

It's time for California to

Connect The Drops

Water is the lifeblood of California. It is central to our communities, our economy and our natural resources. • Our state is blessed with world-class innovation and talent, bountiful farmland, and diverse wildlife. Yet today, the water supplies that sustain these essential resources are in jeopardy. • We cannot risk our state's economic future by relying on outdated water management practices, policies and infrastructure. Now is the time for fresh thinking, shared purpose and bold solutions to build a resilient water future for all Californians. And it is incumbent on us—the business community—to help lead the way. • It's time to come together. To connect the drops. Between flowing rivers and economic opportunity. Between saving water and saving energy. Between clean water and healthy people. By embracing innovation and investing in smart policies and solutions that help us conserve, reuse and maximize our water supply. • California has made progress—but much more can be done. We can be more water efficient. We can do more to replenish our rivers and aquifers. And we can do it while strengthening the communities and industries that make our economy strong. • **But we cannot do it alone.**

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