

Conserve to Enhance Linking Water Conservation to the Environment

American Water Resources Association
November 9, 2011
Albuquerque, NM

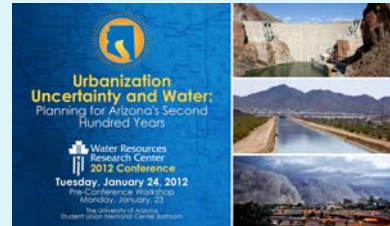
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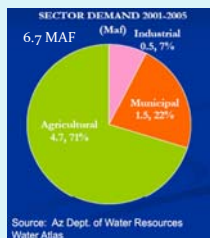
WRRC Mission

The University of Arizona Water Resources Research Center (WRRC) promotes understanding of critical state and regional water management and policy issues through applied research, community outreach and public education.



www.cals.arizona.edu/azwater

The Forgotten Sector

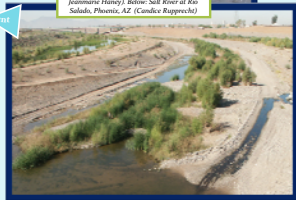


Source: Az Dept. of Water Resources Water Atlas

- ◆ Paper on legal aspects
- ◆ Arizona Environmental Water Needs Assessment and Guidebook
- ◆ www.cals.arizona.edu/azwater



Above: Verde River, AZ (Photo credit: Jeannette Hamy) Below: Salt River at Rio Salado, Phoenix, AZ (Credit: Reproch)



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Conserve to Enhance (C2E): An Innovative Voluntary Mechanism

How C2E Works

1. Water is conserved (at homes & businesses)
2. \$ Saved through water savings
3. \$ donated to a C2E fund
4. \$ used to implement environmental enhancement projects

- ◆ Provide water to environmental enhancement projects
- ◆ Link individual water conservation to environmental benefits
- ◆ Raise awareness about water conservation and environmental water needs
- ◆ Create a simple accounting mechanism and reliable funding source
- ◆ Create new excitement for water conservation!

Program development funded by the U.S. Bureau of Reclamation. Current funding includes Walton Family Foundation.

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Tucson Pilot Program

- ◆ Advisory Board assists with program implementation including participant applications, project selection, and funding distribution
- ◆ EPA provides funding for implementation of residential rainwater harvesting projects to conserve potable water
- ◆ Tucson Water provides access to participant's water records with permission
- ◆ Donations used to fund environmental enhancement
 - ◆ Supporting Audubon riparian restoration project: tree plantings and supplemental watering
- ◆ City of Tucson expanded use of an existing donation check box for riparian enhancement on all water bills
- ◆ Short paper to be published in February 2012 issue of the Journal of the American Water Works Association

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Supporting Pilot Development in New Communities



WRRC Role:

- ◆ Assistance Tailoring New C2E Programs to Meet Community Needs & Priorities
- ◆ C2E Program Template & Guidance on Key Elements
- ◆ Integrated Program Development Support
- ◆ Active Stakeholder Engagement & Partner Development

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