

Conserve to Enhance Pilot Program

Tucson, Arizona

Santa Cruz River Researchers Day
March 19, 2010

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Today's Presentation



1. Santa Cruz River Setting
2. Conserve to Enhance

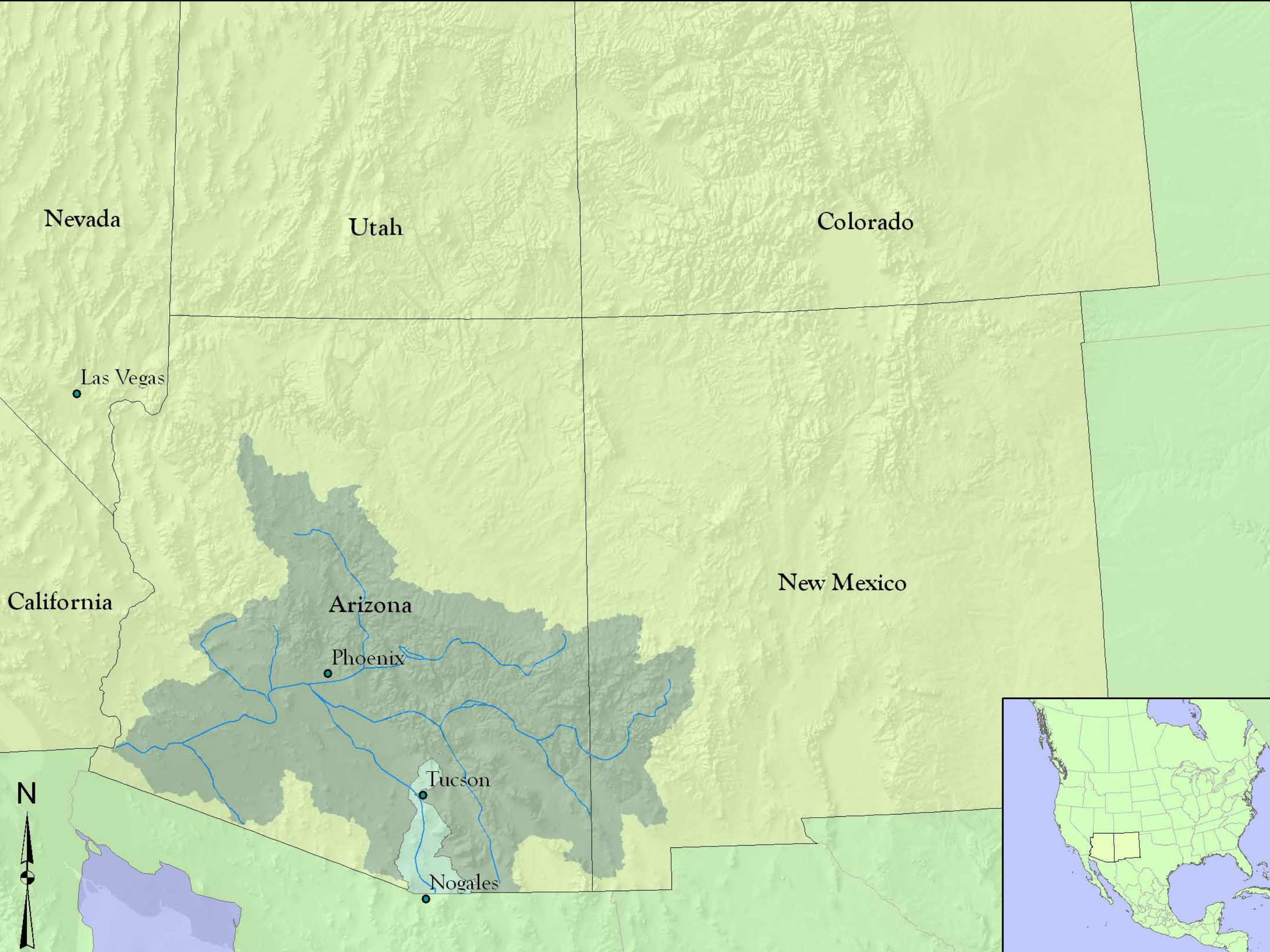
Today's Presentation



1. Santa Cruz River Setting

- Geography
- Ecosystem Services

2. Conserve to Enhance



Why is the Santa Cruz River important?



Photo by Geoff Smith



Today's Presentation



1. Santa Cruz River Setting

2. Conserve to Enhance

- Concept
- Pilot Program Update

Conserve To Enhance Concept

Water **saved** through
water conservation



Water **delivered** to
riparian restoration sites





Conserve to Enhance Goals

- Provide **supplemental water** for Tucson river restoration projects
- Make **environment a water customer**
- **Link** individual conservation to river restoration projects
- **Raise awareness** about water conservation and river restoration



Verde River, Arizona



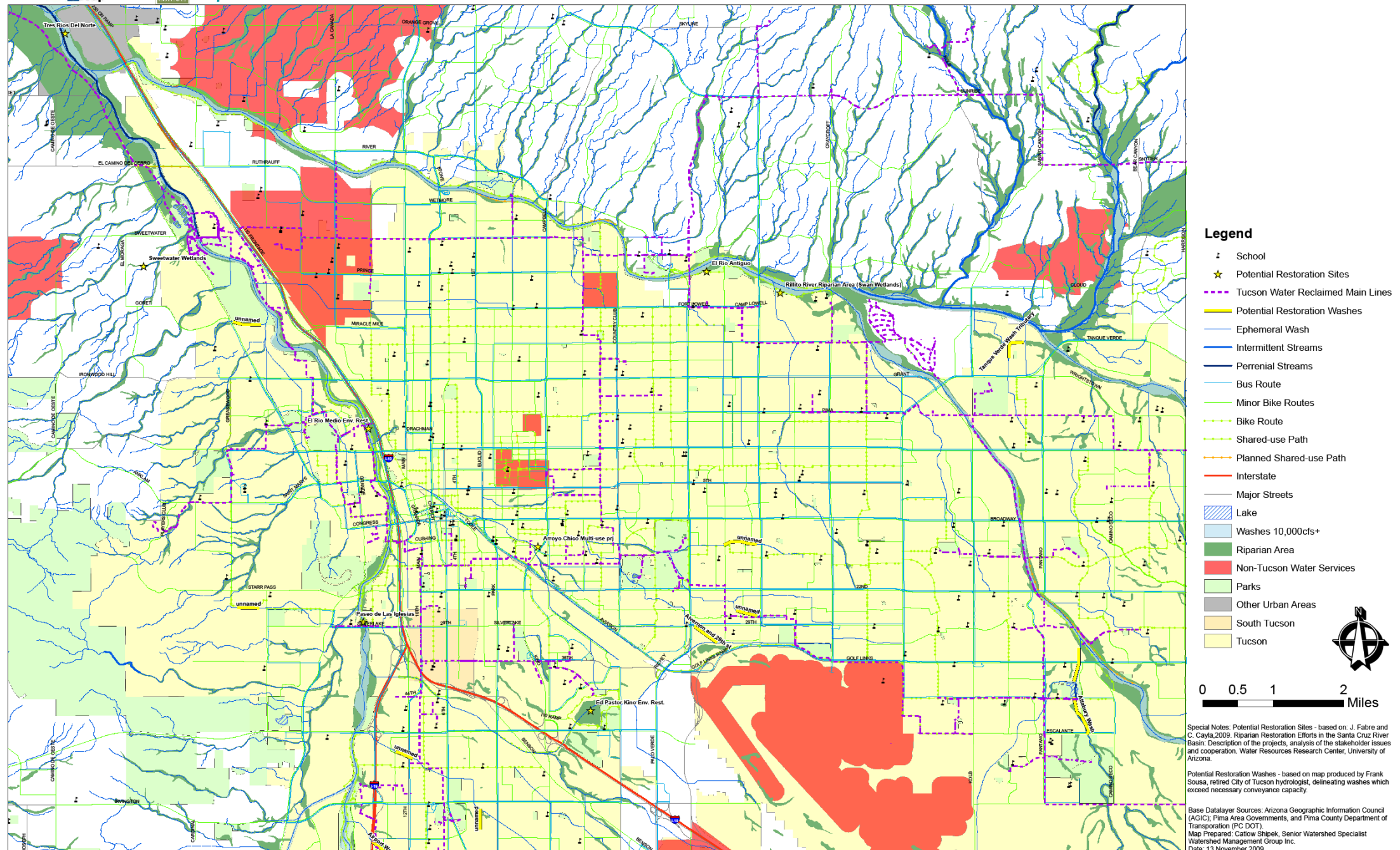
The University of Arizona



Conserve to Enhance Program Elements: Advisory Board



Environmental Water Bank - Potential Restoration Sites 2009



Conserve to Enhance Program Elements:

Advisory Board

- **Utility:** Tucson Water, Pima Co. Wastewater
- **Government:** City of Tucson, Pima County, Pima Association of Governments
- **NGO:** Watershed Management Group, Tucson Audubon, Sonoran Institute
- **Academia:** U of A Water Resources Research Center
- **Business:** Green Chamber of Commerce, TBD
- **Social Services:** TBD
- **Water Attorney:** Lewis and Roca

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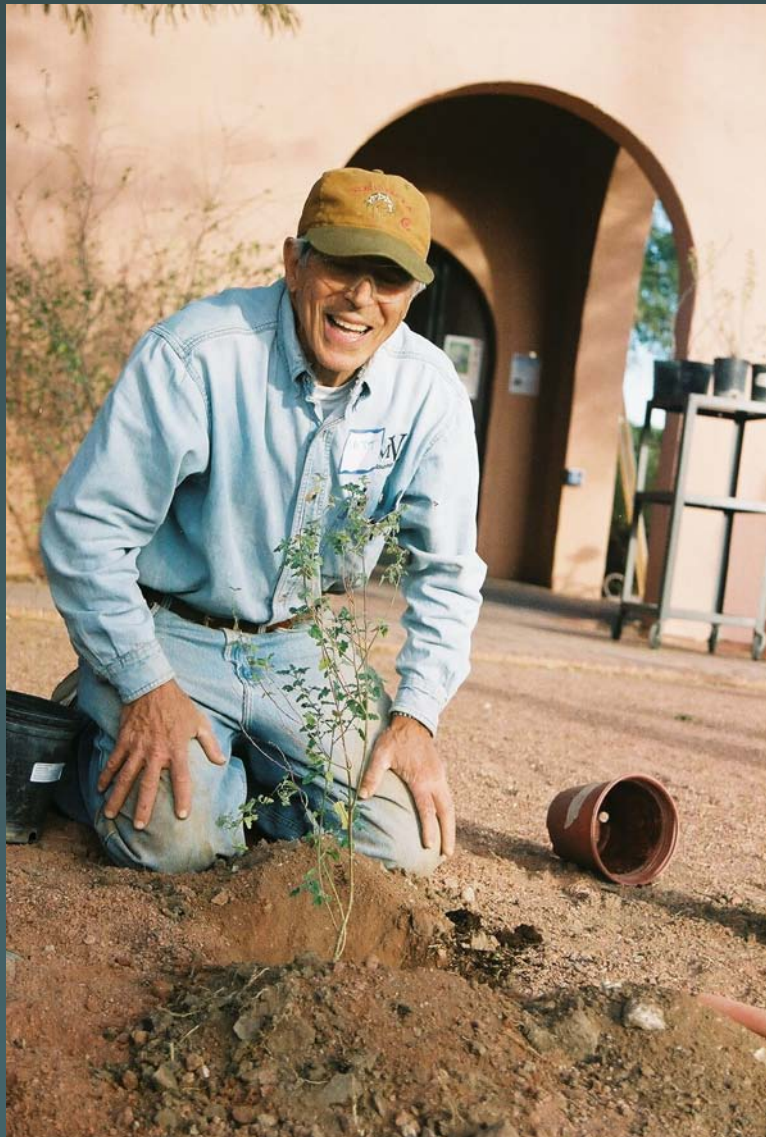
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Participant-Donors

Water Conservation Calculator

Limited Subsidies



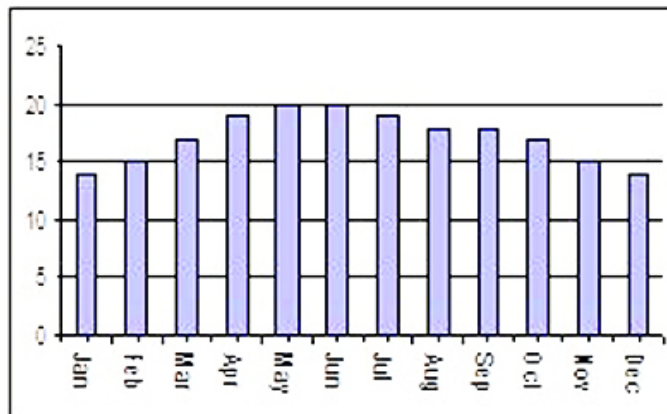
Checkbox on Utility Bill Marketing

CITY ITEMIZED WATER VOLUME CHARGES BILL PERIOD = 31 DAYS METER NUMBER 0600XXXX

WATER USAGE	IN GALLONS	IN CCFS
THIS MONTH:	9724	13
LAST MONTH:	10472	14
THIS MO. LAST YR.	10472	14

CURRENT READING

MONTHLY SERV CHRG	5.35
VOL \$ 1.10 * 13.00	14.30
CAP CHARGE	.28
TOTAL	19.93



*Additional
information*

WATER CONSERVATION BANKING

JANUARY BASELINE

14 @ \$1.10 + SERV/CAP CHARGES 21.03

AMOUNT DUE 21.03

JAN. WCB CONTRIBUTION 1.10

1 CCF CONSERVED

Conservation to Date: 1 CCF

Conserve to Enhance Potential

If **5%** of Tucson Water Customers participate

- Approx. **\$660,000 per year** raised
- An **“investment pool”** for local restoration projects



Concluding Thoughts

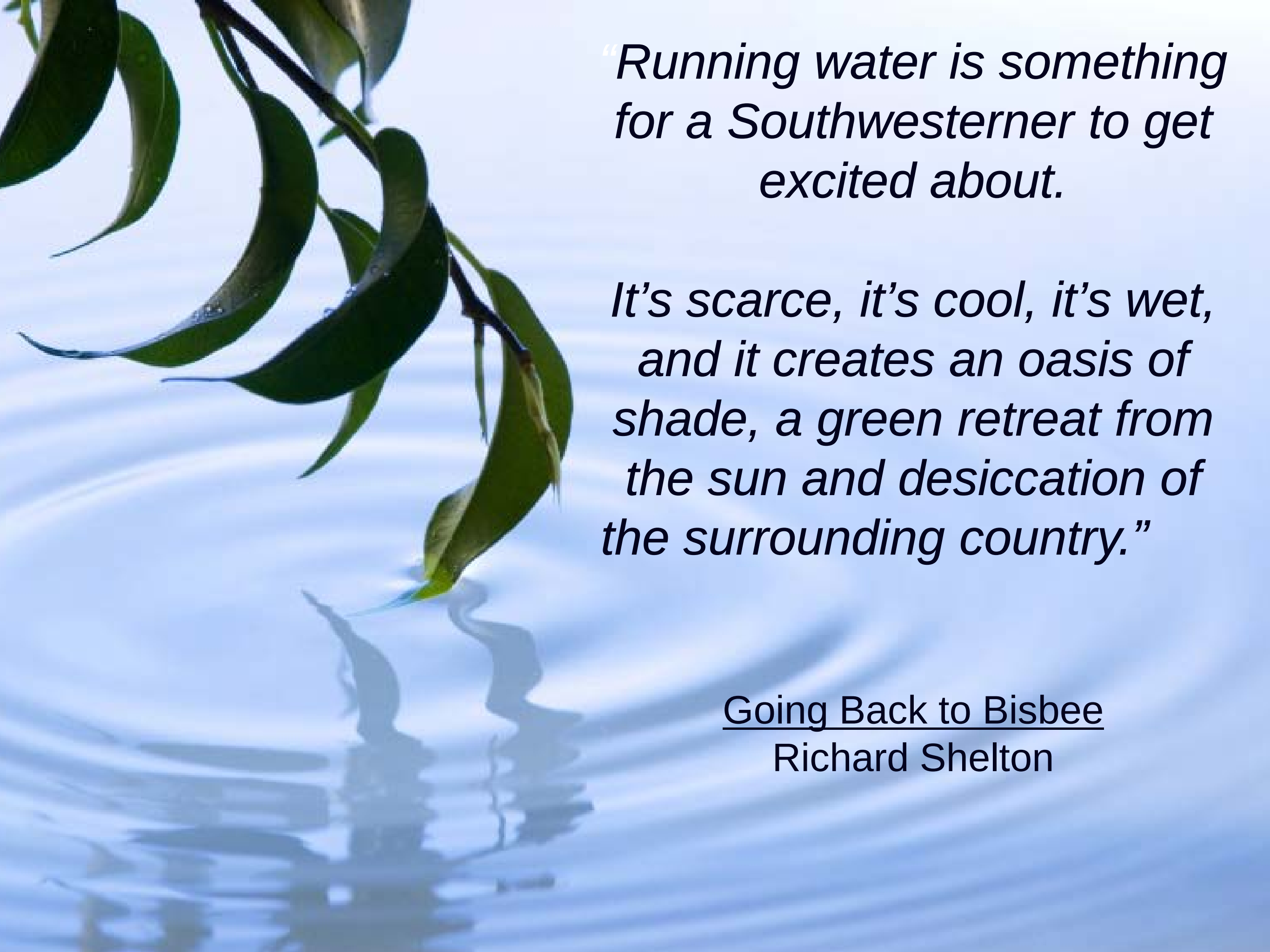
Implement and share lessons
from *Conserve to Enhance*
Pilot Program

Continue and even expand
Living River Reports



Thank You!





*“Running water is something
for a Southwesterner to get
excited about.*

*It’s scarce, it’s cool, it’s wet,
and it creates an oasis of
shade, a green retreat from
the sun and desiccation of
the surrounding country.”*

Going Back to Bisbee
Richard Shelton