



THE IMPORTANCE OF WATER

**Together, we can protect our water — today,
tomorrow, and for generations to come.**

Water is the essence of life — yet it's often undervalued. Clean, reliable water is something we all depend on daily and doing our part to protect it ensures that your family and your community will have enough for years to come.

Why We Must Conserve

- **Rapid Growth:** North Texas is one of the fastest-growing areas in the U.S. With more people comes more demand for water.
- **Limited Supply:** Our lakes and reservoirs are not unlimited. Hot summers, droughts, and climate change cause more evaporation which reduces available water.
- **Shared Resource:** Every gallon saved means more security for our community and future generations.

Help us Plan for the Future

- **Population Growth:** Hunt County's population is expected to continue growing in the next 5 years. Collin County may double by 2030.
- **Upgrading Systems:** New lines, tanks, and towers will be needed to meet the demands of the new population.
- **Reliability Matters:** Careful planning and conservation ensure that there is clean, reliable water available during future droughts and emergencies.

Why Rates Will Continue to Increase

- **Rising Costs:** Treating, storing, and delivering water is becoming more expensive.
- **New Projects:** Investments in infrastructure and technology are necessary to keep pace with growth.
- **Conservation Incentives:** Our updated rate structures are designed to encourage efficient water use by rewarding those who maintain lower water usage.