



CITY OF WICHITA FALLS · REGION B

Wichita Falls is proof that Texas can lead on water.

A decade after one of the worst droughts in its history, Wichita Falls has turned conservation into a way of life — and the savings are real, measurable, and worth celebrating.

99.8M

 gallons of water saved this year
vs. the city's own pre-program baseline

\$431K

value at the city's production cost



151

Olympic-size pools of water



1,426

Texas homes' annual water use



102

GPCD today, down from 144

How they did it

Pipeline-leak repair, smart metering across 91% of connections, and a community that bought in — Wichita Falls now loses less than 9% of its water before it reaches a tap.

Why it matters statewide

Every gallon saved here is a gallon that doesn't need new supply. Wichita Falls shows what's possible when a Texas city makes conservation a habit, not a headline.



When Texas cities lead, the whole state wins. **Texas runs on water** — and on the communities that protect it.