

# Become an Active Conserve2Enhance Utility Partner

## YOUR BENEFITS

### GUARANTEED Benefits to your Water Department

- Customers in your service area become eligible to apply for C2E environmental enhancement, signage and maintenance grants\*.
- Utility recognition in local grant signage.
- Utility recognition in Tucson C2E promotional ads, social media, events and materials\*\*.
- Free resources for your customers who sign up as C2E participants. C2E provides email newsletters, water conservation tips and invitations to events.

### BONUS Benefits to your Water Department

- Customer rapport for your support of water conservation efforts through C2E.
- Recognition of your utility in the national C2E program run by the University of Arizona.
- Connection to over 2,200 C2E members through C2E community engagement (donors, water conservation participants, businesses, Facebook fans and site volunteers.)
- Improve bottom line performance of your customers through water savings.



## YOUR CONTRIBUTIONS

### ESSENTIAL Utility Contributions to Tucson C2E

- Provide water usage and donation data for our confidential dashboard periodically.
- Post a link to C2E donations on your website.
- Place a fee or voluntary checkbox on your bills and designate funds to C2E (paper and e-bills).
- Participate in the C2E Advisory Council, a subcommittee or related committee project.

### RECOMMENDED Utility Contributions

*(please select 2 or more)*

- Provide inserts, or similar advertisement, in water bills annually. Design can be provided by C2E.
- Provide information about C2E to customers who receive water audits.
- Provide information to your employee listservs.
- Provide C2E information on your water conservation materials or at events.
- Support C2E site maintenance with your Adopt a Public Place program.
- Provide business audits and business audit names to C2E to expand the water savings and partner recognition opportunities.



*\*Grants awarded within a service area will be funded through customer donations, supplemented by support from C2E's efforts to pull in business partners, philanthropic organizations and grants. Committee members will abstain from votes from which they have an affiliation or personal interest. Partners are responsible for aiding outreach to their customers about grants. Projects within all participating service areas will be selected based on greatest needs and opportunities to restore natural riparian areas and urban watersheds. Regional distribution of funds will be evaluated on an annual basis by the C2E Development Subcommittee and recommended to the C2E Advisory Council.*

*\*\*Follow C2E logo protocols for top contributors as space allows in each material created.*

# Take the First Step in Joining Tucson C2E

***We can customize  
a unique partnership  
with your organization.***

*Learn how Tucson C2E  
benefits our community and  
explore partnership opportunities at  
[conserve2enhance.org/Tucson](http://conserve2enhance.org/Tucson)*

Please indicate your interest in exploring partnership options by filling out the contact form below. Email a copy of this completed form to [MMier@pagregion.com](mailto:MMier@pagregion.com).

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Department/Company:** \_\_\_\_\_

\_\_\_\_\_

**Who should we follow up with?**

**Contact:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

## JOIN A COLLABORATIVE NETWORK!

### Partner Highlight: Tucson Water

- The first water utility to model the program.
- 1,474 individual donors contributed to C2E in the last three years.
- Resulting C2E grants have invested over \$100,000 in 10 different community-led watershed restoration sites since 2011.
- Tucson C2E participants through Tucson Water have conserved over 10 million gallons of water through conservation strategies ranging from behavioral changes to rainwater harvesting installations.

### Key Partners

- Tucson Water and City of Tucson
- Pima Association of Governments and the Center for Pima Basin Sustainability
- Sonoran Institute
- Water Resources Research Center (UA)
- Pima County Regional Wastewater Reclamation Department and Pima County Regional Flood Control District
- Sky Island Alliance



**Tucson Conserve2Enhance™, a voluntary community program, connects residential and business water conservation to community building and results in watershed restoration.**



### TUCSON CONSERVE2ENHANCE

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