

GoPurple Program

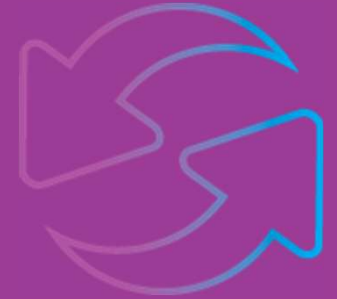
Incentives and Cost Sharing for Water Reuse Projects

Katherine Jashinski, P.E.,
Supervising Engineer

Water and Wastewater Commission
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GoPurple Program: Expanding Water Reuse



**Austin City Council Adoption on
March 7th 2024**

- 💧 Code Changes for Onsite Water Reuse and Reclaimed Water Connections
- 💧 Affordability Strategies for Reuse Projects
- 💧 New community Benefit Charge increase (\$0.15 per thousand gallons) to fund Reclaimed Water System expansion and Onsite Reuse programs

[Go Purple | AustinTexas.gov](https://www.austintexas.gov)

Water Forward 2024 Strategies



Utility-Side Water Loss Control

- Production meter improvements
- Expanded active leak detection programs
- Additional analysis of smart meter data



Customer Side Water Use Management

- Expanded customer incentives for conservation
- Use of smart meter data for customer-side leak identification, education, and outreach
- Water use budgeting



Native & Efficient Landscapes

- New landscape ordinances & incentives
- Irrigation efficiency incentives
- Landscape conversion programs



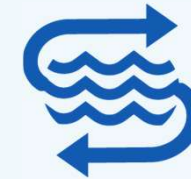
Non-Potable Reuse

- Onsite Water Reuse Systems
- Decentralized Reclaimed
- Centralized Reclaimed

Water Supply Storage

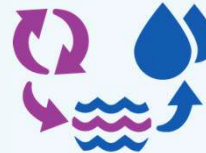


Aquifer Storage and Recovery



Decker Lake Off Channel Reservoir

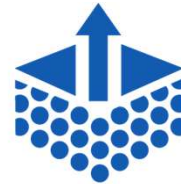
Potable Reuse



Indirect Potable Reuse

Strategies reliant on Colorado River and LCRA supplies

New Water Supplies



Brackish Groundwater Desalination



New Code Requirements for Large Development Projects

Distance to reclaimed water main	Code requirement	Cost of code requirement per housing unit w/o incentives	Cost of code requirement per housing unit w/ incentives
≤500 feet	Extend reclaimed water main for use in toilets/urinals, irrigation, and cooling towers	\$900-\$4,400	\$350-\$4,000
>500 feet	Capture rainwater and condensate and treat for use in toilets/urinals, irrigation, and cooling towers	\$800-\$7,100	\$750-\$6,000

Affordability Impact Study identified negative impact to housing costs from code requirements



Large Development Project

GoPurple Pilot Incentives & Cost Sharing

Type of Reuse Project	Rebate for Reclaimed Main Extension	Rebate for Onsite Reuse Systems	Expedited Building Permit Review Rebate	No Impact Fees for Non-potable Meters	Assistance with PACE Program
Reclaimed water	AW pays 50% of 251-500 feet or more up to \$500K	N/A	AW pays up to \$36K for projects installing >250 feet of main	Developer pays fees for potable water meters only	AW staff time
Onsite water	N/A	AW pays for 100% of voluntary installations up to \$500K	AW pays up to \$36K for projects installing onsite water reuse systems	Developer pays fees for potable water meters only	AW staff time



Program Cap Increased to \$1.5M for Exempt Affordable Housing Projects



City Manager's Top 25 Goals

City Manager's Top 25 Annual Goals represent high-priority projects selected by the City Manager each year to drive timely progress on urgent community needs.

Filter by Strategic Priority

- All -

[What the Colors Mean: Strategic Priorities Explained](#)



Goal 1

Launch new Austin Water incentive to subsidize the cost of reclaimed connections, dual-use plumbing, and on-site water reuse systems in certified affordable housing by June 2025.



FY24-25 Summary and Program Administration



- ◆ **GoPurple program incentive budget of \$4,000,000 for the fiscal year**
- ◆ **Increased program cap to \$1.5M for exempt affordable housing projects**
- ◆ **No GoPurple program incentive applications received this fiscal year**
- ◆ **Program activity is reported quarterly within the new Water Management Strategies Report**
- ◆ **Incentive program requires annual Council reauthorization**

FY25-26 Program Reauthorization

Advancing Reuse



- ◆ Continue pilot incentive program for FY25-26
- ◆ Continue total aggregate amount for program at \$4M
- ◆ No more than \$500K awarded per standard project, \$1.5M for exempt affordable housing projects
- ◆ Expecting more program participation this year from large development projects approaching construction phase



Questions?

Austin

WATER

