

December 21, 2021

Salt Lake County Council
2001 South State Street
Salt Lake City, UT 84114

RE: ARPA Funding for Water Conservation Programs

Dear Council Members,

Water is a defining factor for health, prosperity, security, and growth in every Utah city and town, and water conservation will be a critical component of future planning. Recognizing this, the Utah League of Cities and Towns and Prepare60 created The H2O Collective, an initiative to provide meaningful water conservation tools, strategies, and training for local governments. The H2O Collective is pleased to support water conservation efforts on a local level and is excited about the projects being proposed by Salt Lake County for the use of ARPA funds.

Since its creation in 2020, The H2O Collective has been gathering data and identifying existing resources that can be adapted for local government use. We will provide a repository of information and support about water conservation that cities and towns can apply to their own communities. However, while there are best practices for broad water conservation efforts, there has never been in-depth polling and research in Utah of the barriers that keep people from conserving water and what could trigger behavior modification. This dataset will provide valuable insights into accomplishing meaningful water savings. Public opinion research at this juncture in The H2O Collective's work would provide critical data to inform materials and messaging for elected officials to use in organized water conservation campaigns throughout Salt Lake County and beyond. The H2O Collective is prepared to administer this research to generate a foundation of data to help direct public policy.

The H2O Collective is working to integrate water conservation and land use in municipal planning. This will become more critical as Utah's population grows. Our initiative includes an element of outreach to individual cities and towns to assess, advise, and provide expertise in developing their own water conservation plans and goals that may include water efficiency standards, water efficient ordinances, and related conservation programs. Salt Lake County's proposed funding would allow The H2O Collective to establish this outreach program with staff in 2022, incorporating current work and giving access to expertise and resources sooner for cities within Salt Lake County.

We appreciate your review and attention to this issue. We excitedly support the proposed projects and hope to deploy the important tools they would provide in our efforts to conserve water in Utah.

Sincerely,

The H2O Collective Working Group



**Working Group
Members**

Maura Carabello, Chair
The Exoro Group

Linda Townes Cook
*Jordan Valley Water
Conservancy District*

Bart Forsyth
*Jordan Valley Water
Conservancy District*

Dan Hartman
HMG Corporation

Darren Hess
*Weber Basin Water
Conservancy District*

Mason Kjar
Layton City

Justin Lee
*Utah League of Cities and
Towns*

Ryan Loose
South Jordan City

Brittany Manookin
The Exoro Group

Mark Stratford
Ogden City

Scott Taylor
St. George City

Molly Wheeler
*Utah League of Cities and
Towns*

March 30, 2022

Salt Lake County Council
2001 South State Street
Salt Lake City, Utah 84114

Re: Support for Integrated Water Conservation and Land Use Municipal Partnerships

Dear Council Members,

The Great Salt Lake Advisory Council (GSLAC) is writing to express its support for the Integrated Water Conservation and Land Use Partnership Project (Project). The Council was established by statute in 2010 to advise the legislature, the Governor and government agencies on the use, protection and development of Great Salt Lake. As stated in Utah House Bill 343, the Council's duties are to advise, assist, recommend, and report on issues pertaining to Great Salt Lake. Supporting this Project that could have direct impacts on the lake is a valuable opportunity for the Council.

Strengthening the nexus of land use and water planning in Utah is a goal that has been supported by notable key stakeholder processes, studies, and legislation, including, but not limited to the 2020 State Water Policy and the 2020 Recommendations to Ensure Adequate Water Flows to Great Salt Lake and its Wetlands. In 2021, the Utah Legislature approved \$270,000 for an FY22 non-lapsing Request for Appropriation to advance community efforts to integrate water supply and demand with land use planning. In order to kick-off this important project as early as possible, in March 2021 the GSLAC provided funding for Phase 1 of the project.

As Phase 2 gets underway, we are enthusiastic about support from Salt Lake County. In addition to other matching funds, Salt Lake County's use of ARPA dollars for the Project will ensure that more communities and along the Wasatch Front benefit from tools derived from the Project's curriculum, workshops and technical assistance.

Given that Great Salt Lake reached new record low in October 2021 and the population along the Wasatch Front and Back continues to expand at a rapid pace, growing "water smart" is more important than ever before. Ensuring Utahans have adequate water to meet their needs while protecting the health of Great Salt Lake in perpetuity is vital to the economic and ecologic health of our state. Salt Lake County's significant contribution to the Project will deliver the tools that Utah communities need in order to successfully navigate the growing demand and pressure on our finite water supply.

Sincerely,

The Great Salt Lake Advisory Council

Don Leonard
Aquaculture

Leland Myers
Publicly Owned Treatment Works

Dina Blaes
Salt Lake County

Dan Tuttle
Tooele County

Commissioner Jeffrey Scott
Box Elder County

Gage Froerer
Weber County

Commissioner Randy Elliott
Davis County

Tom Ward
Municipalities

David Livermore
Conservation Interest

Jeff Richards
Migrating Bird Protection Area

Joe Havasi
Extractive Industry



December 21, 2021

Salt Lake County Council
2001 South State Street
Salt Lake City, UT 84114

RE: ARPA Funding for Water Conservation Programs

Dear Councilmembers,

The Utah League of Cities and Towns (ULCT) represents municipalities based on the foundation of three interdependent principles: respect, collaboration, and outcomes. These building blocks drive our efforts to advocate on behalf of our members and to provide training, and technical assistance to our cities and towns.

We understand that municipalities are more likely to get good outcomes if they have good data to help inform their decisions. As water use and conservation continue to be issues all municipalities will need to tackle, we believe in-depth polling and research will help our members better understand what actions, policies, or education campaigns could help modify public behavior. ULCT and our members in Salt Lake County and beyond stand ready to collaborate with The H2O Collective on collecting and disseminating much-needed data and analysis to local officials.

Our municipalities would benefit from additional expert resources as they implement policies and ordinances for water conservation and land use planning. We want to simultaneously respect the role of our cities and provide them with the resources to make them successful. The proposed funding would provide our members in Salt Lake County with useful resources to help them achieve better outcomes at an accelerated pace.

Thank you for your work and your attention to these vital issues.

Sincerely,

Justin Lee
Director of Government Relations



TO: Salt Lake County Council

**FROM: Tage Flint – Weber County Water Conservancy District
Bart Forsyth – Jordan Valley Water Conservancy District
Gene Shawcroft – Central Utah Water Conservancy District
Zachary Renstrom – Washington County Water Conservancy District**

DATE: December 21, 2021

RE: Support of proposed water conservation programs through ARPA funding

This year's megadrought brought into sharp focus the long-term need for water conservation in Utah. However, conservation has long been a key component of Prepare60's everyday work, as part of our efforts to ensure a clean, safe, and reliable water supply. Since 2000, the water conservancy districts that make up Prepare60 have spent \$355 million on conservation programs across the state. We appreciate the efforts of Salt Lake County to support the prioritization of policies and programs that promote using water more efficiently.

We write today in support of two proposed programs that continue this commitment to water conservation using ARPA funding. The first is public opinion research, which is an integral tool in determining water users' attitudes toward water use and identifying ways to change behaviors and conserve. While Prepare60 and other organizations have conducted surveys in the past, that work has mostly measured public perception, and more in-depth research is needed to develop effective action-based campaigns. Prepare60 is prepared to match Salt Lake County ARPA funds to add areas outside Salt Lake County to the research demographic sample. This research will be used to give Salt Lake County cities the information and tools they need to communicate with constituents and choose effective conservation policies.

The second proposed program involves integrating water conservation and land use planning with municipal partners within Salt Lake County. Because we cannot sustain growth in Utah without water, water planning must become an integral part of land use planning and economic development.

This is a main focus area for the H2O Collective, a joint initiative of Prepare60 and the Utah League of Cities and Towns, which is bringing awareness and tools for local governments to promote water conservation. Both proposed programs would be administered by H2O Collective to provide staff, expertise, and materials to assist cities in implementing policies including water conservation plans, water efficient ordinances, conservation incentive programs, etc. Prepare60 is prepared to match Salt Lake County ARPA funds in the form of operational costs for program staff, consultant time and resources, and water conservancy district staff expertise.

Water policy planning for the next generation cannot be considered in a silo, either geographically or jurisdictionally. In addition to the planning done by our districts, we believe the preponderance of future responsibility will fall to municipalities by way of local ordinance. Therefore, we must be mindful and cooperative in the planning and execution of difficult and upcoming decisions. As water managers, we are excited about the opportunity to work together with Salt Lake County to make a significant impact in securing our water future.