

Proposition 6 - Texas Water Fund

Media Toolkit

Prepared by Texas 2036

Background

Proposition 6 on November's constitutional amendment ballot proposes to create the Texas Water Fund for financing water supply and water infrastructure projects. This proposition was authorized by [Senate Joint Resolution 75](#), which passed the Texas Senate and the Texas House of Representatives with unanimous bipartisan support.

If voters approve Proposition 6 this November, then the Legislature has authorized a one-time \$1 billion deposit into the Texas Water Fund. This represents a critical down payment for addressing Texas' long-term water infrastructure challenges, which include the need for more water supplies in a drought-prone state and the growing problems associated with aging, deteriorating, and leaking water infrastructure.

The ballot language for Proposition 6 is as follows: "The constitutional amendment creating the Texas water fund to assist in financing water projects in this state."

How to Use This Tool Kit

This toolkit includes a series of key talking points and graphics that organizations may use towards explaining why Proposition 6 is needed for Texas. These talking points center on the water infrastructure challenges that Proposition 6 addresses, how the Texas Water Fund proposed by Proposition 6 expands the state's financial strategy for addressing our water infrastructure challenges, and strong voter support for Proposition 6.

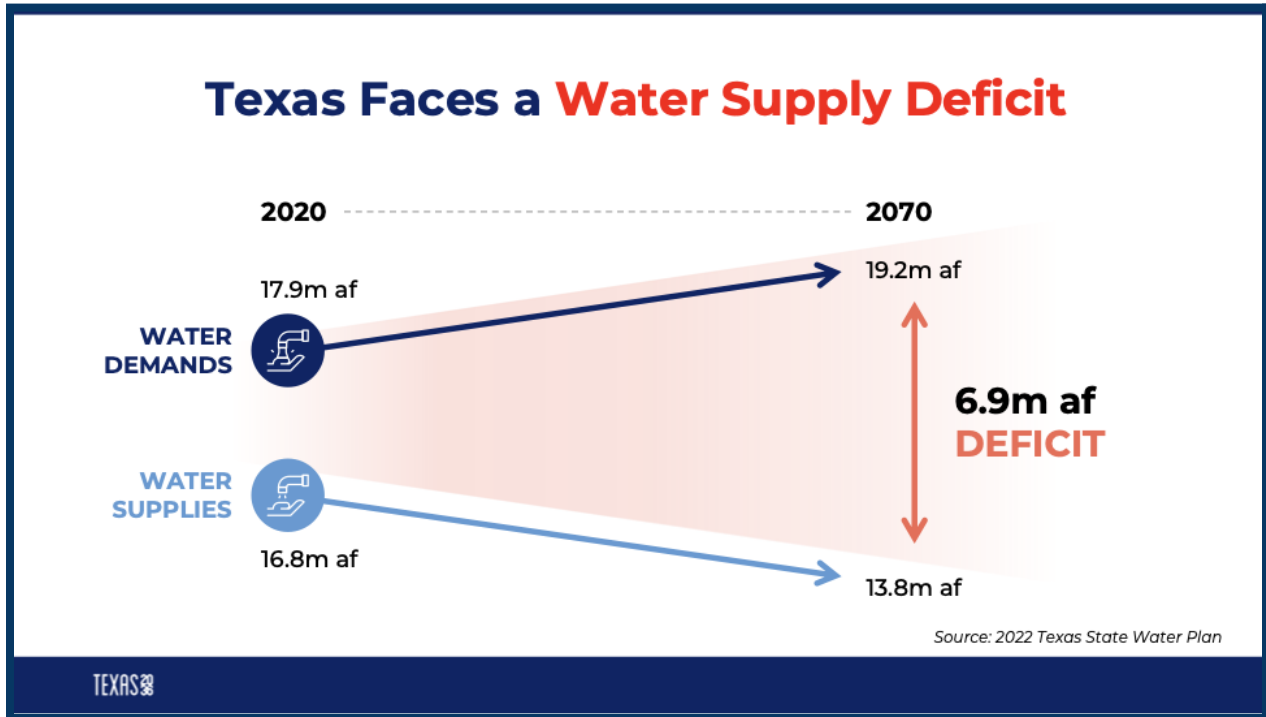
If the talking points or graphics from this toolkit are used on social media, then at least one of the following hashtags should be used as part of the posting:

- #Prop6forTxWater
- #Prop6Yes
- #txwater
- #txdrought
- #txlege

Lastly, this toolkit includes a list of organizations supporting Proposition 6 on November's ballot.

Key Talking Points and Social Media Graphics

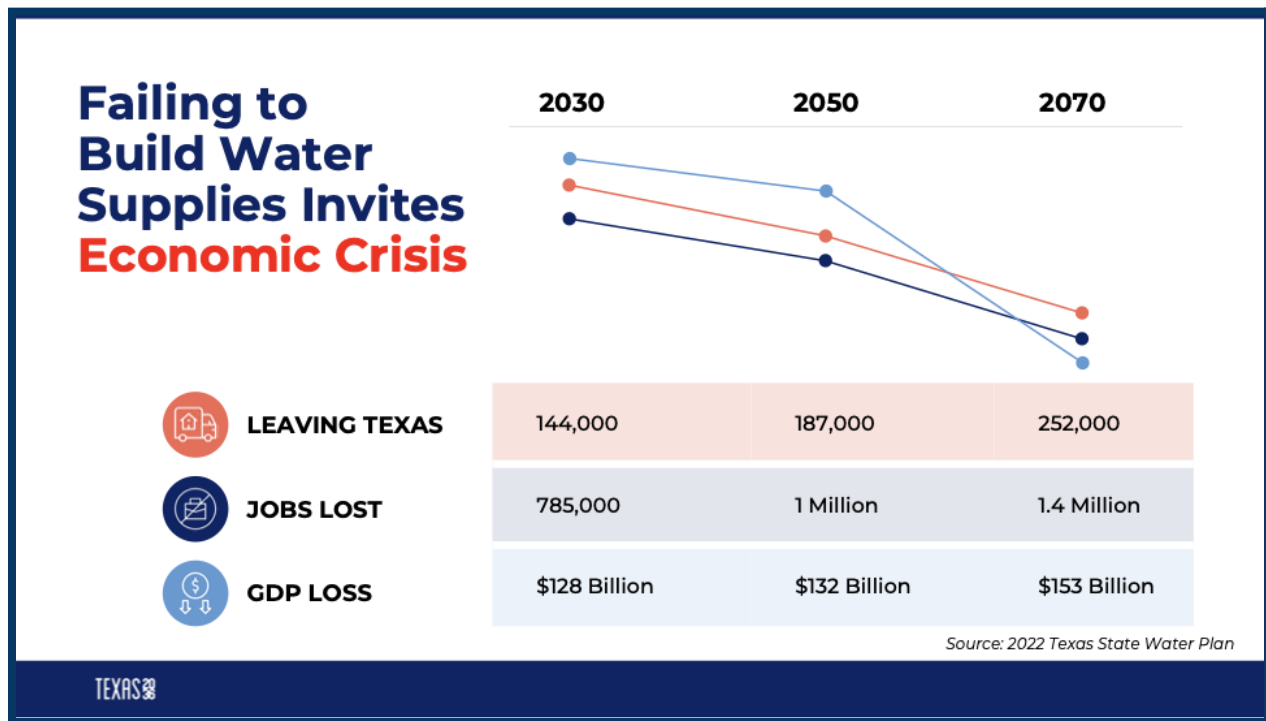
Talking Point #1. Proposition 6 expands Texas' financial strategy for delivering more water supplies for a drought-prone state.



Talking Points:

- Texas faces a long-term water supply deficit during severe drought times where our water demands will exceed available water supplies.
- According to the 2022 State Water Plan, Texas will have a water supply deficit of 6.9 million acre feet by 2070 if we don't expand our water supply portfolio and are hit by another severe drought.
- Proposition 6 expands Texas' financial strategy towards developing new water supply projects, including desalination, produced water recycling, and aquifer storage and recovery. This aims to decrease the water supply deficit we may face during severe droughts in the future.
- The Texas Water Fund created by Proposition 6 will help address the problem of leaking water infrastructure, ensuring that precious water supplies are wisely conserved and not wasted.

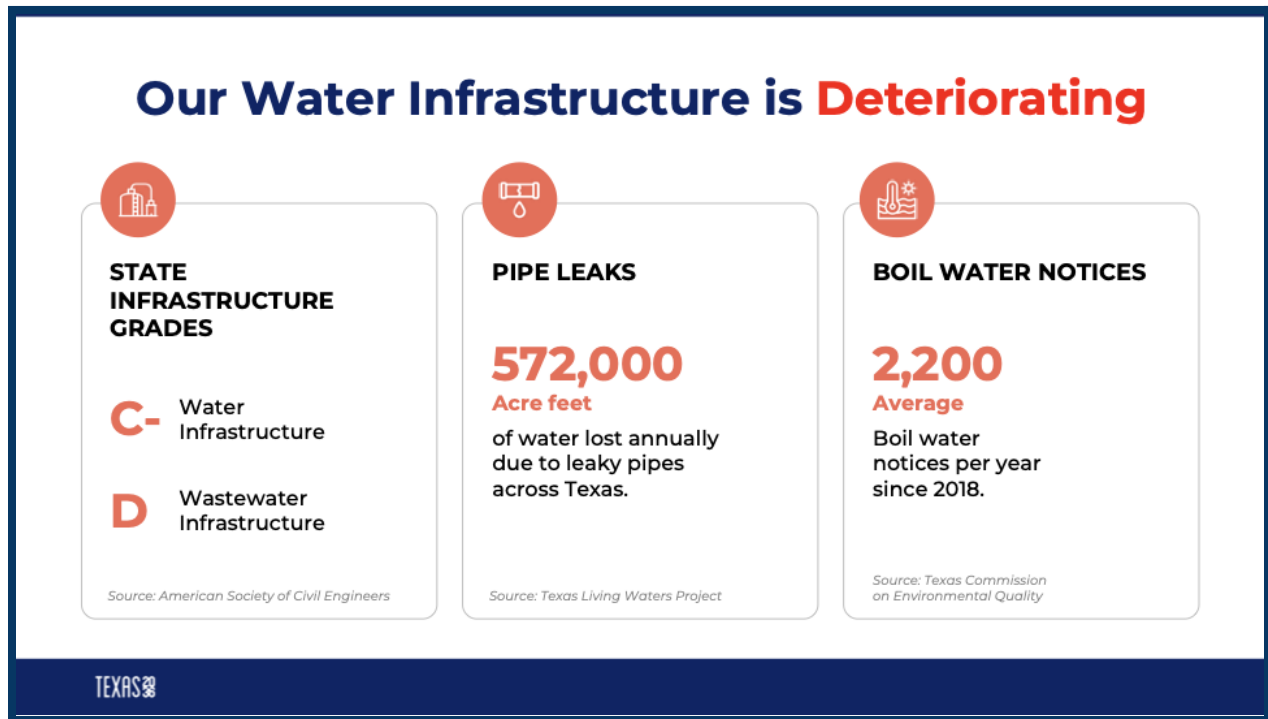
Talking Point #2. Proposition 6 helps Texas reduce the economic risks of future droughts.



Talking Points:

- Texas will suffer severe economic consequences – in terms of jobs lost, negative economic growth, and families leaving this state – if we fail to address our water supply and infrastructure challenges before the next severe drought.
- According to the 2022 State Water Plan, a severe drought could eliminate 1 million jobs and over \$130 billion from the state’s economy by year 2050 – less than 30 years from now – if we don’t address our water infrastructure challenges.
- Proposition 6 expands Texas’ financial strategy, and builds on existing successful water infrastructure programs and policies, towards developing the water infrastructure needed to improve our economy’s resilience to drought.

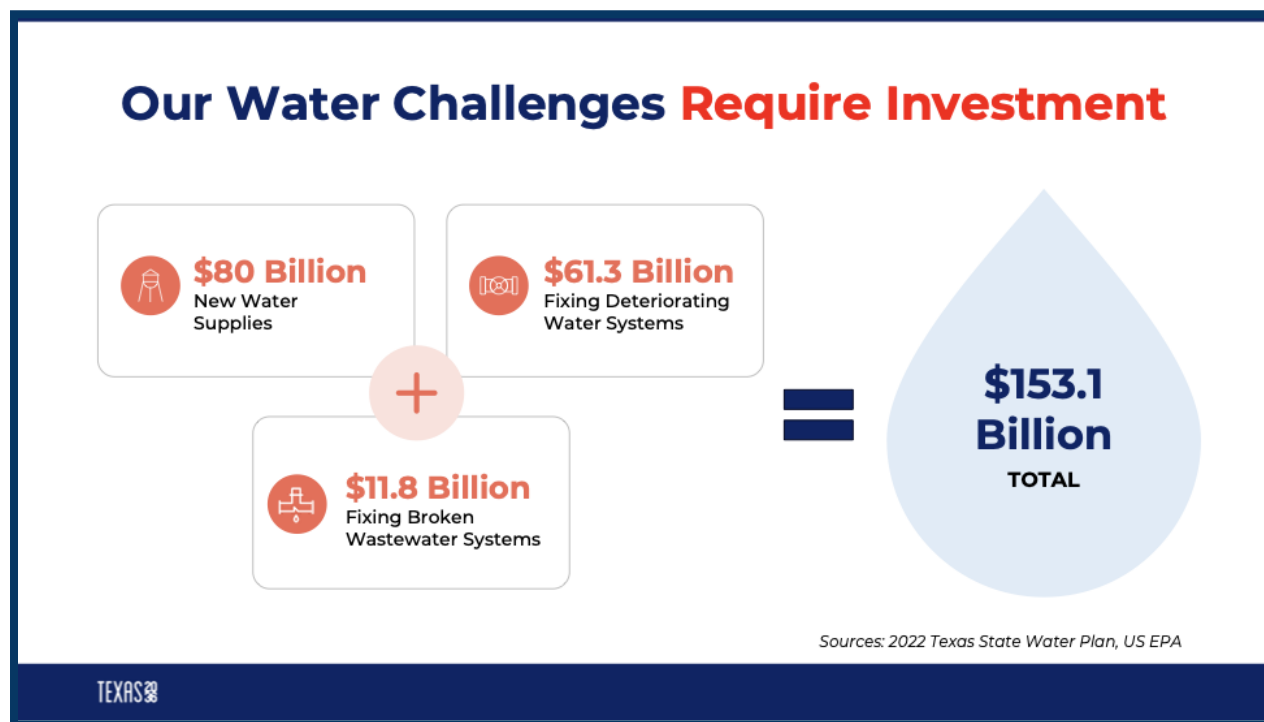
Talking Point #3. Proposition 6 tackles the growing problem of aging, deteriorating water infrastructure.



Talking Points:

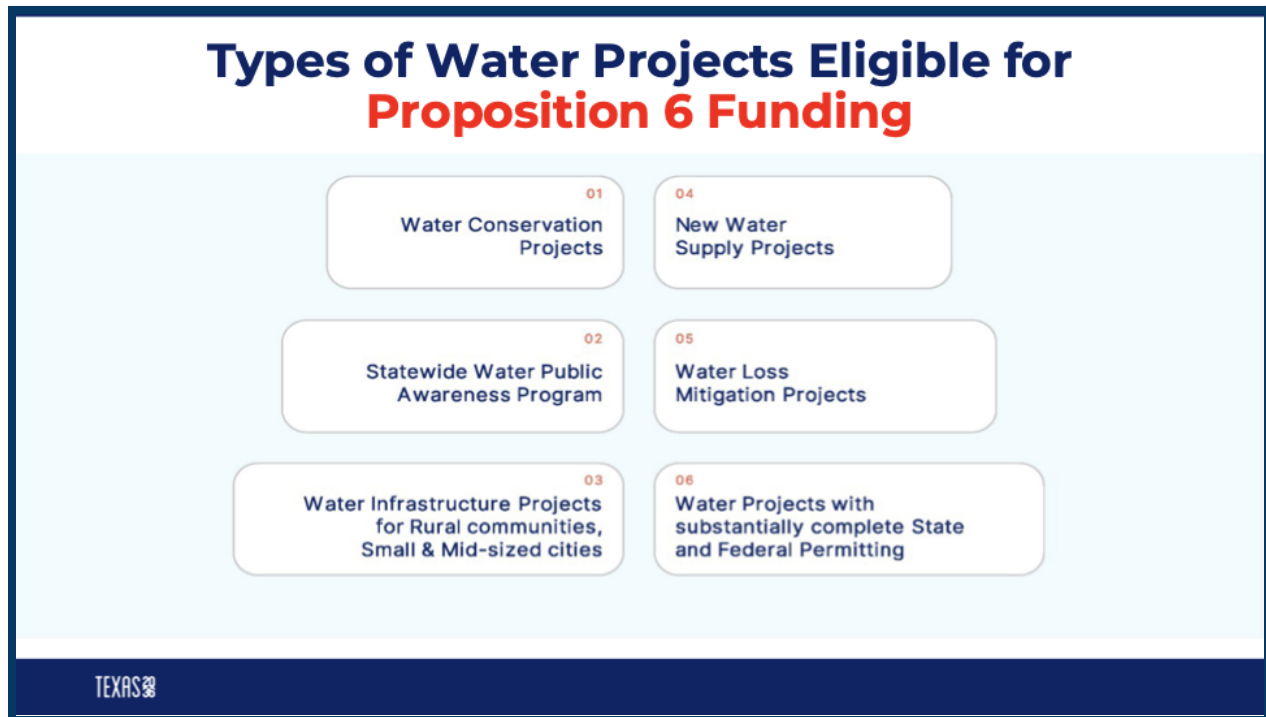
- Texas’ drinking water systems are aging, deteriorating and leaking. The poor condition of Texas’ water infrastructure threatens economic development and community vitality.
- Texas’ water systems leak 572,000 acre feet of water per year. For comparison, this is enough water to fill a major storage reservoir – such as Lake Buchanan or Possum Kingdom Lake – every year.
- The Texas Water Fund created by Proposition 6 helps Texas communities with aging, deteriorating, and leaking water systems. This will help protect against the loss of precious water supplies while bolstering the reliability of communities’ water service.

Talking Point #4. Proposition 6 provides a critical down-payment and path forward for addressing Texas' water infrastructure needs.



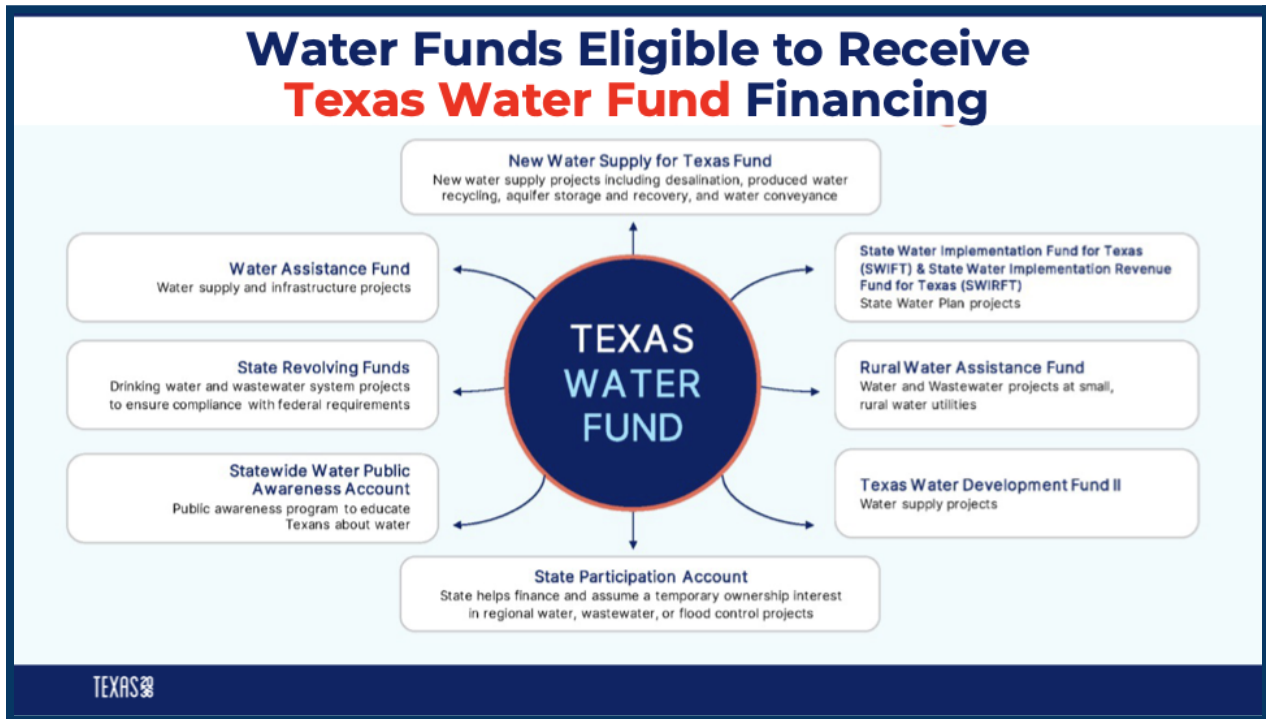
- Texas will need to spend over \$150 billion over the next 50 years on needed water infrastructure projects. This includes developing new water supplies and fixing aging systems.
- Proposition 6 expands the state's financial strategy towards addressing our long-term water infrastructure challenges that are essential to Texas' continued growth, prosperity, and resilience to droughts.
- If voters approve Proposition 6 this November, then the Legislature has authorized a \$1 billion deposit into the newly-created Texas Water Fund. This is a critical down-payment for Texas' long-term water infrastructure needs.

Talking Point #5. The Texas Water Fund created by Proposition 6 can help pay for different types of water infrastructure projects and programs that Texas needs.



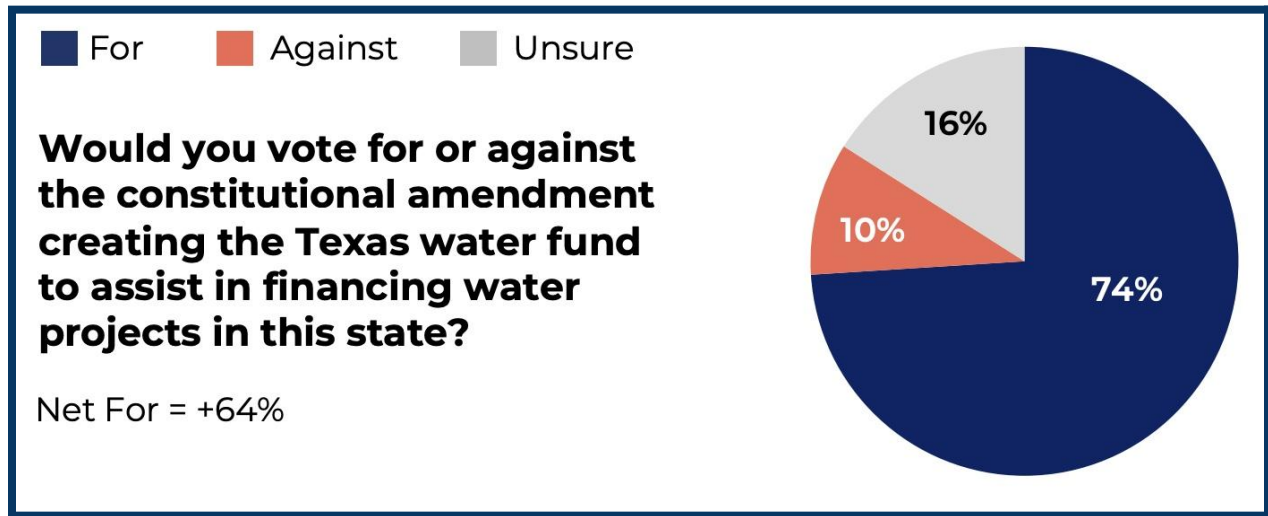
- The Texas Water Fund created by Proposition 6 can provide financial assistance aimed towards Texas’ two primary infrastructure challenges: developing new water supplies for a drought-prone state and fixing aging, deteriorating water systems.
- In addition to the focus on fixing infrastructure and developing new supplies, the Texas Water Fund can help with water conservation and water loss mitigation projects. These projects are essential to smart water management in our drought-prone state. As described within the 2022 State Water Plan, water conservation strategies are essential to the state’s survival when the next big drought hits.
- Proposition 6 offers a multi-pronged approach towards addressing Texas’ water challenges. The Texas Water Fund created by Proposition 6 can be used for a variety of purposes, including developing new water supplies, fixing failing systems, public education, and water conservation. This multi-pronged approach represents the comprehensive policy needed for Texas’ water challenges.

Talking Point #6. The Texas Water Fund created by Proposition 6 comes with smart financial flexibility.



- The Texas Water Fund created by Proposition 6 would be administered by the Texas Water Development Board (TWDB), the state agency responsible for water infrastructure financing. TWDB already administers several program funds and accounts tailored for providing financial assistance to different types of entities for different types of water projects.
- Rather than reinvent the wheel, the enabling legislation for Proposition 6 gives TWDB the flexibility to transfer money from the Texas Water Fund to these other program funds in order to provide financial assistance for water infrastructure projects. This is a smart design that allows TWDB to leverage the financial assistance and policy frameworks of existing program funds towards the best use of Texas Water Fund dollars.

Talking Point #7. A strong majority of Texas voters support Proposition 6.



- According to Texas 2036’s 7th Texas Voter Poll, 74% of registered voters plan to vote “yes” on Proposition 6. Only 10% of voters plan to vote against Proposition, and 16% remain undecided.
- Strong support for Proposition crosses political party lines. 71% of Republican voters, 72% of Independent voters, and 79% of Democratic voters plan to vote for Proposition 6 this November.
- Proposition 6 enjoys strong support across Texas. 75% of voters in the Dallas-Fort Worth media market, 71% of Houston and Austin voters, and 77% of voters in the San Antonio and south Texas area support Proposition 6.