



Beat the Peak 2008 Campaign Overview



Join the Campaign for Water Conservation!

It's an election year, and Pete the Beak, Tucson Water's Conservation mascot, is asking all Tucsonans to *Elect to Save Water!* In our desert community, it's the right choice and the smart choice. In fact, it's one of the most important choices we can make.

Pete's Conservation Campaign Platform is focused on making Tucson's landscapes as water efficient as possible. His top priorities include:

- ◆ **Harvest, store and use rain to water plants.** Choices here range from simple hills and depressions that guide rainwater to plants to installing and connecting gutters and cisterns directly to an irrigation system.
- ◆ **Use grey water from clothes washers, showers, tubs, or bathroom sinks.** Elect to save by using a hose to send water from the clothes washer to landscape plants rather than down the drain. Or, a homeowner might choose to simply collect water in the shower and use it to irrigate potted plants.
- ◆ **Landscape with native and low water use plants.** Once established, these plants need very little additional water to thrive in our desert environment. Ask for advice at local nurseries, or sign up to take one of Tucson Water's Water Smart Workshops and get hands-on training in designing and maintaining a lush, but low-water use landscape.

Tucsonans have supported Pete's conservation messages for decades, and thanks to your choices, our per person usage over the past five years has dropped by more than 10%. But, as we face continuing drought, both here and along the Colorado River, we all need to continue making the right choices each and every day.

Election season is upon us, and it's our choice whether or not to join the Campaign for Conservation. If all of us Elect to Save Water, we can make a difference that really counts! More information about how to become more water efficient is available at www.tucsonaz.gov/water/conservation.htm

