

\$40,000 for Tucson C2E and supported an annual grant program. The average annual water savings achieved by Tucson C2E pilot participants (residential users only) was 21,000 gallons per household. This led to participants achieving an annual water bill savings of \$47.40 per household, which they were then encouraged to donate to the Tucson C2E program. Moderate staffing was needed for operation of the pilot program; this continues to be true for the fully implemented Tucson C2E program, which presently utilizes the Tucson Water check box as well as the C2E Dashboard's integrated donation portal to raise funds. The annual cost of developing a C2E program will vary depending on the organizational structure established, existing partnerships, and identified priority projects.

### **Implementation Resources**

Laying the foundation for a C2E Program takes approximately six months to one year; program development involves establishing a local program manager, a fiscal agent, and priority projects. Once the program is in place using the C2E Water Use Dashboard, a program requires staff time to message participants, run data queries, and, if partnering with a local utility, upload water use data. Staff time may be needed to market the program to water customers and can vary depending on existing partnership and project opportunities. The Tucson C2E pilot program development was resource intensive, but new C2E programs can expedite the process by utilizing the C2E Program Development Toolkit. This newly developed resource allows programs to achieve a much lower estimated unit water cost than the Tucson C2E program.

### **Level of Participation**

The Tucson C2E pilot program has been well received, and a growing number of communities throughout the Colorado River Basin have begun to develop their own C2E programs to encourage conservation. For the Tucson pilot program, around 850 participants donated to the local C2E fund through the Tucson Water bill check box or as active C2E participants to WMG.

### **Program Outcomes**

#### **Water Savings**

Since the development of the Tucson C2E pilot program, C2E participants employing conservation strategies ranging from behavioral changes to rainwater harvesting installations have conserved 20 acre-feet of water and supported seven community-led environmental enhancement projects.

#### **Program Challenges**

- Water customer messaging to build the connection between water conservation and enhancements that benefit the community.
- Gaining endorsement by municipalities.
- Identifying opportunities for local environmental enhancement.

### **Sources**

- Brittany Xiu and Kelly Mott Lacroix, University of Arizona, Water Resources Research Center
- Conserve2Enhance, retrieved from: [www.conserve2enhance.org](http://www.conserve2enhance.org)