



Conserve to Enhance is a unique program that motivates consumers to use water more efficiently by linking voluntary water conservation efforts with environmental enhancement projects in their community and region. Once C2E is established in your community, participating water customers:

- **Conserve** water at their home or business
- **Compare** current and past water use with our free C2E Water Use Dashboard
- **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

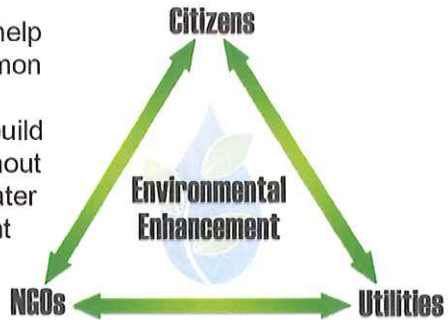
- New funding for environmental enhancement projects
- A new motivation to conserve water
- Improved community environmental quality

## 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

## 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 has experienced staff available to assist with the development of new C2E programs; contact us if you are interested in bringing C2E to your community. An additional resource we offer is the new C2E Water Use Dashboard, a free online tool that provides all water users with a wealth of information about their water use, tips on how to conserve, and the opportunity to donate to any C2E program.

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[www.conserve2enhance.org](http://www.conserve2enhance.org)



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