Conserve2Enhance Dashboard

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Interactive, online tool launched in May 2014
Conserve2Enhance

C2E motivates participants to use water more efficiently by linking their water conservation efforts with environmental enhancement in the community.
Tucson C2E Impacts

- From 2011 - 2013:
  - 29 rainwater harvesting projects implemented at participating households
  - 3.2 million gallons of water conserved by participants
  - $37,000 in donations (avg. participant donation is $4/month)
  - $12,000 invested at Atturbury Wash
  - $31,000 awarded to two neighborhoods & one school for urban waterway/GI enhancement projects (}
All Tucson Water customers can donate. Check box revenue ~$15,000 annually.
2012 Atturbury Wash Project

- 1 acre restoration & demonstration site
- 50+ native trees & shrubs planted to connect habitat with wash
- 5 basins dug & raised path created to capture runoff and create walking path
2013 C2E Projects

1. **Henry Elementary WINS!** – Wash Improvement and Neighborhood Sustainability submitted by Henry Elementary

2. **1st Ave./Seneca Greening and Beautification Project** submitted by the Northwest and El Cortez Neighborhoods

3. **Mitchell Park Wildlife Habitat & Green Infrastructure Project** submitted by the Mountain/1st Ave Neighborhood
2014 C2E Projects

1. **Silverlake Park Urban Habitat Restoration** submitted Tucson Audubon Society

2. **Vine Ave. Green Corridor Project** submitted by the Jefferson Park Neighborhood Association

3. **Palo Verde Neighborhood B-54 Wellsite Beautification Project** submitted by the Palo Verde Neighborhood
C2E Project Monitoring
Expanding the Reach

- Raise the River – Reconnecting the Colorado
  - C2E funds: support Delta restoration through purchase of water in Mexico

- Arizona Audubon
  - C2E funds: support projects that improve riparian areas connected with Important Birding Areas

- Panda Express is first business participant; estimated savings: 30,000 gallons/store/month
Engaging Students & Families

- The Dashboard provides opportunities to:
  - Discuss household water use
  - Analyze data
  - Interpret graphs
  - Set water use goals
  - Enhance local and regional environments through volunteering & donations
  - Connect actions to current issues (e.g. CO River pulse flow & restoration; CA drought)