



DEMING'S WATER AND ECONOMIC FUTURE IS BRIGHT

Help secure federal support for our water supply and a free-flowing Gila River

Deming can meet its future water needs without tapping the Gila River. The proposed Gila diversion project would be extremely expensive and needlessly damage this vibrant river. Deming can ensure water for future generations at far less cost if we wisely employ water conservation, reuse, and existing commitments to transfer water from agriculture to our community.

The Gila Diversion Proposal is costly to taxpayers and the river

The state and the New Mexico Unit of the Central Arizona Project estimate that a fully developed diversion would cost hundreds of millions of dollars, the majority of which would be funded by state and local residents. Other water supply options, noted below, would be far more cost-effective. The diversion proposal would also harm fish, wildlife, outdoor recreation, and our economy.

The Gila is a vibrant and irreplaceable river

A free-flowing Gila River is vital to our region's recreational economy and our traditional way of life. The Gila River is the state's last free-flowing river and one of the very best destinations in the Southwest for birding, boating, fishing, hunting, and hiking. This invaluable resource is readily accessible to our families and one of the crown jewels of New Mexico's robust outdoor recreation economy, which generates annually an estimated \$6.5 billion in consumer spending and \$1.8 billion in wages and salaries.

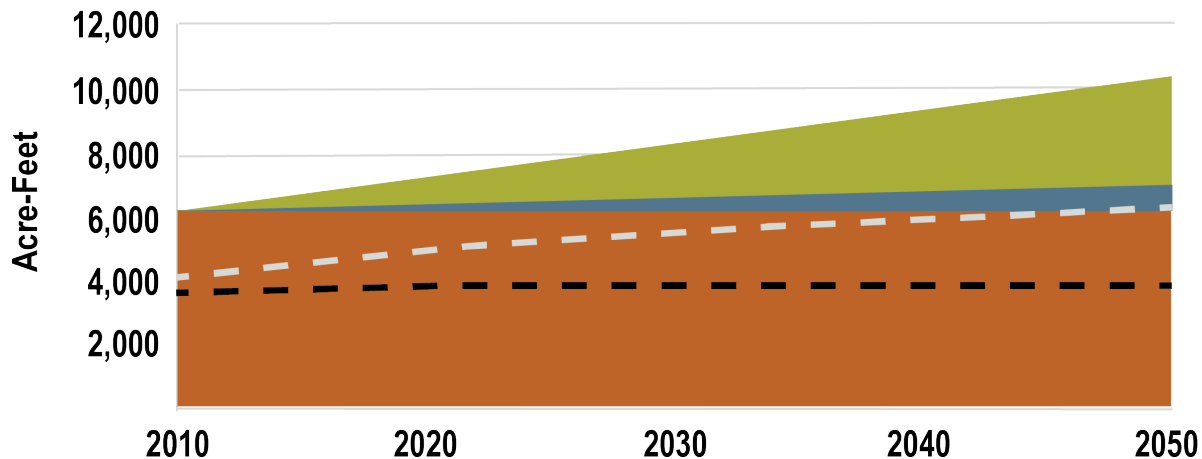
Our water supply is secure well-beyond 2050 if we build on Deming's planning efforts and prioritize water conservation






Water supplies provided through water conservation, reuse, and planned water transfers can meet future water needs and secure a free-flowing Gila River for us and future generations.

“A Gila River diversion is a non-sensible waste of taxpayer money, and robs our children and our region of its cultural legacy.”

– Ray Trejo, lifelong sportsmen and second generation Luna County resident

Deming's water can be secured for future generations through water conservation, reuse, and planned water transfers



-  Planned Ag/Municipal Transfers (Water Rights Already Aquired) 3,778 acre-feet per year
-  Reuse 300 acre-feet per year
-  City of Deming's Permitted Water Rights (Current) 6,102 acre-feet per year
-  Projected Demand with Conservation (High Population Growth) 6,102 acre-feet per year
-  Projected Demand with Conservation (Medium Population Growth) 3,672 acre-feet per year

For references and methodology used for this table, visit www.westernresources.org/gilariverfootnotes

Current funding supports non-diversion options and saves taxpayers' money

It's not too late. We call upon the members of Deming's City Council to request —by 2017—that our rightful share of available federal funding be spent to support a smart water future for the city, instead of wasting these funds on consultants and studies for an unnecessary Gila diversion project. The Arizona Water Settlements Act of 2004 made available tens of millions of federal taxpayer money for water planning efforts in Southwestern New Mexico, including the City of Deming. These federal funds would be better invested in municipal water conservation, reuse, and planned water transfers from agriculture to our communities. These non-diversion solutions will help us achieve water security without requiring large state or local matching funds, and they will protect the Gila River.

Contact the Deming City Council today! Ask them to:

- Utilize the federal funds under the Arizona Water Settlement Act to fund local water conservation projects – not the diversion proposal.
- Oppose the Gila diversion in order to protect our recreational economy, our future generations' ability to enjoy the Gila River, and our fish and wildlife.

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