

Water is vital to Colorado's Future



Colorado's water system is under a barrage of persistent drought, hydrological shifts driven by climate change, over-allocation of resources, and intensifying wildfires. It is no secret that Coloradans value our outdoor resources and access.

92% of Coloradans recreate in the outdoors at least once every few weeks.¹

This same industry supports **131,000 Colorado jobs.**

\$18.8 billion is contributed to Colorado's economy annually due to river- and water-related outdoor recreation.²

The Hispanic and Latino community is one of the top three fastest growing populations in the United States.

This is also true in Colorado, where in less than 20 years this demographic will grow from **20% to 33%.**³

With this growth comes *great opportunity to engage.*

Of Colorado's Hispanic and Latino population, 77.2% are native-born Coloradans. As with most Coloradans, Hispanic and Latino voters indicated in a poll that they participate regularly in:

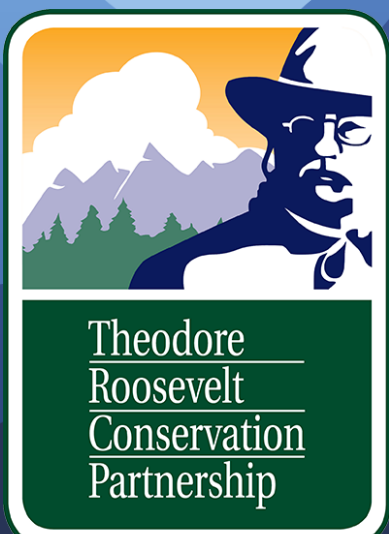
Hiking
77%

Boating/Kayaking
21%

Camping⁴
46%

Hunting/Fishing
33%

Nationally in 2016, 2.38% of the U.S. population (7.7 million people) indicated that they went hunting and fishing.⁵



1. <https://www.industry.colorado.com/need-cotrex>
2. <https://businessforwater.org/co-rivers-key-to-economy>
3. <https://latinoslead.org/latino-research/>
4. https://www.hispanicaccess.org/news-resources/research-library/item/download/27_b8d58docba84ecde3091eb6e2f7f303d
5. https://www.fws.gov/wsfrprograms/subpages/nationalsurvey/nat_survey2016.pdf

the Colorado River



A third of our nation's Hispanic and Latino communities depend on the Colorado River. This river is essential for 35 million people in seven states and drives a \$1.4-trillion economy.⁶

Hispanic and Latino Voters Support Conservation.

93% in the West support restoring Clean Water Act protections for streams and seasonal wetlands.

96% agree we should fund modernizing water infrastructure and restoring natural areas for drought resiliency.

93% agree that despite state budget shortfalls, we should fund the protection of state land, water, and wildlife.⁷

83% support a national goal of conserving 30% of lands and waters by 2030.

82% see climate change as a threat to water supply.⁸

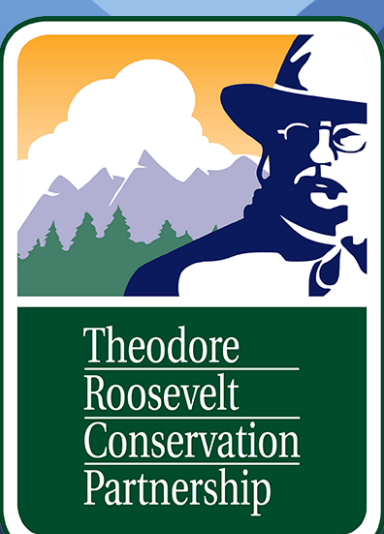
71% agree that Western wildfires have increased urgency.

Take Action!

- Contact your state legislator and thank them for supporting Colorado Water and the CWCB by passing HB21-1260 and SB21-240.
- Tell the Colorado Water Conservation Board to prioritize nature-based solutions and water conservation to address water shortages in the next Colorado Water Plan, ensuring healthy fisheries habitats for future generations.
- Ensure diverse voices are heard in Colorado Water Planning by engaging with CWCB and leaving a public comment demonstrating why the future of water is vital to all Coloradans, hunters, anglers, and Latinos.
- Attend upcoming Water Equity Task Force meetings and the Fall Equity in Water Workshop (dates TBD).

Contact My Legislator

Contact the CWCB



6. <https://www.americanrivers.org/conservation-resource/news-latino-communities-embrace-connections-colorado-river/>

7. https://www.coloradocollege.edu/other/stateoftherockies/conservationinthewest/2021/Latinos2021_SotR_StateFactSheets.pdf

8. <https://hispanicaccess.org/ccpoll>