

# SAN FRANCISCO BUSINESS TIMES

COVER STORY

## Do we have what it takes to beat the drought?

A lack of water-saving innovation in California is not the problem. A lack of VC money, water leadership and flexibility might be

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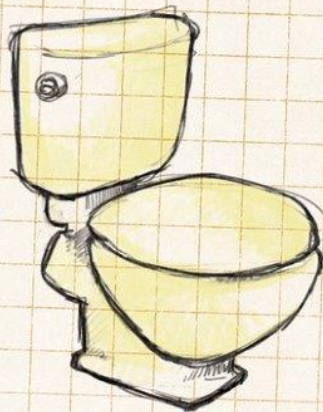
**Chris Rauber**

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### RESIDENTIAL MODIFICATIONS

High-end residential builder Troon Pacific uses features like rainwater harvesting and filtration tanks that save water for use in irrigation, sophisticated drip irrigation systems geared to specific plantings, pathways to direct water, ultra low-flush toilets, water-permeable driveways and other features. The bottom line: These modifications require 90 percent less water outdoors, and 30 percent less indoors, according to Greg Malin, Troon Pacific's founder and CEO.

Gray water systems are next. Systems for used water and rainwater could cost \$5,000 to \$10,000 per new home, and more for retrofits. KB Home, a major home-building company, has piloted a home gray water system from Nexus eWater said to reuse two-thirds of the indoor water in a typical home. Plans call for a broader roll-out.



LOW-FLUSH  
TOILET