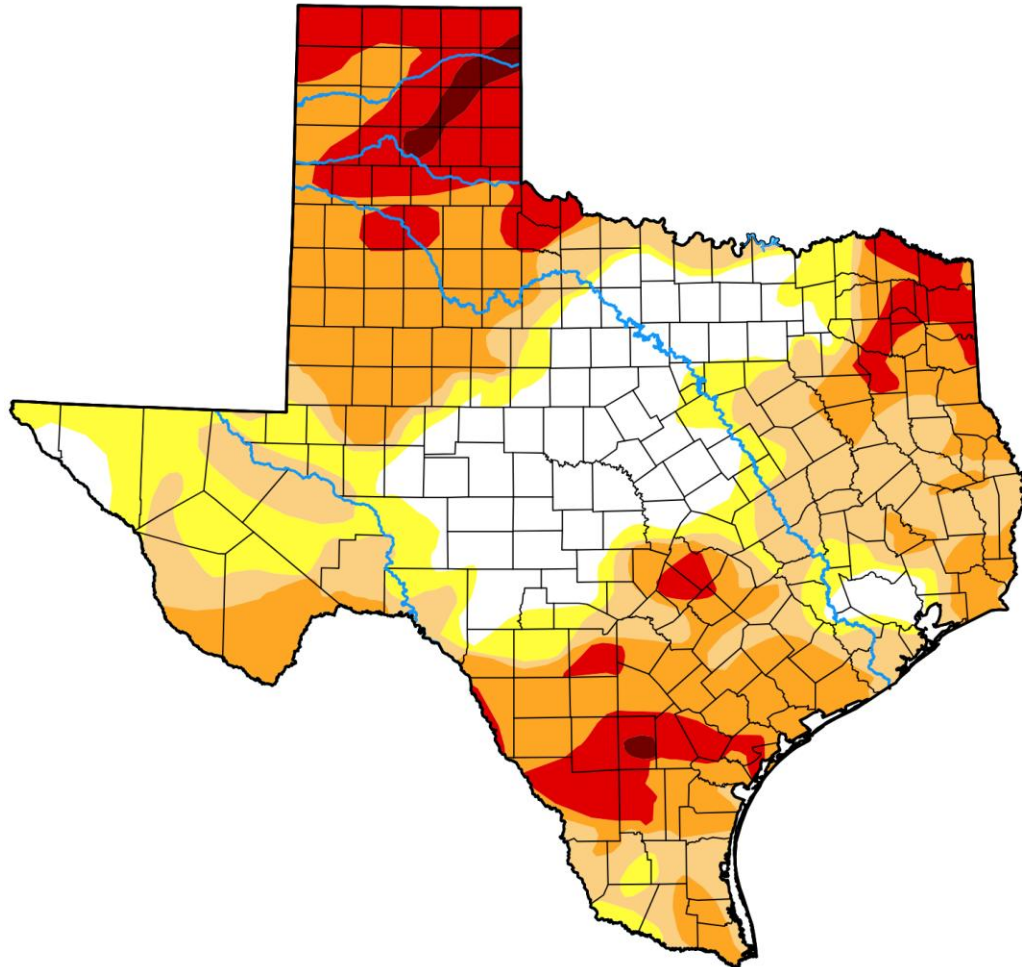
TEXAS WATER TRADE

**BUILDING A BETTER WATER
FUTURE FOR TEXAS**

Why rainwater and why now?



Texas needs more water.



Map released: Thurs. May 14, 2026

Data valid: May 12, 2026 at 8 a.m. EDT

Intensity

- None
- D0 (Abnormally Dry)
- D1 (Moderate Drought)
- D2 (Severe Drought)
- D3 (Extreme Drought)
- D4 (Exceptional Drought)
- No Data

Authors

United States and Puerto Rico Author(s):

[Rocky Bilotta](#), NOAA/NCEI

Pacific Islands and Virgin Islands Author(s):

[Tsegaye Tadesse](#), National Drought Mitigation Center

A turning point from the past.

RESIDENTIAL

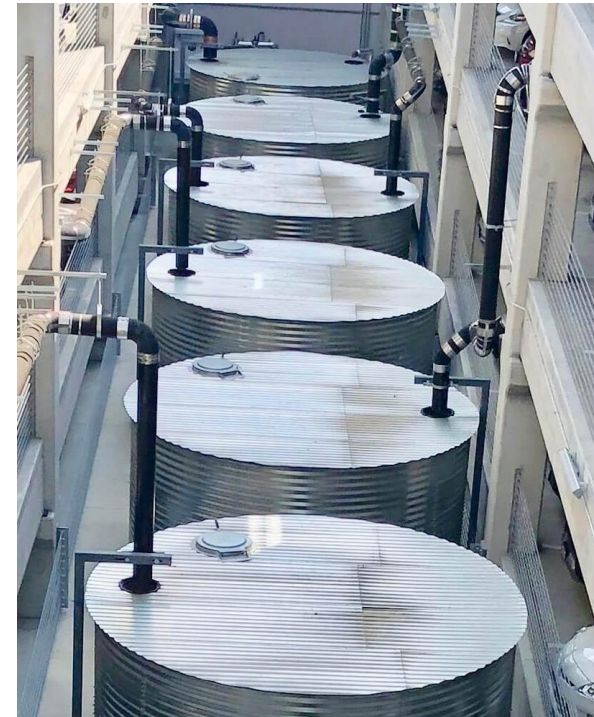
Lawn conversions
Rain Barrels
Smart metering



Water Providers

COMMERCIAL

HVAC make up
Toilet flushing
Irrigation



A turning point from the past.

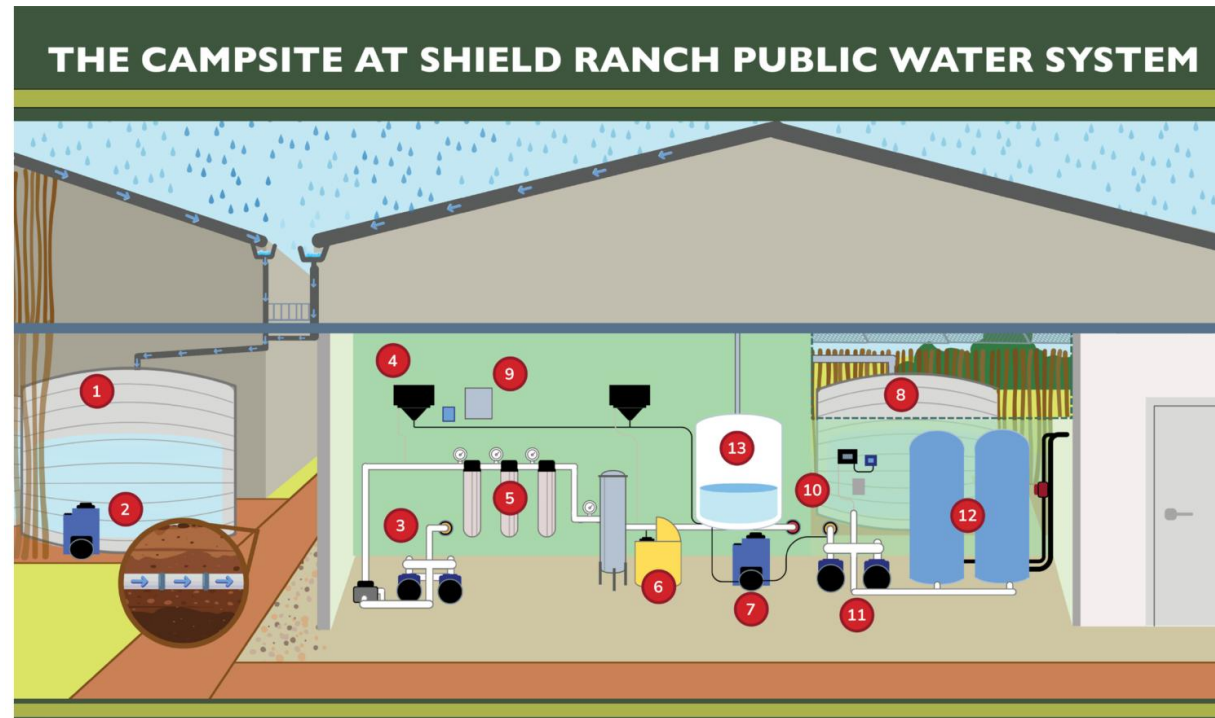
ETHERIEAL

Doesn't last a drought
Not for public supply

Rainwater as Supply

FIRM

Meadows Report
Shield Ranch



A turning point from the past.

CONSUMPTIVE
Withdraws for
campus and
manufacturing



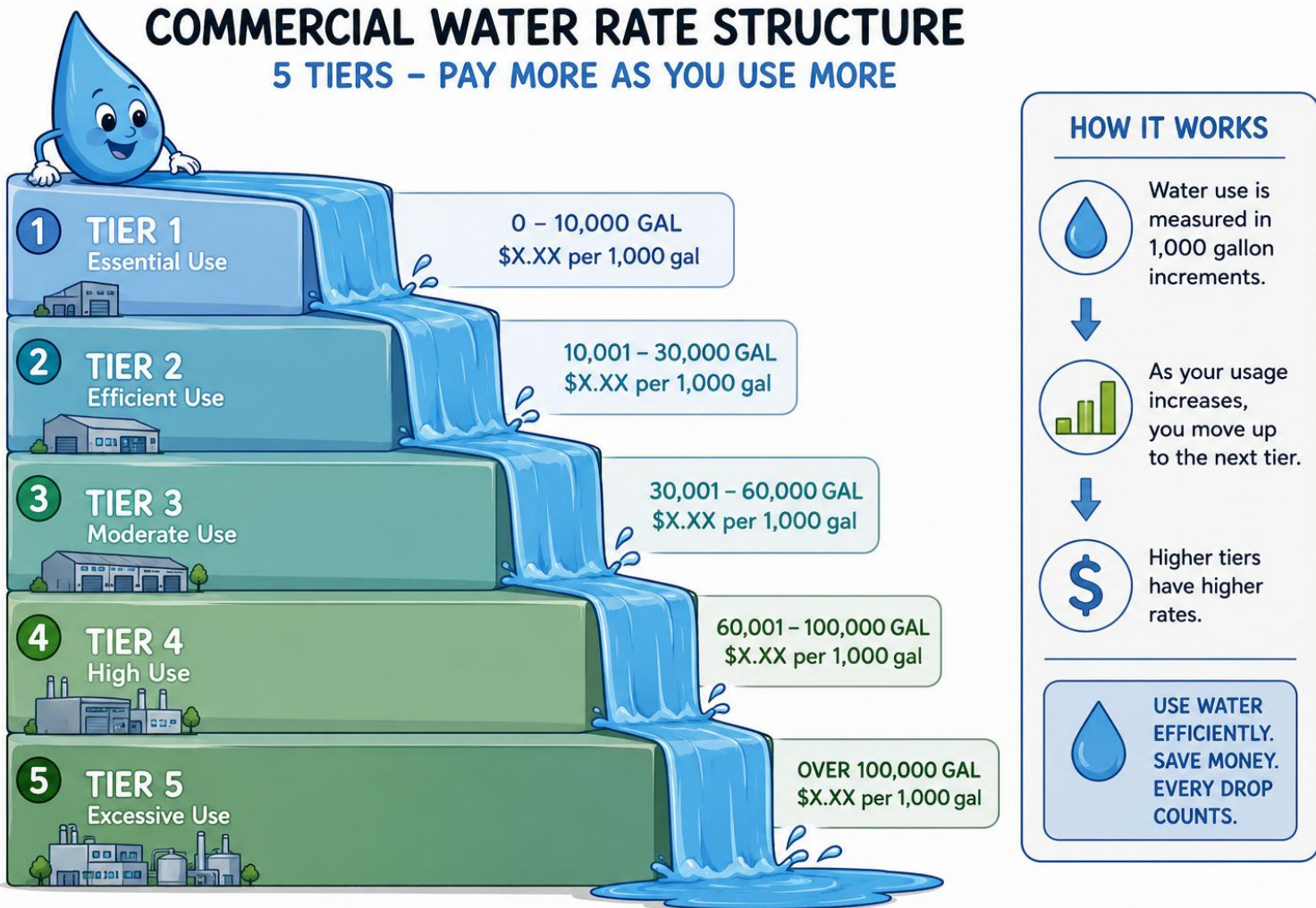
Corporate Contributions

REPLENISHMENT
Water positive pledges
Campus innovations



CHALLENGES

Water pricing signals remain weak for commercial customers.



Development inertia prioritizes speed and risk reduction.



Operation and maintenance data is kept within projects.



Lacking clear connection to human and watershed health.





SOLUTIONS

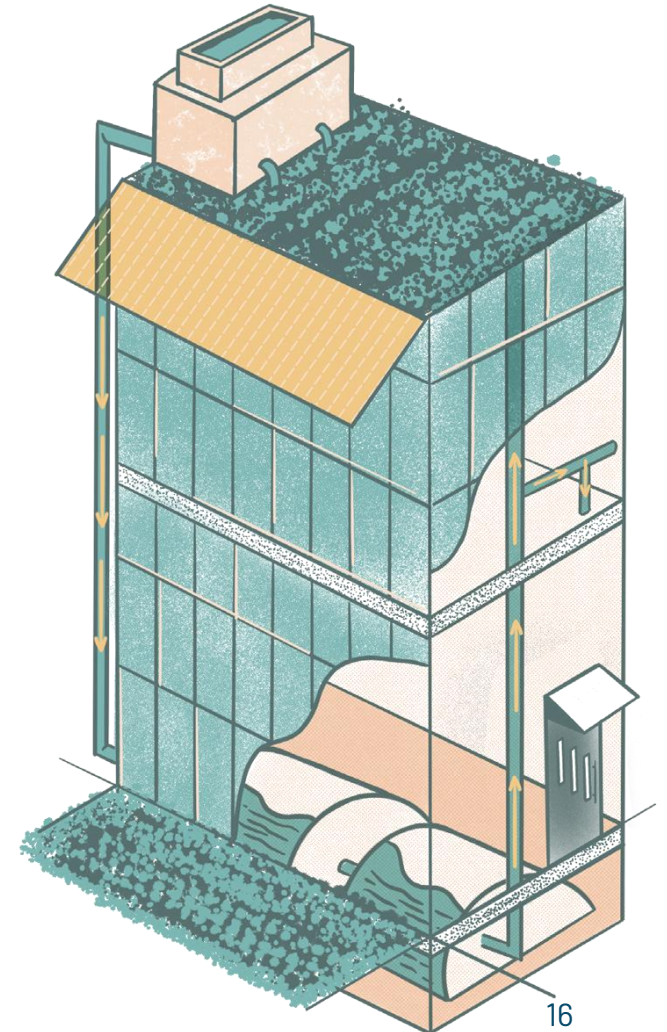
Identify the key motivators for adoption.

- Insulate from drought curtailments
- Control utility rates
- Pass the city council sniff test
- Support future growth
- Build community good will



Pursue the best fit partners for using rainwater.

- Commercial, Institutional, and Industrial (CII)
- Long term owner-operators
- Maintain sustainability or ESG initiatives
- Growing campus footprints
- Large and stable non-potable demands



Spread the word.

Professional Societies



Trade Associations

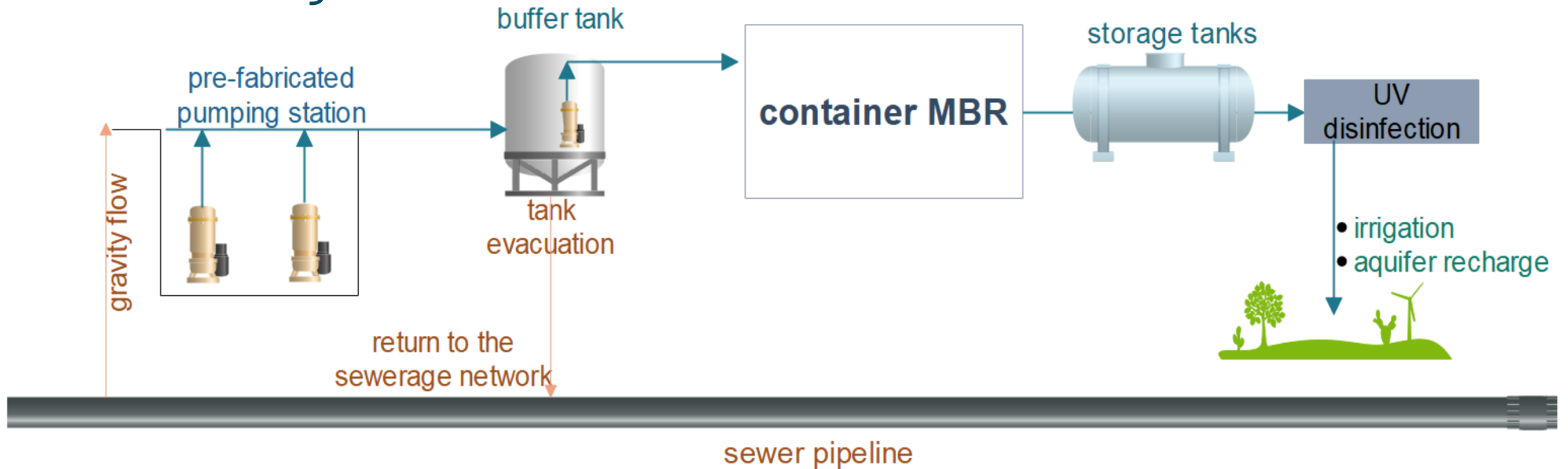


Design initiatives



Legislation can be an enabling condition.

Sewer Mining



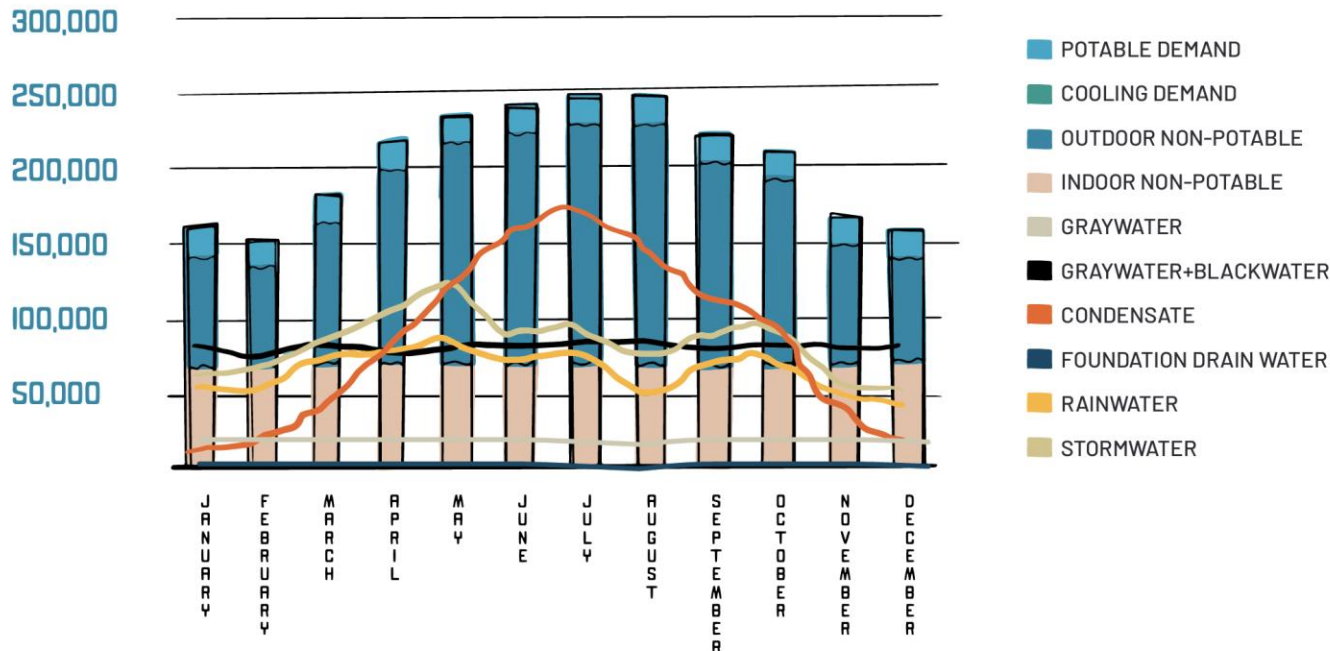
Net zero water design approach.

Total Alternative Water Used + Water Returned to Original Source



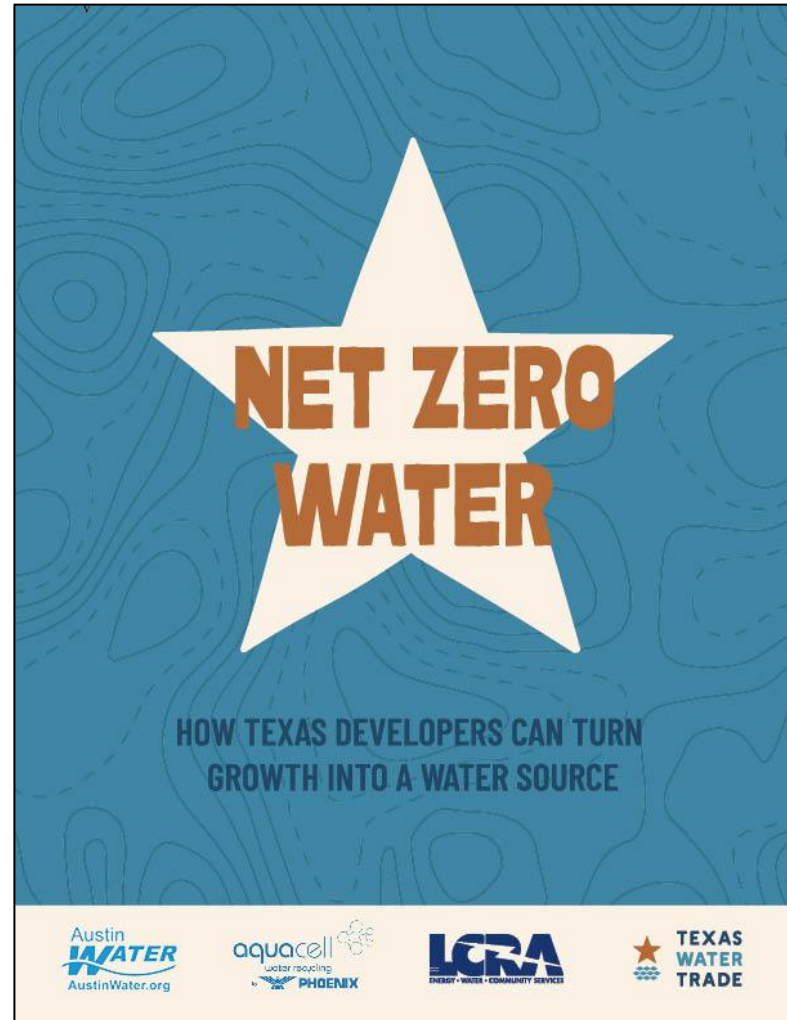
Total Potable Water Consumed

WATER BALANCE: DEMAND VS ONSITE SUPPLY



Rainwater at the right place and right time.

Net Zero Water Toolkit





THANK YOU