DRAFT

CENTRAL UTAH WATER
CONSERVANCY DISTRICT

WATER CONSERVATION PLAN

2025

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Dear friends,

Central Utah Water has quietly done what others said was impossible since 1964. We have spent decades building a 200-mile network of dams, pipelines, and treatment facilities to deliver award-winning water to over two million Utahns. In the process, we protect rivers, wildlife, and recreation. The areas of the state under our care are better for the effort we invest.

Our work for Water Conservation and Efficiency is no different. Central Utah Water is proud to be a partner in Utah's multifaceted initiative to conserve water for families, farms, wildlife, the environment, industry, and the Great Salt Lake. We can help each other succeed. Together, we may even do what some say is impossible.

We note that there are discrepancies within the state on how per capita water use is determined, as outlined in this report. These discrepancies cast doubt on the effectiveness of our conservation efforts to reduce water use by producing an apples-to-oranges comparison with our interstate partners. However, we are all united in the determination to be wise caretakers of our limited water supply, and we'll solve this problem in due time.

We are proud of our employees and partners who serve with such wisdom and expertise. The goals to which we commit in this report are idealistic but doable, and we would invite everyone who reads this to likewise commit to careful stewardship of Utah's water.

With gratitude and optimism for the years ahead,

Gene

PROJECT TEAM

The 2025 Water Conservation Plan was developed with participation from the following cities and agencies:

American Fork, Ashley Valley Water and Sewer Improvement District, Duchesne County Water Conservancy District, Eagle Mountain, Heber City, Highland, Jordan Valley Water Conservancy District, Lehi, Lindon, Murray, Myton, Orem, Payson, Pleasant Grove, Provo, Salt Lake City, Sandy, Santaquin, Spanish Fork, Springville, Uintah County Water Conservancy District, Vernal, and Vineyard.

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1 | BACKGROUND

For 60 years, Central Utah Water Conservancy District (District) has served as a cornerstone of Utah's water future, demonstrating an unwavering commitment to developing and managing the state's precious water resources. The District shoulders the responsibility of overseeing the Central Utah Project (CUP), the largest water development program ever undertaken in Utah. This landmark initiative, authorized under the Colorado River Storage Project Act, has been instrumental in transporting vital Colorado River water from eastern Utah to support the growing populations and industries along the Wasatch Front while firming uses in the Uinta Basin.

For three decades, the District has operated a Water Conservation Credit Program to meet the requirements of the Central Utah Project Completion Act. Through the prioritization and funding of projects, the program has conserved a combined total of 2,522,450 acre feet (AF) with annual projections of approximately 140,000 AF of conserved water each year moving forward. The results of these projects have continued to exceed projections and established goals.

Today, the District operations directly improve the lives of more than two million Utahns, providing essential water resources for municipal, industrial, and agricultural needs while supporting hydroelectric power generation, groundwater recharge, recreation opportunities, and wildlife conservation. Across the communities served, the District is committed to water stewardship and investing in conservation and efficiency for wise, practical water use.

Why Conserve?

Unlike many states where population is declining or growth is largely from migration, much of Utah's growth stems from its cultural emphasis on family and community, which results in natural population increases. This type of growth—rooted in Utah's own family values—creates a responsibility to ensure that the state's limited water supplies can support future generations.

Further, historical drought conditions, climate variability, shrinking water supplies across the Colorado River Basin, competing uses, and concerns about the receding Great Salt Lake have highlighted the urgent need for improved water management. **For the District, conservation is not simply a technical goal; it's a core strategy for preserving the natural systems that make Utah unique and for supporting healthy, thriving communities**.

Challenges and Opportunities

As a wholesale water provider, the District delivers water to customer agencies throughout central Utah but does not serve residents and business directly. Without the ability to pass and/or enforce water conservation ordinances, directly access customer billing data, or drive local water efficiency goals, the District must rely on water retailers and municipal governments to guide water efficiency and conservation efforts at the local level. This structure of water governance allows local communities to tailor conservation strategies to their specific needs and priorities. However, it also means that conservation efforts can vary in approach, scale, and capacity across the District's service area.

The Great Salt Lake is critical to the state of Utah.

The lake supports a vibrant economy, contributing between 5-10% to Utah's snow, extending the ski season, and supporting 12 million migratory birds. Because the Great Salt Lake has no outlet, it receives water from only rivers, streams, and precipitation. ***Water conservation is one of the most direct tools available to preserving the lake.*** Even small savings across the large population can add up to a meaningful impact.

Because each city operates independently, regional coordination has historically been limited. In response, the District is shifting its focus to play a more supportive and enabling role by providing funding, education, and technical assistance to help cities design and enhance their own conservation initiatives.

The District hopes to serve as a regional convener, bringing together agency partners to share experiences, align on messaging, and identify what works. This collaborative model will allow the District to support broader conservation outcomes across the region, while respecting the autonomy and local expertise of the cities it serves. By strengthening regional partnerships and providing shared resources, the District plans to help conservation remain an integral part of long-term water planning in central Utah.

Utah Water Conservation Act

Utah's Water Conservation Act requires each water conservancy district and public water system with over 500 connections to submit a water conservation plan to the Division of Water Resources every five years. These plans are meant to identify how the entity will conserve water and limit or reduce per capita consumption so that adequate water supplies are available for future needs. This 2025 Water Conservation Plan Update meets the requirements of the Act and outlines the District's continued commitment to constructive water management. The plan is designed not only to meet regulatory standards but to also strengthen the District's partnership with residents, cities, and member agencies. The District is committed to working with the communities it serves to foster a culture of stewardship that supports Utah's traditions while adapting to emerging challenges.

Resolution Adopting the Plan Update

(PENDING APPROVAL OF THE BOARD) CUWCD's Board of Trustees passed Resolution XXXX adopting the 2025 Water Conservation Plan on November 19, 2025. This resolution is included in Appendix A.

Requirements of the Act

Utah Code Section 73-10-32-2(a) requires that the following be included in each water conservation plan:

1. (a) A clearly stated overall water use reduction goal (Section 4), (b) an implementation plan for each water conservation measure, including a timeline for action and an evaluation process to measure progress (Section 6).
2. A requirement that a notification procedure be implemented that includes the delivery of the water conservation plan to the media and to the governing body of each municipality and county served by the water provider (Appendix A).
3. A copy of the minutes of the meeting regarding a water conservation plan and the notification procedure required (Appendix A).
4. The retail water supplier's rate structure that is: adopted by the retail water supplier's governing body in accordance with Section 73-10-32.5; and current as of the day the retail water supplier files a water conservation plan (not applicable to water wholesalers, including CUWCD).

WATER USE DEFINITIONS

Water Conservation

The minimization of water loss or waste with the goal of using only the amount of water necessary to complete a task or meet a need. Water conservation can be achieved through policies, programs, and practices designed to result in less waste of water.

Water Efficiency

Strategies or technologies that result in using less water to accomplish the same activity.

Acre-Foot (AF)

A volume of water equal to 325,851 gallons. It represents the amount of water needed to cover one acre of land to a depth of one foot and is commonly used to measure large-scale water deliveries and supplies.

Consumptive Use

The portion of water that is evaporated, transpired, incorporated into products or crops, consumed by humans or livestock, or otherwise removed from the immediate water environment and not returned to the source. This often refers to water that does not return to a municipal or natural system.

Municipal and Industrial Water (M&I)

Includes both potable (culinary) and non-potable (secondary) water used for residential, commercial, institutional, and light industrial purposes. It does not include agricultural water.

Gallons Per Capita Per Day (GPCD)

A measure of the amount of water used per person each day that is not returned to the original water source because it is consumed through processes such as evaporation, plant uptake, or incorporation into products. It is calculated by adding total culinary and secondary water deliveries, subtracting the volume returned to wastewater collection systems, and then dividing by the population served, then converting that amount into gallons per person per day.

Per state laws, specifically Utah Code 73-5-8.5 and SB 119, the District is required to report GPCD for Utah County using this method of calculation.

Retail Water Use

Water delivered to end users by a public or private water supplier, which includes residential, commercial and industrial uses.

Wholesale Water Use

Water delivered from a wholesale provider to an entity such as a city, agricultural user, irrigation/water district that then delivers it to retail water users.

2 | SYSTEM PROFILE

Service Area

The District's service area covers all or portions of seven counties across central and eastern Utah including Uintah, Duchesne, Juab, Wasatch, Summit, Utah, and Salt Lake Counties, as shown in Figure 1. The service area includes present and future beneficiaries of District water supply projects.

District Water Supplies

The District manages a diverse water supply portfolio including Colorado River water through the federal CUP, storage in eight major reservoirs, and operation of groundwater wells that comprise the Central Water Project (CWP). The District is currently expanding supplies with the construction of three additional wells and the future Nebo Regional Water Project, which will provide regional infrastructure throughout southern Utah and eastern Juab Counties.

The District provides treated and raw water to communities for both culinary and secondary systems. Additionally, the District provides environmental flows through several of its systems. Key infrastructure within these systems, shown in Figure 1, includes two hydropower generation facilities, three water treatment plants, dozens of diversions, eight major storage reservoirs, and hundreds of miles of pipelines and canals.

Central Utah Water Conservancy District is committed to responsibly managing and protecting the state's limited water resources for current water users and future generations.

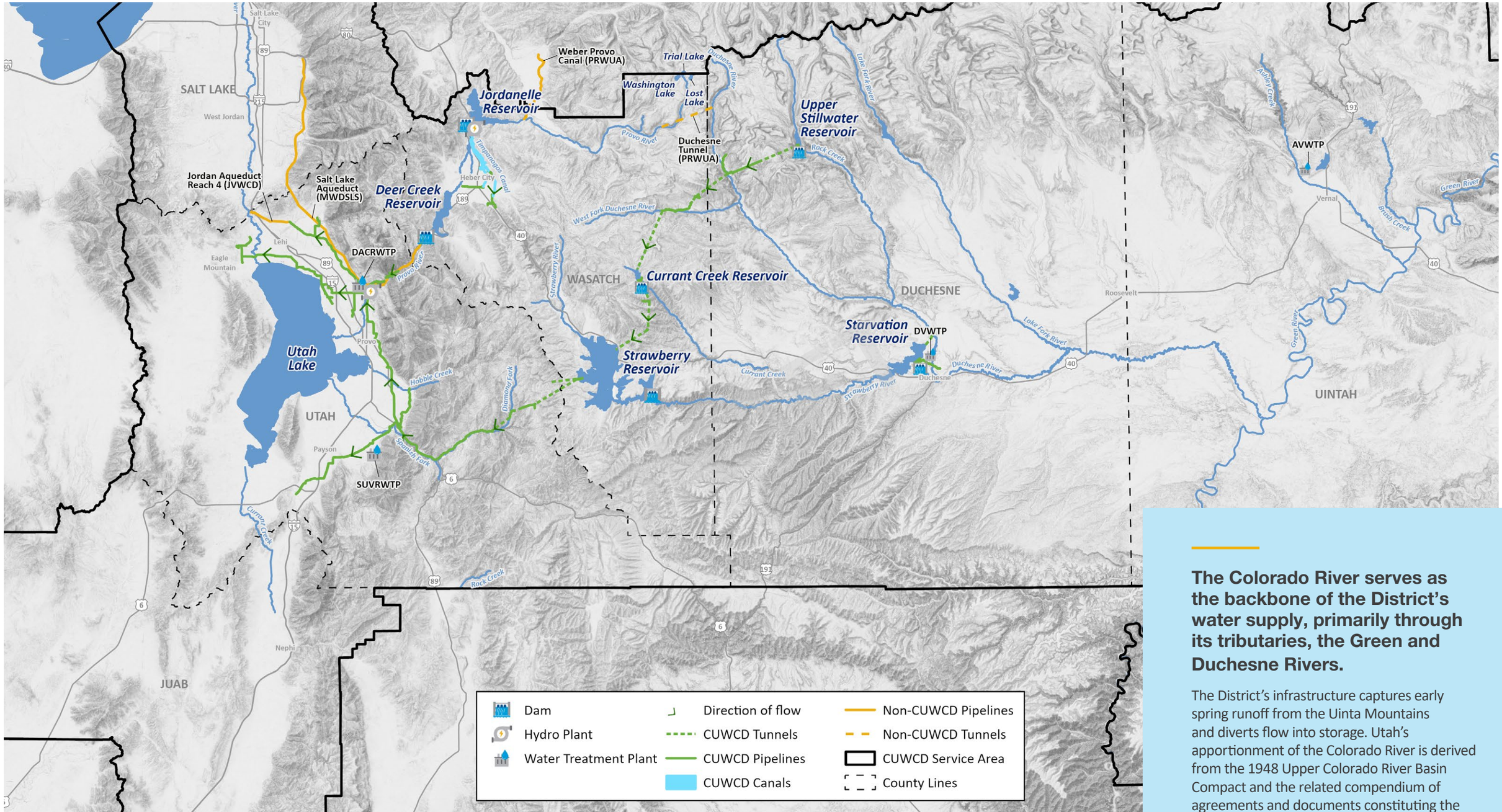


Figure 1. CUWCD Service Area Boundary and Water Supply System.

The Colorado River serves as the backbone of the District's water supply, primarily through its tributaries, the Green and Duchesne Rivers.

The District's infrastructure captures early spring runoff from the Uinta Mountains and diverts flow into storage. Utah's apportionment of the Colorado River is derived from the 1948 Upper Colorado River Basin Compact and the related compendium of agreements and documents constituting the "Law of the River."

Water Supply Customers

Currently, 20 entities directly receive water from the District, including 14 municipalities and 6 improvement districts or other conservation districts. An additional three municipalities have contracts to receive water directly from the District in the future. Many of the District's direct customers sell water to other entities. In total, 22 indirect customers purchase water from an entity that receives District water. A mapping of the District's direct and indirect customers by county is shown in Figure 2.

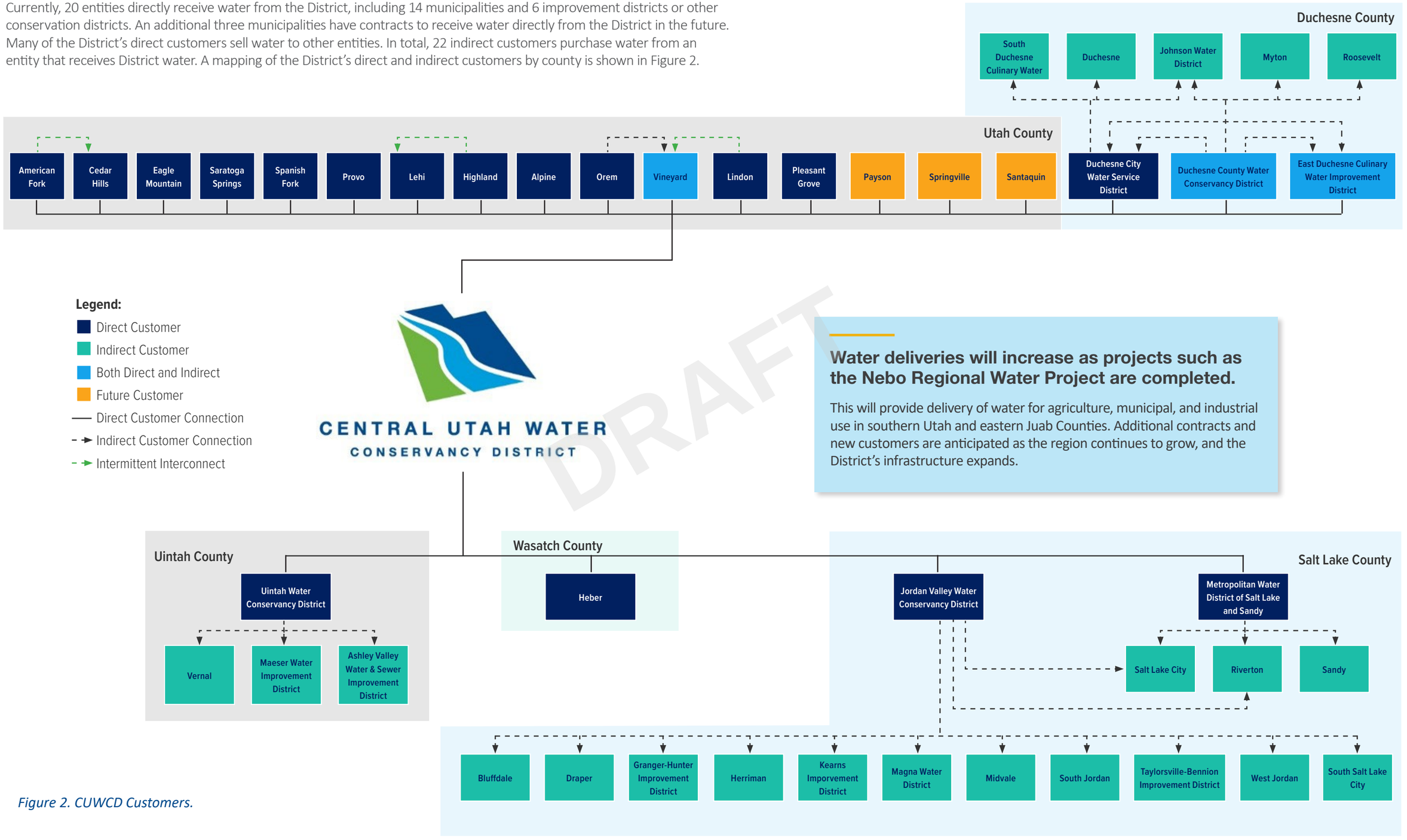


Figure 2. CUWCD Customers.

Water deliveries will increase as projects such as the Nebo Regional Water Project are completed.

This will provide delivery of water for agriculture, municipal, and industrial use in southern Utah and eastern Juab Counties. Additional contracts and new customers are anticipated as the region continues to grow, and the District's infrastructure expands.

District Water Deliveries

In 2024, the District's total water deliveries were approximately 119,500 AF, as shown in Figure 3. During that year, 66 percent of supplied water was from the CUP, while an additional 27 percent was from the CWP, shown in Figure 4. Total deliveries by the District over the last five years averaged 104,000 acre-feet per year (AFY), with the highest deliveries in 2020, peaking at just over 122,000 AF.

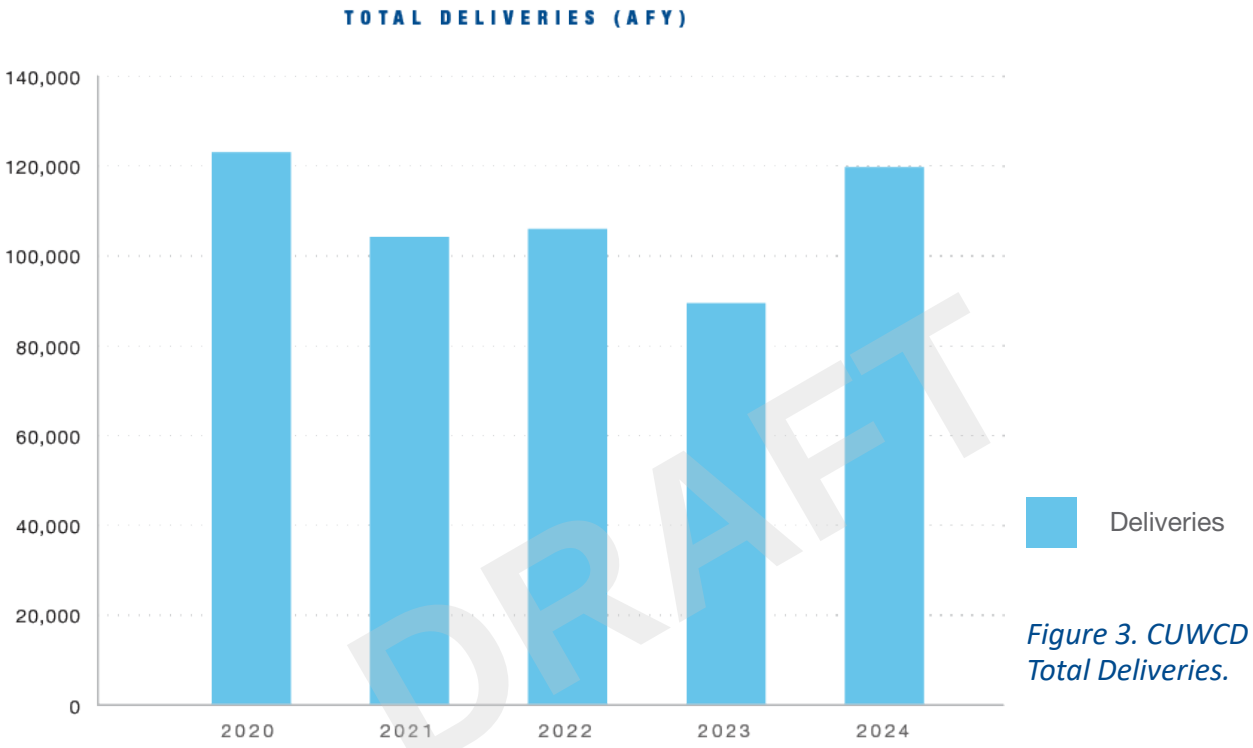


Figure 3. CUWCD Total Deliveries.

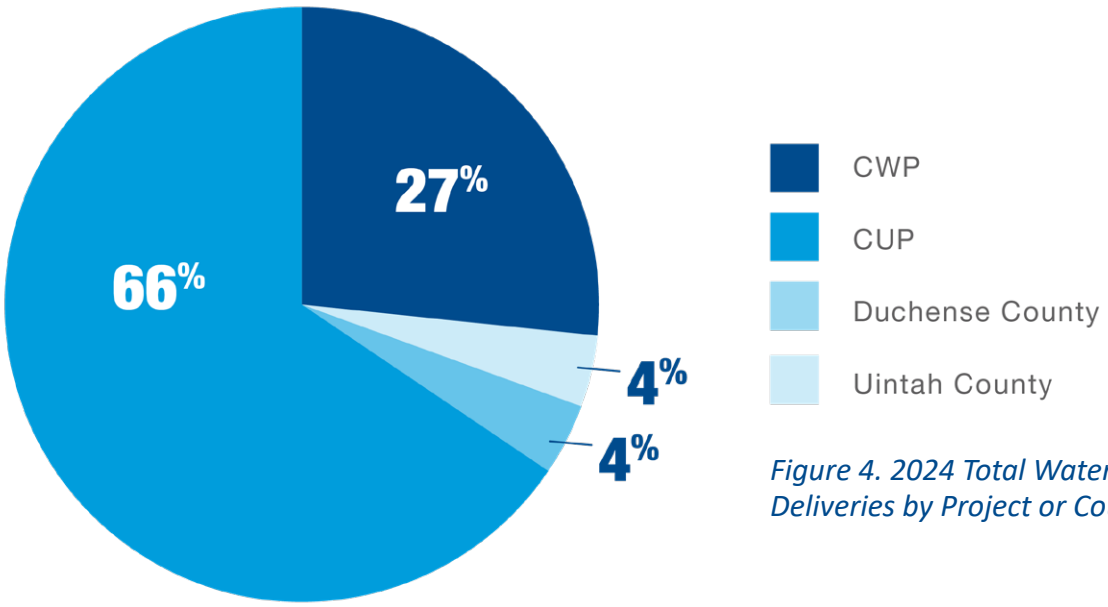


Figure 4. 2024 Total Water Deliveries by Project or County.

Population Supplied

While the population across the District's service area boundary exceeds just over 2 million people, not all of those populations are currently using water that is supplied from a District source. Water use data and population supplied, as reported to the State's Division of Water Rights, was collected for the District's direct and indirect water supply customers (i.e., those receiving water from a District project). The population receiving all or a portion of their supply from the District's customers is estimated at just under 1.6 million, as presented in Table 1. Thus, approximately 80 percent of the population residing within the District's service area relies upon the District's supplies for drinking and irrigation water. Currently, most of the population supplied by the District is in Utah and Salt Lake Counties.

Table 1. Population Fully or Partially Supplied by CUWCD

County	Total Population Served
Duchesne	13,500
Salt Lake	822,700
Uintah	28,300
Utah	701,800
Wasatch	18,500
Total	**1,584,800**

Percentage of Supplies from CUWCD

The District provides supplemental supplies for most of its customers, but in some cases provides all supplies needed to meet demands. A summary of the percentage of total demands for each direct and indirect customer that is supplied by the District is provided in Table 2. Generally, the percentage of demands met by District supplies has a broad range but was relatively constant across the five-year period reviewed.

Table 2. Customer Supplies from CUWCD

Customer	CUWCD Customer Type	County	Supply Type	Retail Populations Served (2024)	Percent of Total Retail Use from CUWCD Supply		
					2022	2023	2024
American Fork	Direct	Utah	Secondary	39,000	16%	1%	14%
Alpine	Direct	Utah	Secondary	10,700	14%	9%	10%
Ashley Valley Water & Sewer Improvement District	Indirect	Uintah	Culinary	13,800	0%	0%	1%
Bluffdale	Indirect	Salt Lake	Culinary	19,800	36%	39%	33%
Cedar Hills	Direct	Utah	Secondary	10,100	20%	16%	17%
Draper	Indirect	Salt Lake	Culinary	23,200	51%	50%	31%
Duchesne City Water Service District	Direct	Duchesne	Wholesale	1,600	100%	100%	100%
Duchesne County Water Conservancy District	Direct	Duchesne	Wholesale	0	100%	100%	100%
Eagle Mountain	Direct	Utah	Culinary	66,700	37%	48%	39%
East Duchesne Culinary Water Improvement District	Direct	Duchesne	Wholesale	1,200	100%	100%	99%
Granger-Hunter Improvement District	Indirect	Salt Lake	Culinary	129,900	50%	46%	39%
Heber	Direct	Wasatch	Secondary	18,500	47%	46%	52%
Herriman	Indirect	Salt Lake	Culinary	63,000	27%	29%	29%
Highland	Direct	Utah	Secondary	21,300	4%	3%	3%
Johnson Water District	Indirect	Duchesne	Culinary	1,900	97%	98%	97%
Jordan Valley Water Conservancy District	Direct	Salt Lake	Wholesale	45,900	54%	54%	47%
Kearns Improvement District	Indirect	Salt Lake	Culinary	56,600	52%	50%	46%
Lehi	Direct	Utah	Both	90,200	24%	22%	22%
Lindon	Direct	Utah	Secondary	12,000	13%	11%	16%
Maeser Water Improvement District	Indirect	Uintah	Culinary	4,000	0%	0%	6%
Magna Water District	Indirect	Salt Lake	Culinary	34,500	5%	5%	4%
Metropolitan Water District of Salt Lake and Sandy	Direct	Salt Lake	Both	0	23%	24%	23%
Midvale	Indirect	Salt Lake	Culinary	37,100	28%	27%	23%
Myton	Indirect	Duchesne	Culinary	600	99%	99%	99%
Orem	Direct	Utah	Culinary	95,600	18%	36%	28%
Payson(1)	Future	Utah	Secondary	24,100	0%	0%	0%
Pleasant Grove	Direct	Utah	Secondary	39,600	32%	20%	22%
Provo	Direct	Utah	Culinary	115,200	11%	5%	4%
Riverton	Indirect	Salt Lake	Culinary	46,000	22%	21%	20%
Roosevelt	Indirect	Duchesne	Culinary	8,100	20%	16%	14%
Salt Lake City	Indirect	Salt Lake	Culinary	18,800	0%	0%	0%
Sandy	Indirect	Salt Lake	Culinary	96,400	21%	24%	19%
Santaquin(1)	Future	Utah	Secondary	17,900	0%	0%	0%
Saratoga Springs	Direct	Utah	Culinary	52,000	20%	20%	23%
South Duchesne Culinary Water	Indirect	Duchesne	Culinary	200	100%	100%	100%
South Jordan	Indirect	Salt Lake	Culinary	89,100	38%	37%	34%
South Salt Lake City	Indirect	Salt Lake	Culinary	14,800	19%	21%	15%
Spanish Fork	Direct	Utah	Secondary	48,200	34%	34%	47%
Springville(1)	Future	Utah	Secondary	38,100	0%	0%	0%
Taylorsville-Bennion Improvement District	Indirect	Salt Lake	Culinary	67,100	21%	21%	16%
Uintah Water Conservancy District	Direct	Uintah	Wholesale	0	0%	0%	13%
Vernal	Indirect	Uintah	Culinary	10,400	0%	0%	13%
Vineyard	Direct	Utah	Culinary	21,200	31%	30%	32%
West Jordan	Indirect	Salt Lake	Culinary	108,000	51%	50%	43%

Notes:
(1) Future direct customers.
(2) Data collected from the Utah Division of Water Rights Annual Water Use Data: Water Use Systems List. General assumptions were made about indirect customer sources, assuming equal allocation of wholesale agency water sources to their customers. Population values rounded to the nearest 100.

Water Use by County

Water use data reported to the State's Division of Water Rights between 2020 and 2024 for both secondary and culinary systems was analyzed and is summarized below. These totals include all water delivered by entities receiving water either directly or indirectly from the District in each county.

Utah County

A majority of the District customers in Utah County are municipalities. The District also delivers water to agricultural users in south Utah County. These customer agencies receive a mix of both culinary and secondary supplies from the District through the CUP and CWP.

Total retail water use over the last five years for these customer agencies ranged from approximately 153,000 AFY to approximately 176,000 AFY, as shown in Figure 5. On average over the last three years, 21 percent of total demands were met with supplies from the District. Total culinary deliveries remained relatively constant over the five-year period with secondary water use decreasing in 2021 but increasing in 2024.

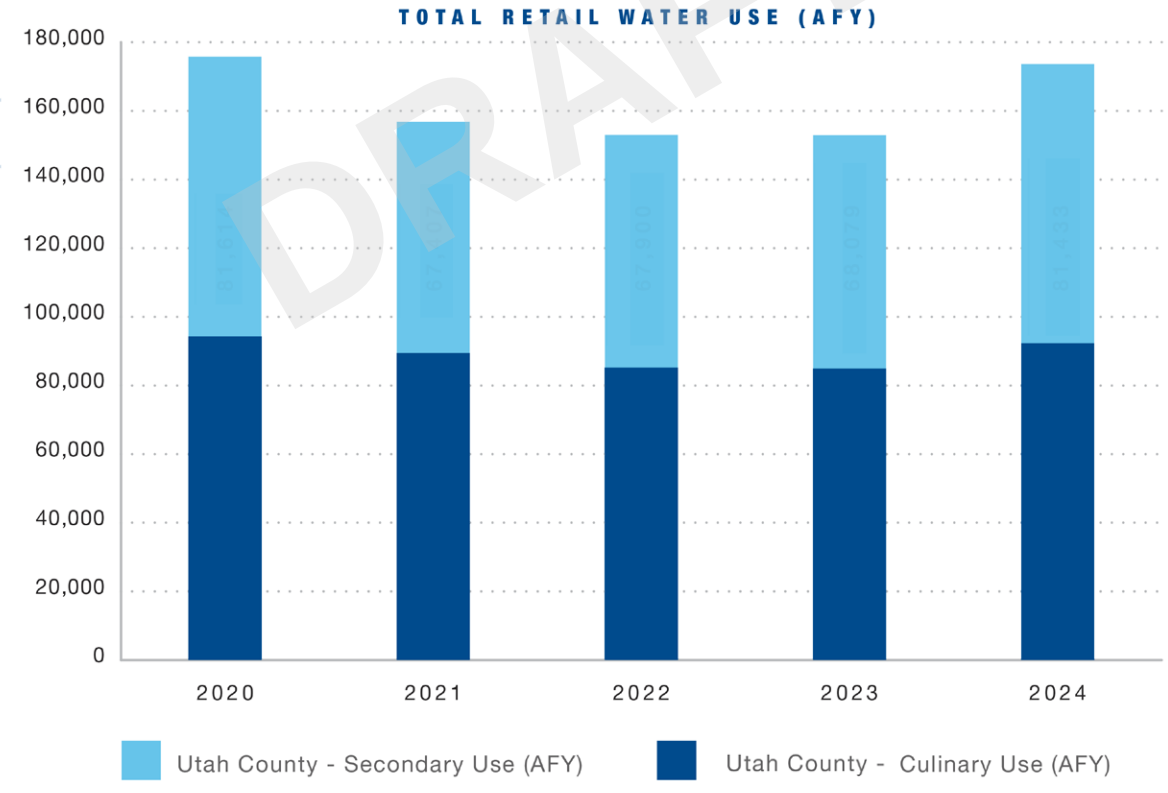


Figure 5. Utah County Water Use by CUWCD Customers.

Salt Lake County

The District's two direct customers in Salt Lake County provide wholesale water to other users. Most of the entities receiving water from the District in this county are indirect customers and include municipalities and several improvement districts. The total retail water deliveries over the last five years for the District's customers ranged from approximately 269,000 AFY to 342,000 AFY, as shown in Figure 6. On average over the last three years, 20 percent of total demands were met with supplies from the District. Water use in 2024 was the highest seen within the five-year period reviewed.

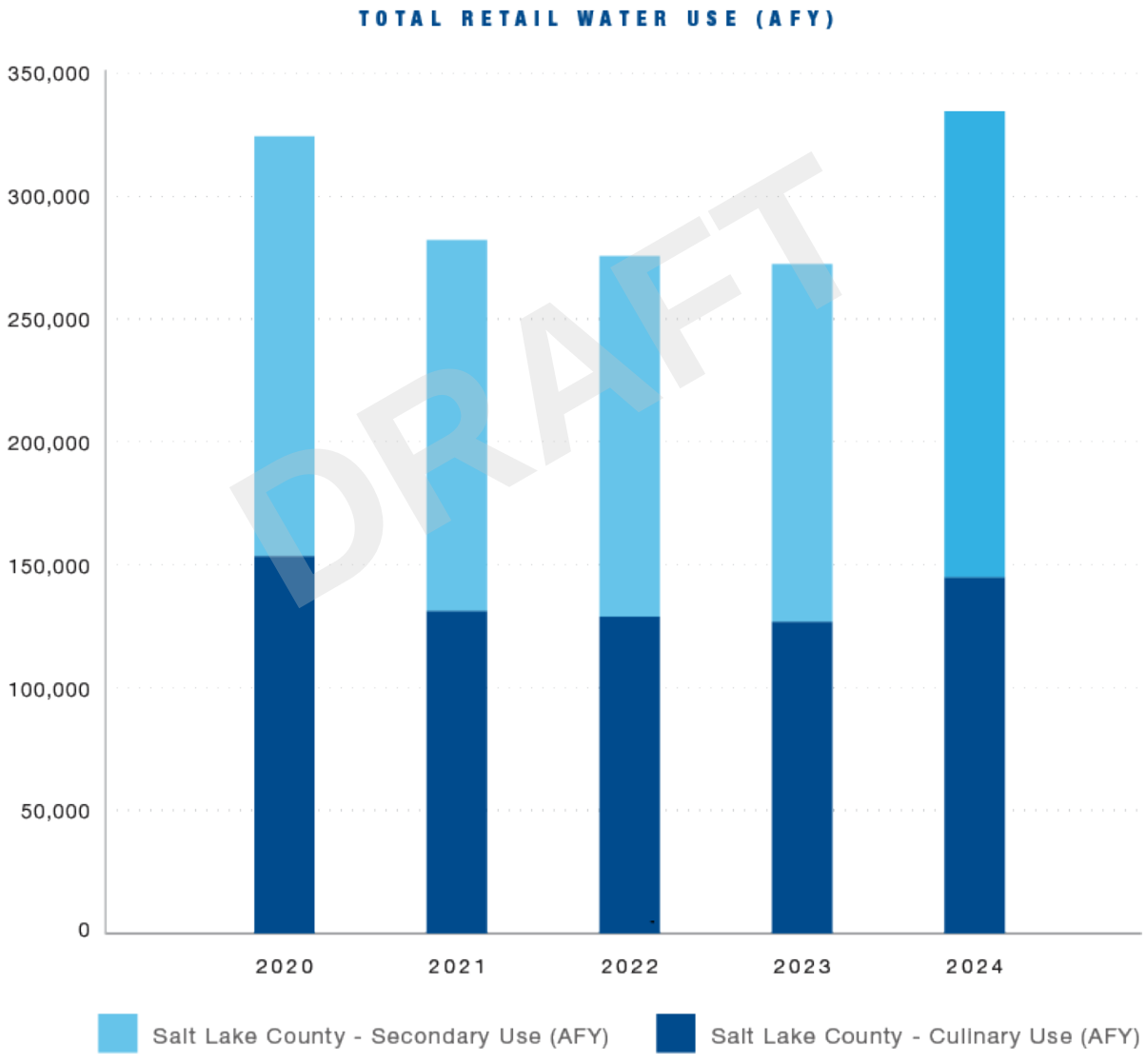


Figure 6. Salt Lake County Water Use by CUWCD Customers.

Duchesne County

The District customer agencies in Duchesne County include municipalities and other wholesalers. The total retail water deliveries over the last five years for customers ranged from 11,000 AFY to 16,000 AFY, as shown in Figure 7. On average over the last three years, 53 percent of total demands were met with supplies from the District. Between 2020 and 2024, total water deliveries amongst these customers generally increased, peaking in 2023.

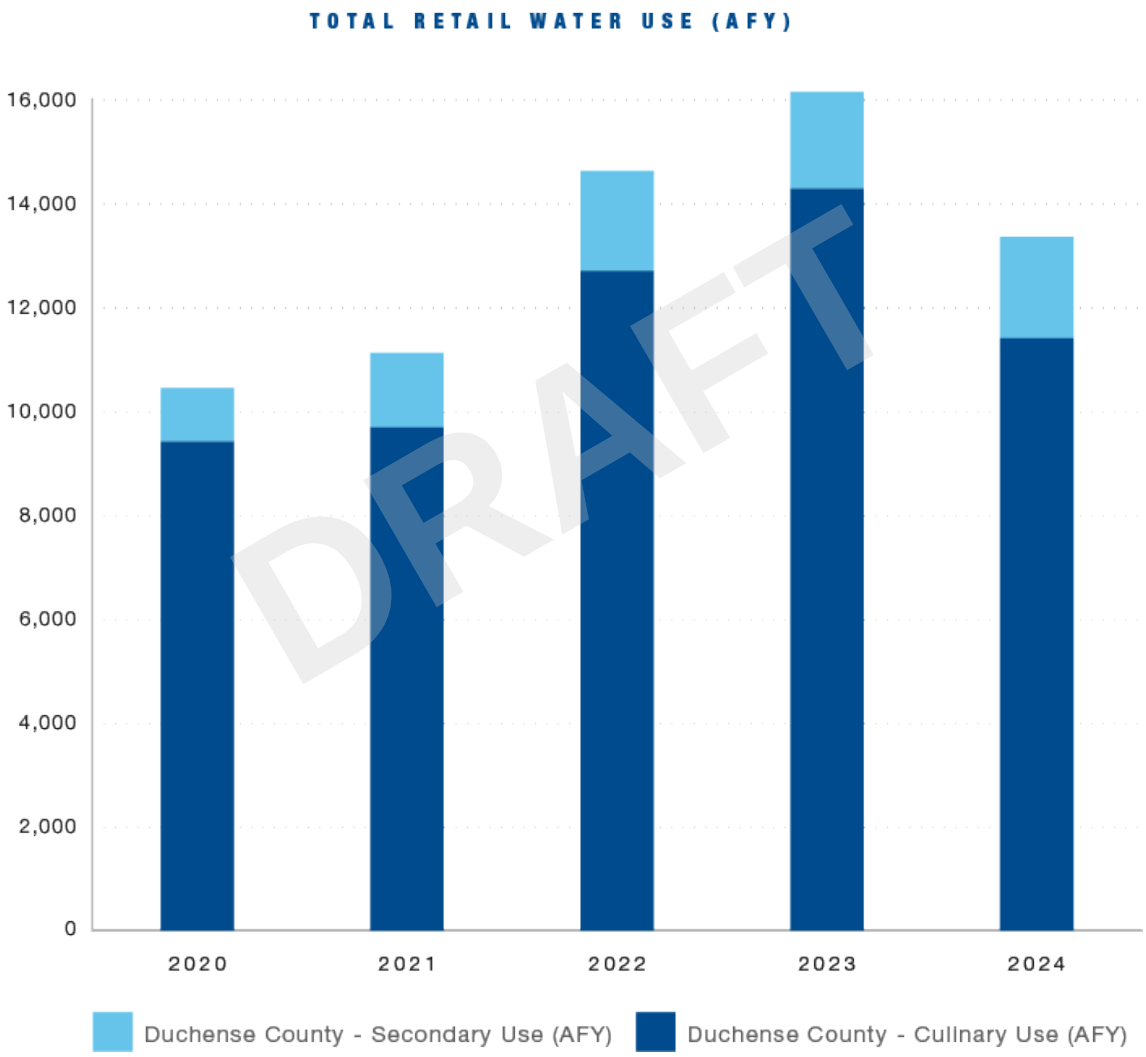


Figure 7. Duchesne County Water Use by CUWCD Customers.

Uintah County

The District has one direct customer and three indirect customers in Uintah County. All supplies provided by the District are used for culinary systems. Total culinary retail water deliveries have been relatively constant over the last five years. Total retail water deliveries between 2020 and 2024 has ranged from approximately 5,200 AFY to 5,800 AFY, as shown in Figure 8. No secondary water deliveries were reported for any customer agencies in this county. On average over the last three years, 5 percent of total demands were met with supplies from the District.

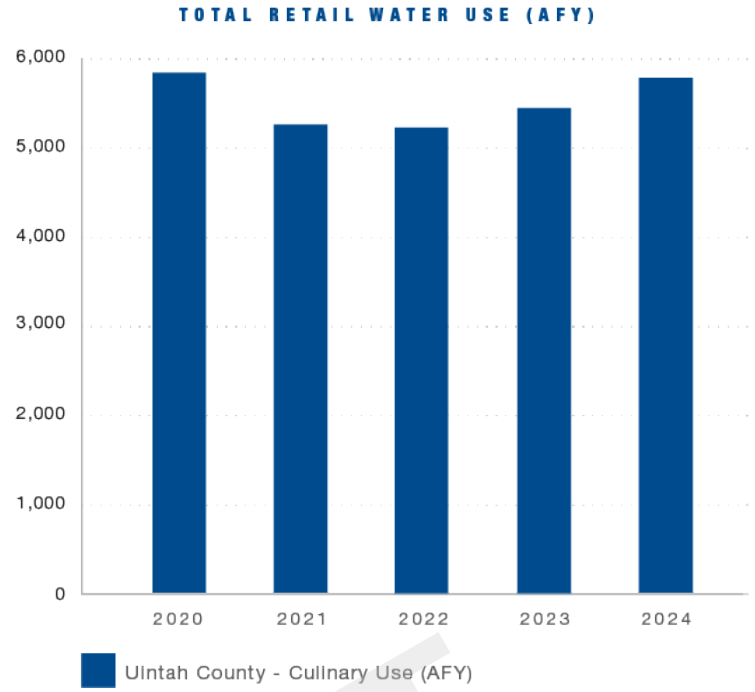


Figure 8. Uintah County Water Use by CUWCD Customers.

Wasatch County

Heber City is the only District customer in Wasatch County. The District provides secondary water supplies to the city. Total retail water deliveries between 2020 and 2024 has ranged from approximately 2,000 AFY to 9,000 AFY, as shown in Figure 9. On average over the last three years, 48 percent of total demands were met with District supplies. The large step in deliveries shown in 2022 is due, in part, to an improvement in the metering and reporting of secondary deliveries that began in 2022. Prior to 2022 secondary deliveries were not reported.

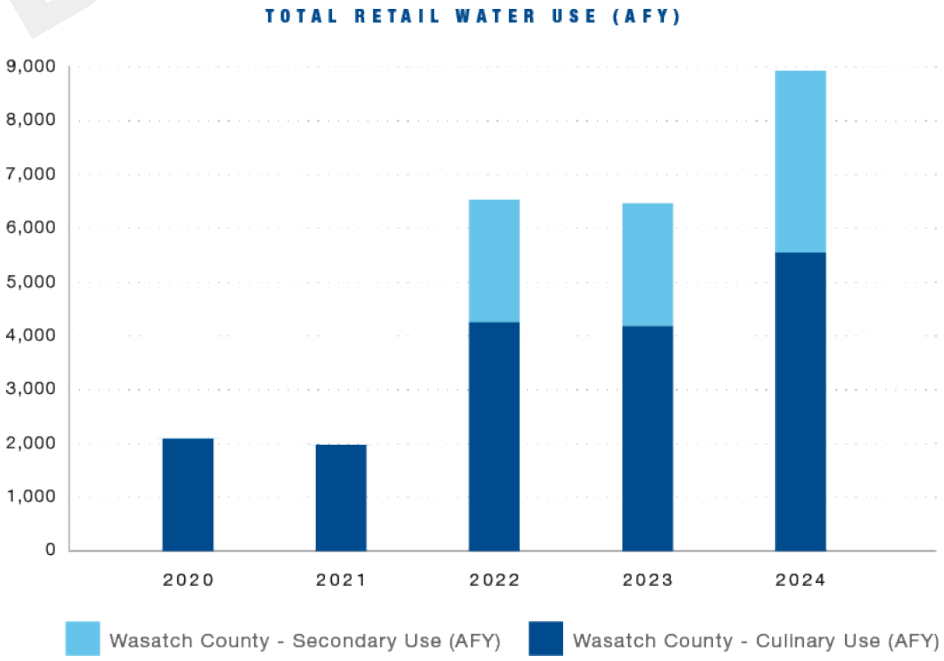


Figure 9. Wasatch County Water Use by CUWCD Customers.

Water Use Metrics

Per Capita Use

Per capita is the most used metric of aggregated water use across the industry and is commonly expressed as gallons per capita per day (GPCD). The metric is calculated in different ways across the industry and within the State of Utah. The Division of Water Resources calculates by taking the total water delivered and dividing by the population served and again dividing by the number of days.

Per Utah Code 73-5-8.5, the District is mandated to report GPCD for Utah County measuring only water that is consumed and not returned to the natural system. For purposes of the CUWCD Water Conservation Plan, and to ensure consistency throughout the District's service area, the consumptive use GPCD calculation method defined for Utah and Salt Lake Counties in Code 73-5-8.5 has been used for tracking water conservation progress and goal setting (Section 4).

As used in this report, GPCD considers the total volume of water used, both secondary and culinary, but subtracts the total volume of water returned via wastewater collection systems. Essentially, GPCD is a measure of the average amount of water used per person each day because it is consumed through processes such as evaporation, plant uptake, or incorporation into products. While not an exact measure, the GPCD metric is a proxy for outdoor water use because a majority of indoor water use is returned to a wastewater collection system and agricultural runoff may be returned to streams. Figure 10 illustrates the GPCD calculation.

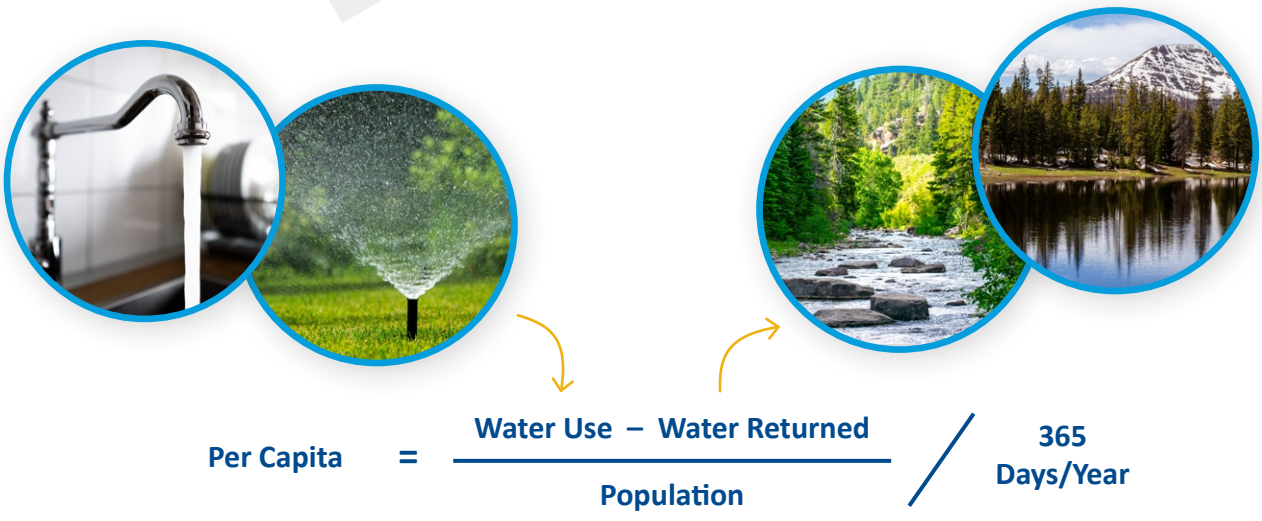


Figure 10. Per Capita Calculation Illustration.

Per Capita For District Customers

GPCD for the District's customers was calculated for the last 5 years, assuming a return flow of 74 gallons per capita for all counties (based on the average 2024 return flow per capita for Utah County). As presented in Table 3, Salt Lake County customers currently have the lowest GPCD of the five counties. In both Utah and Salt Lake Counties, which has the largest population supplied by the District, GPCD declined in 2020 through 2023, but rebounded in 2024. Overall, the District's weighted average was around 128 GPCD in 2024 and averaged 115 GPCD the last three years.

Table 3. Average Per Capita Use for CUWCD Customers by County

County	Count of Customers	Retail Population Served	Average GPCD					
			2020	2021	2022	2023	2024	3-yr Average
Duchesne	3	13,500	219	261	322	357	292	324
Salt Lake	14	822,700	125	95	88	88	109	95
Uintah	3	28,300	112	94	92	99	109	100
Utah	16	701,800	176	141	130	125	147	134
Wasatch	1	18,500	44	21	145	135	194	158
Total	**37**	**1,584,800**	**147**	**116**	**109**	**107**	**128**	**115**

Notes:
(1) Data collected from the Utah Division of Water Rights Annual Water Use Data: Water Use Systems List. Assumes return flows of 74 GPCD.
(2) Includes future customers of the District. Excludes wholesale only entities.

On average from the last three years and across entities receiving all or a portion of their supply from the District, per capita averaged 115 gallons per day.

Figure 11 presents the previous three-year average GPCD for the District's customers, grouped by county. The majority of the 37 customers fall within the range of 50 to 150 GPCD. There are eight suppliers with an estimated GPCD that exceeds 150, and half of those have uses greater than 275 GPCD.

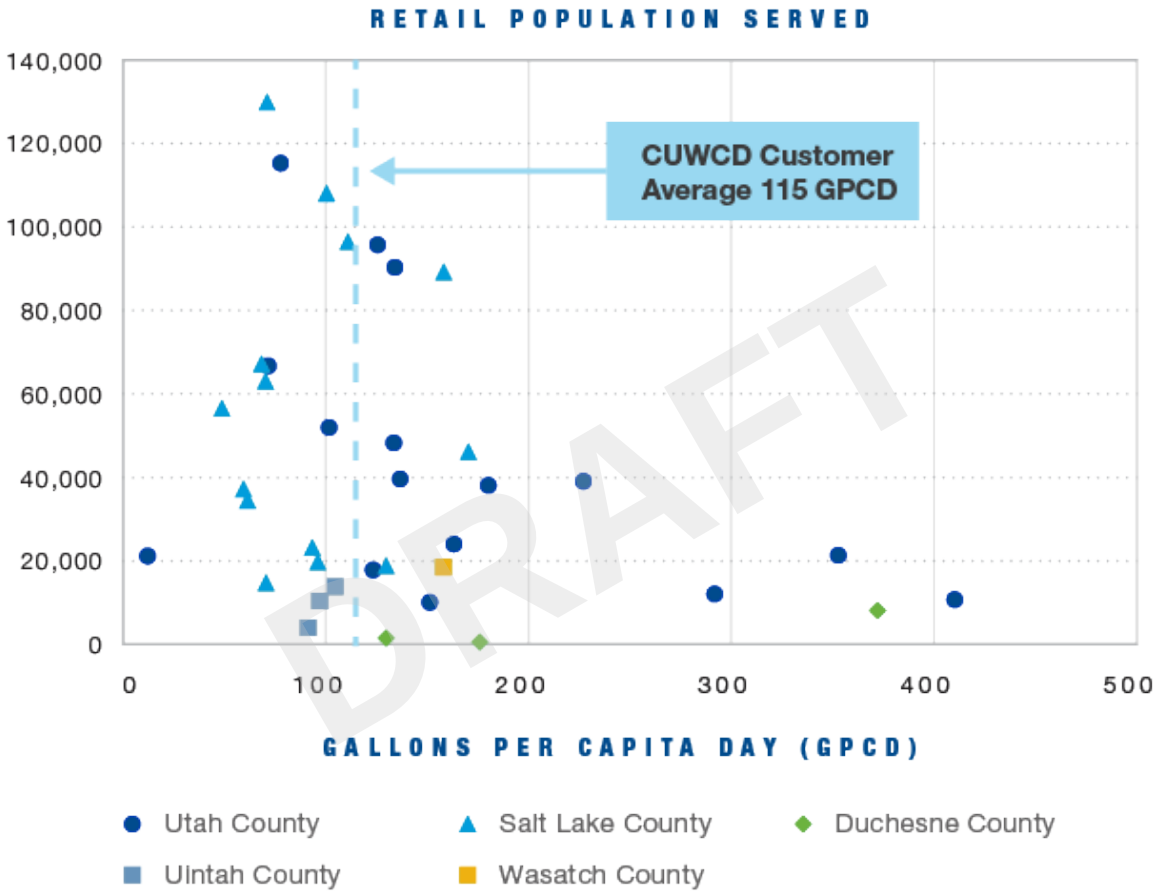


Figure 11. Three-year Average Per Capita Use for District Customers by County.

Understanding per capita use

of current and future District customers can help focus resources to areas with the most remaining potential conservation.

3 | STAKEHOLDER INPUT

To support the development of its Water Conservation Plan, the District took a multifaceted approach to stakeholder engagement. **This included gathering input from both customer agencies and the public through in-person meetings and surveys.** Feedback from both stakeholder groups helped the District gain a clearer picture of water conservation drivers within its service area and better understand which programs would interest the public and what support is most desired by cities. Alignment of the District's goals with stakeholder input is instrumental to the success of the Plan.

Customer Agencies

In June 2025, the District held two in-person workshops with customer agencies to engage water suppliers and municipal government representatives in a collaborative discussion to assess and strengthen water conservation efforts in Central Utah.

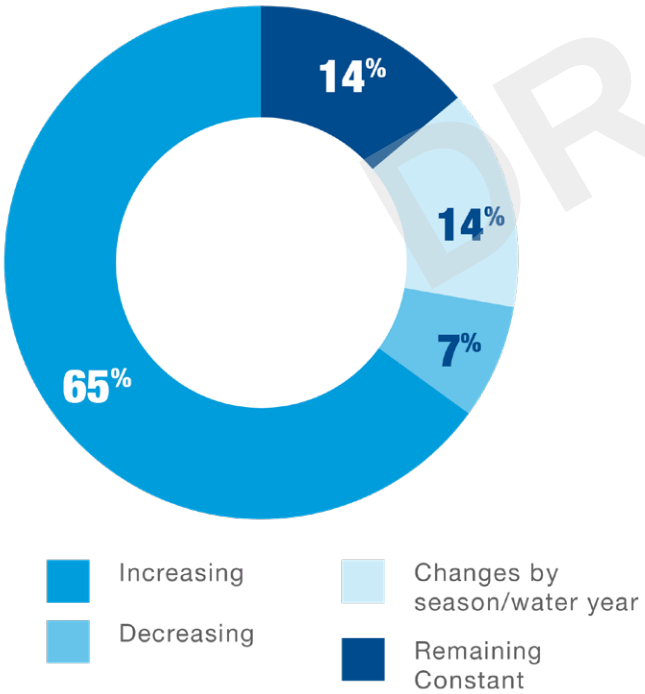


Figure 12. Customer agency views of water conservation trends.

Representatives from 19 customer agencies attended these workshops. During the workshops, there were significant discussions that identified barriers to implementing successful water conservation programs. These barriers range from cultural norms (e.g., preference for grass lawns), to lack of resources to implement programs, inconsistent regional messaging regarding the importance of water conservation, lack of enforcement methods, and limited funding. Figure 12 summarizes the customer agency responses to the questions below.

Do you see conservation as increasing or decreasing in importance for your service area? Why?

Increasing conservation due to:
population growth, need to meet future demands with an unpredictable resource, and climate driver factors.

Decreasing conservation due to:
limited conservation in high-water years.

Fluctuating conservation due to:
changing seasonal demands, climate driver factors.

Following the workshops, a 9-question survey was sent to all District customer agencies with 13 agencies responding. Questions in this survey focused on conservation attitudes, future programmatic plans, and ideas from respondents about how the District can best support them in their water conservation efforts.

To help mitigate or address the barriers to conservation, customer agencies were interested in District support in the form of regional water conservation campaigns and messaging, large scale grants or cost-share programs, rebates or incentives, and funding regional conservation programs and/or staff time.

Overall, survey results showed that while there may be numerous barriers to conservation efforts, primarily noted as being related to cultural norms, organizations throughout the region are continuing to pursue effective conservation programs and are interested in coordination and collaboration with the District and others throughout the region.

Public Survey

The District conducted a public survey to engage members of the community throughout its service area. The survey was available from May 17th through July 28th 2025, and was promoted through email, social media, newsletters, public events, and on the District's and the Utah Water Savers websites. Questions focused on conservation attitudes and interest in current and future programs.

A total of 1,355 responses were received. While most responses received were from Salt Lake and Utah Counties, responses were also received from Uintah, Wasatch, Weber, and Davis Counties, among others. The majority of respondents were between 35 and 64 years old. A full summary of survey responses is included in Appendix B.

When asked to rank the importance of water conservation, nine out of ten respondents indicated that conservation is very or extremely important. Concern about drought and water shortages was the unifying reason respondents felt conservation was important.

Half of respondents have previously participated in a water conservation program, and half had not. Reduced outdoor watering frequency was the most common conservation action taken by respondents.

Attitudes towards landscapes

As landscape irrigation makes up a large component of the region's water use, a series of questions focused on attitudes towards landscapes, willingness to make changes at home, and possible support for local ordinances. Results summarized in Figure 13 indicate strong support for taking steps to reduce water use at home, interest in actions that would result in less lawn grass, and reasonable support for ordinances.

44% of respondents want to remove some existing lawn grass, but many do not have money for changes.

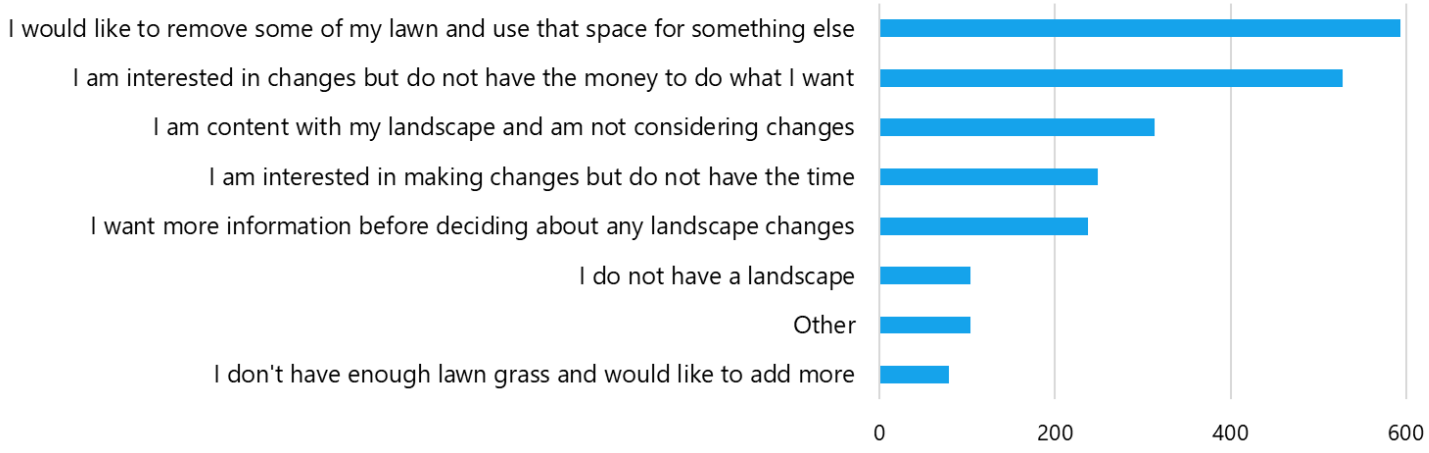


Figure 13. Attitude towards current home landscapes.

When asked about their willingness to make changes in their current home landscape or to consider water conservation in preferences when looking for features in a new home, there was strong support for water conservation features. As summarized in Figure 14, 26 percent of respondents were willing to make small changes to their home (i.e., updating water fixtures), 60 percent were willing to make large changes to their home (i.e., changes to lawn), and 5 percent of respondents preferred to move into a water efficient home, if looking for a new home.

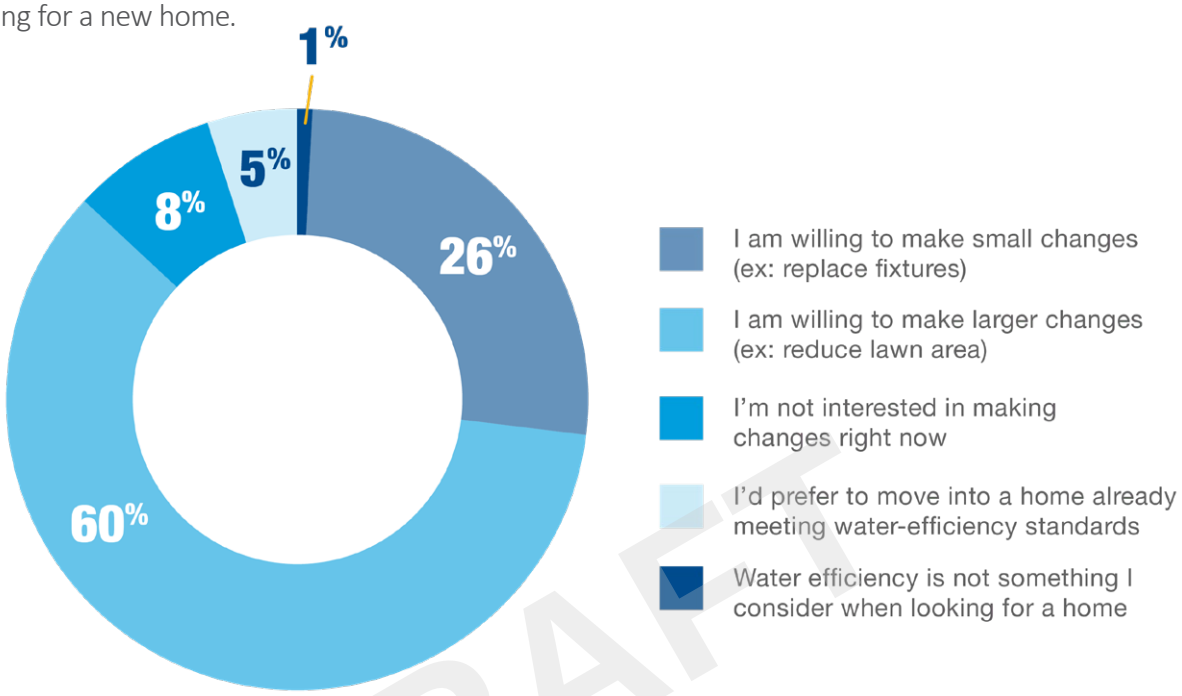


Figure 14. Willingness to make changes at home, or if looking for a new home, preferences for features in a new home.

Support for local ordinances that contribute to water efficiency and conservation was also strong. As summarized in Figure 15, 58 percent of respondents expressed support for local ordinances that specify allowable limits for lawn grass, 67 percent of respondents expressed support for ordinances that specify lawn watering schedules, and 72 percent of respondents expressed support for ordinances that require water efficient irrigation equipment.

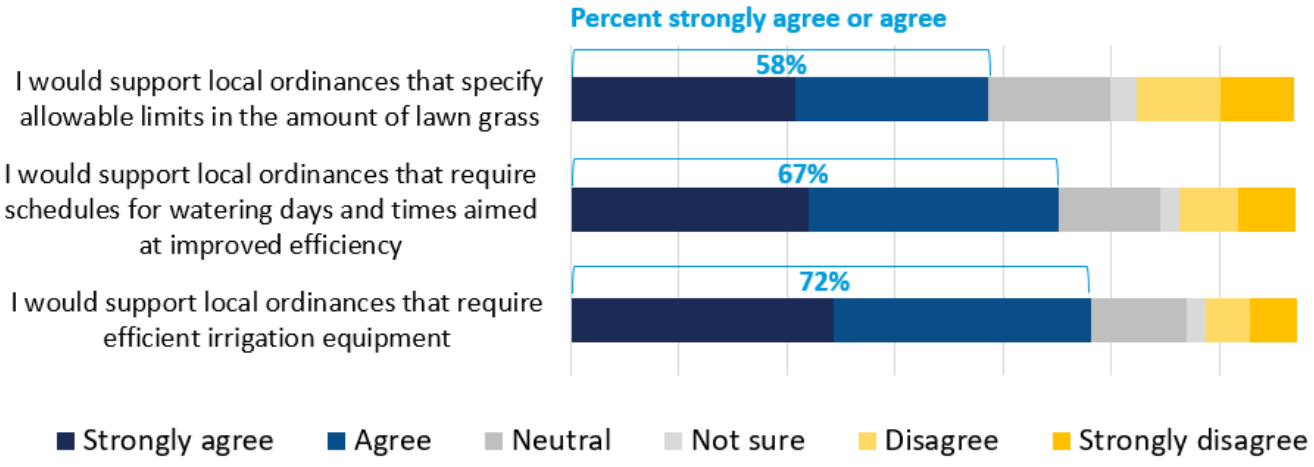


Figure 15. Attitudes towards local landscape conservation ordinances.

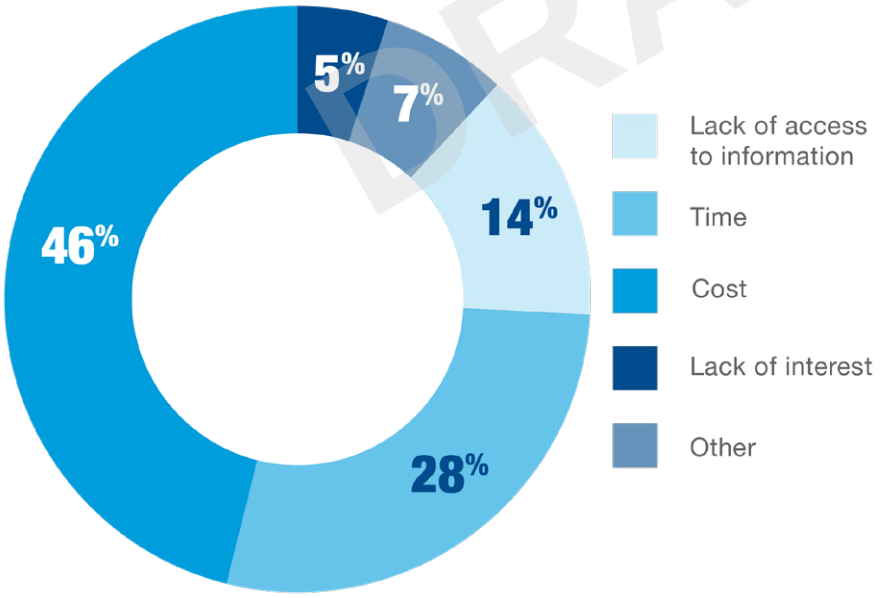
72% of respondents agree or strongly agree with an ordinance that requires efficient landscape equipment

86% of respondents are willing to make changes at their home to conserve water.

Survey results show that respondents are overwhelmingly open to changes at home and across landscapes that would result in significant water savings and a cultural shift across the region.

Water Conservation Barriers and Priorities

As summarized in Figure 16, lack of time and money were noted as the top two barriers to implementing water conservation at home. District and utility water conservation programs that provide financial support and make conserving water easy would help to break down these barriers.



Cost and time are the greatest barriers to implementing water conservation at home.

Figure 16. Barriers that impact the ability to conserve water.

Respondents were most familiar with the District's existing irrigation rebates and conservation incentives, while 16 percent were not familiar with any of the District conservation programs. When asked to rank priorities for possible future conservation programs initiated by the District, rebates and grants for landscape conversions were identified as the top two.

Priorities for future water conservation programs:

1. Rebates.
2. Grants for landscape changes at parks, schools, or other large conversion projects.
3. Measures to reduce the irrigation of areas such as road medians.
4. Classes for improving water conservation at home.
5. Water efficiency demonstration gardens.
6. Informational material for homeowners.
7. Education videos on conservation.

When asked about the likelihood of participating in specific programs, respondents expressed great interest for a conservation award program for homeowners, a plumber assistance program, landscape conversion programs, and rebates for irrigation controllers and toilets.

Figure 17 summarizes the incentives that are mostly likely to resonate with customers when adopting water conservation practices and engaging in water conservation programs.

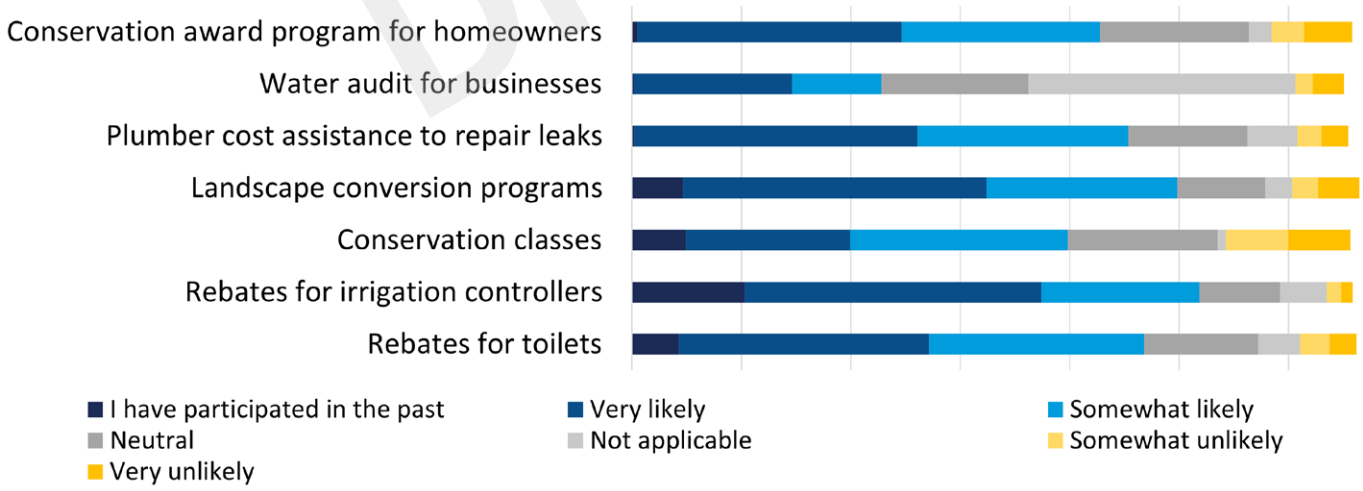


Figure 17. Likelihood of participating in specific conservation programs.

4| WATER CONSERVATION PROGRAM VISION AND GOALS

Central Utah Water Conservancy District ***Delivers Water for Life***. This guides every aspect of our work. We deliver on this mission through focus on the core values of excellence, collaboration, and communication that guide how we work and what we do. The strategic anchors of helping each other succeed, adopting a One Water approach, and communicating effectively establish a framework for success. By working together through our shared values and One Water approach, our conservation program strengthens the community's connection to water and supports the future.

Conservation is a primary pillar of water supply management, especially in the semi-arid regions of Utah where water supplies are limited and population is growing. The District envisions the conservation plan as a catalyst for responsible water use and management across the communities served.

Every drop valued. Natural beauty preserved.
A reliable water future for generations.

Water Conservation Strategic Goals

These water conservation strategic goals will serve as the focus and foundation of the District's conservation plan over the next five years. These goals tie into the District's core values and strategic anchors.

Goal 1: LEAD

Lead the region in water stewardship by setting conservation goals, guiding policy that ensures long-term water resilience, and protecting our Colorado River supply.

- Reduce per capita water use by 13% over the next five years.
- Reduce the presence of non-functional turf grass in our communities by 30%, fulfilling the obligations made as a Colorado River Basin water provider.
- Advocate for supportive legislation and regional collaboration on water efficiency.

Goal 2: DEMONSTRATE

Demonstrate the value of conservation in action through visible projects and programs.

- Demonstrate waterwise practices at District facilities, including plumbing fixtures and landscape areas.
- Follow water efficiency standards for new District facilities.
- Acknowledge and promote water conservation leadership throughout communities.
- Create innovative outdoor spaces and water conservation education exhibits that inspire generations.

Goal 3: SUPPORT

Equip communities, businesses, and residents with tools and resources to efficiently manage water. By supporting our customers and offering resources we are committed to helping others succeed.

- Provide funding for communities and cities to support tailored water conservation programs and initiatives.
- Continue offering rebates accessible to property owners for waterwise fixtures and landscape conversions.
- Provide technical assistance to homeowners, communities, and water providers on efficient water use.
- Develop resources to assist customer cities in implementing and advancing water efficiency standards in their communities.
- Strengthen our relationships and provide solutions to the issues concerning the communities within our service area.

Goal 4: EDUCATE

Educate the region on the importance of effective water management and communication.

- Engage with the communities, advancing education and resources in areas where it is most beneficial.
- Unify messaging to educate communities on the value of water and importance of stewardship.
- Inspire cultural change through outreach and education.
- Implement One Water education to further the understanding and importance that all water matters.

LEAD: Expanding on the Per Capita Goal

The Utah Water Conservation Act requires a clearly stated overall water use reduction goal for each water conservancy district and public water system. The District can only achieve this goal through providing resources to its customers and the population they serve across the region.

The state's regional water conservation goals were established in 2019. CUWCD's largest water deliveries are in the Provo and Salt Lake Basins, which were given 20 percent and 11 percent reduction goals, respectively, from 2015 use. These reduction goals are to be met by 2030. Given the new mandate on the methodology for calculating GPCD, the 2019 goals were assessed using the same method of subtracting the non-consumed portion of use (assuming 74 GPCD). With that, the 2030 goal for Salt Lake Basin users is estimated at 113 GPCD and for Provo Basin users is 105 GPCD. As presented in Section 2, the District's customers as a whole are achieving a 115 GPCD (recent three-year average). In Salt Lake County, District customers are exceeding the goal by nearly 20 percent. In Utah County, the District customers still need to achieve an additional 30 percent reduction.

While it is tempting to draw meaningful conclusions on data from 2015, the practical reality is that at the time, there was limited to no measurement and reporting of secondary water deliveries and consumptive use. In many areas, secondary use is the primary source for landscape irrigation, the single largest factor in M&I consumptive use. Since that time, the state has made great strides in metering and measurement, and CUWCD's ability to monitor and evaluate the efficiency of its Conservation Program and associated goals for reduced GPCD will significantly improve over time.

Nonetheless, the District has established an aggressive overall goal to target additional savings by 2030. The established 13 percent reduction goal on GPCD would result in an average of 100 GPCD for District customers by 2030. Achievement of this goal along with the other stated goals requires significant District investment in both staff time and financial resources specific to education, messaging, landscape transformations, and close coordination and collaboration with customer agencies. ***A reasonable and equitable target is to help customer agencies with consumers of above average use to reduce by more than those already achieving well below the average, as shown in Figure 18.***

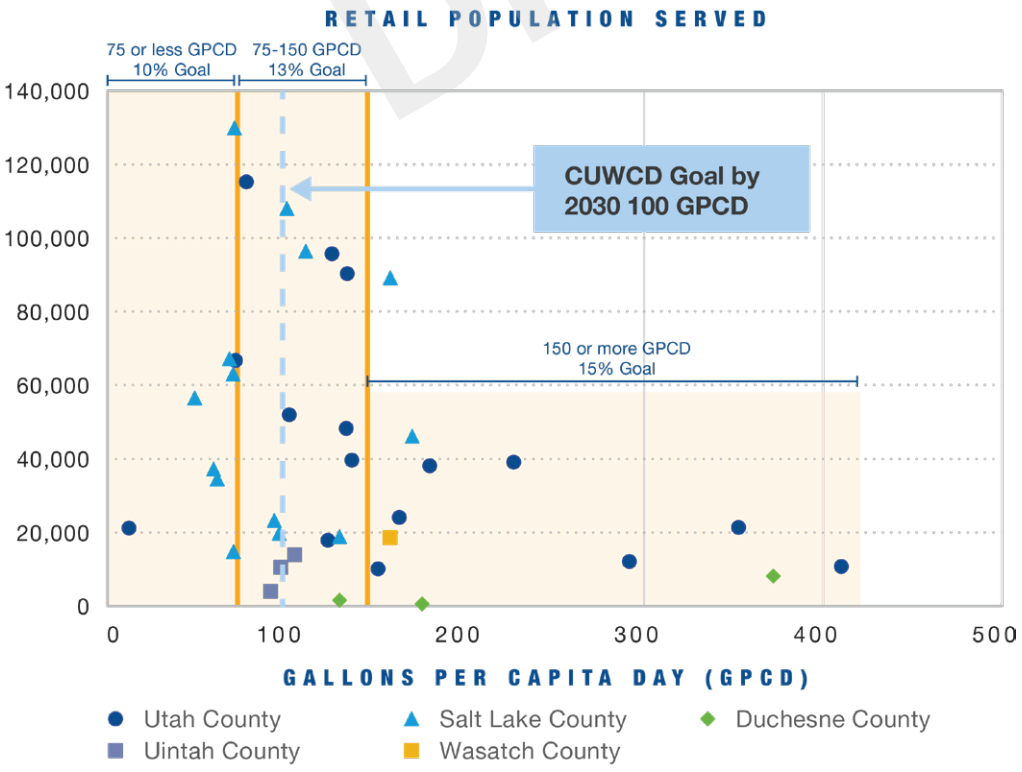


Figure 18. Per Capita Reduction Goal for the District.

Reducing per capita use from 115 to 100 results in savings of nearly 24 million gallons of water each day. Small reductions in each community can make a significant difference.

LEAD: Expanding on the Non-Functional Turf Goal

Background

Non-functional turf is irrigated grass that serves no recreational, community, or environmental purpose. It is often found in areas such as roadway medians, park strips, commercial frontages, and ornamental spaces where grass is maintained only for appearance. Maintaining these areas requires significant amounts of water that could otherwise support more essential uses. Reducing non-functional turf is one of the most effective and visible strategies for improving urban water efficiency and enhancing drought resilience across the western United States.

Communities throughout the West are transitioning from non-functional turf to drought-tolerant, climate-appropriate landscapes that provide shade, cooling, and aesthetic value while using substantially less water. These conversions are typically supported by public education, incentive programs, and collaborative partnerships among water providers, cities, and property owners.

Regional Collaboration through the Colorado River Basin MOU

In response to ongoing drought conditions in the Colorado River Basin, multiple municipal and public water providers entered into a Memorandum of Understanding (MOU) to reduce water demands and improve efficiency. Through this agreement, the signatories pledge to expand conservation programs, reduce the presence of non-functional turf, and increase water reuse to strengthen water supply reliability. A copy of the MOU is provided in Appendix C.

The MOU promotes collaboration among western water users to balance supply and demand, share best practices, and tailor strategies to local community needs. The intent is to preserve healthy economies, maintain environmental quality, and sustain the western lifestyle that depends on reliable water resources. **A key element of the MOU is the commitment to reduce non-functional turf grass by 30 percent by replacing it with drought- and climate-resilient landscaping, while maintaining vital urban landscapes and tree canopies.**

Identifying and Quantifying Non-Functional Turf

As a first step in meeting the MOU commitment, the District completed a comprehensive assessment of turf grass throughout its service area. The District used aerial imagery and machine learning through Nearmap, which allows for high-resolution mapping of landscape types across urban areas, to estimate areas of non-functional turf with a reported 75 percent confidence level.

For the analysis, non-functional turf was defined as:

- Grass areas with any single dimension of eight feet or less.
- Grass areas exceeding a 4:1 (25 percent) slope.
- Grass areas located within ten feet of a street or building.
- Grass areas outside of parcel boundaries.
- Grass that intersects buildings and measures less than thirty feet in length or width.
- Grass located within ten feet of hard surfaces and measuring less than thirty feet in length or width.

The analysis generated reports for each municipal customer, showing total turf area, non-functional turf, and park strips, along with estimated water use and potential savings. County-level summaries, illustrated in Figure 19, indicated that there are approximately 10,500 acres of non-functional turf, with more than 97% within Salt Lake and Utah Counties. Meeting the MOU will require removal of about 3,100 acres of non-functional turf in our urban areas.

Benefits

Reducing non-functional turf by the committed 30% could save an estimated 11,346 AF of water annually. **By identifying and targeting non-functional turf for reduction, the District and its partners adhere to the Colorado River Basin MOU, advance regional and statewide water efficiency goals, and demonstrate leadership in using technology and collaborative planning to secure a sustainable water future for Utah communities.**

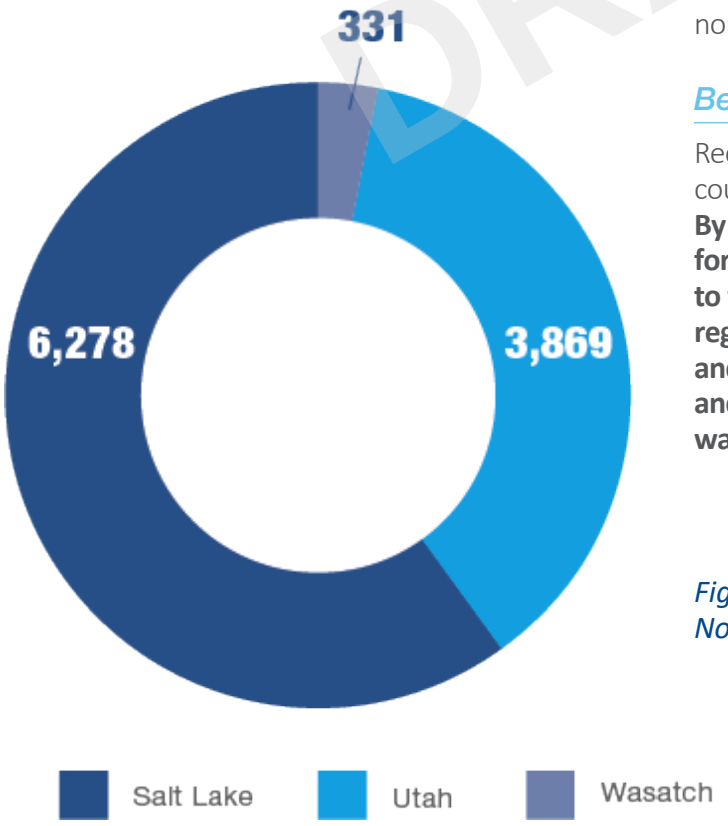


Figure 19. Estimated Acreage of Non-Functional Turf by County.

The District's History of Exceeding Conservation Goals: The Water Conservation Credit Program

Section 207 of the 1982 Central Utah Project Completion Act established a Water Conservation Credit program to distribute federal funds to implement conservation measures within the District's service area. This program allows the District to identify, evaluate, and select projects for implementation.

Under this program, a broad range of projects qualify as water conservation efforts. This ranges from large construction projects such as canal linings, to developing secondary systems for local communities, or funding irrigation improvements. Currently, the program includes 45 approved projects that were selected from 132 applications.

The overall program goal was to conserve 80,100 AFY by 2033. As seen in Figure 20, this goal was achieved 30 years early. Since the beginning of the program, the selected projects have conserved a combined total of 2,242,450 AF with annual projections of approximately 140,000 AF of conserved water each year moving forward.

Projects funded through Section 207 reached that program's 2033 conservation goal three decades early—saving over 2.2 million AF of water and counting.

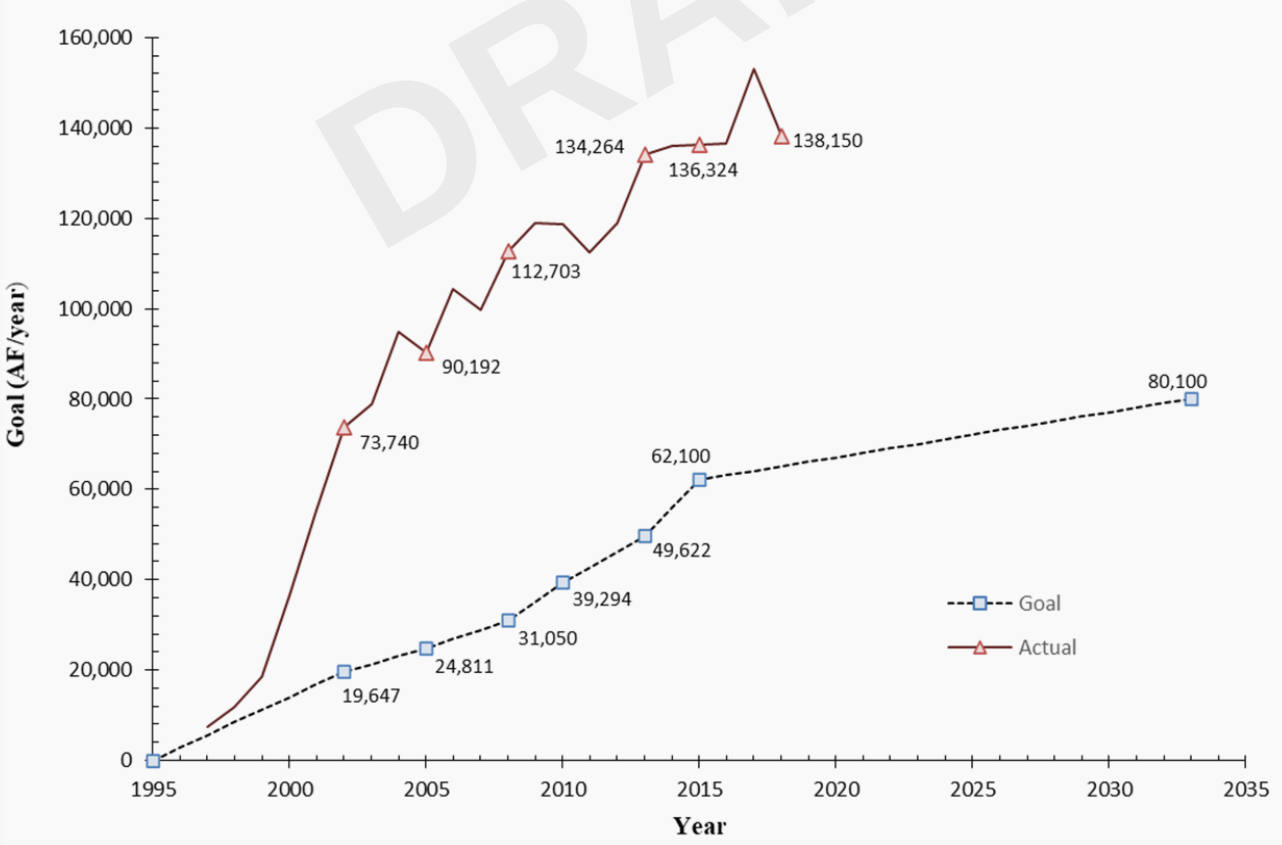


Figure 20. Water Conserved from Section 207 Projects.

5 | WATER CONSERVATION PROGRAM TO MEET GOALS

A review of the District's programs and objectives from the 2020 Water Conservation and Efficiency Plan was conducted to assess successes, identify challenges, and determine opportunities to support long-term conservation goals. In addition, a screening and evaluation process guided the selection of water conservation measures recommended for the District's future program. This process was based on close collaboration with District staff, consideration of operational and environmental factors, and both customer and public stakeholder input.

Program Screening and Selection Process

The screening and selection process incorporated both data analysis and stakeholder engagement and outreach results

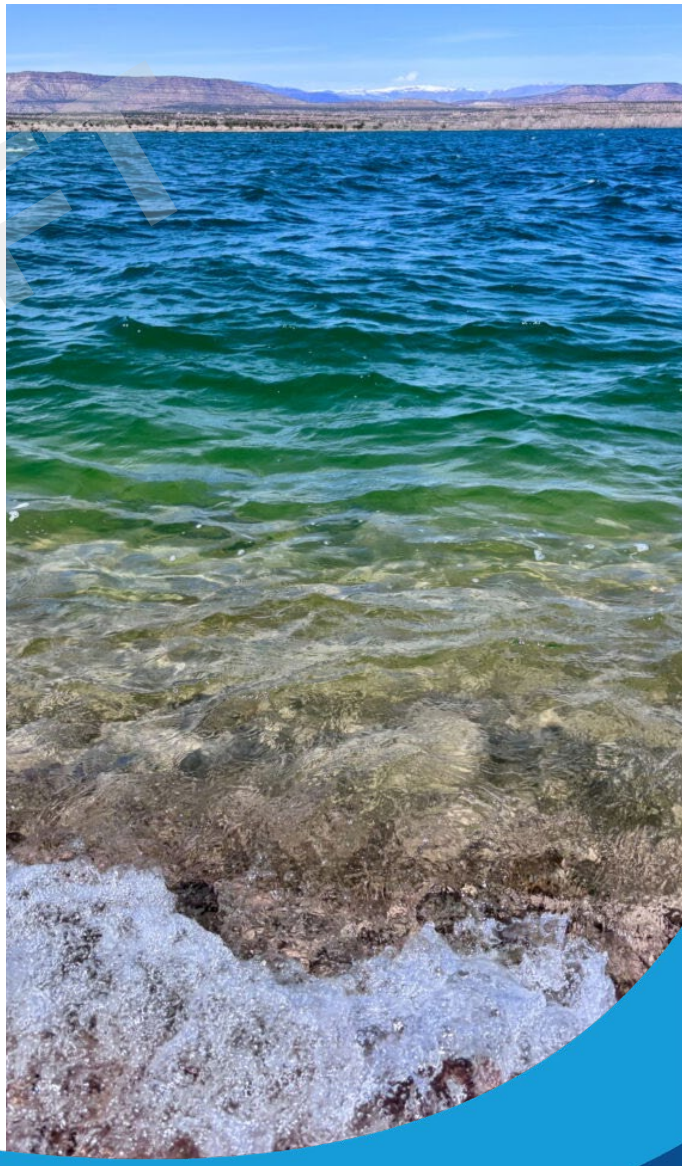
Data Analysis of Operational, Environmental, and Lifestyle

Water use patterns in Utah reveal that about 60 percent of residential use is outdoors. The peak demand drivers identified are seasonal irrigation and the impact of climate trends (less snow, more rain, longer irrigation seasons).

The cost and complexity of M&I water delivery was also considered, where water savings contribute to infrastructure longevity, reduced need for expansion, and ongoing costs for operation and maintenance.

Key environmental benefits of water conservation include helping to protect critical wetlands, as well as support local economies, air quality, and recreational uses.

Additionally, the District verified consistency with Utah Division of Water Resources (WRe) Conservation Best Management Practices (BMPs) for alignment and adoption of proven strategies.



District conservation budgets compared to program spending and participation indicate that while the District has allocated resources and prioritizes the importance of conservation, interest and awareness must increase to make the program successful.

Stakeholder Engagement and Outreach

Findings from the customer agency engagement highlighted top priorities as meeting peak demand, managing growth, and maintaining affordability. Key barriers to implement successful water conservation programs include cultural norms and resistance to change. The agencies also had a high interest in **District support through regional campaigns and messaging, large-scale grants/cost-share programs, and collaborative water management meetings.**

Findings from the public survey showed that a large majority of respondents believe that water conservation is very or extremely important. Key motivations for water conservation are drought resilience, resource preservation, and environmental protection. **Nearly 3 out of 4 respondents support limits on turf grass, and 44 percent are open to reducing lawn area. Almost half cite cost as a primary barrier to enacting water conservation measures, followed closely by time.**

Current and Recommended Programs

Over the past 5 years, the District has implemented conservation programs across residential, commercial, industrial, institutional, and agricultural sectors. Centered on education, incentives, and policy, this framework raises awareness, promotes participation, and establishes consistent standards to achieve measurable water-use efficiency. **The District's planned water conservation program focuses on reducing outdoor landscape irrigation water use to manage peak demand, support growth while maintaining affordability, and promote sustainable landscaping to protect resources and secure our water supply.** While reducing the prevalence of irrigation of non-functional turf is the primary goal, indoor conservation is important and included in the program through education, efficient fixtures, and leak prevention. The strategic water conservation goal(s) related to each program is highlighted in the sections that follow.

EDUCATION

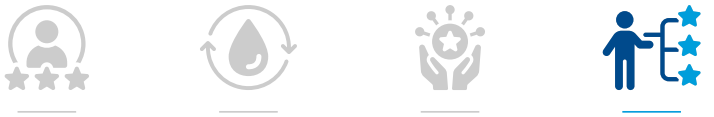
Education forms the foundation of the District's conservation efforts. By increasing public awareness and understanding of water-efficient practices, education encourages widespread adoption of conservation behaviors. While the direct impact can be hard to measure, education helps incentive programs and technical solutions be more effective, supporting communities in achieving long-term water savings.

Existing Education Programs

Slow the Flow

Slow the Flow is an educational campaign designed to promote water-saving behaviors by raising awareness and connecting Utahns to water-saving tools and resources. It has been funded by the Governor's Water Conservation Team since 2001 and consists of several partnering organizations. In 2024, management of the Slow the Flow campaign transitioned from WRe to Utah Water Ways. As a leading contributor, the District plans to continue financial support for the campaign to promote new water conservation opportunities for Utah residents.

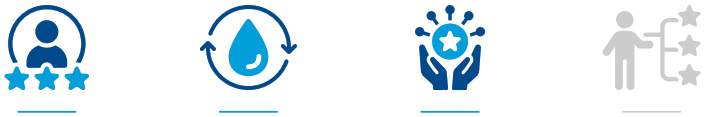
Educational Outreach and Public Events



Since 2007, the District's Educational Outreach program has engaged residents throughout central Utah in water conservation. Staff participate in a variety of events, including elementary school education programs, college classes, city library classes, booths at city events, city parades, county fairs, and other community groups, to promote efficient water use and Utah-friendly landscaping. In 2024, staff participated in 7 events, reaching more than 1,200 residents.

Program Expansion: *The District plans to expand its presence at customer community events to engage customers directly in their own communities, allowing staff to provide educational materials and discuss water conservation programs firsthand. This initiative revives pre-2020 outreach efforts, including attendance at annual events like the Pumpkin Walk and Water Festival. It also responds to customer survey feedback, indicating that only about half of respondents have participated in conservation programs, with the goal of increasing awareness and program engagement.*

Utah Water Conservation Forum Board



The Utah Water Conservation Forum Board hosts an annual Spring Water Conservation Conference and Fall Tour to promote knowledge sharing among water professionals statewide. The District supports the Forum through active membership, Board representation, and participation in events.

Youth and Kids' Classes

LEAD DEMONSTRATE **SUPPORT** EDUCATE

The District created a robust K-12 curriculum in collaboration with teachers throughout the state for many years. When the legislature enacted House Bill (H.B) 62, which charged Utah Water Ways with "Coordinat[ing] with the State Board of Education to create standards-aligned resources and professional development opportunities to be used in select grades in kindergarten through grade 12 of the public education system," the District decided to suspend internal curriculum development and supply all previous works to Utah Water Ways in an effort to achieve consistency and efficiency in the use of resources.

Landscape Classes and Workshops

LEAD DEMONSTRATE SUPPORT **EDUCATE**

The District hosts 10 to 30 in-person and virtual landscape classes and workshops annually on topics such as native plants, pollinator gardens, drip irrigation, lawn care, smart irrigation, and soils. Led by experts and local professionals, these classes provide residents with practical tools to implement water-saving practices at home.

In 2024, the District hosted 8 landscape workshops and 31 landscape classes, teaching more than 1,300 people about water-efficient landscape design, park strip conversion, proper lawn watering, tree care, and more.

Future Additions to Education Programs

Together, the following efforts create an expanded education and engagement package designed to increase awareness, encourage adoption of water-saving practices, and strengthen the District's regional water conservation impact.

Utility to Customer Engagement Support

In 2023, the District issued a request for proposals for communication and data analytics services to address a key challenge to target customers with the greatest conservation potential. In 2024, Yoppify was awarded a five-year contract to recruit 5 customer agencies annually interested in integrating communication services to increase customer engagement. Participating cities, in collaboration with the District, will send targeted messaging on conservation opportunities and water use directly to water users. The cities will provide aggregated water-use data to the District, which they will analyze alongside program participation and aerial imagery to assess program effectiveness and awareness. A 3-year pilot program is proposed, with the District covering 100 percent of Yoppify's costs in the first year, followed by an 80/20 cost share in year two and 70/30 cost share in year three, with the potential for program continuation.

Conservation Retrofits at District Facilities

The District plans to implement water conservation retrofits at its headquarters and other facilities, focusing on the installation of indoor and outdoor water-efficient fixtures and landscapes. Upgrades will include low-flow faucets, toilets, and irrigation systems, as well as smart irrigation technologies to reduce outdoor water use. The program aims to improve operational water efficiency, reduce utility costs, and serve as an internal model for best practices in water conservation. The District will monitor water savings, document outcomes, and apply lessons learned to guide future facility upgrade programs and support broader conservation initiatives.

Water Conservation Marketing Campaign

LEAD DEMONSTRATE **SUPPORT** **EDUCATE**

In alignment with feedback from its customers, the District is planning a comprehensive marketing and engagement strategy to promote water-efficient behaviors and practices across the region. Central to this strategy is a significant increase in marketing and outreach resources to plan and execute these campaign elements, including:

- Bi-annual Water Management Collaborative Workshops: Convening municipal staff, utility operators, and water stakeholders to share best practices, discuss emerging technologies, and collaborate on consistent messaging materials and strategies to improve regional water management. Workshops will be documented, with actionable follow-ups identified to inform future conservation initiatives.
- Social Media Campaigns: Engaging content highlighting conservation tips, program updates, and success stories to reach a broad audience and reinforce the District's programs.
- Consistent Messaging Materials: Development and maintenance of clear, accessible materials that guide customers on efficient water practices and support broader outreach efforts.

INCENTIVES

Incentive programs complement the District's education and engagement efforts by providing tangible support for adopting water-efficient technologies and practices. By offering financial rebates and incentives, technical guidance, and hands-on support, these programs reduce cost barriers and encourage both commercial and residential participants to implement conservation measures.

Existing Incentive Programs

Utah Water Savers

Utah Water Savers was created in 2017 and expanded in 2018 through a partnership with the WRe to serve as the central platform for statewide water conservation rebates. Currently, the District participates in Utah Water Savers to offer the following programs:

Landscape Incentive Program

Under Utah Water Savers, residents and businesses are paid to replace turf with water-efficient landscaping. The District also supports related programs such as drip irrigation conversions and tree planting incentives. In Utah, each square foot (sqft) of turf replaced can save 35-40 gallons of water year-over-year. Replacing the turf in front lawns with water efficient landscaping can save over 80,500 gallons each year.

In 2024, the District processed over 600 Landscape Incentive Program applications, facilitating the conversion of 612,621 sqft of lawn to water-wise landscaping, aiding in the conversion of 95,161 sqft of planting beds to drip irrigation, and supporting 185 new tree installations.

Program Expansion: *Previously, the maximum rebate was limited to properties located within cities that had adopted Water Efficiency Standards. In 2024, with hopes of encouraging greater participation, the District removed the limitation requiring municipalities to adopt the Water Efficiency Standard in order to qualify for the Districts portion of the turf removal incentive. The District launched a pilot program with Orem City for 2025, with plans to expand it across the entire service area in 2026.*

Residential Toilet Replacement Program

Under Utah Water Savers, residents are paid to replace older, high-flow toilets with modern, water-efficient models. Toilet rebates are available for up to $150 for single-family homes when an old toilet is replaced with a WaterSense-labeled toilet.

Each toilet replaced can save over 8,000 gallons of water a year. In 2024, the District issued over 300 toilet rebates for their service area.

Residential Smart Controller Program

Under Utah Water Savers, residents are paid to replace an existing irrigation controller with an EPA WaterSense-labeled smart irrigation controller. Since 2016, single-family homes have been able to receive a $100 rebate when purchasing an eligible smart controller.

One new smart controller replaced can save over 8,000 gallons of water per year. In 2024, the District issued nearly 1,500 smart controller rebates for their service area.

Program Expansion

The District recognizes that increasing public awareness of Utah Water Savers is key to driving greater participation. To support this goal, the District plans to expand outreach and marketing efforts across both traditional and digital platforms. As part of this effort, the Utah Water Savers website will be linked to the Slow the Flow website to improve visibility and help more users discover and engage with the programs.

Commercial Smart Controller Program

LEAD | DEMONSTRATE | **SUPPORT** | EDUCATE

The District pays commercial properties to install EPA WaterSense-labeled smart irrigation controllers. Property owners can receive half of the controller cost (up to $1,500). Since 2017, the District has issued over 5,400 smart controller rebates, investing over $1.8 million.

Commercial Toilet and Urinal Replacement Program

LEAD | DEMONSTRATE | **SUPPORT** | EDUCATE

The District pays businesses and commercial properties to replace high-flow toilets with water-efficient models. Rebates are available for up to $150 per tank-style toilets and $250 for tankless toilets and urinals.

Incentive Programs Launched in 2025

Strategic Water Management Pilot Program

This program offers fully customizable incentives based on the amount of water saved, providing $50 for every 1,000 gallons conserved. Eligible projects include converting evaporative cooling to mechanical cooling, implementing process improvements that reduce water use, and other unique or creative water-saving methods.

Water-Cooled to Air-Cooled Ice Machine Incentive

This program covers 50 percent of product costs, up to $1,000, for replacing water-cooled commercial ice machines with air-cooled models. Water-cooled machines can use up to 100 gallons per 100 pounds of ice, and eligible replacements must be Energy Star certified. Each machine replaced can save up to 219,000 gallons of water per year.

Commercial Shower Head Incentive

This incentive program covers 50 percent of the cost of EPA WaterSense-approved shower heads, up to $50 per unit for commercial properties. Eligible shower heads must flow at 1.75 GPM or less at 80 PSI. Currently, this program is available for commercial customers only. Each showerhead replaced can save up to 2,700 gallons of water per year.

Manual to Sensor-Operated Lavatory Faucet Incentive

This program provides 50 percent of the cost, up to $100 per faucet, for replacing manual faucets with EPA WaterSense-approved sensor-operated models. Faucets must flow at less than 1.2 GPM and be configured to shut off immediately when the sensor is not activated. Each faucet replaced can save 700 gallons of water per year.

Recently Discontinued Programs

Landscape Leadership Grant Program: Launched in 2020, this program supported both retrofit and new landscaping projects, funding a total of 44 projects before it was replaced in 2023 with the commercial offerings of the Landscape Incentive Program.

Home Builder Localscapes Rewards Program: Started in 2020, this program provided incentives for new home construction by developers, supporting 585 homes before it was discontinued in 2024.

Future Additions to Incentive Programs

These incentive programs build on the District's existing conservation initiatives, providing additional financial and technical support to encourage water-efficient practices. Together with the expanded education and engagement efforts, they help increase participation, promote consistent conservation messaging, and support long-term water savings across communities and households.

Municipal Cost-Share Program

This program would provide cities and member agencies financial support for water-efficient technologies and practices, such as landscape conversions, smart irrigation, AMI installation, local rebates, education programs, conservation staff time, and more. Projects would be evaluated for eligibility and water savings, implemented under a cost-share agreement, and reimbursed after verification, with follow-up to track long-term benefits.

Plumber Program

This program would provide free or low-cost residential leak repair services to households. Participants or participating municipalities would submit service requests, and the District would dispatch a certified plumber from its pre-qualified contractor pool and pay them directly. Repairs may be verified for eligibility, and the program may be available broadly or targeted to cities, depending on the success rates from program rollout. A household can save 10,000 gallons of water annually by repairing leaks.

Landscape Consultation Program

This program would offer technical assistance to residential and commercial participants to improve irrigation efficiency and implement low-water landscaping. District staff or contracted auditors would evaluate irrigation systems, adjust system settings, and replace broken fixtures if needed. Participants adopting recommendations may receive incentives or seed credits, with completed improvements documented for reimbursement.

Leadership Grant Program

The District plans to provide incentives to cities that demonstrate visible leadership in water conservation by replacing non-functional turf in public spaces. Cities would submit proposals with target areas, estimated water savings, and strategies. Completed projects would receive reimbursement at twice the residential rebate rate ($3 to $6 per square foot) to encourage municipal leadership, with follow-up monitoring to document savings. Replacing, non-functional turf with water-efficient landscaping can reduce water use by 50%.

Stormwater Management Credit Program

This program would encourage low-impact development practices in new construction and residential projects. Participants would submit plans detailing stormwater management measures such as bioswales, rainwater harvesting, or other infiltration systems, which the District would review for eligibility and expected benefits. Verified installations would receive financial incentives or credits, supporting water conservation, stormwater quality, and sustainable site development.

POLICY

The District does not set or enforce policies or regulations beyond what is outlined in its customer contracts. Instead, the District provides resources, guidance, and programs that support water efficiency and conservation. Regulatory authority remains with state and local governments, while the District's role is to assist water users in adopting best practices and meeting applicable requirements.

Water Efficiency Standards

LEAD | DEMONSTRATE | SUPPORT | EDUCATE

The District's Water Efficiency Standards outline landscaping and indoor fixture standards intended to conserve public water resources. The standards establish limits on turf grass in new residential, commercial, industrial, and institutional developments; prohibit lawn in park strips and steep slopes; and encourage the use of drip irrigation, smart controllers, mulch, and regionally appropriate plants. Recommendations also promote WaterSense-labeled indoor fixtures for new construction and remodels. They also provide design requirements and best-practice guidelines for outdoor landscaping and irrigation efficiency, to reduce water use in new developments while remaining consistent with Utah law.

Program Expansion: *Looking ahead, the District anticipates entering into new contracts to serve additional users. These future contracts will include water efficiency standards, enabling the District to promote and increase water savings through the structure of its agreements while continuing to complement state and local regulatory frameworks.*

In addition, the District has appointed a new Director of Strategic Engagement to lead advocacy efforts with government officials and policymakers. While this role primarily addresses broader water policy issues, anticipated changes in water resource management will directly influence water conservation initiatives and help guide the District's programs.

AGRICULTURAL CONSERVATION

While municipal customers represent a major focus of the District's conservation planning, agricultural producers also play a critical role in achieving long-term regional water goals. The District has partnered with state agencies, universities, and local producers to pilot and evaluate conservation practices that balance the needs of agricultural users with the growing demands of municipal customers.

Agriculture Water Resiliency Study

The District partnered with the Colorado River Authority and others to assess conservation strategies that promote agricultural resilience while safeguarding Utah's share of Colorado River supplies for both farm and municipal uses. The final report, available through the Colorado River Authority, provides recommendations for long-term water supply risk reduction and management.

Pelican Lake Subsurface Drip Irrigation Pilot Project

This pilot project evaluated subsurface drip irrigation as an alternative to center-pivot irrigation for alfalfa production on approximately 30 acres of land. The project is expected to provide valuable data on water savings, crop yield impacts, and system performance under agricultural field conditions.

Agricultural Water, Demonstration, Research, and Implementation (AG-DRIP) Pilot Program

LEAD DEMONSTRATE **SUPPORT** EDUCATE

Partnership with Utah State University and the Colorado River Authority to advance modern agricultural water conservation practices by providing producers with soil moisture sensors, flow meters, weather stations, field evaluations, alternative crop seed credits, and irrigation supply credits in exchange for a five-year enrollment, irrigation management plans, and data sharing with the AG-DRIP team.

Program Analysis

Water conservation programs were evaluated to assess their potential impact towards achieving goals, with emphasis on cost-effectiveness and stakeholder interest. Projections were developed using assumptions for the number of participants or units affected, cost per unit, and expected water savings per unit in gallons per day (gpd), which were then aggregated to estimate total savings in gpd and AF from 2026 to 2030. Programs with high stakeholder interest, water-saving potential, and cost-effectiveness represent priority initiatives for implementation.

Table 4 summarizes stakeholder interest, anticipated staff effort, water savings potential, and cost-effectiveness of each measure. While the recommended programs are expected to contribute significantly to future water savings, achieving the full water conservation goals will also rely on Utah's statutory requirement that all secondary water connections be metered by 2030. Metering has been shown to reduce outdoor water use by 20 to 40 percent by providing customers with direct feedback on consumption and encouraging more efficient irrigation practices. Further, mandatory ordinances that specify the number of days lawn irrigation is allowed and prohibit waste, when enforced, are effective tools for significantly reducing water use. While the District can support municipalities in these efforts, the District does not have authority to adopt nor enforce ordinances.

The following activities are expected to have a high impact on water savings and should be prioritized:

Additional Education and Marketing

The Additional Education and Marketing programs have the potential to generate significant water savings.

Table 4. Water Conservation Program Analysis

	Program(s)	Stakeholder Interest	Staff Resources	Water Saving Potential	Cost Effectiveness
Existing Education Programs	Slow the Flow, Outreach, Public Events, Forum Board, and Classes and Workshops	Medium	Low	Medium	Medium
Additional Education Programs	Utility to Consumer Engagement Support	Medium	Medium	High	High
	Conservation Retrofits at District Facilities	Medium	Medium	Medium	High
	Water Conservation Marketing Campaign	High	High	Medium	High
Existing Incentive Programs	Landscape Incentive Program	High	High	High	High
	Toilet Replacement Rebate	High	Low	Medium	Medium
	Smart Controller Rebate	High	Low	Medium	Medium
	Strategic Water Management Program	High	High	Low to High	Low to High
	Ice Machine Incentive	High	Low	Medium	Medium
	Shower Head Incentive	High	Low	Medium	Medium
	Lavatory Faucet Incentive	High	Low	Medium	Medium
Additional Incentive Programs	Municipal Cost-Share Program	High	Medium	Low to High	Low to High
	Plumber Program	Medium	High	High	Medium
	Landscape Consultation Program	Medium	High	High	Medium
	Leadership Grant Program	High	Medium	High	High
	Stormwater Management Credit Program	Medium	High	Medium to High	Medium

Utility-to-Consumer Engagement Support promotes behavior change by connecting customers directly with their water usage through an app. One of the most empowering ways to encourage landscape water conservation is to help people understand how much water their landscapes actually need. It has been demonstrated that showing users their landscape water requirements alongside their actual water use can lead to significant reductions in water consumption. Marketing plays a critical role in this program. The greater the number of customers reached, the larger the potential impact on water savings.

The District has identified four District-owned properties ideal for the Conservation Retrofits at District Facilities program. With a wide geographic distribution, these sites could engage a larger audience than a single location, and costs would be low due to existing land ownership.

The Water Conservation Marketing Campaign includes organizing a bi-annual conservation collaborative workshop for customers and retailers, providing training, sharing best practices, and highlighting successes and lessons learned, while also strengthening relationships between District and water utility and city staff. In addition, it allows the District to monitor progress and tailor conservation programs to evolving needs.

Landscape Incentive and Leadership Grant Programs

As part of its Landscape Incentive and Leadership Grant Programs, the District plans to implement waterwise landscapes that combine beauty, low maintenance, and efficient water use. These landscapes will reduce reliance on turf, demonstrate efficient irrigation, and achieve immediate water savings while encouraging long-term behavior change. Demonstration sites and educational components will provide visible examples for decision-makers and future generations, fostering community engagement and lasting cultural change. The District will partner with retailers to help fund the conversion of city properties into waterwise education spaces to maximize reach and impact.

Strategic Water Management and Municipal Cost-Share Programs

The District's planned Strategic Water Management and Municipal Cost-Share Programs have the potential to achieve significant water conservation by providing tailored incentives and support to commercial, multi-family, industrial, institutional properties, and municipalities. These programs allow participants to select eligible upgrades or management practices that improve water efficiency, including facility and fixture improvements as well as enhanced indoor and outdoor water use management. By offering customizable incentives for a wide range of project types, the programs encourage participants to implement the most effective water-saving measures for their specific needs. This flexibility, combined with support for both infrastructure upgrades and operational improvements, enables substantial and measurable water savings across diverse customer sectors.

Other high-impact activities that warrant focus include the following:

Secondary metering

Metering secondary water is key to reducing outdoor water use. Tracking actual usage is a critical first step toward reducing consumption in this area. Through the programs outlined in this Plan and in support of the State of Utah's law requiring the installation of meters on pressurized secondary water systems for all end-user connections by 2030, the District will support retailers by identifying areas in its service area with the highest secondary water conservation potential and collaborating with retailers on funding grants and applying for state or federal grants to support the installation of secondary meters.

Water efficiency policies and state legislation

The District can play an active role in shaping policies and legislation that drive meaningful water conservation statewide. The District will advocate for policies and legislation that promote conservation, such as water banking and updated beneficial use rules, while working with homeowners associations and municipalities to adopt water-efficient landscaping without compromising community aesthetics.

Water efficiency standards in contracts

The District will continue integrating water efficiency goals into all contracts. Where appropriate, contract renewals could include incentives and guidance to support successful outcomes. These standards could address low-water landscaping in new developments, the percentage of metered secondary connections, or implementation of tiered rate structures, ensuring that contractual obligations align with long-term water conservation objectives.

Program Cost and Savings Projections

Budget and labor estimates are based on historical program costs, participation rates, and research into other successful water conservation programs offered by utilities, municipalities, and agencies such as EPA WaterSense. Program and labor costs for each program were calculated using assumptions including the number and cost of projects each year, labor hours, and an hourly labor rate of a water conservation staff member.

Table 5 summarizes projected annual costs and FTE staffing for existing and additional education and incentive programs from 2026 through 2030. The budget includes the District's contributions to Jordan Valley Water Conservancy District's water conservation program, per the 2025 interlocal cooperation agreement. Total program costs increase from $8.2 million in 2026 to $10 million in 2030, while total FTEs grow to 9. Additional programs gradually expand both expenditures and staffing compared with existing programs.

Figure 21 presents projected cumulative water savings from 2026 through 2030. The data shows total water savings expected to reach approximately 22,000 acre-feet by 2030, indicating the effectiveness of the water conservation strategy. These savings are only achievable through the coordination and dedication of city staff and the businesses and residents of central Utah.

Table 5. Projected Water Conservation Program Budget and Staffing

	Program(s)	2026	2027	2028	2029	2030
Existing Education	Cost	$500,000	$500,000	$500,000	$500,000	$500,000
	FTEs	2.0	2.0	2.0	2.0	2.0
Additional Education	Cost	$1,615,000	$1,615,000	$2,040,000	$2,040,000	$2,040,000
	FTEs	0.5	1.0	1.0	1.5	1.5
Existing Incentives	Cost	$3,228,000	$3,233,000	$3,288,000	$3,288,000	$3,288,000
	FTEs	4.0	4.0	4.0	4.0	4.0
Additional Incentives	Cost	$2,907,000	$3,287,000	$3,604,000	$3,838,000	$4,096,000
	FTEs	0.5	1.0	1.0	1.5	1.5
Totals	Cost	$8,250,000	$8,635,000	$9,432,000	$9,666,000	$9,924,000
	FTEs	7.0	8.0	8.0	9.0	9.0

Funding levels, between $8M-$10M is needed anually to achieve the water conservation goals.

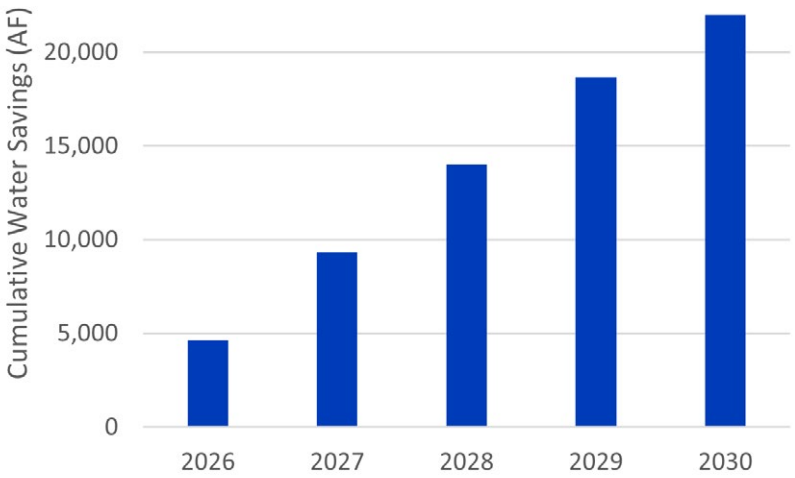


Figure 21. Projected cumulative water savings from 2026 through 2030.

6| IMPLEMENTATION PLAN

The following provides a roadmap for implementing the new components of the water conservation plan over the next five years.

Year 0 – Foundational Actions

- Develop standardized tracking spreadsheets for existing programs that include critical information for measuring program success (e.g., estimated water savings, cost per measure).
  - » Use these spreadsheets to begin tracking programs so that progress toward conservation goals can be measured.

Year 1 – Program Development (2026)

First half of 2026:

- Develop and test a methodology using Yoppify or similar for aggregating water use data, comparing program participation, and leveraging aerial imagery to analyze program effectiveness and awareness. Further utilize Yoppify to identify and notify households with leaks.
- Analyze the irrigation audit report completed in Fall 2025, address all identified irrigation issues, and optimize the system efficiency while creating a use reduction goal.
- Hold the first Water Management Collaborative Workshop.
- Coordinate with customers to create a calendar of Customer Community Events for the next five years.
- Devote adequate staff resources to support program marketing, administration, and implementation.
- Prepare materials for new incentive programs, including:
  - » Program guidelines, requirements, applications, tracking spreadsheets, marketing materials, and FAQs.
  - » Programs should start small with options for future expansion after initial implementation success is determined.

Second half of 2026:

- Update contract language to incorporate WES (Water Efficiency Standards), sooner if needed.
- Continue aggregating water use data and analyzing program effectiveness and awareness using Yoppify or similar.
- Implement efficient irrigation and install water-efficient fixtures at District-owned properties.
- Hold the second Water Management Collaborative Workshop.
- Begin full-scale implementation of the Water Conservation Marketing Campaign, including planning and executing collaborative workshops, managing social media campaigns, maintaining consistent messaging, coordinating customer and community events, and promoting both existing and new water conservation programs.
- Begin full-scale implementation of the first four new incentive programs, including the Municipal Cost-Share Program, Plumber Program, Landscape Consultation Program, and Leadership Grant Program.

Year 2 – Program Implementation (2027)

- Develop demand and conservation projections. Adjust the conservation program as needed.
- Continue using Yoppify or similar to analyze program effectiveness and awareness.
- Continue installation of water-wise landscaping and water-efficient fixtures at District-owned properties.
- Continue bi-annual Water Management Collaborative Workshops.
- Continue full-scale implementation of all programs, making adjustments based on lessons learned and documenting successes and challenges to improve future programs.
- Compare actual program costs and water savings to budget and projections, and make adjustments as needed.

Years 3-5 – Program Optimization (2028–2030)

- Begin full-scale implementation of the Stormwater Management Credit Program.
- Continue bi-annual Water Management Collaborative Workshops.
- Continue full-scale implementation of all programs, making adjustments based on lessons learned and documenting successes and challenges to improve future programs.
- Compare actual program costs and water savings to budget and projections, and make adjustments as needed.

By 2030, aggregate all critical information to prepare for the next five-year water conservation plan update.

This timeline is flexible and may change based on unforeseen factors. Adjustments should be made as programs are implemented and lessons are learned.

APPENDIX A

Board Resolution, Minutes, and Notification Procedures

Placeholder for Board Resolution

Support

PUBLIC NOTICE WEBSITE
DIVISION OF ARCHIVES AND RECORDS SERVICE

Board of Trustees Public Hearing

General Information

Government Type:

Special Service District

Entity:

Central Utah Water Conservancy District

Entity Website:

http://www.cuwcd.gov

Public Body:

Central Utah Water Conservancy District Board

Notice Information

Add Notice to Calendar

Notice Title:

Board of Trustees Public Hearing

Notice Type(s):

Notice, Hearing

Event Start Date & Time:

November 19, 2025 01:00 PM

Description/Agenda:

PUBLIC NOTICE
BOARD OF TRUSTEES PUBLIC MEETING
CENTRAL UTAH WATER CONSERVANCY DISTRICT
1426 E 750 N, STE 400, OREM, UT 84097
WEDNESDAY, NOVEMBER 19, 2025, 1:00 PM

PUBLIC NOTICE is hereby given in accordance with Utah Code Section 73-10-32, that the Board of Trustees of the Central Utah Water Conservancy District will hold a public hearing to take comments on the District's Water Conservation and Efficiency Plan on Wednesday, November 19, 2025, 1:00 p.m., at District Headquarters, 1426 E 750 N, Orem, Utah 84097. Those who wish to make comment may attend in person at our anchor location, or submit any statements or comments by 4:30 p.m., Tuesday, November 18, to landerson@cuwcd.gov. If you have any questions regarding the process, please call 801-226-7100.

Gene Shawcroft
General Manager/CEO

Notice of Special Accommodations (ADA):

The Central Utah Water Conservancy District will make every effort to make this meeting accessible to disabled attendees. Please contact the Human Resource Manager at 801-226-7100 with any special needs requests three (3) days prior to the scheduled meeting.

Notice of Electronic or Telephone Participation:

NA

Meeting Information

Meeting Location:

1426 E 750 N, Ste 400
Orem, UT 84097
Show in Apple Maps | Show in Google Maps

Contact Name:

Lisa Anderson

Contact Email:

landerson@cuwcd.gov

Contact Phone:

(801)226-7103

Notice Posting Details

Notice Posted On:

November 03, 2025 02:48 PM

Notice Last Edited On:

November 03, 2025 02:48 PM

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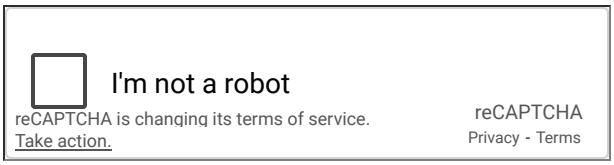


APPENDIX B

Public Survey Full Results

Public Survey in Support of the 2025 Water Conservation Plan

Prepared by Carollo Engineers

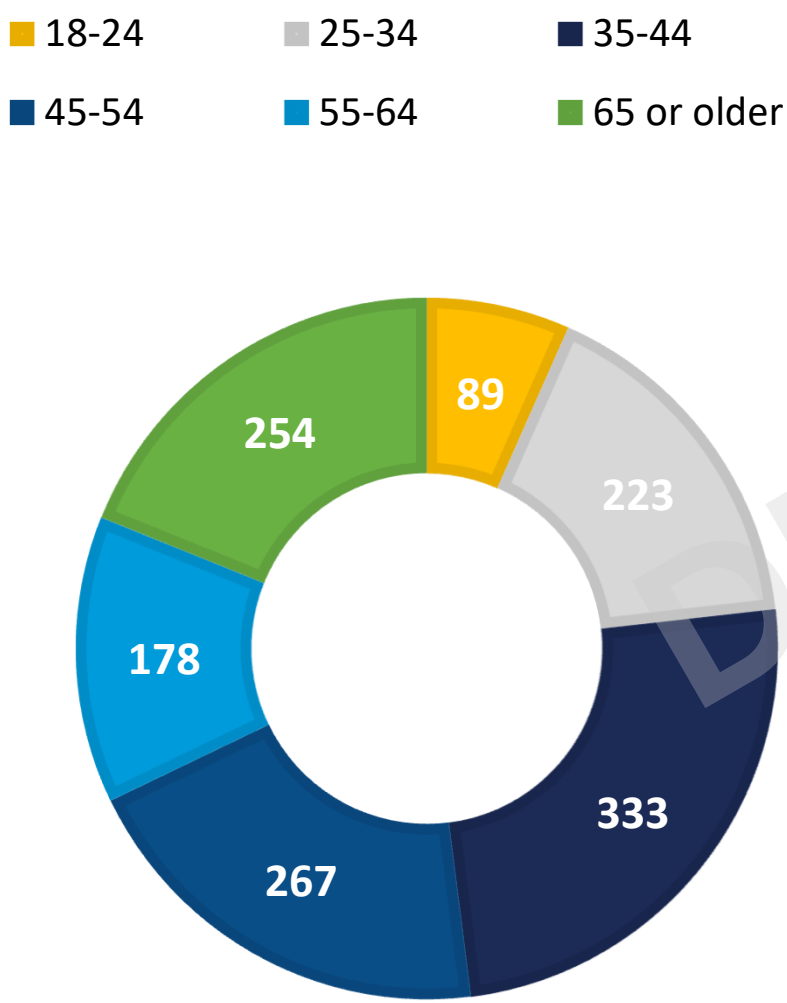
September 2025

CENTRAL UTAH WATER
CONSERVANCY DISTRICT

Public survey overview:

- Survey open from May 17th through July 28th
  - Survey was promoted through email, social media, newsletters, public events, and on CUWCD's website
- A total of 1,355 responses were received
- Survey questions focused on conservation attitudes and interest in current and future programs

Respondent demographic summary:



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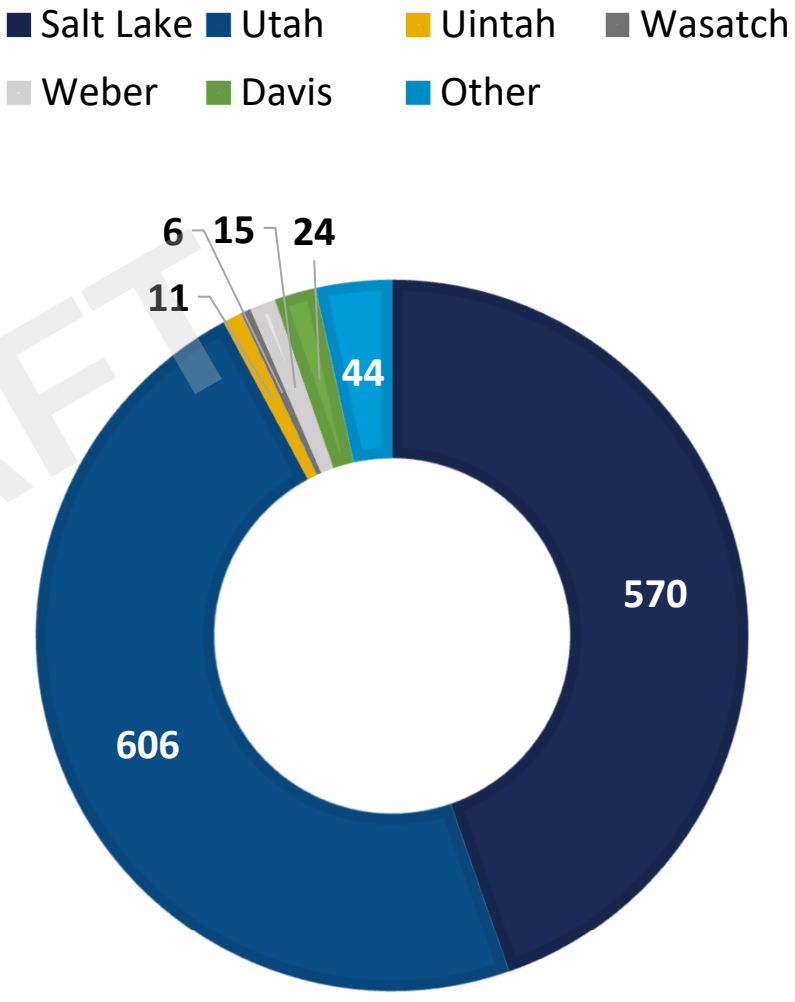

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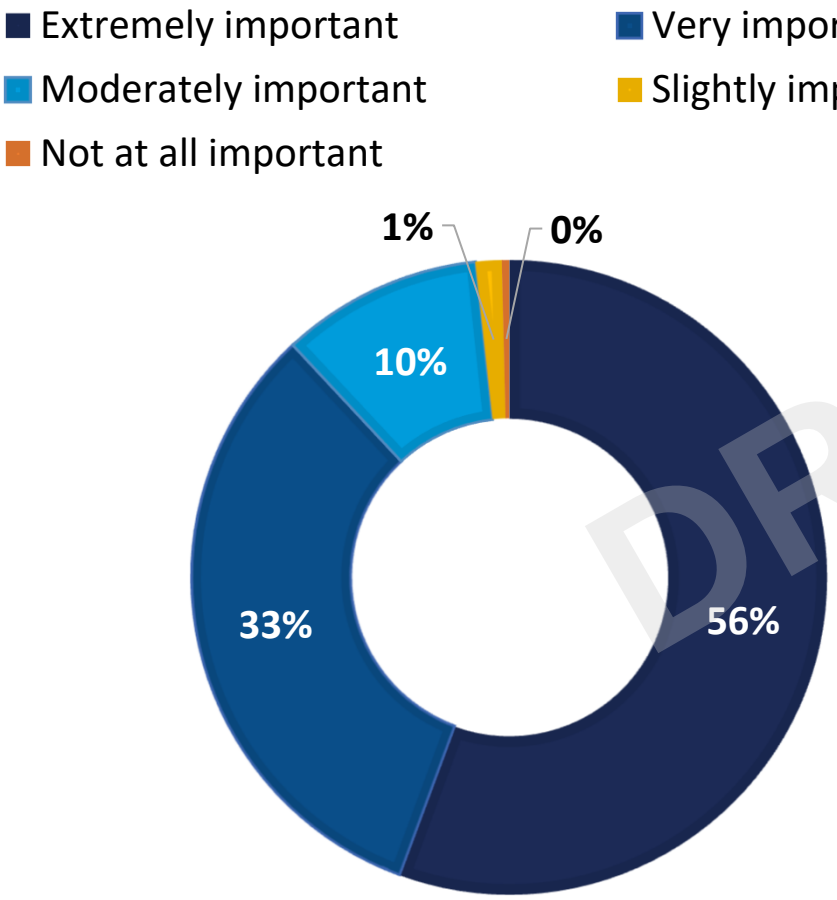
Importance of water conservation:



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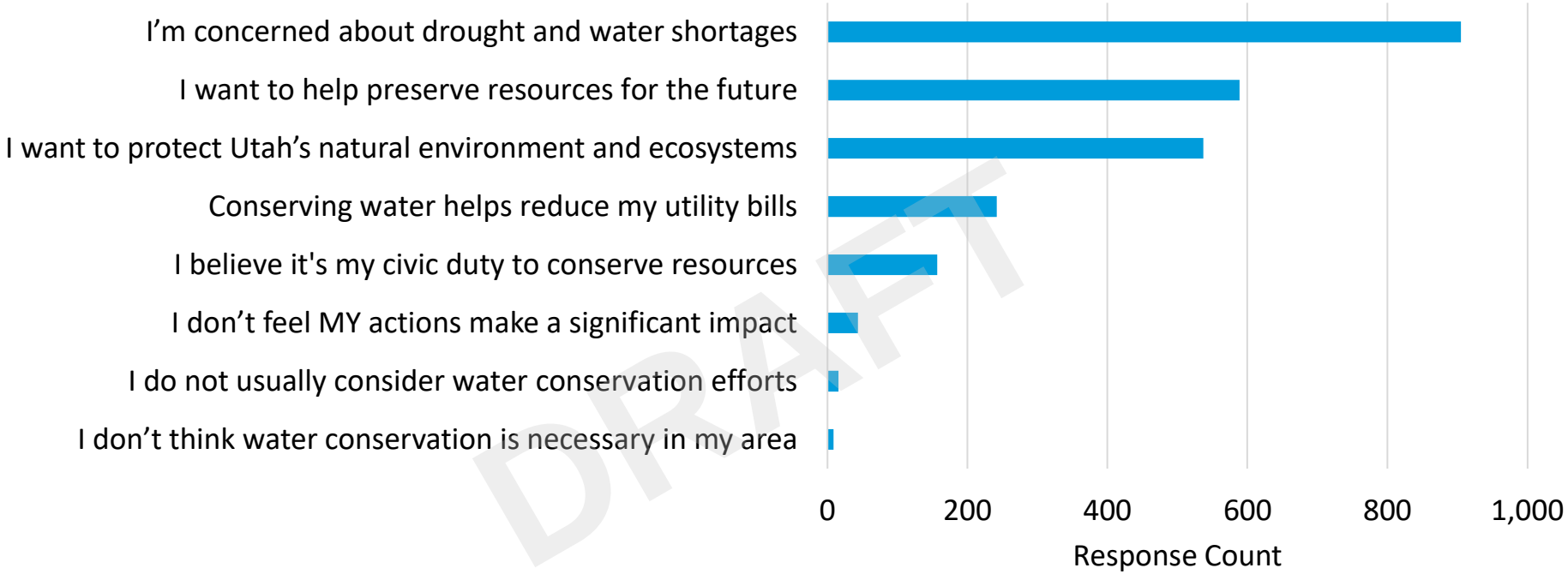
Q1. How important is water conservation to you?

9 out of 10 respondents indicated conservation is very or extremely important

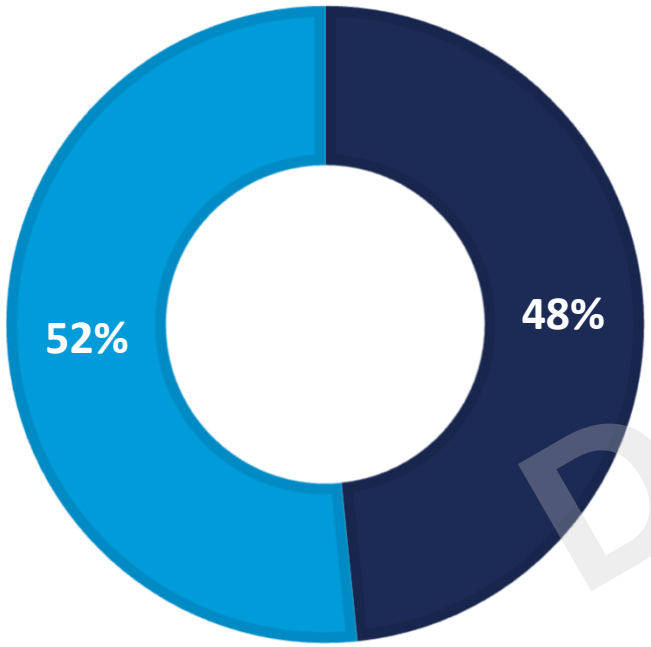
Reasons for feeling this way about water conservation:



Concern about drought and water shortages is the most common reason respondents felt conservation is important

Q2. Please select the main reason(s) you feel this way about water conservation. [select up to two]

Previous participation in a water conservation program.



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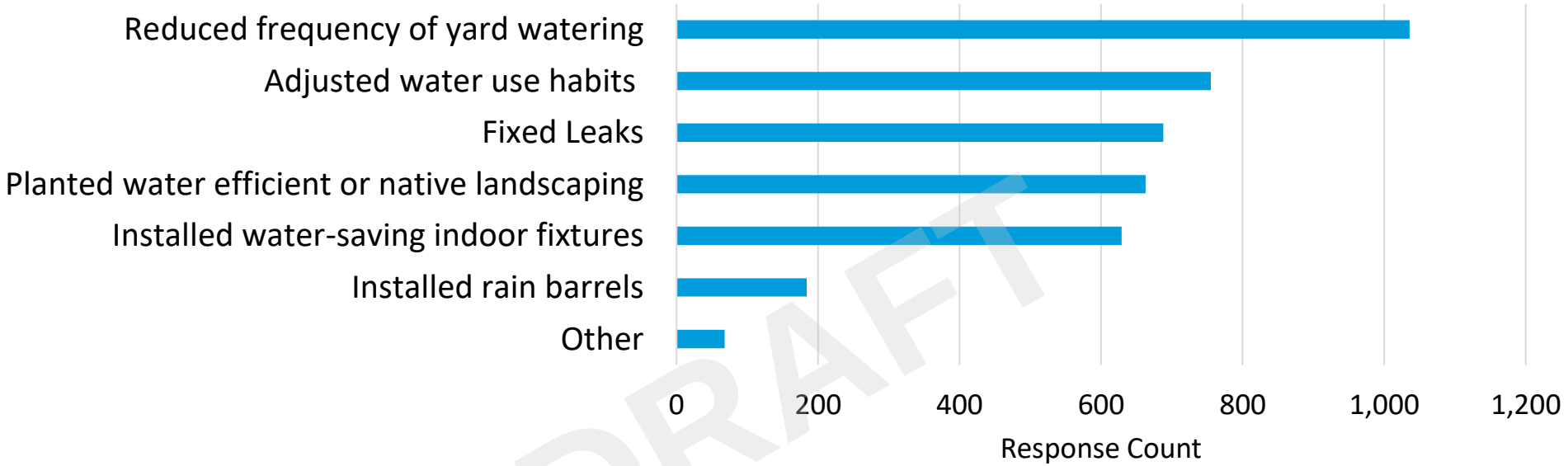
Respondents were evenly split on having participated in a water conservation program or not

Q3. Have you ever participated in a water conservation program? (e.g., rebates, educational classes, giveaways, community event, etc.)

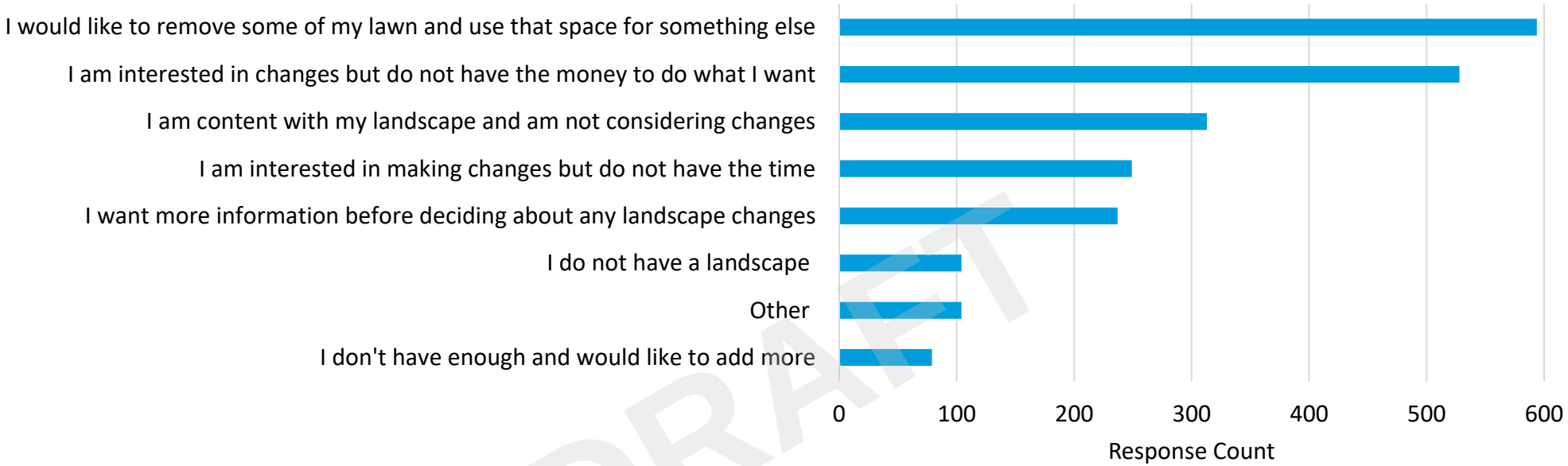
Efforts taken to conserve water in the past 5 years:



Reduced watering frequency was the most comment conservation action taken by respondents

Q4. In the past 5 years, have you or someone in your household done any of the following as a part of an individual or community effort to conserve water? [select all that apply]

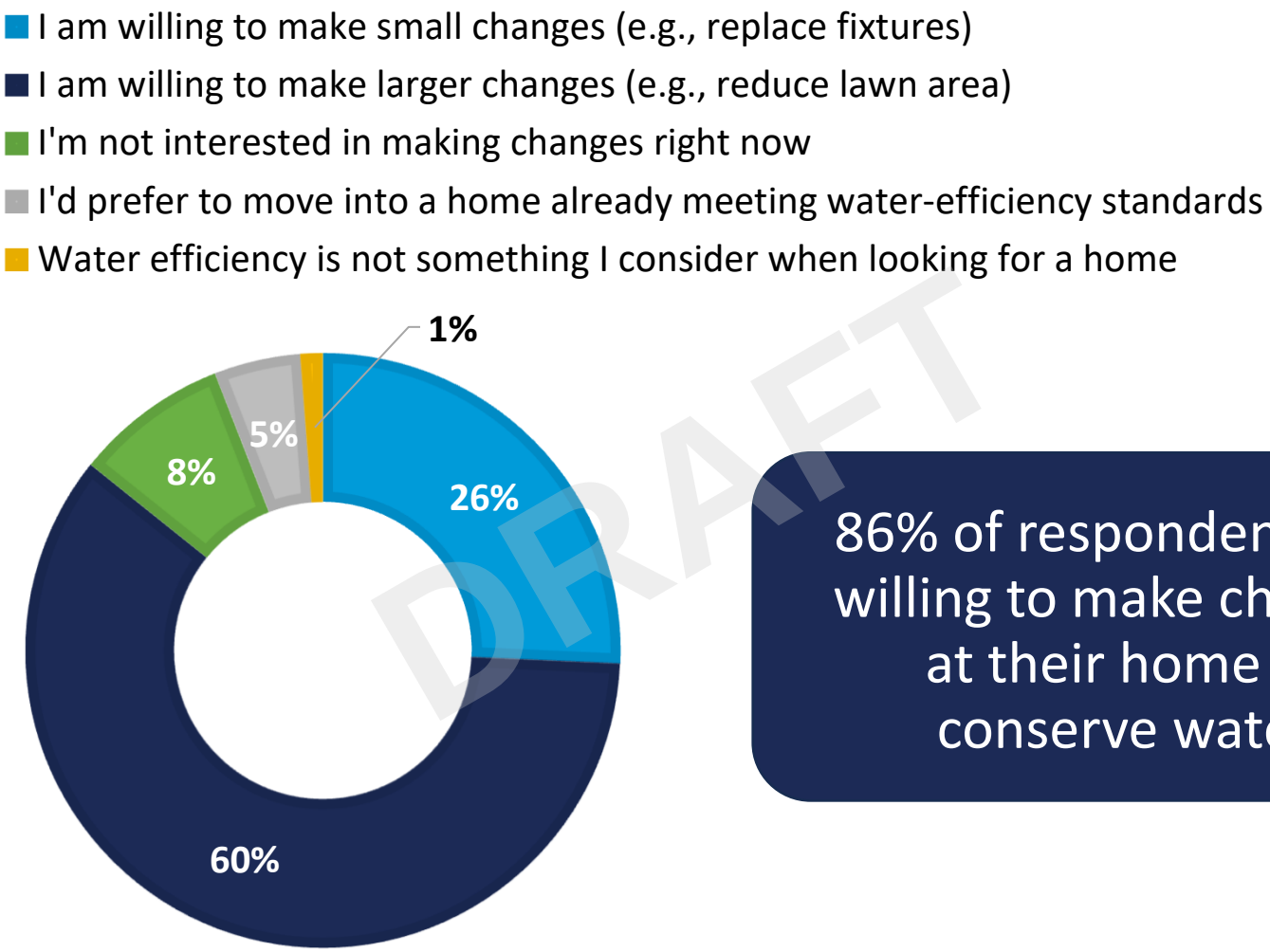
Attitude towards current home landscape:



44% of respondents want to remove some existing lawn grass, but many do not have money for changes

Q5. How would you describe your attitude toward your current home landscape? [select all that apply]

Willingness to make changes at home, or if looking for a new home, preferences for features in a new home:



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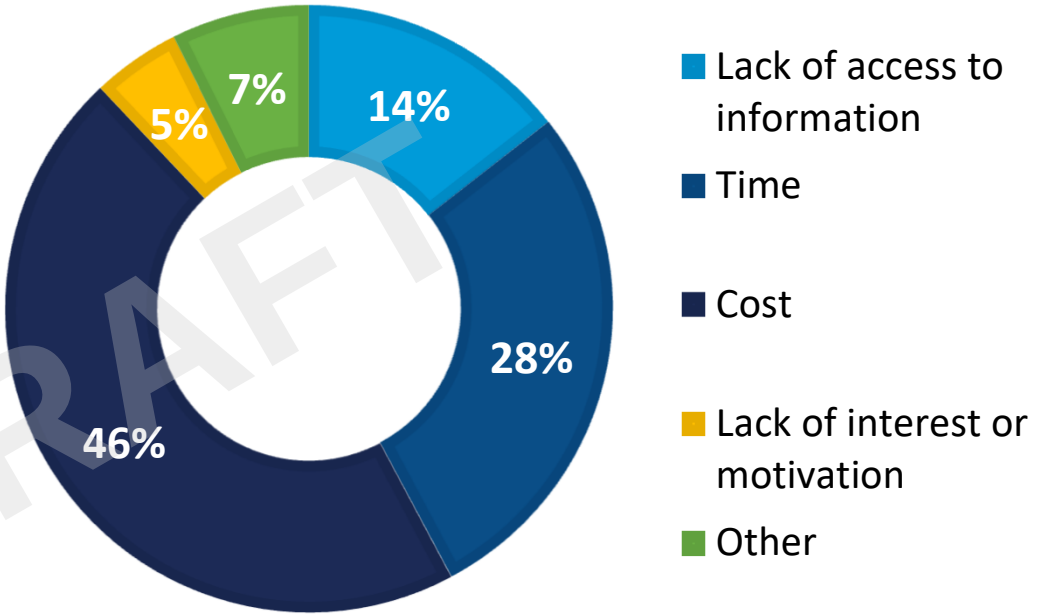
86% of respondents are willing to make changes at their home to conserve water

Q6. If you own a home, would you be willing to make changes to include water-saving featured? Or, if you are looking for a home, would you prefer one with water-saving features?

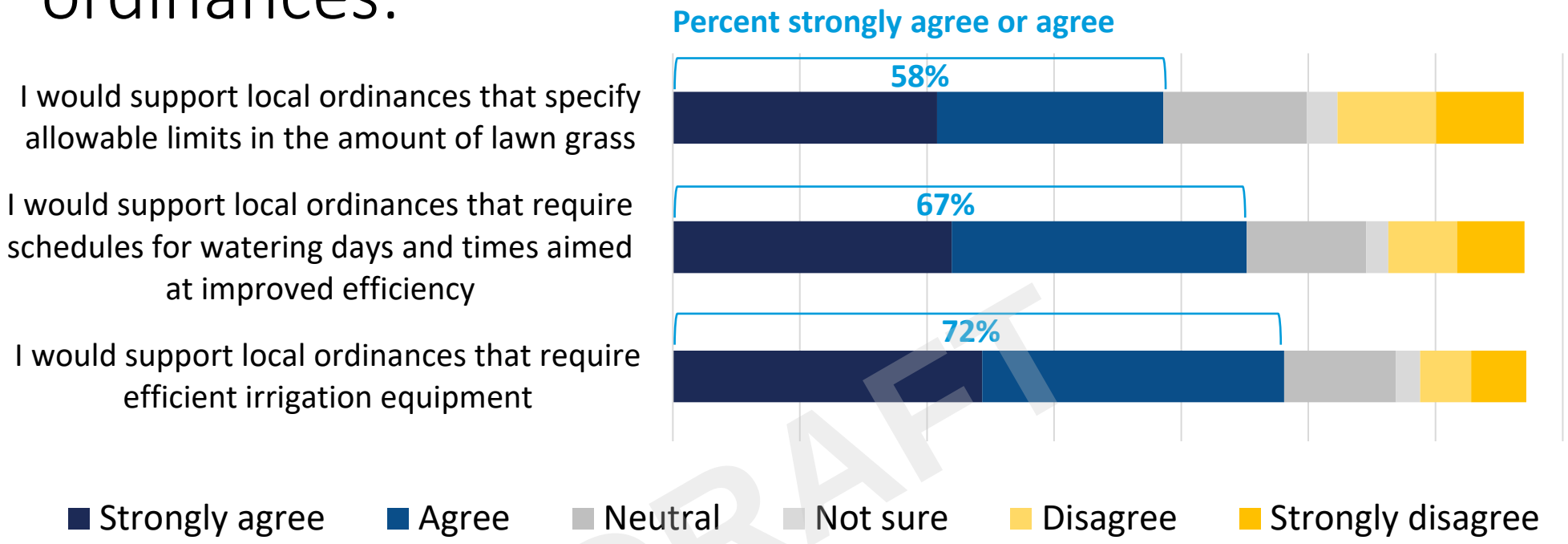
Barriers that impact the ability to conserve water:

Cost and time are the greatest barriers to implementing water conservation at home



Q7. What barriers impact your ability to conserve water? [select all that apply]

Attitudes towards local landscape conservation ordinances:



72% of respondents agree or strongly agree with an ordinance that requires efficient landscape equipment

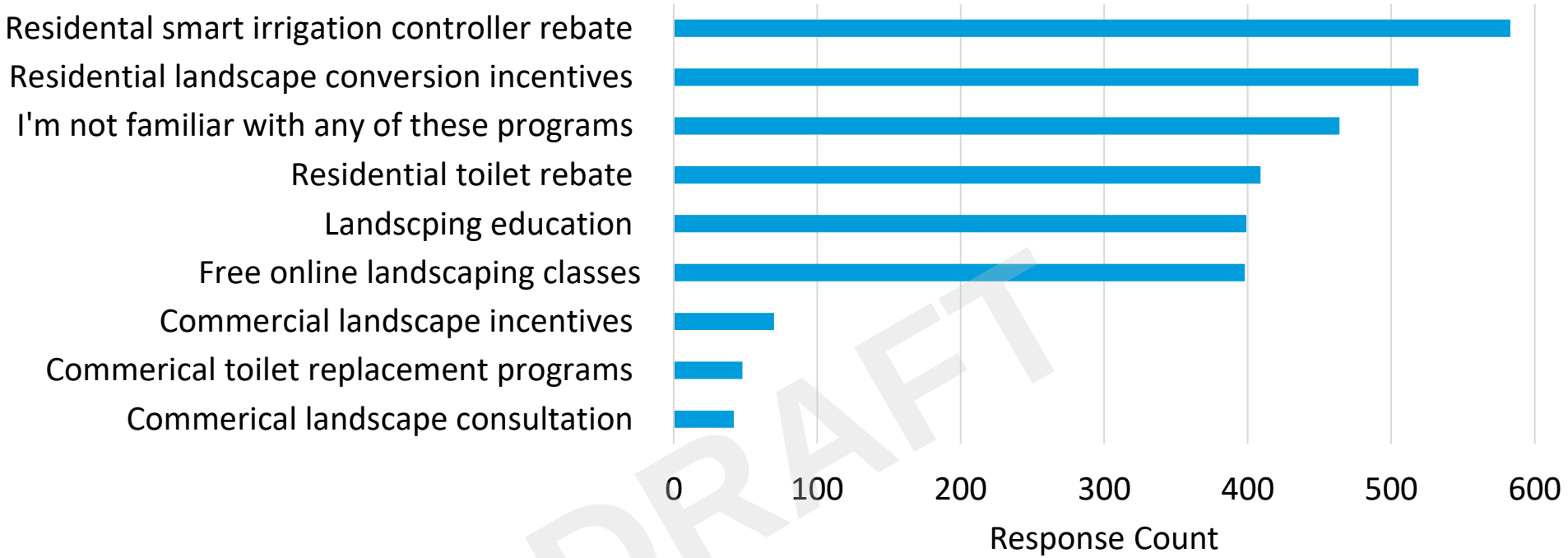
Q8. Select the answer that best corresponds with your views on the following statement.

Priorities for future water conservation programs initiated by the District (in order of ranking):

1. Rebates
2. Grants for landscape changes at parks, schools, or other large conversion projects
3. Measures to reduce the irrigation of areas such as road medians
4. Classes for improving water conservation at home
5. Water efficiency demonstration gardens
6. Informational material for homeowners
7. Education videos on conservation

Q9. Arrange the items below in the order that you think the District should prioritize future water conservation efforts. (1 = Most Important, 7 = Least Important)

Familiarity with District conservation programs:

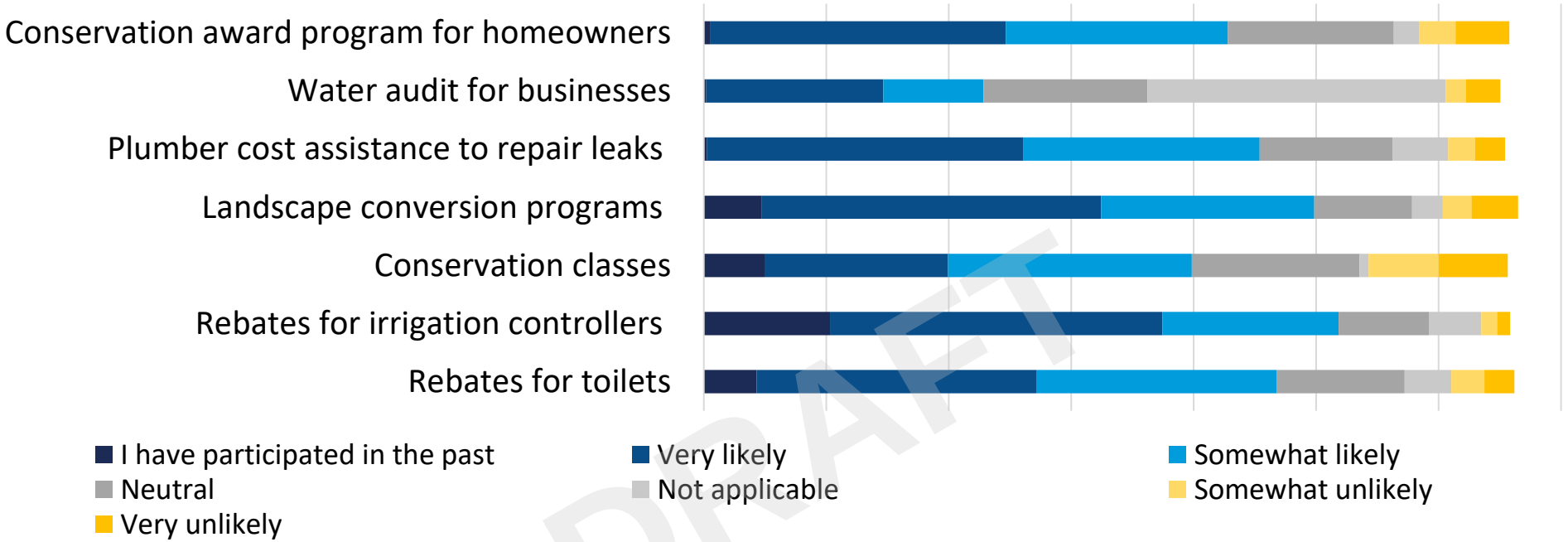


Respondents are most familiar with CUWCD's irrigation rebates and conversion incentives

16% of respondents are not familiar with any CUWCD conservation programs

Q10. Which of the following District programs are you familiar with? [select all that apply]

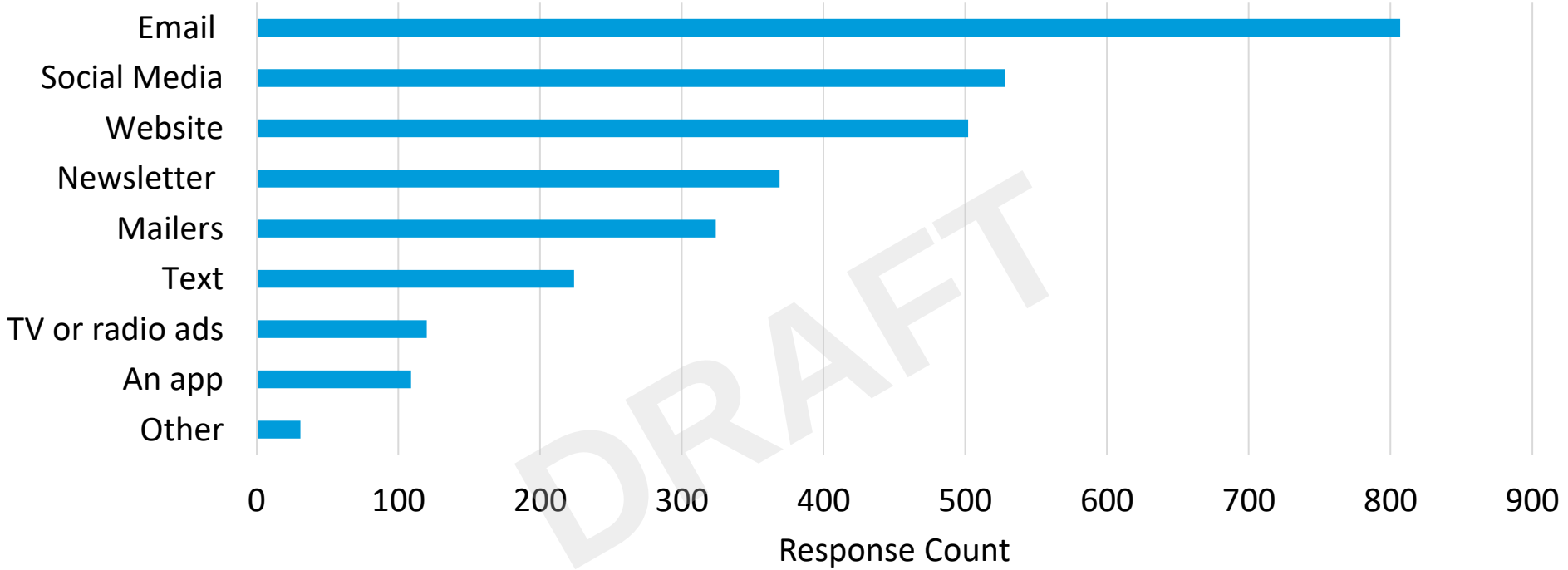
Likelihood of participating in specific conservation programs:



Top selected programs include landscape conversion, rebates for irrigation controllers, rebates for toilets, and plumber cost assistance

Q11. How likely would you be to participate in the following conservation programs?

Communication preferences to receive information on the District's water conservation offerings:

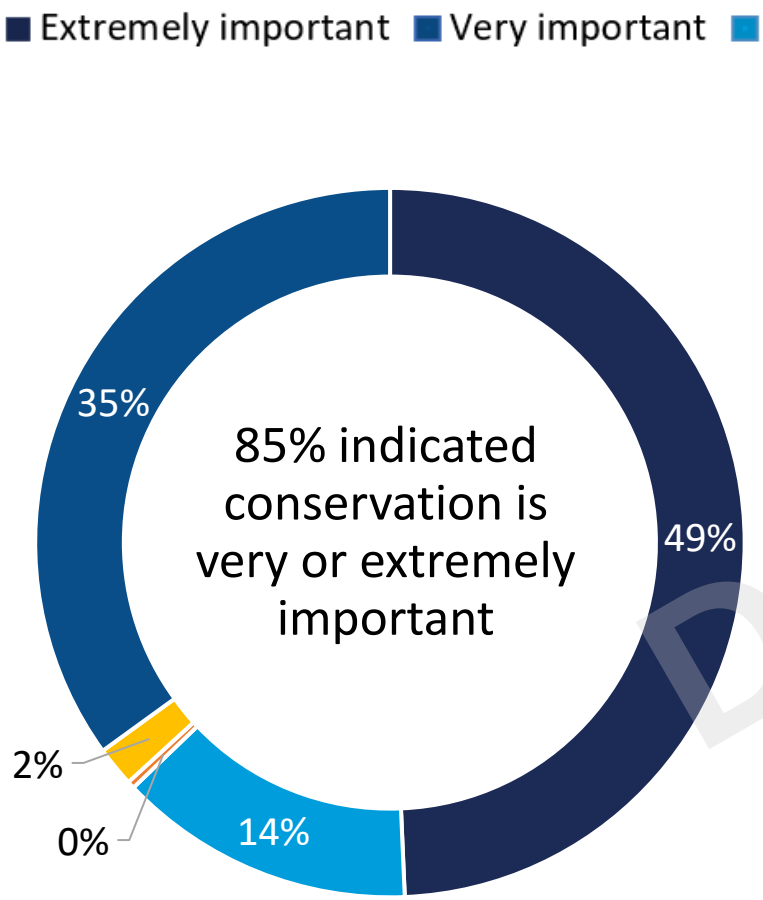


Email and social media are the most preferred methods for receiving information

Q12. How do you prefer to receive information on the District's water conservation offerings? [select all that apply]

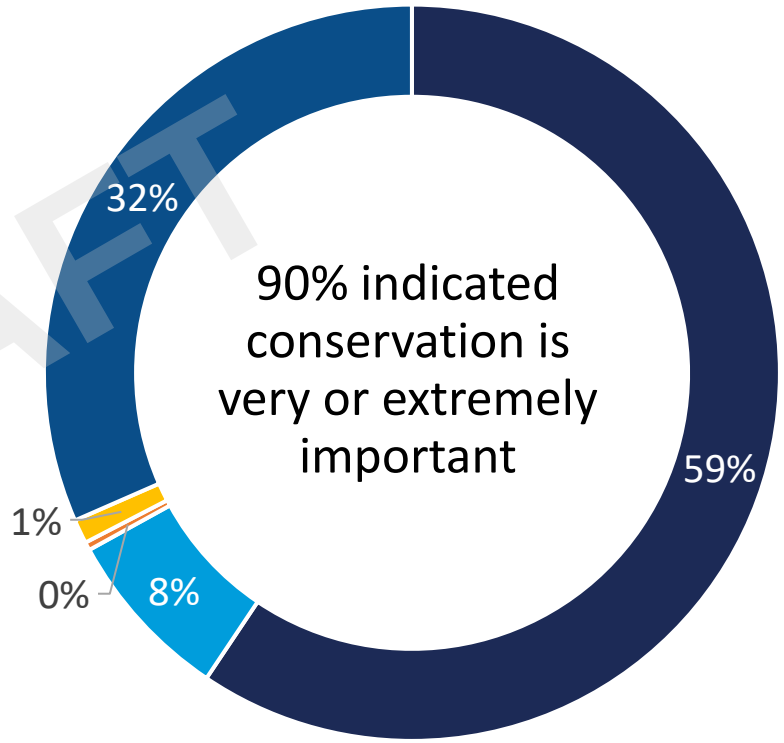
Select Results for Salt Lake and Utah Counties

Importance of water conservation:



n=606

Utah County

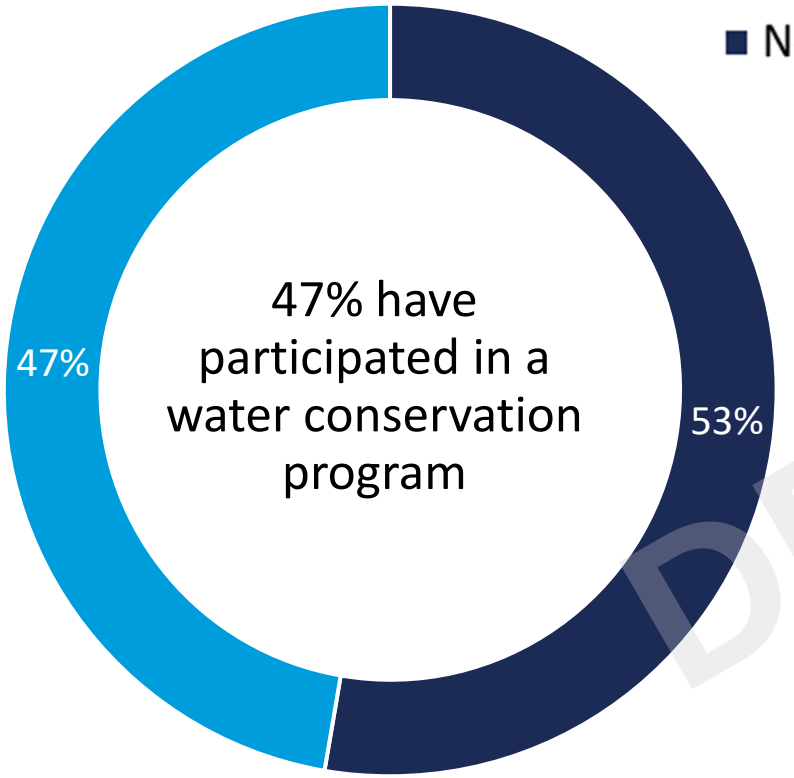


n=567

Salt Lake County

Q1. How important is water conservation to you?

Previous participation in a water conservation program.



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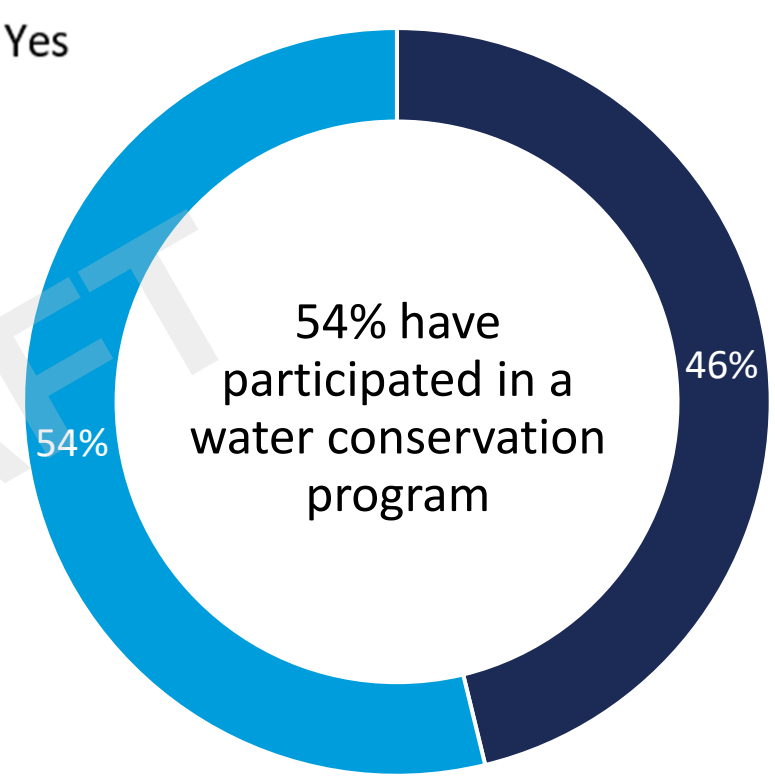
Utah County



n=567

Salt Lake County

Q3. Have you ever participated in a water conservation program? (e.g., rebates, educational classes, giveaways, community event, etc.)

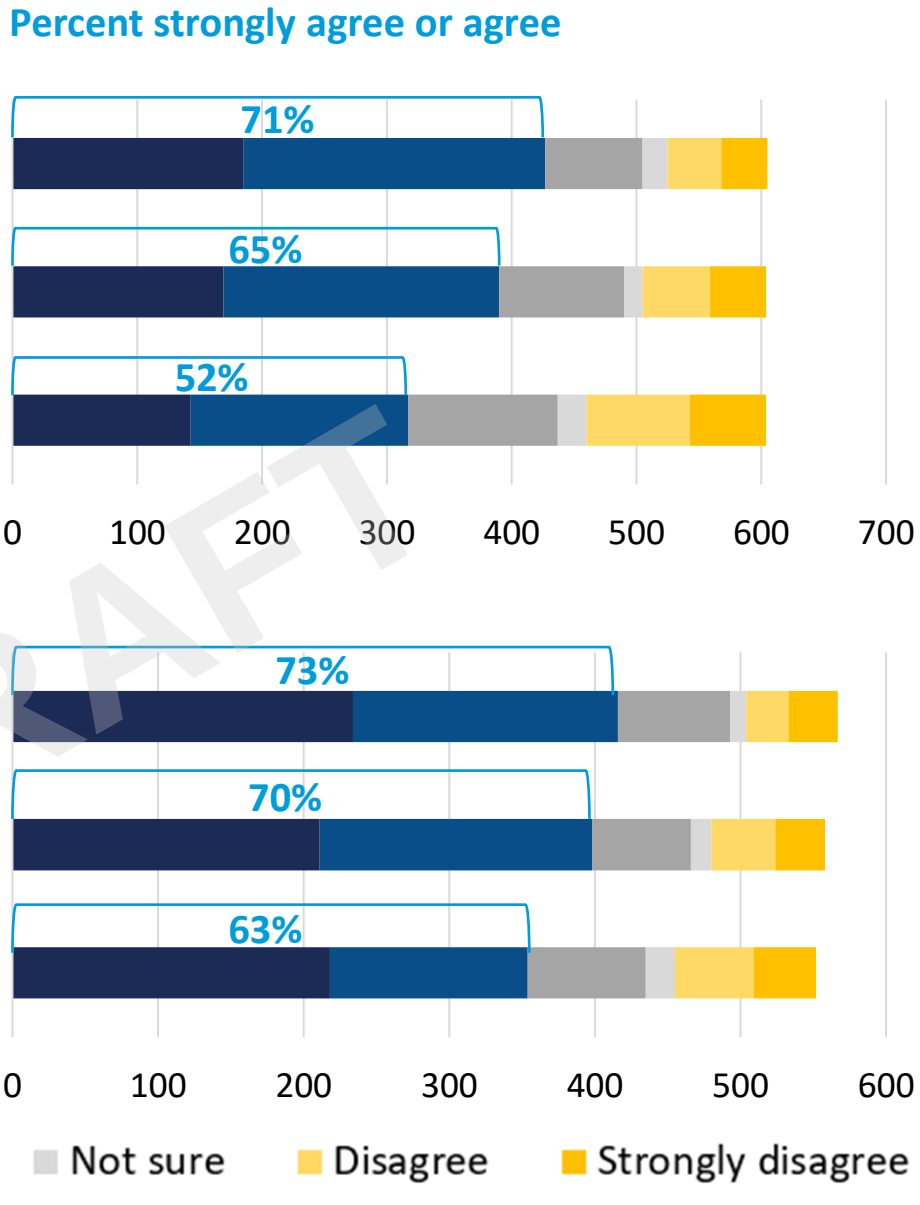
Attitudes towards local ordinances:

Utah County

I would support local ordinances that require efficient irrigation equipment.

I would support local ordinances that require schedules for watering days and times aimed at improved efficiency.

I would support local ordinances that specify allowable limits in the amount of lawn grass.



Salt Lake County

I would support local ordinances that require efficient irrigation equipment.

I would support local ordinances that require schedules for watering days and times aimed at improved efficiency.

I would support local ordinances that specify allowable limits in the amount of lawn grass.

Q8. Select the answer that best corresponds with your views on the following statement.

Select Results for Age Groups

Importance of water conservation:

Age Group	Extremely to Very Important	Moderately to Slightly Important	Not at all Important
18-24	77 (87%)	12 (13%)	0 (0%)
25-34	199 (89%)	23 (10%)	1 (<1%)
35-44	278 (84%)	53 (16%)	1 (<1%)
45-54	229 (86%)	38 (14%)	0 (0%)
55-64	160 (90%)	17 (10%)	1 (<1%)
65 or older	239 (95%)	11 (4%)	2 (<1%)

Note: response count (response percent)

Q1. How important is water conservation to you?

Previous participation in a water conservation program.

Age Group	No	Yes
18-24	61 (69%)	28 (31%)
25-34	118 (53%)	105 (47%)
35-44	157 (47%)	175 (53%)
45-54	125 (47%)	142 (53%)
55-64	86 (49%)	91 (51%)
65 or older	143 (57%)	108 (43%)

Note: response count (response percent)

Q3. Have you ever participated in a water conservation program? (e.g., rebates, educational classes, giveaways, community event, etc.)

Barriers that impact the ability to conserve water:

Age Group	Total Possible Responses	Lack of Information	Time	Cost	Lack of Motivation
18-24	89	35%	49%	76%	4%
25-34	223	28%	54%	74%	9%
35-44	333	20%	54%	82%	7%
45-54	267	21%	47%	72%	10%
55-64	178	17%	42%	72%	10%
65 or older	254	26%	22%	64%	5%

Note: Values represent the percentage of possible respondents that indicated the barrier.

Q7. What barriers impact your ability to conserve water? [select all that apply]

Attitudes towards local ordinances:

I would support local ordinances that require efficient irrigation equipment

Age Group	Strongly Agree/Agree	Neutral/Not sure	Disagree/Strongly Disagree
18-24	91%	6%	3%
25-34	85%	10%	5%
35-44	68%	19%	13%
45-54	70%	17%	14%
55-64	59%	18%	23%
65 or older	69%	18%	13%

Note: Values represent the percentage of possible respondents that indicated a response.

Q8. Select the answer that best corresponds with your views on the following statement.

Attitudes towards local ordinances:

I would support local ordinances that require schedules for watering days and times aimed at improved efficiency

Age Group	Strongly Agree/Agree	Neutral/Not sure	Disagree/Strongly Disagree
18-24	84%	11%	4%
25-34	78%	12%	10%
35-44	63%	21%	16%
45-54	66%	15%	20%
55-64	58%	15%	27%
65 or older	66%	20%	14%

Note: Values represent the percentage of possible respondents that indicated a response.

Q8. Select the answer that best corresponds with your views on the following statement.

Attitudes towards local ordinances:

I would support local ordinances that specific allowable limits in the amount of lawn grass

Age Group	Strongly Agree/Agree	Neutral/Not sure	Disagree/Strongly Disagree
18-24	67%	21%	11%
25-34	70%	17%	13%
35-44	56%	19%	25%
45-54	57%	20%	23%
55-64	47%	22%	32%
65 or older	53%	24%	22%

Note: Values represent the percentage of possible respondents that indicated a response.

Q8. Select the answer that best corresponds with your views on the following statement.

Communication preferences to receive information on the District's water conservation offerings:

Age Group	Social Media	Website	Mailers	TV ads	Email	Text	Newsletter	An App
18-24	**76%**	22%	6%	13%	30%	16%	16%	6%
25-34	47%	33%	19%	7%	**55%**	16%	23%	8%
35-44	40%	35%	26%	6%	**63%**	17%	24%	6%
45-54	42%	44%	25%	8%	**64%**	17%	28%	10%
55-64	37%	40%	27%	11%	**61%**	12%	26%	8%
65 or older	17%	41%	29%	13%	**65%**	19%	39%	9%

Q12. How do you prefer to receive information on the District's water conservation offerings? [select all that apply]

APPENDIX C

Colorado River Memorandum of Understanding

Memorandum of Understanding
by and among Colorado River Basin Municipal and Public Water Providers
November 15, 2022

Over the past two decades, the Colorado River basin has experienced the worst drought in the last 1,200 years, which has reduced storage levels in Lakes Powell and Mead to unprecedented and critical levels. Water users throughout the basin must reduce demands to bring supply and use back into balance.

For over 20 years, communities have adapted to persistent and intensifying drought and reduced water supplies by achieving significant efficiencies in water use through direct and indirect conservation programs, including improved technology for indoor water fixtures, changes to landscapes and watering practices, conservation-oriented rates and fees, reuse and recycling programs, marketing and education campaigns, and efficient land use and development policies. Yet, climate change and the resulting hydrological shifts we are experiencing require all water users in the basin to redouble our efforts to conserve our water resources.

Together, since 2000 we have decreased annual water use by over a million acre-feet while also adding over five million people to our communities.

Much of this savings has been achieved through indoor and outdoor water use efficiencies. Recognizing that a clean, reliable water supply is critical to our communities, we can and must do more to reduce water consumption and increase reuse and recycling within our service areas. We pledge to be part of the solution.

Specifically, we commit to take the following actions:[1]

1. Continue and expand our programs to increase indoor and outdoor water use efficiency.

2. Introduce a program to reduce the quantity of non-functional turf grass by 30% through replacement with drought- and climate-resilient landscaping, while maintaining vital urban landscapes and tree canopies that benefit our communities, wildlife, and the environment.

[1] Certain water wholesalers may not have regulatory authority over the use of water by end users. In such instances, those parties commit to encourage their contractors, members, and water users to pursue these actions in order achieve the stated goals.

3. Increase water reuse and recycling programs where feasible, contingent on the dependability and security of our existing Colorado River supplies essential to support these efforts.

4. Implement best practices and sharing lessons learned to help one another accelerate our efficiency strategies. Water providers will select from the following approaches those tactics best tailored to preserve thriving communities, environmental health, and strong economies:

a. Transforming our outdoor landscapes and urban environments in a manner that improves climate resilience and promotes an ethic of wise water use through mandatory watering schedules and compliance enforcement, incentivized turf removal, and limitations on new turf;

b. Increasing efficiency of indoor fixtures and appliances;

c. Employing best practices for industrial processes and commercial operations, including minimization of evaporative cooling;

d. Adopting conservation-oriented rate structures to incentivize efficiency;

e. Accelerating water loss control by prioritizing supply considerations in asset management programs and exploring water loss control regulations to minimize water loss;

f. Improving coordination between land use and water planning efforts through improved processes, best management practices, and additional regulations, where appropriate; and

g. Employing other strategies tailored to the unique needs of each community.

5. Collaborate with other water users in the Colorado River basin to bring the supply and use of the river into balance. A robust agricultural economy, healthy watersheds, opportunities to recreate, and vibrant communities are all vital to our western way of life. No one sector, nor one state, can achieve sufficient use reductions independently. For the sake of current and future generations, we all must work together to achieve a balance of supply and use and thereby preserve a functioning and healthy river system.

6. Parties to this Memorandum of Understanding have signed below. Additional parties may join the Memorandum of Understanding without amendment by contacting Colby Pellegrino at Colby.pellegrino@snwa.com.

Aurora Water

Marshall Brown, General Manager

Denver Water

James S. Lochhead, Chief Executive Officer

Metropolitan Water District of Southern California

Adel Hagekhalil, General Manager

Pueblo Water

Seth Clayton, Executive Director

Southern Nevada Water Authority

John J. Entsminger, General Manager

Albuquerque Bernalillo County Water Utility Authority

Mark Sanchez, Executive Director

City of Mesa

Christopher Hassert, Water Resources Director

Scottsdale Water

Brian K. Biesemeyer, Executive Director

City of Chandler

John Knudson, Public Works & Utilities Director

Washington County Water Conservancy District

Zack Renstrom, General Manager

Central Arizona Project

Theodore C. Cooke, General Manager

Town of Gilbert

Jessica L. Marlow, Public Works Director

City of Peoria

Jeff Tyne, City Manager

Salt Lake City Department of Public Utilities

Laura Briefer, Director

Central Utah Water Conservancy District

Gene Shawcroft, General Manager

Jordan Valley Water Conservancy District

Barton A. Forsyth, General Manager/CEO

Castle Rock Water

Mark Marlowe, Director

San Diego County Water Authority

Sandra L. Kerl, General Manager

Eastern Municipal Water District

Joe Mouawad, General Manager

City of Santa Monica

Sunny Wang, Water Resources Manager

Long Beach Water

Chris Garner, General Manager

Rancho California Water District

Robert S. Grantham, General Manager

Burbank Water and Power

Dawn Roth Lindell, General Manager

Western Municipal Water District

Craig D. Miller, General Manager

Foothill Municipal Water District

Nina Jazmadarian, General Manager

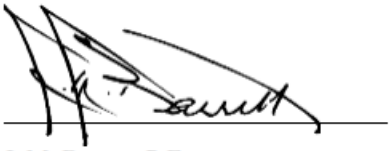
City of Tucson

Regina Romero, Mayor

City of Tempe, Arizona

Tara Ford, Director Municipal Utilities Department

COACHELLA VALLEY WATER DISTRICT



11/10/2022

J. M. Barrett, P.E.
General Manager

Date

CITY OF SANTA FE:

_____ Date: Nov 10, 2022

ALAN WEBBER, MAYOR

ATTEST:

_____ Date: Nov 10, 2022

KRISTINE BUSTOS MIHELCIC, CITY CLERK

GB MTG 11/09/2022

CITY ATTORNEY'S OFFICE

Marcos Martinez

Marcos Martinez (Oct 21, 2022 16:03 MDT)

_____ Date: Oct 21, 2022

SENIOR ASSISTANT CITY ATTORNEY

City of Phoenix

For Troy Hayes, Water Services Director

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