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Driving Conservation: A Dashboard Roadtrip

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C2ETM
conserve to enhance



WRRRC
WATER RESOURCES RESEARCH CENTER



THE UNIVERSITY
OF ARIZONA

COLLEGE OF
AGRICULTURE
& LIFE SCIENCES
COOPERATIVE EXTENSION



...since 2008

THE UNIVERSITY OF ARIZONA

APPLY • VISIT • GIVE

MENU

PROMOTING SMART WATER USE IN ARIZONA AND BEYOND

The UA's Conserve to Enhance program is helping people save millions of gallons of water across the desert Southwest.

READ MORE »

University of Arizona UANews feature article (Aug. 2014)

facebook

WHEN YOU SAVE WATER YOU SAVE OUR RIVERS



Conserve2Enhance
Community Organization · Environmental Conservation

Timeline About Photos Likes

97 likes

ABOUT

C2E connects water conservation to community action. Sign up at conserve2enhance.org and make your drops count.

Conserve2Enhance 15 hours ago · IP

C2E is expanding to Colorado!

This week we were enjoying the beautiful Rocky Mountain vistas while helping a community set up their own Conserve2Enhance program. Stay tuned for details!

Interested in bringing C2E to your neighborhood? Contact us at info@conserve2enhance.com (5 photos)

WHEN YOU SAVE WATER YOU SAVE OUR RIVERS



Tucson Water bill insert (Aug. 2014)

Santa Cruz River Photo by: Terry Moody

LEARN HOW

SIGN UP AT conserve2enhance.org AND MAKE YOUR DROPS COUNT

C2E connects conservation to community action. Your donations, based on water savings, provide funding to enhance our urban waterways and wildlife habitats.






COLLEGE OF AGRICULTURE & LIFE SCIENCES
WATER RESOURCES RESEARCH CENTER



Colorado WaterWise Newsletter article (Fall 2014)



INNOVATIVE TOOL TO BRIDGE WATER CONSERVATION AND COMMUNITY-DRIVEN ENVIRONMENTAL ENHANCEMENT

By Brittany Xiu, Outreach Coordinator, University of Arizona

What happens to the water that I conserve? Where does the saved water go? Although most recognize that conserving water is "the right thing to do", some have questioned why they should conserve water if that savings is directed to growth. It was this very question that motivated the University of Arizona Water Resources Research Center (WRRRC) to develop the Conserve2Enhance™ (C2E) program. The C2E program connects water conservation with the desire to enhance natural systems and demonstrates how collective community action can lead to meaningful environmental benefits. C2E offers a conservation solution that gives people an opportunity to decide exactly where their water savings are going.



Conserve2Enhance (C2E)

C2E connects water conservation to community action. Participant donations, based on their water savings, provide funding for local environmental enhancement projects.





Programs currently include...

Tucson Community



Audubon Arizona



Raise the River





Coming Soon!
Northern Arizona (x2)
& Northern Colorado

Who can be a **C2E™** participant?

conserve to enhance



Homes



Businesses



Sample **C2E** business participant:

conserve to enhance

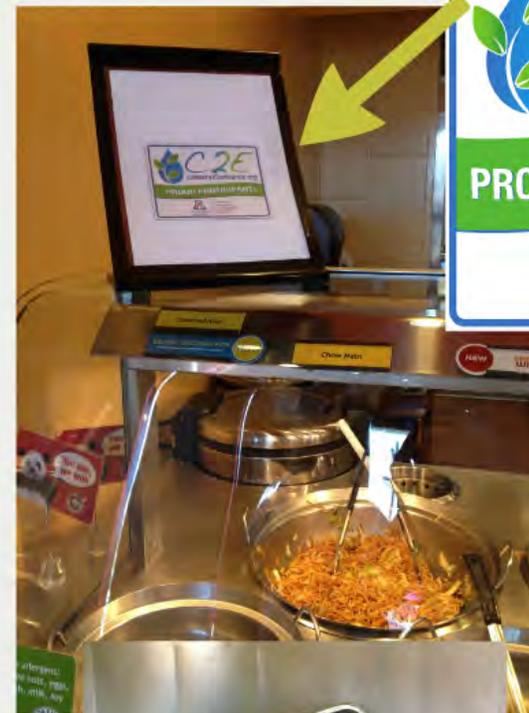


C2E engagement & promotion in Tucson locations since 2013

Panda Express

Commercial Water Audits led to a projected saving of **1,000** gallons/day/location!

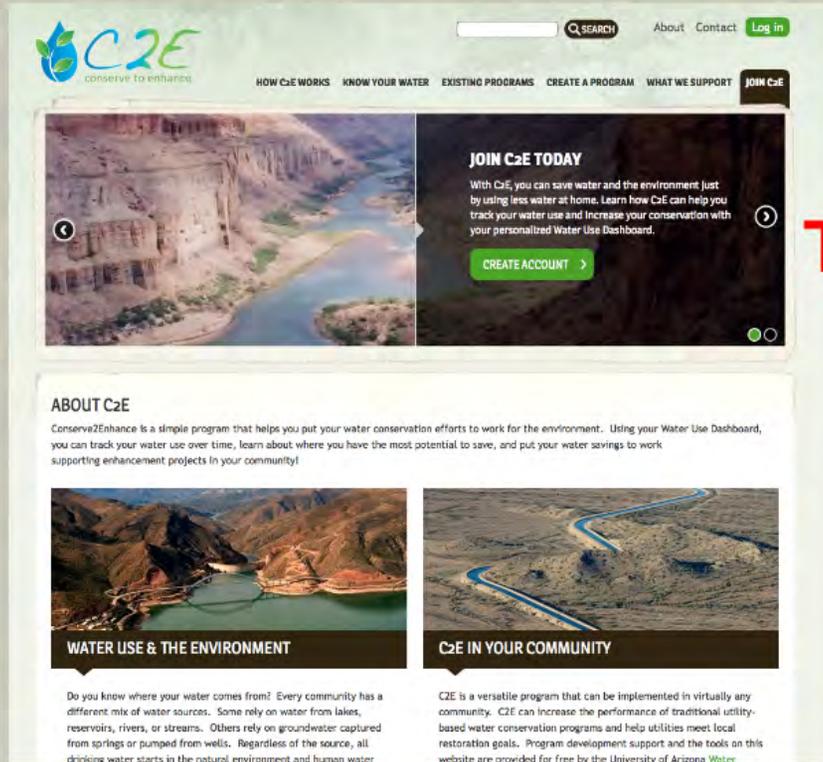
Currently working with Panda Express on expansion of C2E partnership



How is C2E™ data tracked?

conserve to enhance

The C2E Water Use Dashboard



JOIN C2E TODAY

With C2E, you can save water and the environment just by using less water at home. Learn how C2E can help you track your water use and increase your conservation with your personalized Water Use Dashboard.

[CREATE ACCOUNT >](#)

ABOUT C2E

Conserve2Enhance is a simple program that helps you put your water conservation efforts to work for the environment. Using your Water Use Dashboard, you can track your water use over time, learn about where you have the most potential to save, and put your water savings to work supporting enhancement projects in your community!

WATER USE & THE ENVIRONMENT

Do you know where your water comes from? Every community has a different mix of water sources. Some rely on water from lakes, reservoirs, rivers, or streams. Others rely on groundwater captured from springs or pumped from wells. Regardless of the source, all drinking water starts in the natural environment and human water

C2E IN YOUR COMMUNITY

C2E is a versatile program that can be implemented in virtually any community. C2E can increase the performance of traditional utility-based water conservation programs and help utilities meet local restoration goals. Program development support and the tools on this website are provided for free by the University of Arizona Water

www.conserve2enhance.org



October 2014 Water Use Report

748 Gallons Water Saved

2,142 gal. October Use	1,394 gal. Baseline Use
50 gal./day Current Indoor Use	25 gal./day Current Outdoor Use
42,222 gal. Total Savings Since Joining	1,496 gal. Next Month's Use Target

You can save more water indoors. Check for leaks!
[Conserve Indoors](#) for efficiency tips.

Change in Daily Water Use

Category	Gallons per Day
Daily usage before C2E	100
Daily usage after C2E	75
Daily savings	25

Donation Summary

\$0.00 donated since joining C2E.
 Based on your savings, we suggest a \$8.00 donation this month.

[Donate](#)

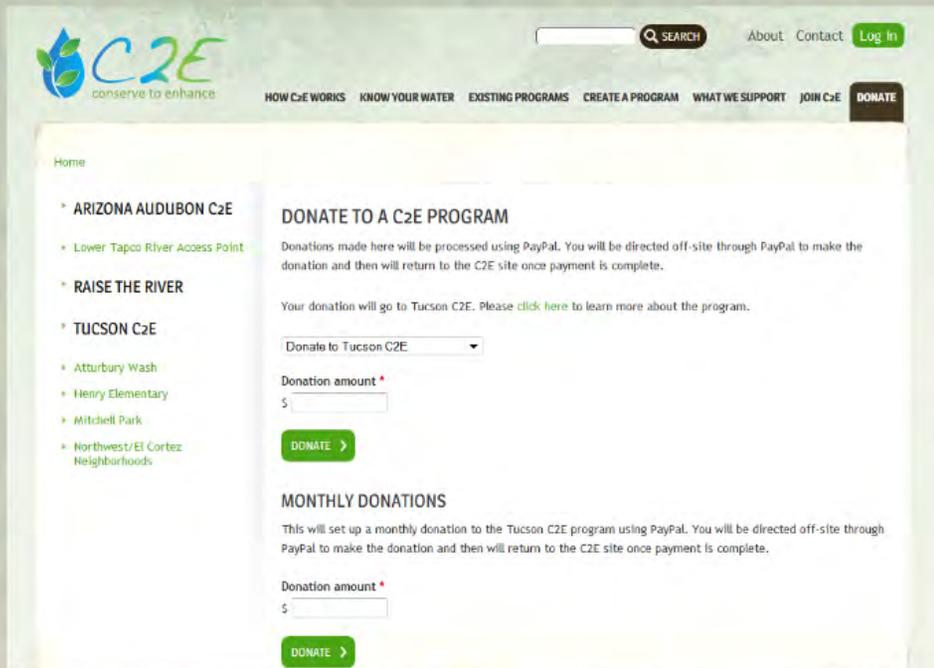
Conservation Tip:

U.S. tap water is amongst the best in the world and has to undergo much more stringent testing than bottled water. It takes about 1.5 gallons of water to make each plastic bottle. Save money and help the planet by keeping a reusable bottle of tap water in the fridge; chilled tap water tastes great!

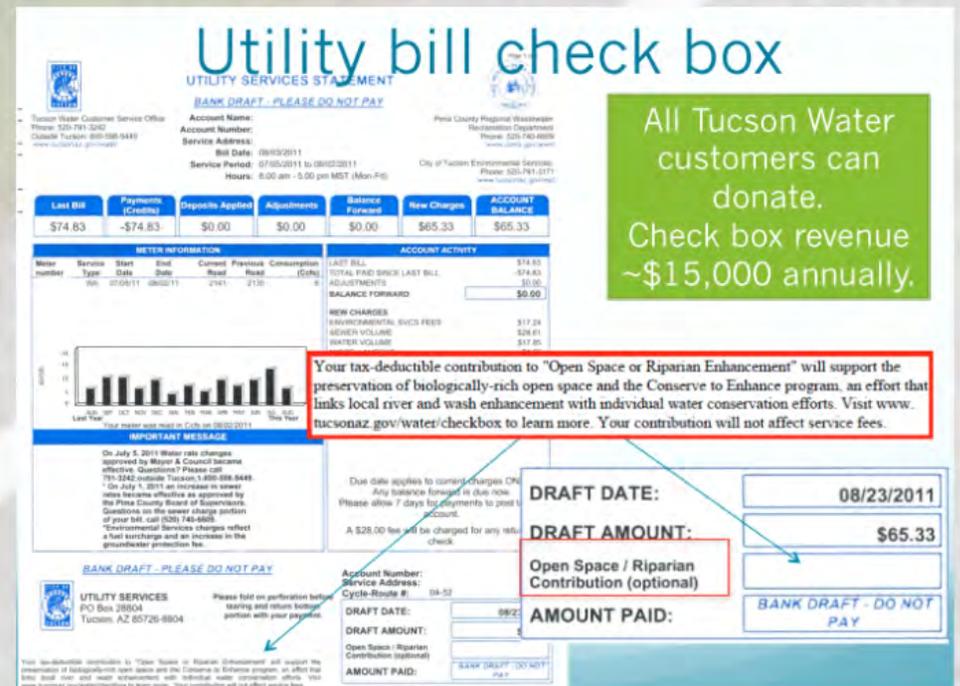


How are C2E™ donations collected?

conserve to enhance



The screenshot shows the C2E website dashboard. On the left, there is a navigation menu with links for 'ARIZONA AUDUBON C2E', 'Lower Tapco River Access Point', 'RAISE THE RIVER', 'TUCSON C2E', 'Atturbury Wash', 'Henry Elementary', 'Mitchell Park', and 'Northwest/El Cortez Neighborhoods'. The main content area is titled 'DONATE TO A C2E PROGRAM' and includes a dropdown menu set to 'Donate to Tucson C2E', a 'Donation amount' field, and a 'DONATE >' button. Below this, there is a section for 'MONTHLY DONATIONS' with a similar form.



The screenshot shows a utility bill check box from Tucson Water. A green callout box on the right states: 'All Tucson Water customers can donate. Check box revenue ~\$15,000 annually.' A red-bordered text box in the center reads: 'Your tax-deductible contribution to "Open Space or Riparian Enhancement" will support the preservation of biologically-rich open space and the Conserve to Enhance program, an effort that links local river and wash enhancement with individual water conservation efforts. Visit www.tucsonaz.gov/water/checkbox to learn more. Your contribution will not affect service fees.' The check box form includes fields for 'DRAFT DATE: 08/23/2011', 'DRAFT AMOUNT: \$65.33', 'Open Space / Riparian Contribution (optional)', and 'AMOUNT PAID: BANK DRAFT - DO NOT PAY'. The utility bill itself shows a balance of \$65.33 and includes a table of charges and a meter information section.

C2E Dashboard or Local fundraising

What sort of water savings (and donations) are possible with



Based on Tucson C2E Pilot Results...

**C2E residential participant
water savings = 20,000
gallons/year**



**C2E donations of \$4/month
per household**



At a 5% participation rate, for a utility with 250,000 connections...

→ 12,500 participants

→ 250 million gallons saved/year

→ \$500,000+ annually available for enhancement projects



At a 5% participation rate, for a utility with 250,000 connections...

= 12,500 participants

--> 250 million gallons saved/year

--> \$500,000+ annually available for enhancement projects!



Tucson C2E 2013 Project Sites



Interested in bringing to your community?

The WRRC currently offers...

FREE use of the C2E Water Use Dashboard

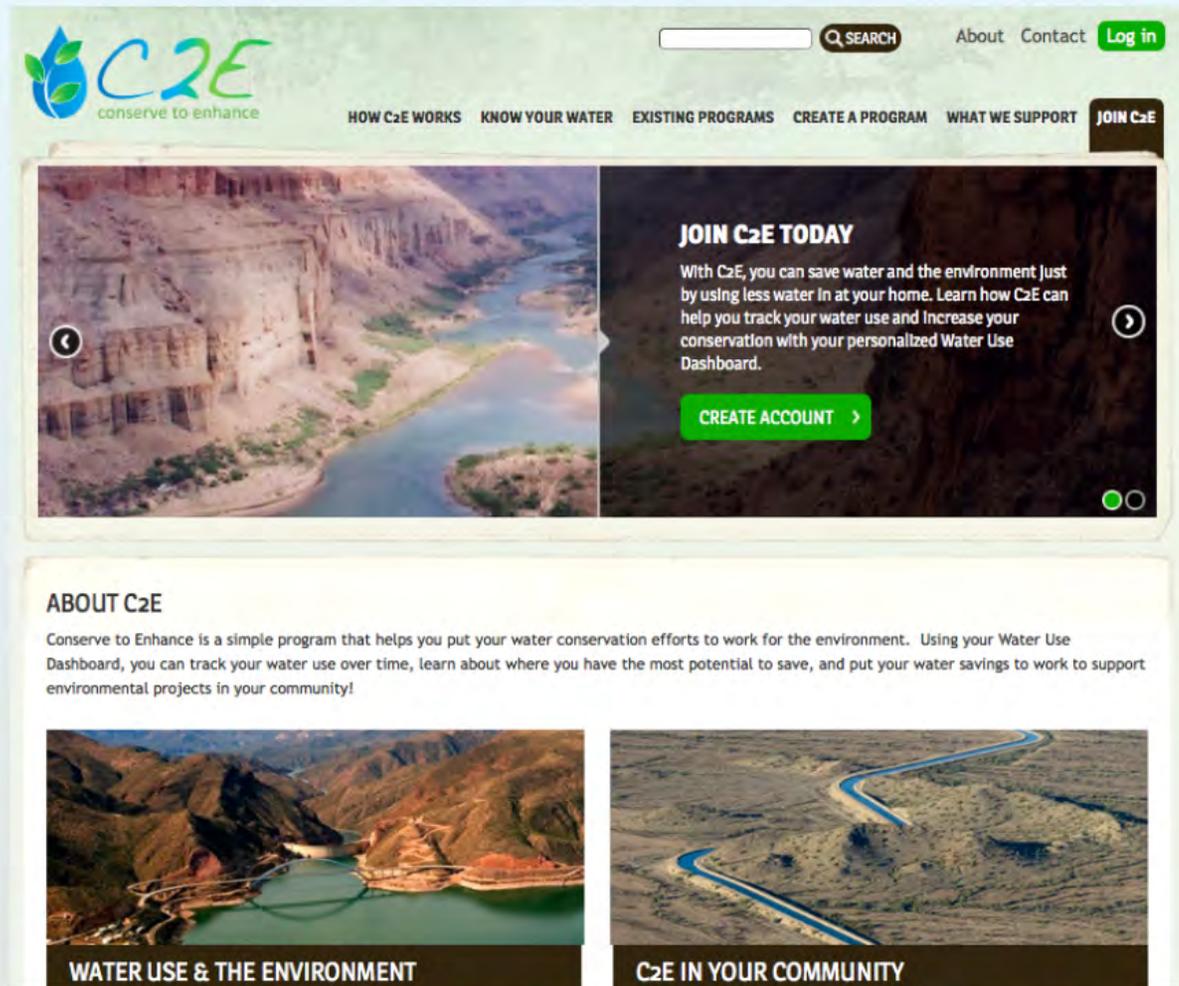
- Administrative and participant roles
- Simple integration of **water utility data**
- **Customizable Features**
 - Reminders, rebate announcements, conservation tips
- Opportunities for **residential and commercial engagement**

C2E Program Development Toolkit

- Available at no cost via **Dropbox link** or flash drive



Now for a quick Dashboard Demo...



The screenshot shows the C2E website homepage. At the top left is the C2E logo with the tagline "conserve to enhance". To the right is a search bar, "About" and "Contact" links, and a "Log in" button. Below the navigation is a horizontal menu with links: "HOW C2E WORKS", "KNOW YOUR WATER", "EXISTING PROGRAMS", "CREATE A PROGRAM", "WHAT WE SUPPORT", and "JOIN C2E". The main content area features a large banner with a scenic river valley image on the left and a dark overlay on the right. The overlay contains the text "JOIN C2E TODAY" followed by a paragraph: "With C2E, you can save water and the environment just by using less water in at your home. Learn how C2E can help you track your water use and increase your conservation with your personalized Water Use Dashboard." Below this text is a green "CREATE ACCOUNT" button with a right-pointing arrow. Below the banner is a section titled "ABOUT C2E" with a paragraph: "Conserve to Enhance is a simple program that helps you put your water conservation efforts to work for the environment. Using your Water Use Dashboard, you can track your water use over time, learn about where you have the most potential to save, and put your water savings to work to support environmental projects in your community!". At the bottom of this section are two images: one of a reservoir in a valley with the caption "WATER USE & THE ENVIRONMENT", and another of a winding river in a dry landscape with the caption "C2E IN YOUR COMMUNITY".

www.conserve2enhance.org