



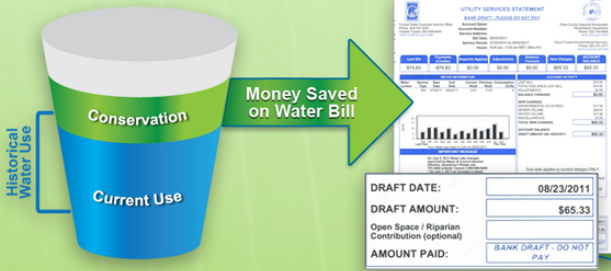
C2E

conserve to enhance

Conserve to Enhance's innovative approach provides a direct link between voluntary water conservation actions by water users and local environmental projects. Once C2E is established in your community, participating water customers:

- Conserve water at their home or business
- Compare current and past water use
- Donate the monetary value of water saved to enhance the environment

How it Works



Participants who enroll in Conserve to Enhance voluntarily donate the cost savings on their water bill resulting from water conservation to an environmental enhancement fund to benefit local projects.

Benefits

Utility

- Increased voluntary water conservation
- Customer education about conservation and water sources
- Recognition in the community as an environmental steward

Community

- New funding for environmental enhancement projects
- A new motivation to conserve water
- Improved community environmental quality

Individuals

- Make donations to the environment at no new cost
- Support projects in the community that people care about
- Better understanding of water and the environment

Program Goals



Working Together to Meet Local Needs

Conserve to Enhance can help different interests find common ground to achieve shared goals. The program helps build strong partnerships throughout a community to promote water conservation and implement local projects.

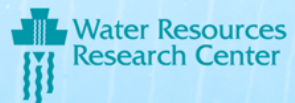


Interested in Learning More?

The University of Arizona Water Resources Research Center (WRRC) has experienced staff available to assist with the development of each of these key elements. C2E was originally developed at WRRC. The Center has led the implementation of a C2E program in Tucson, AZ and is working with communities throughout the West to scope C2E programs. Contact us if you are interested in finding out more about implementing C2E in your community.

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