



TEXAS DATA CENTERS: MAKE BIG TECH PAY

THE PROBLEM

YOUR BILLS ARE RISING & BIG TECH IS TO BLAME

Big Tech companies like **Amazon, Apple, Google, Meta, Microsoft, and OpenAI** are racing to build massive data centers across the country to power artificial intelligence (AI). These facilities are big-time electricity guzzlers, and all that power costs money at a time when families are already stretched by grocery, gas, and housing costs. Big Tech isn't paying for it – **you are.**

Average Texas electric bills rose by **6.1%** in 2025, an increase of roughly **\$120** per household.¹

Data centers are asking the Texas grid for **420 gigawatts** of power – about **five times the state's all-time record demand**, and 90% of everything in the queue. Only about **9 gigawatts** has actually been approved to connect.²

Data center growth could raise electricity bills by as much as **25%** in some regional markets.³

THEY PROFIT. YOU PAY.

BIG TECH CASHES IN

\$3.3 billion in Texas tax breaks projected for 2028 and 2029⁵

YOU PAY

+\$120 more on your electric bill in 2025¹

SUBSIDY SCANDAL

BIG TECH GETS MILLIONS. YOU GET HIGHER BILLS

Taxpayers are subsidizing the data center boom, through backroom deals for subsidies, tax incentives, and special treatment that amount to **giveaways to Big Tech**.

Data centers nationwide receive industry-specific **tax breaks** that shift costs onto households and small businesses.⁴

Texas's data center sales tax exemption has gone from **\$14.6 million** a decade ago to a projected **\$3.3 billion** for 2028 and 2029 – and that is state revenue alone, before local abatements.⁵

THE JOB CREATION MYTH

FEWER JOBS. RISING COSTS

"Tech companies are investing hundreds of billions of dollars in data centers across the country. But despite the record-setting price tags, the centers create few jobs."

NPR'S ALL THINGS CONSIDERED⁶

Big Tech promises economic development, but data centers create **few permanent local jobs** while raising costs for existing small businesses.

Data centers are among the least labor-intensive structures in the economy, generating roughly **one permanent job per 5,000 square feet**.⁷

Meta's El Paso campus grew to a **\$10 billion** project across 1.2 million square feet. It is expected to employ a few hundred people permanently.⁸

THE SECRECY

THEY'RE HIDING WHO THEY ARE

Local officials are forced to sign **non-disclosure agreements**, and companies **sue towns that say no**.^{10 11}

In Hood County, commissioners approved a tax break for a company they could not name. A local official said she was **under a non-disclosure agreement** and could not answer questions. The deal was rescinded after public outcry.⁹

Fewer than **one in five** of the state's 341 data centers filed the disclosures Texas law already required of them in 2025.⁹

Texas Connects is **not a Texas group**. It is one of eight near-identical operations the Data Center Coalition set up across the country, and it collected residents' contact information without disclosing the Big Tech companies funding it.⁹

PUBLIC OPINION

TEXANS OVERWHELMINGLY OPPOSE BIG TECH'S DEMANDS

A June 2026 University of Texas poll found **56% of Texans oppose** data centers being built in their community, roughly twice the **29%** who support them.¹²

Nationally, **71% of Americans** oppose building an AI data center in their local area – **more than oppose a nuclear power plant** nearby (53%).¹³

Overall, **85% of Americans** want lawmakers to pass a law that forces Big Tech, not taxpayers, to pay for the true cost of data centers.¹⁴

WHAT NEEDS TO CHANGE

- **Big Tech creates these costs, so Big Tech should pay them.** Not the family down the road, and not the small business trying to keep the lights on.
- Stop the false choice between community investment and giving trillion-dollar companies **blank checks**. Force tech giants to pay for their data centers, instead of hardworking Texans.
- Pass **real state-level ratepayer protections** into law and end the billions in annual state and local tax breaks for data center construction. That's money that should fund schools, healthcare, and strategic, sustainable long-term economic development.
- Texas already requires large data centers to accept **curtailment** when the grid is strained, and that rule is final. But the rule deciding what they **pay** is not: the security deposit was cut from \$100,000 to **\$50,000 per megawatt** after industry lobbying, and the final rule is not due until the end of the year.¹⁵
- Finish that rule **without weakening it further**, and **repeal the sales tax exemption** when the Legislature returns in January. Even the Governor has now called for repealing these incentives and ordered an audit of every project in the queue.¹⁵

MAKE BIG TECH PAY!

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