

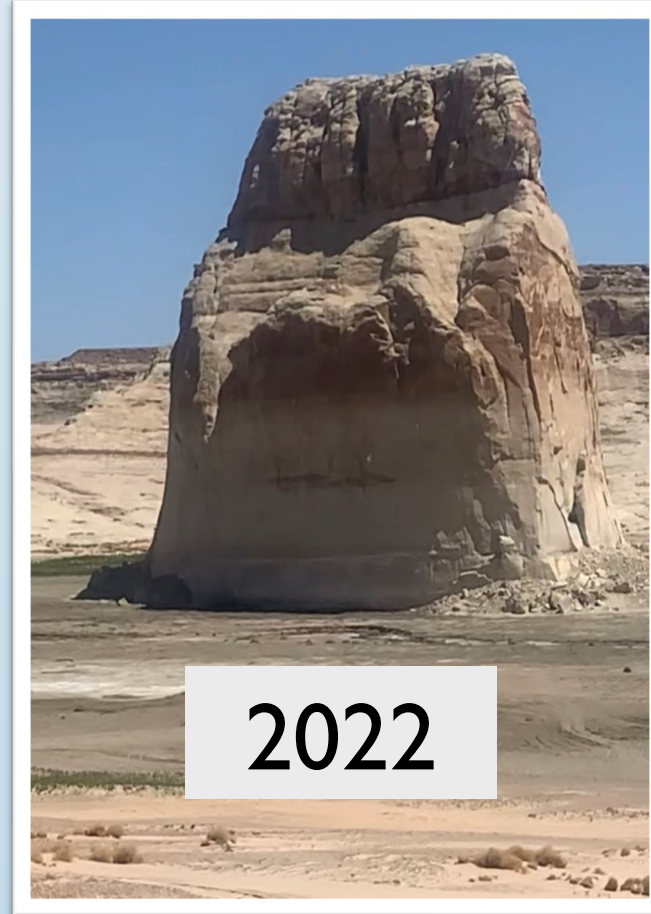
Perceptions of water shortages among Tucson residents

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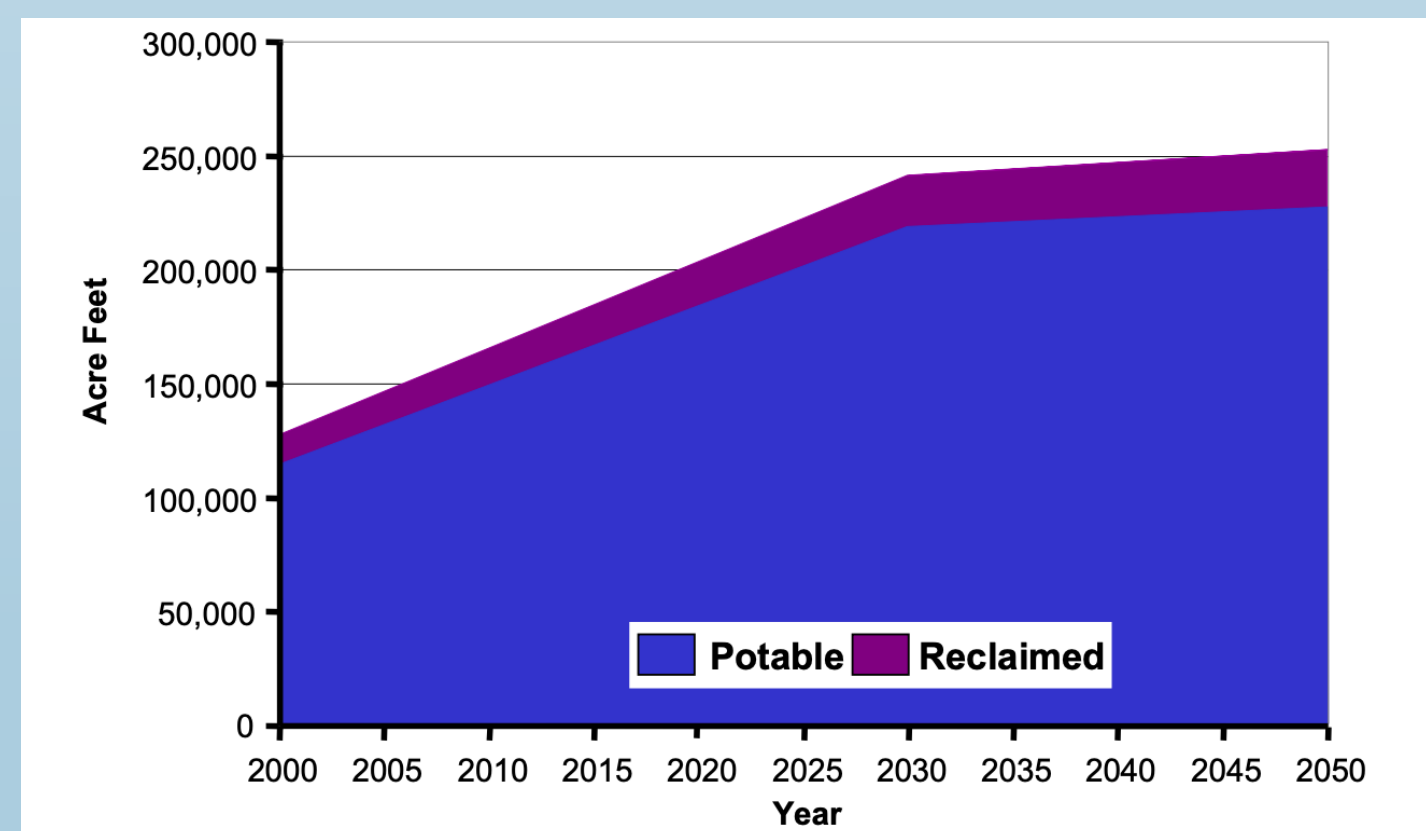
Introduction

- The Colorado River is the main water source for Arizona.
- Due to the extreme drought in the Southwest, Arizona has experienced a 21% water cut in 2022 [1].



Lone Rock, Lake Powell, UT. Photos taken by the author.

- In 2023, the City of Tucson increased its water prices by 5.5% and will continue increasing them for the next 5 years [2].



Tucson water's projected total annual demand from 2000 to 2050 [3].

Research Questions:

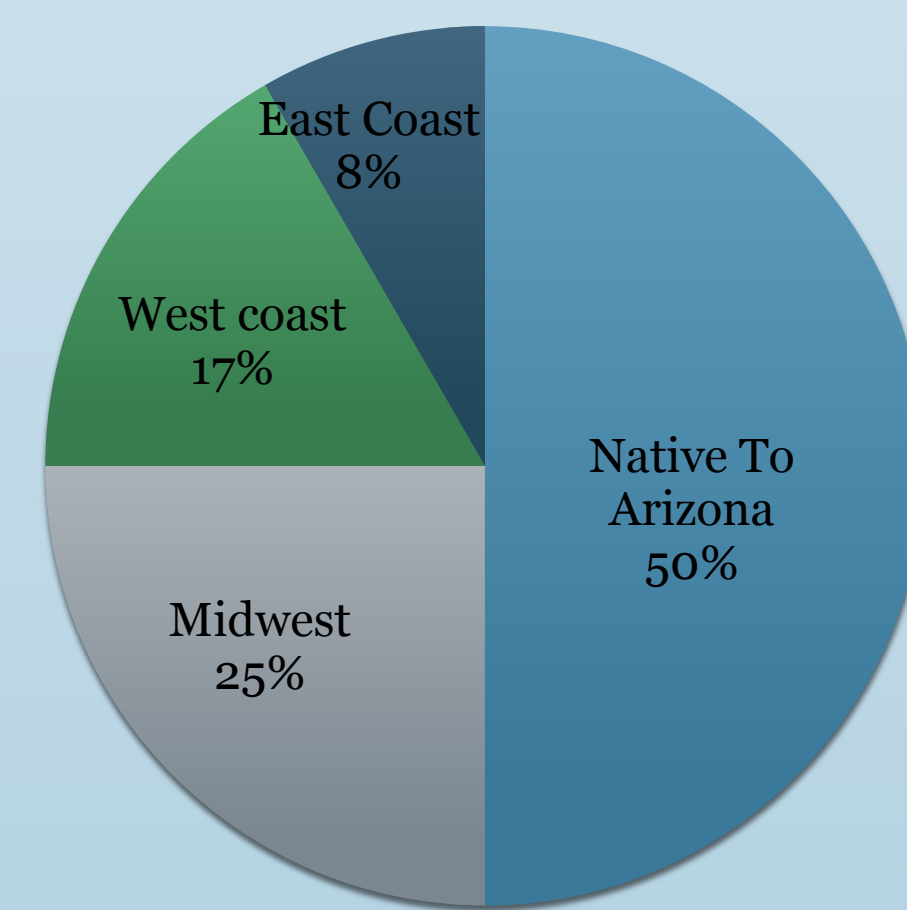
- How does the increase in water prices impact water use in Tucson among the residential sector?
- What is the water awareness among Tucson residents?

Methodology

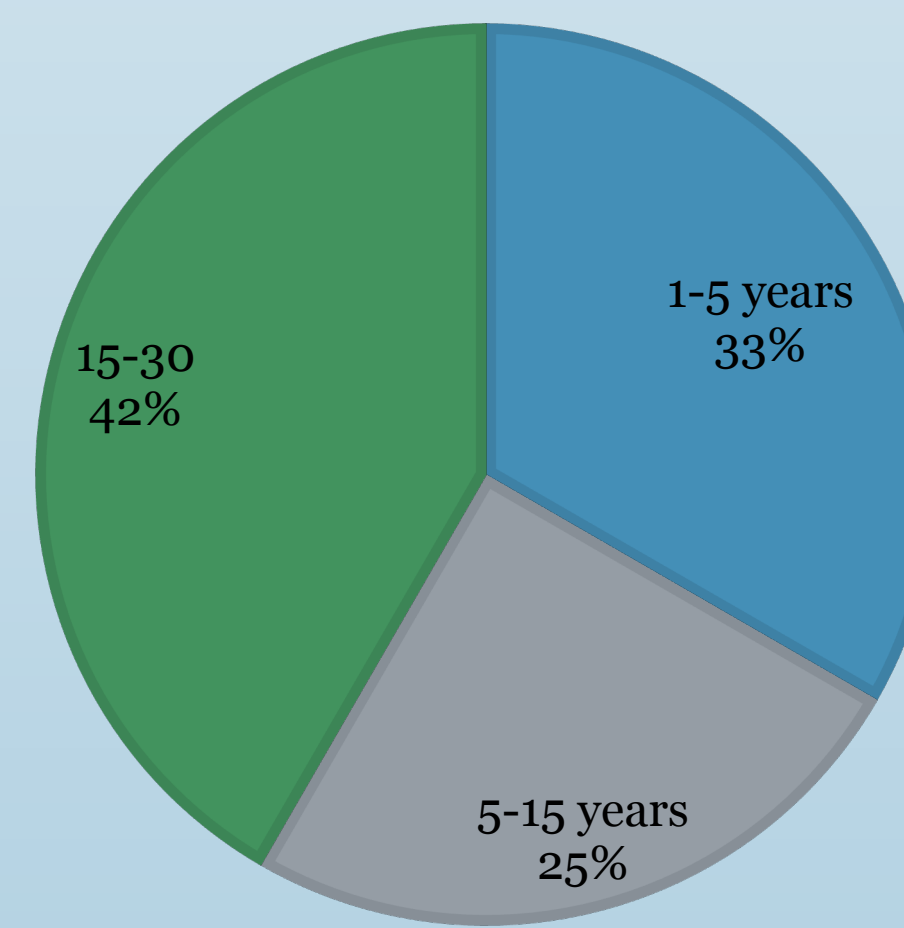


Results

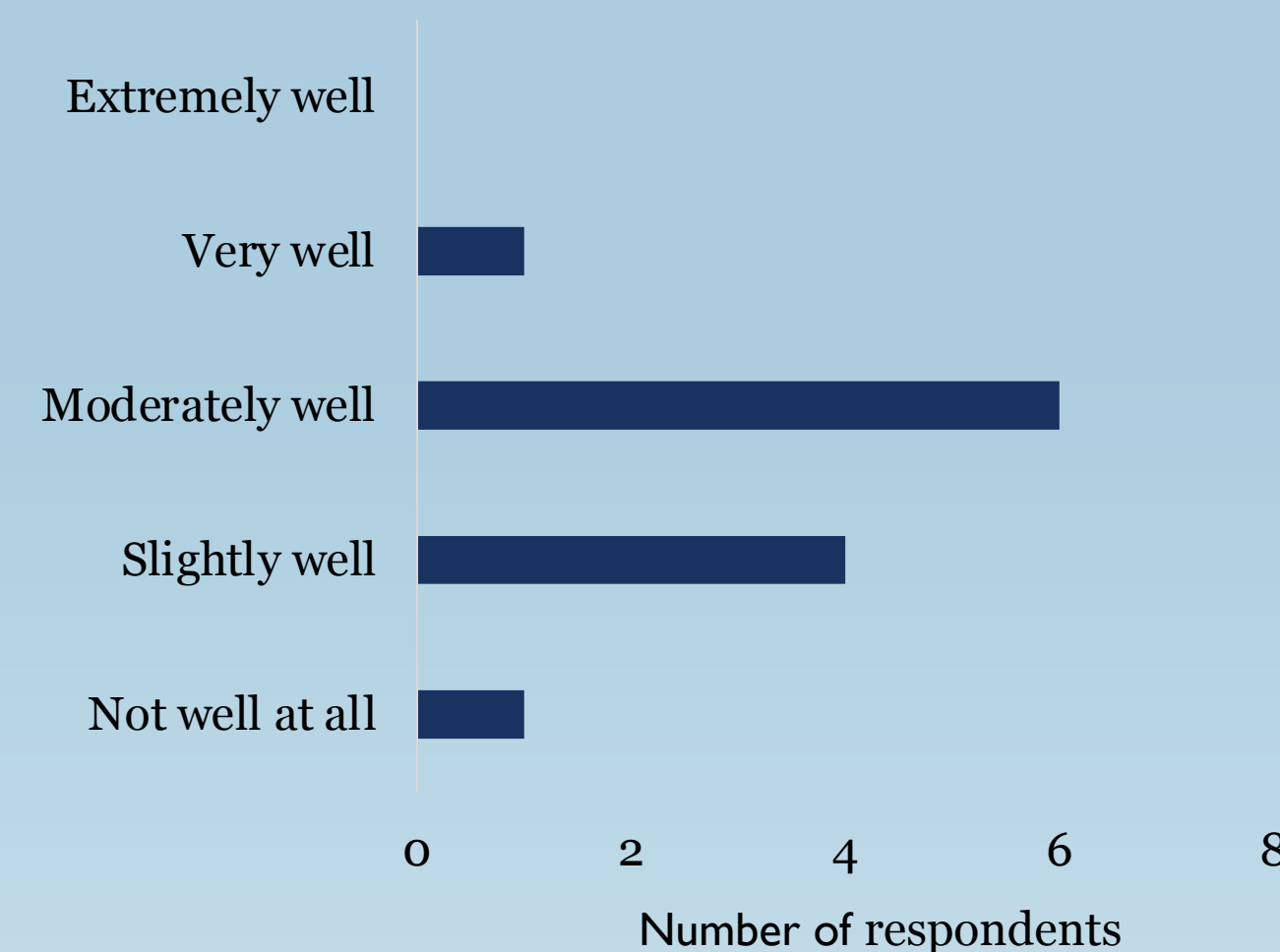
Survey respondents and their origin



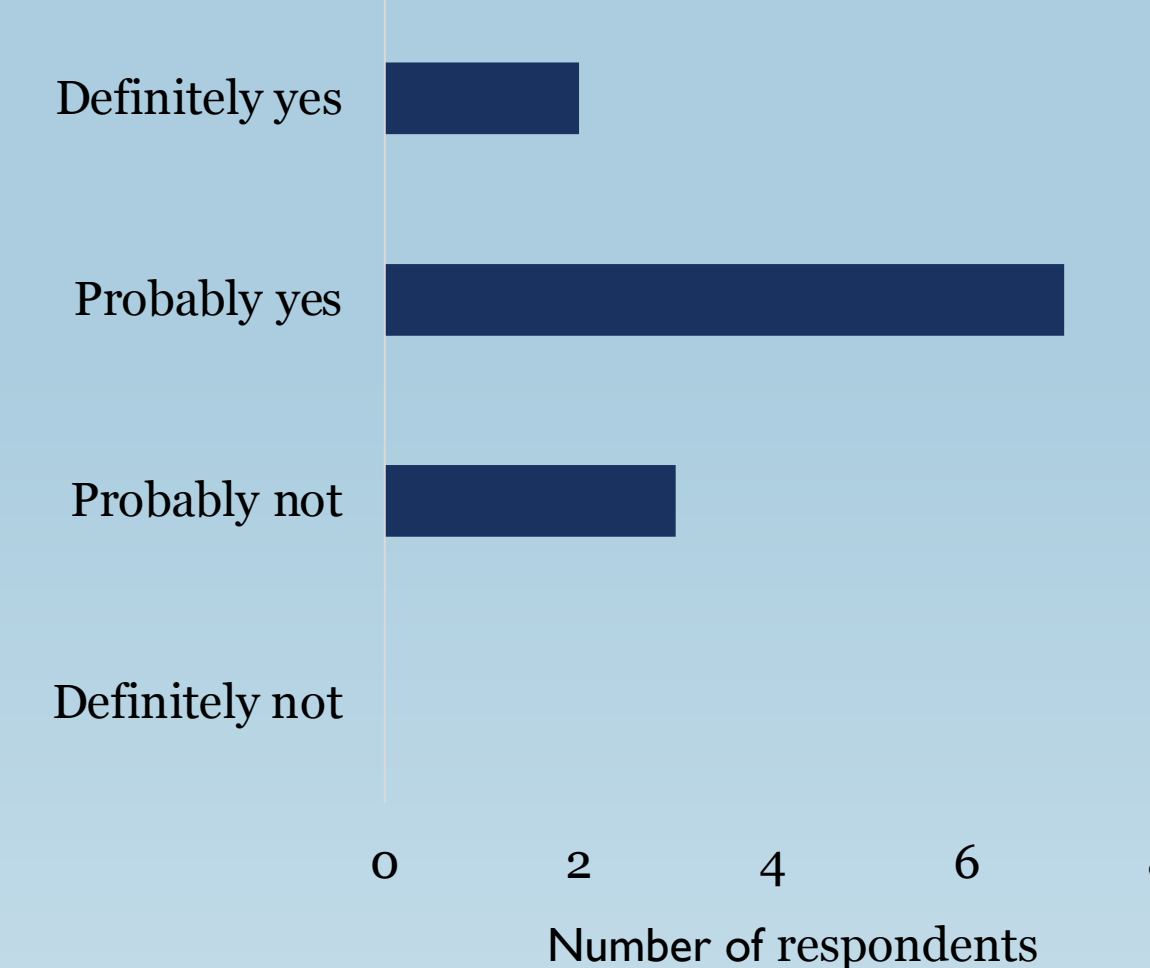
Number of years residents have lived in Tucson



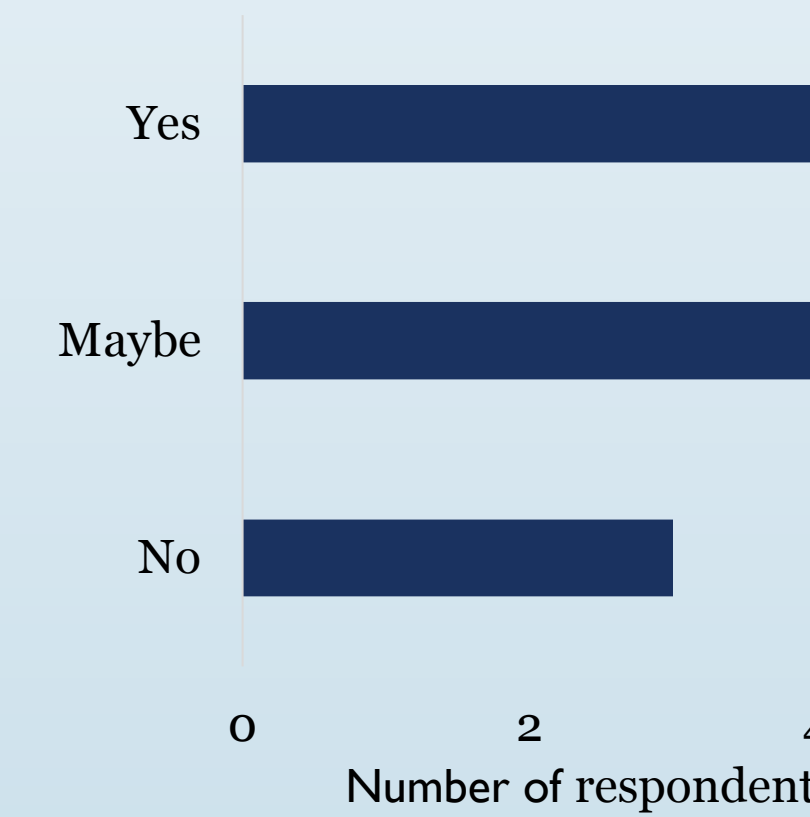
How do you rate your understanding of water issues in Tucson?



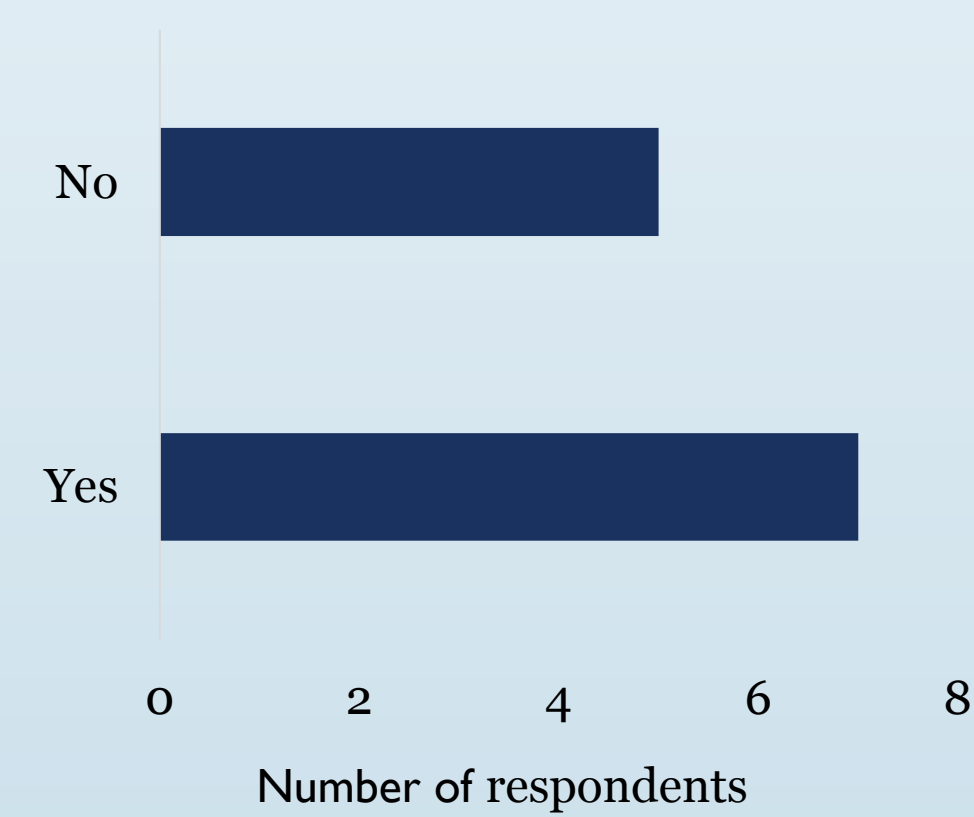
Is Tucson running out of water?



Is water priced fairly?



Are you aware of the water levels in the Colorado River?



- On average, most respondents paid around \$55/month for water
- When asked if water were to increase by 5.5%, more than half of the respondents said they would try to conserve more water.
- Majority of respondents expressed a desire to learn more about water issues and conservation

Conclusions

- Even though the residents of Tucson have limited knowledge of water issues, they are willing to learn about them and water conservation.
- Tucson residents' perceptions of water price increases represents a short-term thinking. They are willing to pay more in water bills but are not aware of long-term financial burden that will come with incremental water price increases.
- The city of Tucson needs to spread more awareness on water shortages and conservation.

References:

- [1] Krol, D. U. (2022, August 19). Arizona loses more of its Colorado River Water Allocation under new drought plan. *The Arizona Republic*. Retrieved April 27, 2023, from <https://www.azcentral.com/story/news/local/arizona-environment/2022/08/16/federal-officials-impose-cuts-colorado-river/10311378002/>
- [2] OpenGov. (n.d.). Water & es rate increase 2022. Retrieved April 27, 2023, from <https://stories.opengov.com/tucsonaz/published/tv71sMRxB>
- [3] Tucsonaz.gov. (n.d.). Retrieved April 27, 2023, from <https://www.tucsonaz.gov/files/water/docs/wp-cho3.pdf>