

Fact Sheet for Beat the Peak 2010 Campaign

For 34 years, Tucson Water has asked its customers to Beat the Peak each summer, and each year, our customers have used water more efficiently during the hottest months of the year. That's allowed Tucson Water to keep critical groundwater wells shut down even during the months of high demand. Now, the Beat the Peak program will run throughout the year to raise awareness of the importance of water efficiency and provide information, tips and encouragement to customers to be smart water users.

It's a matter of learning how to be efficient with water and Tucson Water provides the information you need to do that. This summer we're focusing on outdoor water use - that's where most of our water is used during the summer months. We already have several programs in place all year round:

- Tucson Water Conservation Inspectors make sure customers are not wasting water by operating faulty irrigation systems and are fully informed about ways to be more efficient with water.
- Tucson Water's Zanjero Program offers conduct free water audits and assist customers in creating a more water efficient home or business.
- Tucson Water's rebate programs offer customers rebates to install high efficiency toilets and upgrade commercial irrigation systems.
- Tucson Water sponsors the SmartScape Program, designed to teach homeowners and landscape professionals about water efficient landscape design, maintenance, and irrigation practices.
- Tucson Water works hard to make sure that water conservation opportunities are available to all segments of the community: residential, commercial, and industrial water users can benefit from these programs.
- Tucson Water's rates are designed to encourage water efficiency - with customers who use more water each month paying a higher rate per cubic foot than those who are more water efficient water users.

At its inception in 1976, Tucson Water operated a distribution system that relied on groundwater. In the years preceding Beat the Peak, expansion of the distribution system had not kept pace with growth, and as a result, meeting peak demand in June was problematic, so residents were asked to cut back on water use during certain times of day.

As Tucson Water began to utilize more and more Colorado River Water, meeting demand was not as critical because groundwater wells could always be turned on to make up the

difference in what could not be supplied through the Clearwater Facility. However, Beating the Peak allowed Tucson Water to keep many of those critical groundwater wells shut down even during the months of our highest water demand.

As we move closer to 100 per cent use of renewable water supplies, it's important that we keep thinking about water efficiency year round. Changes to the Beat the Peak program are designed to reinforce efficient use of all of our water resources all of the time. Here are some of those changes:

The Logo

The letters in the new logo carry on the spirit of Beat the Peak (BTP), while highlighting the long term water resources needs of the community:

The color green signifies our efforts to develop sustainable water supplies.

The color blue represents our potable water sources

The color purple represents our reclaimed water resources



Seasonal Themes

Rather than focus on summer time water use, Tucson Water will be phasing in messages that reflect water efficiency throughout the seasons of the year. The Beat the Peak program will be redesigned to raise awareness of the importance of water efficiency and provide information, tips, and encouragement to customers to be efficient water users all year round, not just during summertime.

Summer 2010 Theme / It's As Easy As 1-2-3!

Being efficient with water in the desert means adapting to the environmental conditions. During the summer, our highest water use is outdoors. That's why this summer Beat the Peak will focus on efficient irrigation of landscaping.

Customers can contact Tucson Water and request the booklet "Landscape Watering by the Numbers: A Guide for the Arizona Desert", a comprehensive instructional booklet that demonstrates how to determine proper watering times and establishing irrigation schedules.

For more information, call 791-4331, or go to www.tucsonaz.gov/water.