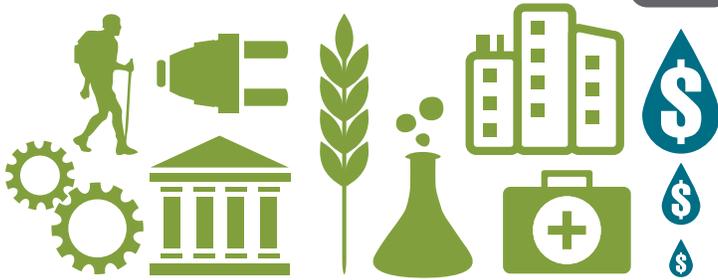


ECONOMY OF THE WEST CRUCIALLY DEPENDENT ON THE COLORADO RIVER:

NEARLY 2/3^{RDS} OF THE COLORADO RIVER BASIN'S ECONOMIC VALUE IS SUPPORTED BY THE COLORADO RIVER

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

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

THE COLORADO RIVER GENERATES **\$871 BILLION** IN WAGES & LABOR INCOME IN THE BASIN REGION EVERY YEAR.

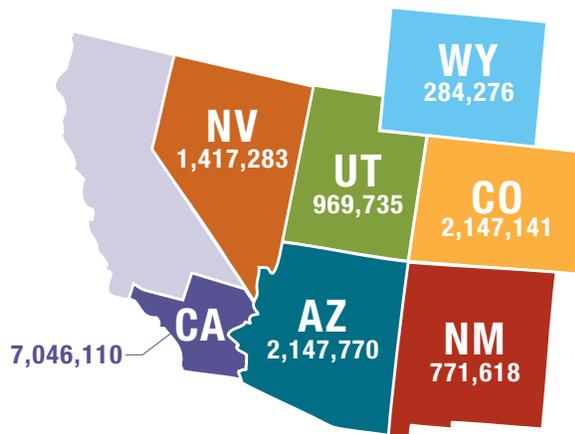
¹ A previous PTF study conducted by Southwick Associates found that the river also supports a \$26 billion recreation economy.

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



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 IF COLORADO RIVER
 WATER WAS UNAVAILABLE 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.