



Water Efficiency and Reuse

CHALLENGE

By 2030, total global water demand is projected to outstrip the water supply by 40% - a gap that threatens human health and wellbeing, economic development, and ecosystem function and vitality. To close this gap, we must **reduce demand through conservation and efficiency and expand supplies** through innovative strategies like wastewater reuse and stormwater capture.

These are proven, multi-benefit solutions that meet agricultural, industrial, and household water needs while protecting freshwater ecosystems. They also cut energy use, reduce greenhouse emissions, and fuel economic opportunity through new businesses and green jobs. These solutions are not off in the distant future – they are strategies that can be implemented today and are a win for people, the planet, and the economy.

RESPONSE

Groundbreaking research by the Pacific Institute has revealed enormous, untapped potential to expand water efficiency and reuse—solutions that are key to building resilient water systems in the face of climate change and growing demand.

This leading-edge work is **shaping regional, national, and global conversations on water resilience**, while actively informing the policies, programs, and infrastructure investments that will define the future of water management.

In Los Angeles, we're helping transform schoolyards into green infrastructure hubs – capturing stormwater, reducing urban heat, and bringing nature back into communities, all while advancing local water resilience.



PRIORITIES

Assessing the National Potential for Water Efficiency and Reuse

Building on the Pacific Institute's groundbreaking report [The Untapped Potential of California's Water Supply](#), we are now taking this transformative work to the nation. Our current initiative is evaluating the water supply potential of three strategies—water efficiency, water reuse, and stormwater capture—for urban areas across the United States. With input from expert advisors spanning the public sector, private sector, and nongovernmental organizations, we are conducting in-depth assessments to identify the most impactful, scalable solutions. We are also launching real-world pilot projects to test and scale these innovative solutions, bringing measurable benefits to communities and accelerating adoption nationwide.

Landscape Transformation

Many urban water utilities provide rebates to encourage residents to replace grass with low water-use landscapes, but these incentives often fail to reach low-income households and underserved communities. To bridge this gap, the Pacific Institute is partnering with Watershed Progressive and ReScape to install 40 acres of climate-ready landscapes in five communities across California. These projects will replace water-intensive turf with regenerative, nature-based solutions, designed in close collaboration with local land stewards to reflect community needs and values. The Pacific Institute is closely monitoring the costs and benefits of these efforts and capturing key lessons to support broader adoption of equitable, sustainable landscaping solutions.

“The impact of the Pacific Institute's research on stormwater capture cannot be overstated. The data on stormwater capture opportunities within the Los Angeles region couldn't have come at a better time. Having this research and data has given us the needed proof to promote that schools in LA County (and the 1.3 million students that attend them) need to be a part of our stormwater and water supply solutions.”

—Drew Ready
Senior Project Manager – Council for Watershed Health.

Water Efficiency and Reuse and You

Your support of the Pacific Institute helps make strides in advancing water efficiency and reuse across the United States. **Your gift will:**

- Increase the recognition of these systems as foundational water resilience strategies.
- Develop leading-edge research and solutions, share them with utilities, businesses, frontline communities, and others capable of driving change.
- Accelerate investments in water efficiency and reuse across the United States, while influencing broader global dialogues.

Please join us in supporting water efficiency and reuse and ensure that people, nature, and economies will have the water they need to thrive – even in the face of climate change.

To learn more and take action:

- **Contact:** Nicole Wickenhauser, Chief Growth Officer, at nwickenhauser@pacinst.org
- **Visit:** <https://pacinst.org/our-impact-areas/water-efficiency-and-reuse/>
- **Donate:** pacinst.org/support



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