

Area of Focus	WATER
<p><b>Current status</b></p> <ul style="list-style-type: none"> <li>● We are facing extreme shortages of this precious resource in the Sonoran Desert, which has been in a state of drought for two decades.</li> <li>● On average, each Arizona resident uses about 146 gallons per day. About 20 percent of the state's water supply is for municipal use, and most of this is residential. Up to 70 percent of that water is used outdoors.</li> <li>● Irrigated agriculture is the largest user of water in Arizona, consuming about 74% of available water supply.</li> <li>● All of the nearly 30 billion gallons of water delivered by Tucson Water to its customers each year is groundwater pumped from area aquifers. About 90% of our drinking water is a blend of groundwater + CAP water.</li> <li>● The Colorado River—the source of our CAP water—supplies water to about 40 million people across the Southwest, but it is facing catastrophically dry conditions, and the situation is getting worse.</li> <li>● Further drops in water level in Lake Mead level will lead to more cuts in the annual allocation of water to AZ</li> </ul>	
<p><b>What is the ideal scenario, and what are the limiters?</b></p> <ul style="list-style-type: none"> <li>● A Beat the Peak–type water-savings campaign would be reintroduced, with recommended water volume use based on the number of residents in a home.</li> <li>● Incentives such as tax credits or rebates would be issued for those homes that meet or use less than the suggested water volume usage.</li> <li>● Tax funds would be allocated to reimburse residents for converting ornamental lawns to xeriscape landscapes.</li> <li>● <b>Limiters</b> are an unwillingness by people to change wasteful habits or to give up what they've become accustomed to.</li> <li>● Elected officials are reluctant to spend money on new programs that might have a net cost.</li> </ul>	
<p><b>Our club's public message on this area of focus</b></p> <ul style="list-style-type: none"> <li>● We, as a community, can do our part to alleviate the water crisis by working together to reduce water use.</li> </ul>	
<p><b>Actions our club can take</b></p> <ul style="list-style-type: none"> <li>● Spread the word about help that is already available through Tucson Water, such as a Water Efficiency Audit through the Zanjero Program, the TAP program for businesses, and rebates for installing premium high-efficiency toilets, high-efficiency clothes washers, and rainwater harvesting and graywater systems.</li> <li>● Partner with other organizations to inform/educate the public through workshops, booths at public events, and social media on how they can be part of the solution to the water crisis.</li> <li>● Recruit and work with skilled volunteers to help residents and landlords with repairs (leaks) and teach them ways to use arid-adapted plants.</li> <li>● Challenge the City of Tucson to reduce water consumption at city facilities, including parks.</li> </ul>	
<p><b>Resources</b></p> <ul style="list-style-type: none"> <li>● <b>Arizona Department of Water Resources:</b> <a href="http://new.azwater.gov">new.azwater.gov</a></li> <li>● <b>Watershed Management Group:</b> <a href="http://watershedmg.org">watershedmg.org</a></li> <li>● <b>Arizona Water Facts:</b> <a href="http://arizonawaterfacts.com">arizonawaterfacts.com</a></li> <li>● <b>Water Conservation Alliance of Southern Arizona:</b> <a href="http://watercasa.org">watercasa.org</a></li> </ul>	
<p><b>The Bottom Line:</b>  <b>Residents who incorporate water efficiency into everyday life help preserve water for future generations.</b></p>	