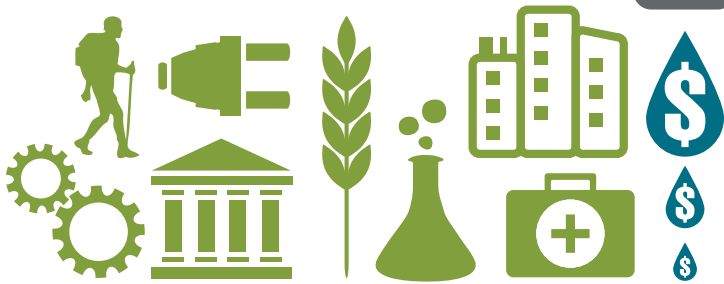


ECONOMY OF THE WEST CRUCIALLY DEPENDENT ON THE COLORADO RIVER:

NEARLY 2/3^{RDS} OF THE CO RIVER BASIN'S ECONOMIC VALUE VANISHES IF THE COLORADO RIVER RUNS DRY

THE COLORADO RIVER GENERATES **\$1.4 TRILLION** IN ECONOMIC BENEFITS ANNUALLY



The river supports a diversity of industries located in the seven Colorado River basin states, including a \$26 billion recreation economy that is not fully accounted for in the ASU study.¹

\$871 BILLION IN LABOR INCOME COULD BE LOST EACH YEAR IF COLORADO RIVER WATER WAS NO LONGER AVAILABLE TO BUSINESSES, INDUSTRY AND AGRICULTURE.

¹ A previous PTF study conducted by Southwick Associates found that the river also supports a \$26 billion recreation economy.

Photography (left to right): KB Home, iStockPhoto.com, Jay Canode



ANNUAL GROSS STATE PRODUCT (\$2014) DEPENDENT ON THE COLORADO RIVER

IN BILLIONS	STATE	VALUE (\$ BILLIONS)
	ARIZONA	\$185.01
	CALIFORNIA	\$657.45
	COLORADO	\$188.95
	NEVADA	\$115.39
	NEW MEXICO	\$59.76
	UTAH	\$69.79
	WYOMING	\$21.67



OUR ANALYSIS CLEARLY DEMONSTRATES THE IMPORTANCE OF THE COLORADO RIVER FOR THE ECONOMIES OF THE BASIN REGION. »

Dr. Tim James, Professor of Economics and Report Author, Arizona State University

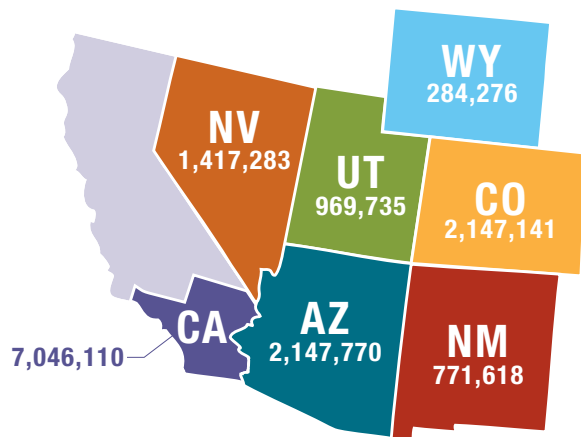


AT&T OPERATES IN WATER-STRESSED AREAS AND WE ARE MITIGATING BUSINESS RISKS BY USING WATER MORE EFFICIENTLY. IN FACT, WE DEVELOPED AND IMPLEMENTED A WATER EFFICIENCY TOOLKIT WITH ENVIRONMENTAL DEFENSE FUND AND HAVE SHARED IT WIDELY FOR OTHER COMPANIES TO USE. »

John Schulz, Assistant Vice President, Sustainability Operations, AT&T

WE ARE ALL IN THIS TOGETHER.
THE COLORADO RIVER GENERATES SIGNIFICANT VALUE FOR EVERY STATE IN THE SOUTHWEST.
 WE NEED TO WORK TOGETHER ACROSS STATE BOUNDARIES TO KEEP THE RIVER FLOWING.

OVER 16 MILLION JOBS
IN THE BASIN REGION RELY ON THE AVAILABILITY
— OF COLORADO RIVER WATER EACH YEAR —



* Seven California counties that receive Colorado River water: Imperial, Los Angeles, Orange, Riverside, San Bernardino, San Diego, and Ventura

ALL BUSINESS SECTORS RISK ECONOMIC LOSSES IF WE FURTHER DEplete THIS RESOURCE.
 THE FIVE PRIVATE SECTOR INDUSTRIES BASIN-WIDE THAT WOULD DECLINE THE MOST ARE:

- Real Estate & Rental (\$174.3 billion)
- Healthcare & Social Services (\$148.6 billion)
- Finance & Insurance (\$137.1 billion)
- Professional, Scientific & Technical Services (\$130.6 billion)
- Retail Trade (\$96.2 billion)

(Dollar Amounts Represent Gross State Product)

THE REGION AND BUSINESSES BENEFIT FINANCIALLY IF WE USE WATER MORE EFFICIENTLY. SOLUTIONS ALREADY EXIST, AND CAN BE FOUND AT WWW.PROTECTFLOWS.COM.

² Economists at the L. William Seidman Research Institute at the W. P. Carey School of Business at Arizona State University conducted the analysis, which covers all seven Colorado River Basin states and all business sectors.
 < TO VIEW THE FULL REPORT SEE WWW.PROTECTFLOWS.COM >

Photography: Life Technologies



“PRESERVING AND PROTECTING THE COLORADO RIVER AS A WATER SOURCE FOR FUTURE GENERATIONS IS IMPERATIVE. BY IMPLEMENTING SMART EFFICIENCY MEASURES SUCH AS CONSERVATION AND REUSE, WE CAN MAKE SURE THE COLORADO RIVER SURVIVES AND THRIVES.”

Rob MacLean, President, California American Water



The Colorado River supports industries ranging from manufacturing to real estate and health care services. Pictured here is an employee of biotech firm Life Technologies based in Southern CA. The company has reduced its water footprint by 50% in 5 years.



In 2013 and 2014, Protect the Flows convened two Business of Water Corporate Leader Summits where hundreds of businesses and water leaders met to identify and share best practices and private sector innovations addressing water supply issues in the Colorado River basin. In the wake of two successful summits, Protect the Flows commissioned an economic analysis from Arizona State University² to document the value of the Colorado River to the region.