

Environmental Entrepreneurs  
Comments for  
Water Resources Review Committee  
Thursday, October 10, 2013

- Colorado's basic, underlying water challenges are well known. The state projects that municipal and industrial (M&I) demands could increase by as much as 81 percent by 2050, driven mostly by population growth. As business leaders, we are focusing now on M&I, an area that affects us and where we can have an impact.
- Research indicates that climate change is likely to exacerbate the state's water challenges, by reducing water supplies and increasing water demands. That, in turn, increases the risk of a call on Colorado water, under the terms of the Colorado River Compact.
- If Coloradans want our economy to keep growing while preserving our state's unique natural resources, all of us—business, agriculture, government, residents—must work together to address the risks to our water supplies. The best and quickest way to start down this path is by reducing M&I water demand today, while properly planning for water risks in the future.
- To help quantify these risks and assess the potential economic impact, the Rocky Mountains chapter of the nonpartisan, nonprofit business group Environmental Entrepreneurs (E2) commissioned a paper on *Colorado Water Supply and Climate Change: A Business Perspective*. We are submitting that paper to the committee for its consideration.

Here, I would like to underscore our main recommendations:

1. Colorado's governmental leaders need to give the state's water supply and climate change risks the priority and urgency they deserve. This is not a time for 'business as usual'.
2. We urge the Governor to set ambitious goals to reduce per capita water use. These goals should be incorporated into Colorado's Water Plan and implemented by legislation. Setting and meeting aggressive state water conservation goals is the single most important step that can be taken. *As our paper points out, this has been done in other states and cities with positive effect.*
3. Conservation pricing is one of the mechanisms that should be included in Colorado's Water Plan, and subsequently implemented in state legislation and made applicable to all water providers.
4. Water reuse is an additional measure, which should be expanded as part of Colorado's Water Plan.

To be effective, Colorado's Water Plan process should include all stakeholders, including urban businesses, and result in ambitious goals and actions that will lay a framework for the implementation of legislation.

Respectfully submitted,  
Susan Nedell  
Director, E2 Rocky Mountains Chapter  
[www.e2.org](http://www.e2.org)