


# PEOPLE FOR PROSPERITY knows that we've GOT WATER!

Water is the most prized commodity in the West. The Mesilla Valley is blessed with three main water sources: the Mesilla and Jornada del Muerto aquifer systems and surface water from the Rio Grande. With these considerable resources and a history of creative and insightful management and conservation, we can change historical paradigms and continue to meet the needs of our community!

**MYTH:** We're running out of water.

**FACT:** Our water use is changing. We are better at managing existing sources and developing new ones, so that water will not be the limiting resource in our community's economic development.

- The city is currently using only 6.7% of the available water.<sup>1</sup>
- Irrigated agriculture, which is evolving toward more efficient water use on higher value crops<sup>2</sup>, uses 90% of the area's water. The market-based mechanisms are in place for transfer of water from irrigation to municipal use as the community grows<sup>3</sup>.
- The Rio Grande provides high quality renewable surface water. In times of poor surface water supply due to drought, we have vast groundwater reserves in the Mesilla and Jornada del Muerto aquifer systems.



We're thriving. We're PROSPERING and we're proud of it! Not too many years ago, Doña Ana county was listed as one the poorest counties in the country. Unemployment was over 10%<sup>1</sup>. Wage growth was modest. **TODAY, WITH UNEMPLOYMENT NEAR 4%<sup>1</sup>, AND MODERATE GROWTH AT 3%,<sup>1</sup> MORE PEOPLE ARE WORKING AND EARNING HIGHER WAGES<sup>2</sup> THAN EVER BEFORE... AND WE CAN DO BETTER!**

1)\*Regional Water Planning in the Lower Grande Basin"--available at [www.lascruces.org](http://www.lascruces.org).  
2) "The Rio Runs Through It", Natalie Johnson.



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[www.peopleforprosperity.org](http://www.peopleforprosperity.org)

We want you to know the GOOD NEWS –  
**Las Cruces is Thriving!**