



## Conserve to Enhance

The Conserve to Enhance mechanism has been developed to connect individual water conservation with environmental benefits. Participants implement conservation practices, track the money saved through water conservation practices, and then donate their savings to environmental enhancement projects.

The Conserve to Enhance program can be tailored to a local setting and provide tangible environmental benefits for the community. This promising program can invigorate your community's water conservation efforts and support environmental enhancement projects at the same time!

Water Resources Research Center  
College of Agriculture and Life Sciences  
University of Arizona  
350 N. Campbell Ave.  
Tucson, AZ 85719

# Conserve to Enhance



*Conserving water to support environmental restoration*



A concept brought to you by the  
Water Resources Research Center,  
University of Arizona,  
and US Bureau of Reclamation



## The Basic Program

1. Participants make voluntary reductions in water consumption
2. Reductions are measured against the prior year's usage during same month
3. Participants donate the difference to support local environmental enhancement projects

### Program administration

- Money saved by conserving water is deposited into fund
- Fund is used to purchase water for environmental enhancement
- Water purchases may include instream flow rights, transfers to secure or increase flows, or other purchases

### Program Benefits

Social benefits of a Conserve to Enhance program include greater public awareness of environmental water needs, increased water conservation action and reduced demand for potable water.

A Conserve to Enhance program will provide a new source of funding to deliver supplemental water to environmental enhancement projects.

## Innovative Approach

Growing public interest in protecting natural flows in rivers, returning water to the environment, and enhancing riparian habitats has led to the initiation of small fundraising efforts for environmental water needs. The Conserve to Enhance mechanism makes a direct connection between an individual's water use and their environmental concerns. This innovative approach can expand the impact of water conservation education programs.

## Elements for Success

### Informative Mechanism

Allow participants to track their water conservation efforts and the amount of money they have contributed

### Targeted to Include All Users

Set baseline for each individual based on their past use, encouraging reductions from all users

### Clear Link to Benefits

Advertise projects receiving funds and identify on site as supported by Conserve to Enhance participants

### Partnerships

By partnering with ongoing projects, less program funds are needed for administration and operation



For more information  
or to obtain copies of background papers,  
please contact:

Joanna Nadeau, Research Analyst  
phone: (520) 621-7292  
email: [jnadeau@cals.arizona.edu](mailto:jnadeau@cals.arizona.edu)

Dr. Sharon B. Megdal, Principal Investigator  
email: [smegdal@cals.arizona.edu](mailto:smegdal@cals.arizona.edu)

Or visit our website:  
[www.cals.arizona.edu/azwater/  
conservetoenhance.html](http://www.cals.arizona.edu/azwater/conservetoenhance.html)