



The **Water: More Precious than Gold** program is a demand management program built specially for Gold Canyon. A demand management program is a water conservation program with one important distinction: it expects the water utility to increase efficiency and decrease waste just like the community.

This program takes a close look at the existing water conservation efforts put forth by the utility as well as the current water conservation ethic within the community and looks to build new elements that will effectively engage with water users.

Use the camera app on your phone to scan the code to visit the campaign website, FAQs, and resources.



WHAT TO EXPECT

Every month, a unique water topic will be covered on the **Water: More Precious than Gold** Facebook page that ranges from general water resources for the community, highlights of conservation resources and efforts that are being implemented, and everyday actions Gold Canyon water users can adopt to conserve water. All the content is created with the goal of empowering residents and businesses to do their part to make sure they are using water efficiently. In addition to this, quarterly presentations to the community will feature subject matter experts as presenters and Q/A sessions so attendees can get all questions answered. These presentations will begin January 2023.

For commercial water users, the program will provide landscape water audits for irrigation systems at no cost to the commercial property. These audits will look to identify leaks as well as inefficient water use and result in a report summarizing actions the property can take to conserve water.

Scan the code to follow us on Facebook!

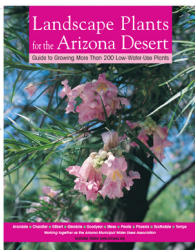


CONSERVATION TIP

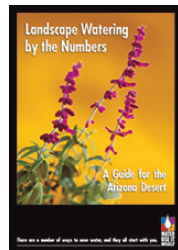
On average, 70% of residential water use occurs outdoors in landscaping, pools, etc. We encourage residents to be proactive by:

- Replace high water use with desert adapted plants
- Review and update your irrigation schedule at least once every season
- Check your irrigation system and pool for leaks (use the Smart Home Water Guide)

Here are some resources that you can use to get started!



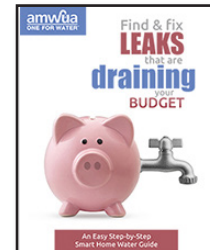
AMWUA Plant Guide



Landscape Watering by the Numbers



Landscaping with Style



Smart Home Water Guide

