



# Clean water for all Texans.

## The Problem

Every day, more than 1 million Texas households lack access to clean, affordable drinking water. These Texans face serious health repercussions and decreased quality of life simply because of their lack of clean drinking water. The problem is pervasive across geographies, income levels and race, but communities of color are disproportionately affected. A growing population, rising costs of water and climate change will only exacerbate the situation.

The clean water gap in Texas has been known for decades, yet neither the market nor the public sector have closed the gap for the poorest and most marginalized. This is a space in which philanthropic capital must play to connect ready-made technological solutions to people most in need.

## Our Solution

In response, Texas Water Trade proposes a simple solution to make reliable, clean water available to all Texans: launching Vida Water, a water service provider that can provide clean water to any Texan, no matter their income or zip code. Vida will deploy and maintain onsite water treatment technologies for households and schools using a subscription payment system designed to beat what the lowest income Texans pay today for bottled water. Millions of Americans already use these treatment technologies today. Vida Water will close the gap to make these water solutions accessible, affordable and reliable to all Texans.

Over the next five years, Vida Water will test and validate our solution in three high-need communities--each representing a different water access challenge--including:

- **Rio Grande Valley**, where 140,000 Texans, many living in informal developments known as *colonias*, are living with no water services at all.
- **Central Texas**, one of the fastest-growing regions of the country, where growth is outpacing extension of public water systems--leaving households reliant on unregulated groundwater wells.
- **Dallas-Fort Worth Metroplex**, where homes and schools served by public utilities face significant costs to mitigate lead contamination in their drinking water.

## Opportunities to Support Vida Water

### Build Community Networks (\$250,000)

- Recruit community advocates and public health organizers to connect with households in need of clean water
- Identify community members seeking workforce training to build Vida's skilled field team
- Develop training curriculum for promotoras and community organizers
- Enroll community members in training programs to become licensed water operators

### Enable Real-Time Data (\$500,000)

- Secure in-line sensors for under sink treatment systems to enable real-time performance data for Vida's central operations
- Install wifi or cellular data transmitters in rural homes to send real-time data--ensuring all households receive equitable service

### Close the Knowledge Gap (\$1 million)

- Support Vida's visibility in communities seeking clean water solutions
- Launch a statewide messaging campaign empowering Texans to secure clean water through readily-available technologies
- Move Texans to embrace more sustainable and affordable solutions than bottled water



### Grow Our Entry Markets (\$2.5 million)

- Secure Point of Use treatment systems for schools and households in under-served areas of Texas
- Train and hire operators to install and maintain household and school systems

### Seed Our Community Water Bank (\$5 million)

- Capitalize our revolving fund to build community water systems that Vida will maintain for lasting water security
- Bring reliable water supply to households beyond the reach of traditional water systems

**With your support, we can make clean water available to all Texans--no matter their income or zip code.**

To learn more, visit <https://bit.ly/CleanWaterforAll>