

2022

# **UTAH GROWING WATER SMART**

## **The Water-Land Use Integration Guidebook**

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Ensuring a Prosperous Future and Healthy  
Watersheds Through the Integration of Water  
Resources and Land Use Planning

## ACKNOWLEDGEMENTS

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### Contributors to the Utah Growing Water Smart Guidebook

#### LEAD AUTHORS:

Kelly Kopp and Joanna Endter-Wada  
Utah State University's Center for Water Efficient Landscaping

#### CONTRIBUTING EDITORS:

Chelsea Benjamin, Lindsay Rogers, and John Berggren  
Western Resource Advocates

Faith Sternlieb and Erin Rugland  
Babbitt Center for Land and Water Policy, a Center of the Lincoln Institute  
of Land Policy

#### PREVIOUS GUIDEBOOK EDITIONS:

Waverly Klaw, Sonoran Institute  
Marjo Curgus, Del Corazon Consulting

### Utah Growing Water Smart Funders

Division of Water Resources (Utah Department of Natural Resources)  
Richard K. & Shirley S. Hemingway Foundation  
Lawrence T. & Janet T. Dee Foundation

### Growing Water Smart Program

Growing Water Smart is a joint program between the Babbitt Center for Land and Water Policy, a Center of the Lincoln Institute of Land Policy and the Sonoran Institute. See [www.growingwatersmart.org](http://www.growingwatersmart.org) for information.

#### Cover Photo Credit

Wayne Wurtsbaugh, Professor Emeritus, Utah State University

## PREFACE

### Utah Growing Water Smart

The Utah Growing Water Smart workshop brings key community staff and decision-makers on water and land use planning together to collaborate to help build a more resilient and sustainable water future. The workshop uses a range of public engagement, planning, communication, and policy implementation tools to help community teams realize their water efficiency, smart growth, watershed health, and water resiliency goals.

About the Utah Growing Water Smart partner organizations:

#### **Utah Division of Water Resources**

The Utah Division of Water Resources is one of the seven divisions housed within the Department of Natural Resources. Tasked with Planning, Conserving, Developing and Protecting Utah's water resources, the Division earnestly strives to be Utah's water steward. It is our belief that we will meet the future water needs through a combination of multi-faceted solutions that include conservation, efficiency, optimization, agriculture conversion and water development. Such an approach will help us prepare, plan and sustain Utah's water future.

#### **Babbitt Center for Land and Water Policy**

The Babbitt Center for Land and Water Policy, a center of the Lincoln Institute of Land Policy, seeks to advance the integration of land and water management to meet the current and future water needs of communities, economies, and the environment. The Babbitt Center develops tools and best practices to guide decisions through research, training, and partnerships for management of land and water resources. We recognize that water is the lifeblood of the American West and land use decisions are made every day that shape our water future. Coordination of these land and water use decisions is critical for ensuring resilient and sustainable communities.

#### **Western Resource Advocates**

Western Resource Advocates (WRA) fights climate change and its impacts in order to sustain the environment, economy, and people of the West. Our team of policy experts, scientists, economists, and attorneys has a 30-year history of working where decisions are made, sweating the details, creating evidence-based solutions, and holding decision-makers accountable. This on-the-ground work advances clean energy, protects air, land, water, and wildlife—and sustains the lives and livelihoods of the West. WRA brings a unique set of skills, knowledge, relationships, and leadership to solving conservation issues in the West.

#### **Utah State University's Center for Water Efficient Landscaping**

The Center for Water Efficient Landscaping (CWEL) at Utah State University is a research and outreach center designed to improve and optimize the efficient use of water for landscape irrigation. Our team conducts research in the areas of irrigation technology and management, plant water use and drought, water wise and native plants, sustainable turfgrass management, and urban water conservation. The Center also delivers Utah's Qualified Water Efficient Landscaper (QWEL) certificate training program, hosts a monthly "Water Well with CWEL" webinar, and is the home of the Water Check and WaterMAPS™ programs. The Center's overall mission is to promote water conservation through environmentally, socially, and economically sound landscape management practices.





## MESSAGE FROM UTAH GOVERNOR SPENCER J. COX

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“Welcome, Growing Water Smart Workshop participants! Thank you for dedicating your time and energy to address such an important topic for our state. As you all know, Utah is facing immense challenges with our water resources. The extreme drought is causing us to think hard about where and how we can best use and conserve water. We also know that water conservation requires all Utahns to do their part, including all of you - who represent our growing towns, cities, and counties. Your participation in this workshop is essential to making our state more resilient by identifying ways to integrate water and land use planning—two vital and connected efforts in one of the fastest growing states in the country. These next few days will be a lot of work, but I have no doubt that the action plans you develop will put your communities on the path to a more sustainable water future.”



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## Introduction

Utah faces a formidable challenge. We have the distinction of being among the driest states in the nation *and* one of the fastest growing. At the convergence of these two realities lies the challenge of providing a secure water supply for our growing population – projected to reach 6 million by 2065<sup>1</sup> – while maintaining the environment, the economy, and agricultural production.

The fragility of a secure water supply is evident today. In the summer of 2022, the [U.S. Drought Monitor](#) showed most of Utah in either the “Exceptional Drought” (most severe) category or “Extreme Drought” (second most severe) category for extended periods of time, with drought conditions persisting through the fall. The eastern and southwestern part of Utah lie in the Colorado River Basin, which is in crisis with reservoir levels declining and mandatory water shortages affecting users in the Lower Basin states. Most of the western and northern part of Utah lies in the Great Basin, where the Great Salt Lake has reached historic low elevation levels. This has led to fears over ecosystem, economic, and public health risks from the Lake’s decline. The exposure of large expanses of lakebed to wind storms can disperse toxic dust throughout the watershed and region.

While these conditions represent only a snapshot in time, Utah and other western states are experiencing the most persistent and driest conditions in recorded history. Nevertheless, many people remain optimistic that droughts will be short-lived, and that snowpack, rain, and soil moisture will return to “normal.” However, as we face a changing climate coupled with population and economic growth, we must build resiliency into our water and land use planning by taking immediate steps to adjust habits that contribute to growing water scarcity. We must also implement measures to support responsible and sustainable growth.

There is broad consensus that optimizing water use and reducing demand for municipal, commercial, institutional, industrial (M&I), and agricultural water is critical to ensure that Utah’s limited water supply can equitably meet the needs of people, agriculture, the economy, and the environment. However, the pathway to achieving substantial water conservation includes many challenges as well as opportunities.

One significant opportunity for reducing water consumption lies with integrating water use into land use planning. Too often, land use planning is undertaken independently of water use planning efforts, even though the two can and should inform one another. Traditionally, responsibilities for water resource management and land use planning have been siloed in different levels of government, departments, and management entities. The way that new development occurs, however, can have a major impact on municipal water demand, as well as the health of the communities and watersheds in which it happens. Land use planning that incorporates water use considerations can lead to a more sustainable urban design in terms of the built environment, urban ecology, and lifestyle patterns of cities and towns.

<sup>1</sup> Hollingshaus, M., M. Hogue, E. Harris, M. Bateman, M. Backlund, and E. Albers. 2022. Utah Long-Term Planning Projections: A Baseline Scenario of Population and Employment Change in Utah and its Counties. Kem C. Gardner Policy Institute. University of Utah.

Another significant opportunity lies in integrating land use considerations into water planning. This opportunity recognizes that the earth's water cycle is a closed loop that circulates water between oceans, the atmosphere, and land via precipitation, drainage, and evaporation. Just as the natural environment treats water as a cycle, it is important that communities view their water supply, including wastewater and storm water, as interconnected and part of their larger watershed. Integrated Water Resource Management (IWRM) coordinates the development and management of water, land, and related resources, while maximizing economic and social benefits, and minimizing impacts on the environment. A key step in this process is to change institutional structures to strengthen the coordination and collaboration between water supply and wastewater managers, land use planners, economic development managers, and other community and regional officials.

National organizations of water and land professionals recognize the urgent need to integrate water and land use planning, policies, and management.<sup>2</sup> In 2021, the American Water Resources Association along with the Babbitt Center for Land and Water Policy, the American Planning Association's Water and Planning Network, and the American Water Works Association issued a Findings Statement and Call to Action resulting from the Specialty Conference on Connecting Land and Water for Healthy Communities. The findings synthesize observations from conference participants about the reasons for and consequences of fragmentation between water and land planning. The call to action includes a set of guiding principles to aid land-water integration efforts.

**For additional information on the call to action:** [https://www.awra.org/Members/Publications/Policy\\_Statements/Connecting\\_Land\\_and\\_Water.aspx](https://www.awra.org/Members/Publications/Policy_Statements/Connecting_Land_and_Water.aspx)

Notable key stakeholder processes, authorities, and studies have advocated for the integration of land use and water planning in Utah, including, but not limited to the:

- Recommended State Water Strategy (2017)
- [Water Resources Plan \(2021\)](#)
- [Utah's Coordinated Action Plan for Water \(2022\)](#)
- Utah's Division of Water Resources [Conservation Programs](#) and [Integration of Water and Land Planning](#),
- Utah's Division of Water Quality [Watershed Programs](#),
- [Great Salt Lake HCR10 Steering Group Recommendations to help maintain adequate flows to Great Salt Lake \(2020\)](#), and
- [Reports and studies](#) commissioned by the Great Salt Lake Advisory Committee.

This guidebook provides resources to bring water resource management and land use planning in line with one another. By doing so, Utah's communities—regardless of their size or geographic location—can shift their focus from supply- to demand-side water management, promote

<sup>2</sup> Endter-Wada, J. L., Sternlieb, F., Church, S. P., & Stoker, P. 2022. Featured Collection Introduction: "Connecting Land and Water for Healthy Communities." *Journal of the American Water Resources Association*, 58(3):313-318. <https://doi.org/10.1111/1752-1688.13042>

cooperation to enhance watershed health, and seek opportunities to implement integrated water and land use planning.

## FOCUSING ON DEMAND-SIDE WATER MANAGEMENT

*Instead of making costly investments to increase water supply, communities increasingly are reducing demand for water by using existing supplies more efficiently.* A growing population can escalate the costs of operating local utilities, the need for enhanced and expanded infrastructure, and if the water supply is constrained, the cost of acquiring new sources. In the past, water resource managers and water providers turned to supply side management to meet growing demand by investing in water acquisition, treatment, and storage and distribution projects. However, these options come with a significant price tag and can be time and resource intensive. Recent and projected warming throughout the region also makes the availability and reliability of new supplies less predictable. An alternative to these costly investments is more efficient use of existing supplies. Increasingly, communities are turning to demand side management—an approach that seeks to reduce the demand for water. A demand side approach generally includes:

- **Water Conservation:** Encouraging water users to reduce how much water they use.
- **Water Efficiency:** Encouraging or requiring the use of technology, building, or site designs that use less water.
- **Water Reuse:** Treating or converting gray and black water to replace or augment water supply.

One particularly impactful demand side management strategy is the integration of water conservation, efficiency, and reuse into land use planning. Communities throughout the West have found that by increasing development density, utilizing technological efficiencies, and enacting aggressive conservation programs, they have been able to continue to grow without acquiring new water supplies. Water-smart land use planning can reduce the negative financial impacts of increased water demand through efficiency and conservation measures implemented prior to, during, and after building construction. The demand side management approach to water resources is also good for the triple bottom line of financial, social, and environmental outcomes. It increases the cost-benefit ratio of capital investments by using the same amount of water and infrastructure to serve more people per dollar spent, benefits the environment by balancing ecosystem and human needs, and ensures a more sustainable future for our communities through a more resilient and long-lasting water supply.

## PROMOTING WATERSHED COOPERATION

*Every community lives within a watershed—a land area that channels rainfall and snowmelt to creeks, streams, rivers, and underlying groundwater aquifers.* The amount and quality of water in rivers, streams, and groundwater aquifers depend on activities in the land areas upstream from those sources. Water and land are connected through the geography and hydrology of watersheds, as are the people who use the water and land and share in the benefits and risks that their collective actions have on watershed health. For instance, the dwindling Great Salt Lake



lies at the bottom of its large watershed; cooperation within and between upstream communities is required to help secure its future.

Watersheds integrate natural terrestrial and aquatic ecosystems with human water and land uses. Tensions often exist between preserving the natural environment and developing land for residential, commercial, or industrial uses to house a growing population and promote economic growth. While degradation of land within a watershed comes with societal and environmental costs, careful management yields significant benefits. Holistically managed watersheds can store water supplies; reduce erosion and channel incision; increase infiltration into local floodplains and regional aquifers; reduce water treatment costs; and provide habitat, biodiversity, recreation, and aesthetic values. Healthy watersheds and resilient natural systems can also help communities cope with increasingly extreme weather events such as droughts, high temperatures, and severe wildfires.

Fortunately, many measures can be taken to maintain and improve watershed health, both for existing and future development. Factors such as residential lot size, housing density, water conservation measures, vegetation management and habitat protection, and storm water management all influence the health of a watershed and impact water quality and stream flows. However, to realize the benefits of such measures, communities located within the same watershed must cooperate and work together toward shared goals.

### WATER AND LAND USE INTEGRATION OPPORTUNITIES

Utah communities are faced with the challenge of accommodating growing populations, supporting economic development, and maintaining or enhancing quality of life, all while managing increasingly variable and scarce water supplies, infrastructure challenges related to growth, and the impacts of land and habitat degradation.

Regionally shared risks of extreme weather and wildfires also make understanding the interconnectedness of water and land particularly urgent. Across Utah, communities have experienced record heat, devastating fires, dry soils, ongoing drought, and damaging floods, alongside recent health and economic impacts associated with the COVID-19 pandemic which, in some places, were exacerbated by limited access to safe and reliable water. These conditions have highlighted the need to act now to build community, economic, and environmental resiliency within communities and across regions and watersheds.

At the community level, each planning and regulatory mechanism guiding how and where a community develops provides an opportunity to consider how to better integrate water and land use with a view toward reducing future risks and strengthening resiliency. Potential points

of intervention to enhance land-water integration are described in Table 1. Determining how and where to intervene will depend on a community’s political motivation and capacity, the demand side management initiatives that have been implemented to date, and their water-saving goals. The vision and goals defined in general and master plans will guide opportunities in other elements of a local government’s water and land use policies and programs.

*Table 1. Intervention points, tools, and their purpose for strengthening integration between water and land use.*

Point of Intervention	Tool	Purpose
Planning & Goal Setting	<ul style="list-style-type: none"> <li>• General Plans</li> <li>• Water Conservation Plans</li> <li>• Storm Water Management Plans</li> <li>• Capital Improvement Plans</li> <li>• Hazard Mitigation, Response, &amp; Recovery Plans</li> </ul>	Evaluates local water supplies, current and future demands, and related community and economic values. Establishes goals and objectives for managing the intersection of natural resources and the built environment.
Development Policies	<ul style="list-style-type: none"> <li>• Zoning Ordinances, Subdivision Regulations, &amp; Planned Development Policies</li> <li>• Water Budgets</li> <li>• Demand Offset Programs</li> <li>• Building and Design Codes</li> <li>• Water Efficient Landscaping</li> </ul>	Links new development to water supply planning. Determines the requirements applied to new development for water resource management, conservation, and efficiency.
Watershed Resilience & Water Smart Infrastructure	<ul style="list-style-type: none"> <li>• Watershed Planning for Resilience</li> <li>• Green Infrastructure and Low Impact Development</li> </ul>	An integrated water resource management approach helps mitigate the factors that can degrade ground and surface water quality and quantity. Green infrastructure can support these efforts.
Water Conservation and Efficiency Tools	<ul style="list-style-type: none"> <li>• Conservation Rate Structuring</li> <li>• Post-Occupancy Incentives and Educational Programs</li> <li>• Consumer Educational Messaging</li> </ul>	Empowers and incentivizes landowners and renters to reduce water consumption. Links community-wide programs to water supply planning.

## THE INTEGRATION OF WATER AND LAND USE PLANNING GUIDEBOOK

This workshop guidebook is intended to help your community identify the most appropriate actions related directly to land use that will help you achieve your community's water resource management goals. It is divided into four sections.

### Section 1: Planning and Goal Setting

Summarizes opportunities provided by integrating water and land use during planning processes for new and existing areas.

### Section 2: Water Smart Land Use and Development Policies

Provides a review of policies and requirements that can make a community's development pattern water smart.

### Section 3: Watershed Resilience and Water Smart Infrastructure

Describes water smart infrastructure approaches that can protect watersheds, support vegetation and wildlife, recharge local floodplains, and provide community amenities and open space.

### Section 4: Water Conservation & Efficiency Tools

Summarizes water conservation and efficiency tools for managing existing community water demands.

Each section includes:

1. An overview case statement that provides justification for each approach and the water saving impacts that can be expected.
2. Toolboxes of specific policy or management actions a community can take to achieve water conservation and efficiency outcomes for each approach.
3. Case studies that illustrate how Utah communities and institutions have implemented one or more of these tools to integrate their water and land use planning efforts.
4. Approaches and strategies for implementation of the tools and model policies.

The Growing Water Smart Resource Appendix at the end of the Guidebook provides resources for more information and will be updated as more resources become available.

## Section 1: PLANNING AND GOAL SETTING

### OVERVIEW

Traditionally, water planning and land use planning processes have been conducted in separate departments or agencies with different mandates and responsibilities. Land use planners have focused on how much and what type of growth may take place in their communities, while water resource managers have focused on ensuring adequate water availability.

Comprehensive land use planning, water planning, and capital improvement planning are all interrelated, however, and integrating them requires breaking down traditional planning and operational silos. Done successfully, an integrated water resource and land use management plan can ensure the following:

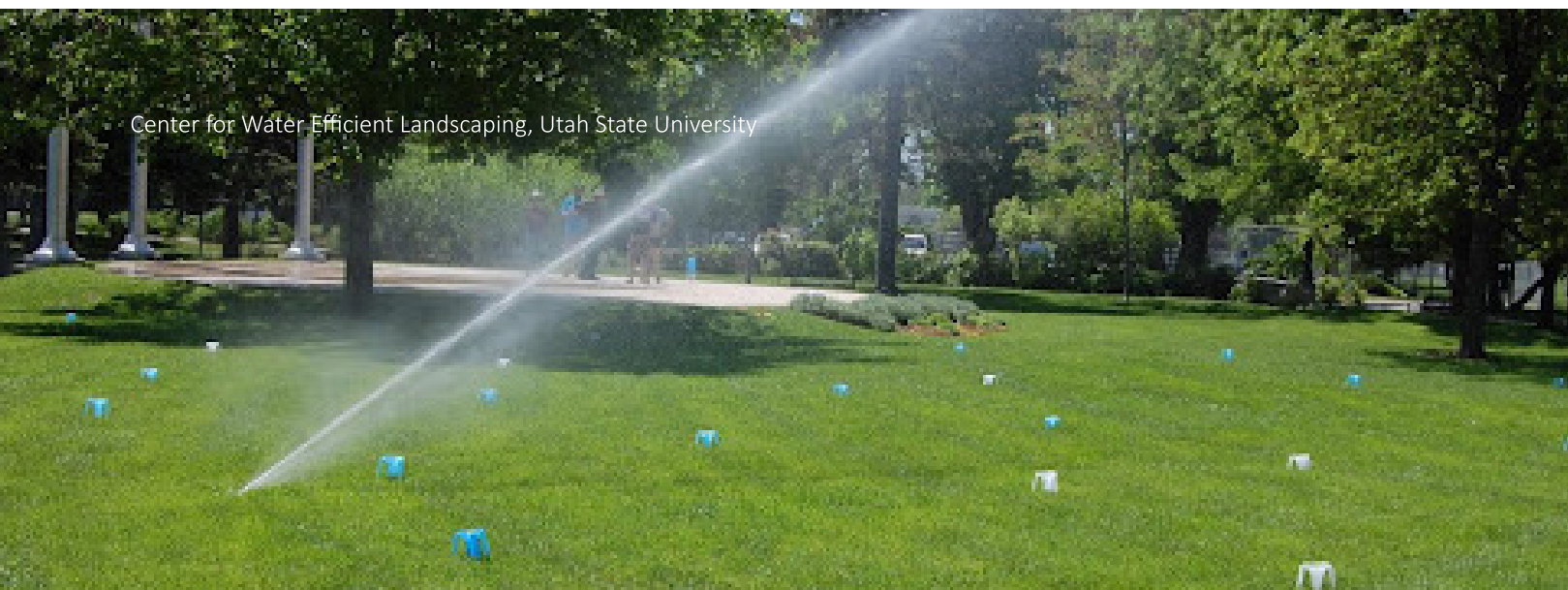
- A community's vision for the future considers water and growth together.
- Plans for water resource management, community health, capital improvement, and economic development are consistent with both the community's vision for future land use and its goals for sustainability and resilience.
- Development occurs in a way that protects watersheds, including ecological functions, and the quality and quantity of water supplies

Planning is a continuous process and includes developing and adopting written plans as well as a series of actions to implement, monitor and review, and update those plans. Current best practices in planning encourage collaboration among staff in various departments within a jurisdiction, partnerships with other jurisdictions, and robust engagement of all segments of a community to gather input from residents, community organizations, and private sector and non-profit groups and to build public support for the plans and their implementation.

Goal setting is an important purpose and component of a comprehensive planning process. A community's future goals are generally shaped by its historical context, affected by current trends and issues that need to be addressed, and guided by its shared values and aspirations. A variety of collaborative processes can be used to create a future vision, define guiding principles, and set goals that will direct and guide community actions toward integrated water and land planning. Tools such as scenario planning are particularly useful for imaging and choosing between different community futures, offering communities pathways toward more sustainable alternatives in how they use and integrate water and land.

### TOOLBOX: GENERAL PLANS

General plans, sometimes referred to as master plans, are required of municipalities in Utah and guide how a community will manage future land use and its implications for a wide variety





of functions, including transportation networks, parks and open space, natural resources, housing, economic development, and future infrastructure needs ([Utah Code § 10-9a-401](#)). *One of the greatest values of a general planning process is that it provides opportunities for a communitywide dialogue about the future.*

In 2022, the state legislature passed [Senate Bill \(S.B.\) 110](#), which amended the municipal and county Land Use, Development, and Management Acts to require municipalities (but not cities of the fifth class or towns) to include a water use and preservation element in their general plans by December 31, 2025. The legislation includes specific requirements on what the water use and preservation element must address and requires general plans to account for the effect of land use on water demand and to coordinate the general plan's land use and water use elements.

S.B. 110 also directs planning commissions to consult with relevant public water systems and to consider regional water conservation goals, applicable municipal water conservation plans, and principles of sustainable landscaping. The planning commission must also make numerous water conservation-related recommendations to the municipal or county legislative body.

Through S.B. 110 in 2022, Utah joined several other states whose statutes require water as an element in comprehensive/general plans (Rugland 2022:19). Integrating water-related goals into one holistic plan or across plan elements ensures that the complex interrelationships between water systems, human systems, and ecological processes are considered together in relation to the land. General plans also offer an excellent educational opportunity for helping a community understand:

- Projections for future population and drivers of growth.
- The type and location of development occurring in the community.
- The source, capacity, and conditions of a community's water supply, distribution systems, and water-related infrastructure.
- Adequacy, sustainability, and vulnerability of the water supply.
- Health conditions of the watershed in which the community is located.
- Current community programs and projects.
- Tradeoffs that may be involved in achieving the community's long-term goals.

A general plan can also help a community identify opportunities to integrate water into traditionally land use-focused general plans by including goals for:

- Water supply and demand management.
- Wastewater treatment and disposal.
- Watershed processes and health.
- Floodplain and storm water management.
- Interagency coordination and collaboration.

Water-related goals and policies may arise in a variety of ways in different general plan elements. The most obvious is through inclusion of a water resources element. Examples of water resource elements include: (1) the known legally and physically available surface water,

groundwater and effluent supplies; (2) the total demand for water that likely will result from future growth projected in the general plan in addition to existing uses; and (3) an analysis of how projected future demand for water will be served by the identified water supplies or plans to obtain additional necessary water supplies.

Water resource elements leave significant room for exploring various approaches to securing and preserving community water supplies outside of the state's regulatory roles (e.g., administering water rights and allowable uses, and permitting wells). A water resource plan element could, for example:

- Address concerns about sustainability of the water resource as part of the discussion of necessary water supplies.
- Evaluate conservation as a planning factor in demand modeling, among other things.
- Identify goals and approaches for coordinating and consulting among departments and with other relevant entities to secure and preserve community water supplies through a variety of approaches and authorities.

Water-related goals and policies may also arise in other plan elements, depending on the planning and development concerns and priorities of the community or municipality. Water resources considerations may also influence policies developed for environmental planning, cost of development, and other elements.

#### **TOOLBOX: WATER CONSERVATION PLANS**

Separate from general plans, the state requires water providers with more than 500 connections to submit a water conservation plan to the [Division of Water Resources](#) to comply with the state's Water Conservation Act ([Utah Code § 73-10-32](#)). Providers with fewer than 500 connections may also submit plans for review, although they are not required. These plans describe existing and proposed water conservation measures that outline how water providers and the end users of culinary water will conserve water so that adequate supplies are available for future needs. The plans also describe measures that will enable the water provider to meet the state's Regional Water Conservation Goals.

#### **TOOLBOX: STORM WATER MANAGEMENT PLANS**

The state's [Division of Water Quality](#) also requires storm water management plans from communities to meet the requirements of the [Utah Pollutant Discharge Elimination System](#) (UPDES) permit system which is mandated by the U.S. Environmental Protection Agency's [Clean Water Act](#). Utah's Storm Water Program regulates storm water discharges from municipal storm sewer systems (MS4s), as well as industrial and construction activities, and operators of these systems may be required to obtain a UPDES permit before they can discharge storm water runoff that has the potential for delivering harmful pollutants into local surface waters such as streams, rivers, or lakes. This is an important mechanism for protecting water resources in the state because water sources with impaired quality may no longer be available for beneficial uses, effectively reducing available water supplies.

## TOOLBOX: CAPITAL IMPROVEMENT PLANS

Capital Improvement Plans (CIPs) forecast and match a community's projected revenues and its capital needs over a multi-year period. Planning departments, parks, public works, and water and wastewater utilities often rely on grants and bonds to invest in green and gray infrastructure improvements or new construction. By creating a long-term investment strategy for the infrastructure improvements identified in a general plan or water conservation plan, a CIP ensures that financial resources match community priorities and further water infrastructure that is resilient to climate change and other future scenarios.

## TOOLBOX: HAZARD MITIGATION, RESPONSE, & RECOVERY PLANS

Hazard mitigation plans identify specific hazards likely to impact a community, including acute shocks such as wildfire or flooding, as well as long-term stressors such as drought. These plans identify pre-disaster risk reduction as well as post-disaster response activities. Planning should include determination of how hazards can impact water infrastructure and plans for reducing vulnerability and risks.

## TOOLBOX: SETTING THE FOUNDATION FOR STRONG PLANS

Planning provides the roadmap for a community's policies, programs, and regulations. Processes such as visioning, information sharing, data alignment, public education and engagement, and regional partnerships serve as the foundation for creating scientifically sound, publicly understood, and community-supported plans.

Land use and water departments often use different data sets and analysis methods in their decision-making processes, such as growth rates to inform future land use or water demand projections. Identifying the discrepancies and understanding the implications of different projection methods can help communities estimate the extent of uncertainty and error in results. Coordinating around these issues, sharing information, and looking for ways to align data sets and methods will promote consistency and mutual understanding across departments and lead to better decision-making.

## COMMUNITY ENGAGEMENT AND EDUCATION

The support of community members and organizations is critical for integrated water and land use planning and implementation. Engaging in planning and goal setting provides people with opportunities to provide important feedback, learn from information provided during the process, and build a common understanding of how climate change and land use patterns are impacting water availability and quality. Education or training programs for staff, elected officials, and public stakeholders strengthen support for perspectives and strategies that incorporate water-saving measures into land use.

## Case Study: Salt Lake City Department of Public Utilities - Civic Engagement

Contributors: Laura Briefer, Director and Stephanie Duer, Water Conservation Program Manager, Salt Lake City Department of Public Utilities

Salt Lake City is committed to and actively encourages civic engagement. Community outreach and equity and inclusion are high priorities of [Mayor Erin Mendenhall](#). The city has a [Civic Engagement Team](#) that facilitates best practices for public participation and works with city departments to build their civic engagement capacity. The city uses a variety of means for people to [get involved](#) (e.g., community councils, community action teams, boards, commission, internships, and community programs). Its [community outreach](#) efforts include Community Office Hours where people can talk to one of Mayor Mendenhall's liaison team out in the community, translation of community documents and communications into different languages, community outreach newsletters, and many more informal means of engagement.

This city-wide platform for Civic Engagement is utilized by departments throughout the city. The [Salt Lake City Department of Public Utilities](#) (SLCDPU) is especially active and responsive in interacting with its customers, including residential, commercial, industrial, and institutional entities in Salt Lake City, eight other municipalities, and unincorporated areas of Salt Lake County. The city provides drinking water, manages flood control and storm water, and collects and treats wastewater. It engages with the communities and people it serves in the processes of planning, policy development, program delivery, and project implementation in all of these water service areas.

Laura Briefer, the Director of the Department, stresses the importance of public engagement. She establishes personal connections with the mayors and key staff in the communities they serve, and coordinates with them about activities like land planning and establishing rate structures. She also coordinates with a wide range of constituencies on state-level water issues such as drought management and the Great Salt Lake. As a result of integrating public engagement into their operations and capital improvement activities, the utility spent a long time working with the public to implement an ordinance prohibiting new commercial or industrial land use that consumes more than 200,000 gallons per day, the rebuild of the sewer treatment plant, and reconstruction of the Fourth Avenue Well in Memory Grove. Public engagement is invaluable in these processes and helps them to better serve their member cities.

SLCPU's public engagement was critical during development of its [2020 Water Conservation Master Plan](#). Stephanie Duer, Salt Lake City's Water Conservation Program Manager, organized a suite of public engagement activities that included giving presentations about the plan in various municipalities, utilizing social media, and soliciting public feedback in person and through an online survey. After this public engagement, the utility's plan exceeded the state's basic requirements for a water conservation master plan. It provides a good example of issue framing, articulation of conservation goals, data analysis, identification of conservation programs and practices to implement, and includes an ongoing public outreach and communication plan.

## REGIONAL COLLABORATION AND PARTNERSHIPS

Some goals are attainable within a single governmental jurisdiction while others may require engaging in collaboration between jurisdictions and partnerships with regional organizations, the private sector and non-profit organizations. Adding partners and coordinating across jurisdictions can identify shared interests, expand resources, and result in coordinated action strategies with larger impact. Regional committees and partnerships can provide an opportunity for cross-jurisdictional planning around shared water resources. They offer a way for county, municipal, water district staff, and stakeholders to collaboratively study local and regional issues, define desired future conditions, evaluate potential paths forward, and partner on implementation.

### *Approaches for Setting Strong Foundations for Integrated Land-Water Planning*

- Link water supply and demand to projected land use patterns in both general plans as well as water conservation plans for a more granular understanding of water use by land use type.
- Reference general plan goals and strategies in the establishment or update of associated land use policies.
- Meaningfully address water throughout the community's general plan elements, as well as thoroughly in the water resources element.
- Link water supply and demand, conservation, and recharge priorities and policies across related plans—including storm water management plans—to address common resource concerns through a variety of approaches and authorities.
- Set aside land for water-related infrastructure, such as recharge basins and treatment and recovery wells, in future land use maps.
- Use capital improvement plans to ensure investments are made in the physical infrastructure needed for water management, such as treatment facilities and water reuse infrastructure, or in projects that manage storm water through green infrastructure, infill development, hazard risk reduction, and watershed restoration.
- Increase the strength of your plans with consistency requirements, which require that future plans and zoning codes be consistent with the comprehensive plan.
- Look for confusing or conflicting language, goals, policies, processes, or regulations and take steps to clarify and align them.

## Section 2: WATER SMART LAND USE AND DEVELOPMENT POLICIES

### OVERVIEW

Urban water demand is both a function of household size, income, and lifestyle habits, as well as how we plan, design, and maintain our communities, including their commercial, industrial and institutional sectors. When it comes to saving water, where and how we grow and build truly matters.

Efficiencies may be found in cluster development patterns and in the design of buildings, sites, and infrastructure systems, especially for urban irrigation systems and landscaping. We also know that:

- Higher density and cluster developments consume less water than other development patterns.
- Some residential land use types consume less water than others.
- High-performing, water-efficient plumbing and building standards contribute to community water savings.
- Newer appliances and plumbing fixtures are more efficient than older ones.
- Water-saving and climate-appropriate plantings, landscaping standards, and maintenance practices consume less and conserve more water.
- Households that conserve water save money for themselves and their water provider, while conserving water for other people and nature.

To use less water, the best development policy is to make water smart development the easiest and most incentivized type of development to build by:

- Promoting higher density and cluster development, especially where infrastructure already exists.
- Promote high efficiency, water efficient plumbing and building standards.
- Promote water saving and climate appropriate landscaping standards and maintenance practices.

### TOOLBOX: ZONING ORDINANCES, OVERLAY ZONES, AND CLUSTER DEVELOPMENT

Zoning ordinances are often the cornerstone of local land-use planning and are effective tools that municipalities and counties have to conserve and promote public health, safety, convenience, and general welfare.

## OVERLAY DISTRICTS/ZONES

Overlay districts are special zoning districts that modify the regulations applicable in an underlying zoning district. Overlay districts may overlay one or more underlying zones. They cannot be used to require a use permit that would otherwise be allowable in the underlying district, but they may be used to apply additional requirements for uses permitted on a conditional basis in the underlying zone.

Overlay zones add an additional “layer” that increases or modifies regulations to the existing zoning of a [particular geographic area](#). Though typically used to guide development in specific areas like central business and historic districts, overlay zones are also effective tools for [natural resource protection](#) and the preservation of other critical areas. For example, overlay zones may be used to protect [working farms and ranches](#), ridgelines, riparian areas, and groundwater recharge areas, to name a few.

Some notable overlay zones in Utah include the following examples from Lehi City:

Lehi City Jordan River Protection Overlay Zone: [www.lehi-ut.gov/wp-content/uploads/2013/09/Chapter-36-B-Jordan-River-Protection-Overlay-Zone.pdf](http://www.lehi-ut.gov/wp-content/uploads/2013/09/Chapter-36-B-Jordan-River-Protection-Overlay-Zone.pdf)

Lehi City Utah Lake Shoreline Protection Overlay Zone: [www.lehi-ut.gov/wp-content/uploads/2018/11/Chapter-36-Utah-Lake-Shoreline-Protection.pdf](http://www.lehi-ut.gov/wp-content/uploads/2018/11/Chapter-36-Utah-Lake-Shoreline-Protection.pdf)

## CLUSTER/CONSERVATION DEVELOPMENT

While most water conservation and efficiency efforts related to land use have focused on outdoor watering and indoor plumbing fixtures, there are considerable benefits to encouraging more clustered development patterns. Water usage studies have consistently demonstrated that in urban areas, the largest consumption of water is by large-lot, single-family homes where most of the water consumed is used outdoors during spring and summer. Alternatively, higher density development can result in reduced water consumption. Research has demonstrated that developments between 3-8 units per acre achieve the most water reductions and that even small adjustments to development density can yield large water savings for [cities](#).

Promoting water-efficient land use patterns provides many benefits in addition to saving water. It can also support the more efficient use of existing infrastructure, protect other natural resources, promote walkability, control flooding, and enhance neighborhood or community vibrancy. Another significant benefit to clustered development is the preservation of larger tracts of agricultural lands and open space through easement, covenant, or deed restrictions.

## STRATEGIES FOR PROMOTING CLUSTER DEVELOPMENT

- At pre-development review, make rezoning, annexations, and Planned Unit Development (PUD) applications conditional on meeting water conservation standards. For PUDs, this can

include requiring a meter at each connection within the development and that standards within PUDs are the same as the requirements for the public utility distribution system.

[Planned unit development](#) is a distinct category of conditional use that is intended to promote the efficient use of land and resources, promoting greater efficiency in public and utility services, preservation of open space, efficient use of alternative transportation and encouraging innovation in the planning and building of all types of development.

- Develop future land use plans that establish designated future growth areas, both infill and greenfield, where adequate infrastructure exists for accommodating growth at higher and/or more urban densities.

Infill describes the construction of buildings on urban lands. Usually, these lands have not previously been built upon. Greenfield development occurs on land that has not been previously developed for any purpose.

- Change the zoning code to permit smaller lot sizes and higher densities by right in designated districts.

Zoning code is considered “by right” if the approvals process is simplified and projects receive approval without a discretionary review process, having met required zoning standards.

- Reduce or remove development standard barriers to cluster development, such as parking requirements, minimum lot sizes, and lot setbacks.
- Add height limitations to limit cooling towers and the associated water demand increases.
- Change zoning code to permit multiple types of residential development (e.g., multiplex, townhomes, apartments, accessory dwelling units) by right in designated growth areas to provide a diversity of housing options.

Accessory dwelling units are smaller, independent residential housing units located on the same size lot as single-family residences.

- Change zoning code to permit cluster and mixed-use development by right in designated growth areas.
- In exurban and rural areas, change zoning code to permit and incentivize cluster and conservation development by right.
- Manage commercial uses by making water-intensive uses, such as canning and bottling plants, data centers, etc., conditional instead of by right. Issue permits based on standards to meet water conservation and efficiency standards such as water recycling.

By code, Salt Lake City prohibits commercial and industrial uses of water that exceed 200,000 gallons per day ([Salt Lake City § 21A.33.010](#)). The ordinance was developed in response to ongoing drought conditions and the potential for water-intensive industries such as bottling plants and data centers relocating to the city.

- Provide incentives for increased densities using development or utility fee reductions/ waivers and density bonuses for developers.

#### TOOLBOX: WATER BUDGETS

A foundational element of water supply planning is the development of a water budget—an estimation of water flows into and out of a system. Water budgets can be applied at various scales: to a single home, to a development, to a single water provider, or to a local government with multiple water providers. At development planning stages, calculating a water budget for buildout can allow a community to carefully craft a vision within the constraints of its anticipated water supplies.

Like financial budgeting, every line item of water supply and demand should be accounted for in water budgeting, and tradeoffs and opportunity costs should be carefully considered in planning for and managing water resources. For instance, such a budget provides guidance for evaluating water demand at the development or site scale. A community that adds water budgets to development review processes and site plans optimizes site performance, conformance with the community’s vision, and stewardship of the overall water budget for buildout.

#### APPROACHES FOR DEVELOPING A WATER BUDGET

- Examine and tailor calculation methodology. The state has developed a [water budget model](#) to estimate water budgets at the state and basin level for planning purposes and basin level budgets may be used by counties for planning purposes. The information is used to formulate plans for conservation, demand reduction, repurposing of water use, inter-basin transfers and other planning activities and may provide a basis for smaller-scale water budgeting.
- Align methodologies and data sources across departments and communities. Different departments or water providers may use disparate data sources or methodologies. Communities that compare and coordinate data and information build a mutual understanding, improve communication, and reduce uncertainty in their projections.
- Connect water billing and actual land use data using GIS. Granularity and accuracy of estimations inform rate structuring and advance efficiency programs. This approach helps communities better understand how a rezoning proposal could impact water demand. It also helps them understand and compare the water use patterns and trends of different land uses and densities.
- Shift units of demand measurement to account for density. Moving from a *per-acre* scale to a *per-unit* or *per-square-foot-of-building-area* scale can help account for increasing density in residential and commercial developments.
- Utilize water budgeting to set maximum amounts for use on outdoor landscaping. A landscaping allocation allows a developer to select plant materials that require watering in amounts at or below the total amount of water budgeted.



(Water Feature) is by Todd Stonely 2022

#### TOOLBOX: DEMAND OFFSET PROGRAMS

Water demand offset programs require new development to offset projected water demand either through water conservation in existing development or transfer of water rights. The goal is to have all new development, including the expansion of existing homes or businesses, be “water neutral” in the water supply system. Some communities provide an in-lieu fee alternative. This concept can also apply to offsetting energy, wastewater, air quality, historic preservation, or watershed health impacts.

#### APPROACHES FOR MANAGING A WATER DEMAND OFFSET PROGRAM

- Establish an authority to monitor and administer the program.
- Determine the offset ratio. A ratio of 1:1 will maintain the current water supply and demand balance, and a 2:1 mitigation ratio will reduce the ratio of demand relative to supply. Wastewater reclamation projects are more reliable and are given a 1:1 offset value, and supplies created through demand management are considered temporary and are given a 2:1 ratio.
- If fee-based, ensure the charge reflects the costs of implementing the offset as well as administrative costs. Costs of developing new supplies are borne by the entity needing to offset demand. Fee schedules can be a flat rate or based on a percentage.
- Require verification of sufficient water supplies and water budgets. Work completed by developers must include documentation and verification by local program administrators.
- Consider the timing of the offset fee payment to allow enough time to procure supplies with those fees by the time the new demand is created by the development.
- Promote infill development by giving priority access for new water supplies to new demands within the existing service area boundary. Consider maximizing development opportunities within the target area before approving development in new regions.

### Case Study: Water Demand Offset Program, Santa Fe, NM

Case study reprinted from the Sonoran Institute's *Growing Water Smart: The Water-Land Use Guidebook for Colorado* (2021).

The City of Santa Fe, New Mexico began a Water Conservation Program in 1997 that has contributed to a per capita water use reduction of more than 50% since 1995 bringing demand down to 56 gallons per capita per day (GPCD).

A 2002 drought caused the City's demand to exceed supply. The City took aggressive action initiating a rate structure increase, a rebate program, and a water demand offset program. Their water demand offset program gained national recognition demonstrating its effectiveness as a way to meet future demand. The program set requirements for all new development to offset water demand either through conservation in existing development or transfer of water rights to the City. The requirements are:

- For residential development requiring under 10 acre feet/yr and commercial development requiring under 5 acre feet/yr, the water demand offset could be met through conservation;
- For new development requiring greater than this demand, water rights would be required to offset new demand. To help developers offset demand, the City developed a toilet retrofits program.

The program connected willing homeowners who desired a retrofit to developers who could either buy credits from a qualified broker or do it themselves.

This program was so successful that the City nearly maximized its conservation potential. In response, the City updated its water demand offset program. The program includes the creation of a water bank to hold conservation credits for future development and a Water Conservation Credit Program. This program includes:

- The addition of rebates for more types of water use efficient appliances or retrofits of older ones and for outdoor watering equipment;
- A water budget program where a water user enters into an agreement to use less water and the City monitors the usage and pays the customer for the reduction in use; and
- A "free stuff" program including low-flow faucet and shower heads.

The water demand offset program applies to commercial projects that require 5 acre-feet per year (AFY) or more, residential projects that require 10 AFY or more, and mixed use projects that require 7.5 AFY or more.

#### TOOLBOX: BUILDING AND DESIGN CODES (PLUMBING, BUILDING EFFICIENCY, & GRAYWATER STANDARDS)

Reducing indoor water use in residences and businesses can be accomplished through water efficiency standards for indoor plumbing fixtures. These standards are important for managing long-term water demand because fixtures installed today will likely last 20-30 years and have the potential to require higher water use during that time. Utah's maximum flow rates for indoor plumbing fixtures are comparable to federal standards in some instances, but higher

than Environmental Protection Agency ([EPA WaterSense](#)) product standards. Currently, WaterSense labeled products are not legally required to be installed by new development in Utah. However, local jurisdictions may incentivize water-efficient plumbing in local ordinances and in retrofit programs.

Table 2. Water efficiency standards comparison.

	Utah Statutes	Federal Standards	E.P.A. WaterSense Products
Residential Toilets	1.6 gallons/flush	1.6 gallons/flush	1.28 gallons/flush
Bathroom Faucets	2.2 gallons/minute @ 60 psi*	3.0 gallons/minute	1.5 gallons/minute
Showerheads	2.5 gallons/minute @ 80 psi	2.5 gallons/minute	2.5 gallons/minute

#### STRATEGIES FOR PLUMBING FIXTURES AND BUILDING EFFICIENCY STANDARDS

- Use green plumbing codes as a guide or adopt a green plumbing code requiring high-efficiency faucets, showerheads, and toilets in the plumbing code.

Green plumbing codes supplement the [Uniform Plumbing Code](#) or the [International Plumbing Code](#) in an effort to encourage sustainable construction practices. There are currently two organizations leading the development of green plumbing codes, the [International Code Council](#) and the [International Association of Plumbing and Mechanical Officials](#).

- Adopt building code standards that permit the use of water recycling systems.
- Adopt building code standards for the submetering of multifamily units.
- Incentivize the replacement of less-efficient toilet and faucet technologies with water efficient ones through rebates or replacement fixture programs.
- Create incentives for developers to receive lower impact fees for meeting water efficiency standards that go beyond requirements of the building code.
- Link impact fees to water budgets to guarantee that the low demands projected when impact fees are paid will be realized over time.

In response to drought, the Utah Water Quality Board adopted a graywater rule in 2004. However, the initial rule was very restrictive and was revised in 2020 to allow simple gravity-fed systems and expanded application to include multi-family and commercial properties. [Utah Code § R317-401](#) defines graywater and places authority for administration with local health departments that may or may not permit graywater systems and use. Where permitted, systems must be designed by a certified professional.

## TOOLBOX: DEVELOPMENT REVIEW PROCESSES

The development review process encompasses all the procedures necessary to ensure development applications meet a community's land use regulations. Communities' development review processes vary slightly but engaging water providers in the process is an important strategy for integrating water and land and can support water resilient outcomes.

### APPROACHES FOR INTEGRATED DEVELOPMENT REVIEW

- Document the development review process. Identify opportunities to add water conservation managers and include other sustainability or resilience experts to the land review process to identify and resolve water-related challenges or opportunities.
- Promote collaboration and build relationships between water and land professionals through regular meetings that maintain a shared understanding of the community's strategic vision and priorities.
- Ensure that water-related compliance challenges are addressed and alternative approaches are considered early by involving water managers at pre-application and preliminary plat review meetings.
- Seek review and agreement from water resource departments on final approval of land use decisions.
- Ensure that a development is built, operated, and maintained as stated in the proposal by training site inspectors to recognize and enforce compliance on water-efficient design elements.
- Shape development agreements or planned unit developments (PUDs) to include water efficiency standards, alternative water use, and watershed protection efforts.
- Integrate low-impact development design recommendations into the site planning review.
- Use connection charges, such as impact and other fees, as incentives to guide development to areas with existing or planned infrastructure. Connection charges can reflect water budgets and allocation policies.
- Promote voluntary, incentive-based programs to implement creative plat designs with open space, water-use offsets, and water efficient plumbing, landscaping, and rainwater harvesting systems (in new builds and/or retrofits). Incentives may encourage developers to exceed the required water efficiency standards.
- Develop guidance to help residents and builders understand and comply with building and design codes and to learn about alternative codes being developed to promote sustainability innovations.

## TOOLBOX: WATER EFFICIENT LANDSCAPING

In Utah, landscape irrigation accounts for 50-70% of per capita water use and represents a significant water conservation opportunity ([Utah Water Resources Plan, 2021](#)). Related, the legislature enacted [Utah Code § 10-91-536](#) in 2022 which defined water wise landscaping for the first time in the state's history.

This Utah code broadly defined water wise landscapes as being suited to the microclimate and soil conditions of a given location, having the ability to remain healthy with minimum amount of irrigation once established, and using proper and efficient irrigation system design. In addition, the code prohibited municipalities from enacting or enforcing "an ordinance, resolution, or policy that prohibits, or has the effect of prohibiting, a property owner from incorporating water wise landscaping on the property owner's property."

Municipalities may still require property owners to comply with review processes before installing water wise landscaping, to maintain plant material in a healthy condition, or to follow water wise design requirements adopted by the municipality. Importantly, the code states that a municipality may no longer require a property owner to install or keep in place lawn or turfgrass in areas less than 8 feet wide (enabling property owners to change landscaping in parking strips, which are hard to water efficiently).

The legislature also addressed water efficient landscaping by homeowners' associations (HOAs) in 2022 by enacting [Utah Code § 57-8a-218](#). This code requires HOAs to adopt rules that support water efficient landscaping, including allowances for reducing irrigation to lawns during drought conditions (making grass dormancy acceptable). It also prevents HOAs from prohibiting or restricting the conversion of existing water-intensive park strips to water efficient landscaping.

Communities working to make landscaping water smart should integrate tools to reduce water demand at the time of new construction. Many such tools that integrate [best practices](#) into development codes for water conservation and efficiency are available to local governments. These best practices may include requirements for:

- Plant materials that are best suited for the local climate and soil conditions.
- Grouping of plants into hydrozones.

Hydrozones are areas of the landscape where plants with similar water requirements are grouped.

- Limited use of turfgrasses to practical and functional applications.
- Low-flow and efficient irrigation technologies, including drip irrigation, smart irrigation controllers, and pressure-regulating irrigation valves and sprinkler heads.
- Water efficiency standards for landscapes.
- Rain sensors with a shutoff mechanism to prevent irrigation during natural rainfall events.
- Soil enhancements and mulching to optimize moisture holding capacity.
- Training for landscape contractors and professionals on water-efficient landscaping





techniques and irrigation water budgeting, like the [Qualified Water Efficient Landscaper \(QWEL\)](#) training program.

- Model [maintenance standards](#) and agreements for HOAs and others to use in contracting landscape services.
- A total amount of landscaped area permitted based on lot size percentage or square footage.
- A water budget for outdoor water use, ideally tied to tiered water rate structuring, that sends a price signal to ratepayers.

Since mandatory requirements significantly increase water savings, the goal of a community committed to water conservation should be to require all new developments and retrofits to meet robust water efficiency standards.

#### STRATEGIES FOR PROMOTING WATER EFFICIENT LANDSCAPING

- Develop landscaping guidelines that provide specific recommendations to individuals and developers on water-efficient plant materials, soil enhancement, mulching, and irrigation scheduling appropriate for local climates.
- Promote and/or incentivize the use of individual household rainwater harvesting for outdoor irrigation.
- Adopt [community water efficiency standards](#) that allow residents to take advantage of [rebate programs](#) offered by the state.
- Provide incentives for developers to install water-efficient landscapes through reduction of impact fees.
- Change subdivision codes to include residential, commercial, and public landscaping standards that reduce the use of water for irrigation by regulating:
  - Irrigated system efficiency and irrigated area;
  - Plant materials;
  - Rain sensors and/or smart irrigation controllers that adjust irrigation in accordance with local weather conditions;
  - Irrigation scheduling (frequency and depth);
  - Soil amendments;
  - Water loss limits.
- Non-regulatory options include changing property owner behavior through conservation and education programs implemented by the water provider, such as:
  - Rebate programs for water-efficient plumbing fixtures such as low-flow toilets and showerheads, and water-efficient washing machines;
  - Rebate programs for the replacement of water-intensive landscapes with water efficient landscaping;
  - Education about water efficient landscaping and efficient irrigation systems;
  - Irrigation audits/evaluations that educate homeowners and landscape managers on landscape irrigation efficiency.

### Case Study: Herriman City Water Efficiency Standards

Contributor: Justun Edwards, Director of Public Works, Herriman City

Herriman City, a fast-growing city in southwestern Salt Lake County, receives 65% of its water from Jordan Valley Water Conservancy District (JVWCD). City officials estimate that Herriman's population will double by 2040. Beginning in 2019, Jordan Valley Water Conservancy District developed [Water Efficiency Standards](#) in order to help their member agencies use water more efficiently. JVWCD requires member agencies to adopt the standards when updating their water contracts. The standards include specific criteria for landscapes in new commercial and residential developments that use significantly less water than prior development. Setting water efficiency standards for landscapes is an effective tool to ensure efficient outdoor water use in new developments or redevelopments. Water providers want to make sure water is used efficiently and city planning departments want to make sure they have sufficient water supplies to continue to grow, ensure future water security, and protect their watersheds.

As part of the renegotiation of its contract with JVWCD, Herriman City decided to become the first of JVWCD's member agencies to adopt its new Water Efficiency Standards in [December 2020](#). The standards include setting a limit on the amount of turf allowed in landscapes, and requiring drip irrigation and 3-4 inches of mulch in planting beds. All new developments need to follow the standards in order to be approved. To mitigate conflicting code, Herriman changed part of its land use code in order to adopt the standards. They implemented a plan review and inspection process, and hired a full-time conservation staff member to ensure compliance. New landscapes are inspected by the city after installation to ensure that the water efficiency standards have been followed.

To ensure landscapes for new residential and commercial developments meet the intent and requirements of the Water Efficiency Standards, Herriman implemented a landscape review and inspection process. Builders and developers must submit a detailed landscape plan to be reviewed for compliance. As part of the plan submittal, they must complete a table that identifies lot size, impervious area, and landscape areas listing the total sod area which cannot exceed 35% for residential lots and 20% in commercial developments. Once the landscapes are installed an inspection must be performed to ensure compliance with the approved plan.

The reaction of developers to the standards has been generally positive. Herriman City initially wanted to keep a 75% living plant cover requirement, but reduced that standard to meet the Jordan Valley Water Efficiency Standards of 50% living plant cover to eliminate confusion, address developer cost concerns, and to further reduce water consumption. However, some issues have arisen during the implementation of the Water Efficiency Standards. Developers are finding that it is costlier to install water efficient landscapes than to install a traditional turf grass landscape. There has also been some pushback against the standards by developers with neighborhoods that were partially built-out when the new standards came into effect creating landscape inconsistency throughout the development. The homes built before the standards were implemented have a more traditional landscaping style; now the developers will have to navigate building new homes with the updated standards in those neighborhoods.

*Case Study Continued*

Herriman City was the first of the Jordan Valley Conservancy District's member agencies to adopt their Water Efficiency Standards and has since been approached by other member agencies for advice on adopting the standards, and by cities in other parts of Utah who are looking to develop their own standards. Herriman City has approved a handful of commercial projects that follow the standards, and are beginning to see residential projects follow the standards in 2022. They will have more data available on the program's progress in 2023. Beyond implementing the efficiency standards, Herriman City has initiated a process to consider how to implement the requirements of [SB 110](#), which was passed by the state legislature in 2022. This bill requires that water use and preservation elements be integrated into a city's General Plan. Herriman City has taken an important first step on the path to a more water efficient future, and is making plans to do even more to achieve it.



Jake Powell, Utah State University, 2022

**Case Study: Cedar City Water Wise Demonstration Street**

Contributors: Candace Schaible, Extension Assistant Professor of Horticulture and Water Wise Landscaping and Jake Powell, Extension Landscape Architecture and Environmental Planning Specialist, Utah State University

Cedar City is the largest city in Iron County, Utah. Located 250 miles south of the state capital, it is the home of Southern Utah University, the Utah Shakespeare Festival, and the Utah Summer Games. The city has a population of approximately 36,000 and encompasses roughly 20 square miles on the western edge of the Markagunt Plateau in the Cedar Valley. Although the Cedar Valley rests on top of a natural aquifer, the city does not have access to sufficient water supplies at current levels of use.

Rural communities are often physically distanced from the water conservation and demonstration gardens located along the Wasatch Front. However, these demonstration gardens provide tangible examples of how water wise landscapes can look and feel and provide an opportunity for homeowners to gather landscape ideas and inspiration. In 2019, Iron County Extension Assistant Professor, Candace Schaible, wanted to make access to such demonstrations easier for Cedar City residents by installing water wise landscapes in a new suburban neighborhood.

To make this goal a reality, she collaborated with Utah State University Landscape Architecture and Environmental Planning Specialist, Jake Powell, on an Extension Water Initiative grant to help design, fund, and install a water-wise demonstration street in the city. The two brought the idea to the Iron County Home Builders Association and one builder volunteered to take on the project.

Working with local real estate developer, [Alex Meisner Construction](#), the team created a series of front yard designs showcasing water-wise landscape design principles and techniques and these designs were then installed at nine model home sites. Demonstrating water wise landscape design principles at the model homes has worked to provide homebuyers with an immediate connection to water wise landscape construction ideas and principles that they may then apply on their own properties.

The nine home landscapes are a tangible focus for the partnership that is helping to change the vernacular landscape of Cedar City and more water wise landscapes continue to be installed in the neighborhood. The project includes a [website](#) that details the landscape designs and will also share water use data from the demonstration landscapes over time. A series of associated courses and resources teaching and reinforcing the principles displayed at the homes is also planned.

## Case Study: Utah Department of Facilities Construction and Maintenance

Contributor: Andy Marr, Assistant Director of Facilities, Utah Department of Facilities Construction Management

The mission of the Utah Department of Facilities Construction and Management (DFCM) is to provide professional services to assist State entities in meeting their facility needs for the benefit of the public. This includes jurisdiction over nearly 4000 properties and landscapes across the state such as universities, community and technical colleges, the Utah State Fair Park, and other state agencies.

In 2021, in response to the ongoing drought, Governor Spencer Cox issued [Executive Order 2021-10](#) requiring state agencies to follow the Utah Division of Water Resources' [weekly lawn watering guide](#). All DFCM facilities complied with the executive order, but the public still saw sprinklers running and green grass on state facilities, which presented a public relations challenge. In 2022, the state legislature passed [H.B. 121](#), adding more robust guidance to the executive order to require turfgrass dormancy to help conserve water. To meet the requirements of the new legislation, Andrew Marr, Assistant Director of Facilities, DFCM, consulted with Utah State University's [Center for Water Efficient Landscaping](#).

Quantitative guidelines for irrigation of state facilities were developed, including only allowing ½ inch of irrigation water applied weekly during shoulder seasons and 1 inch applied during the hottest weeks of the summer. Slightly higher irrigation amounts were allowed in southern Utah to accommodate a longer growing season and higher temperatures. These guidelines were brought to the Governor's cabinet and received their approval, and the new requirements were issued to all delegated facilities falling under DFCM jurisdiction. In addition to the new irrigation requirements, all grounds supervisory staff of DFCM were required to complete training through the [Qualified Water Efficient Landscaper](#) program to learn how to install and maintain their landscapes and irrigation systems for water efficiency.

DFCM has also implemented other processes to facilitate the success of their response to the Governor's executive order and H.B. 121. A database is now maintained for all managers to indicate their compliance with the reporting requirements of H.B. 121 and any factors that may prevent that compliance (e.g., local city or water district requirements). Monthly meetings provide an opportunity for managers and stakeholders to discuss questions regarding the new irrigation practices and to request funding for water meters, smart irrigation control technologies, rezoning of irrigation systems, and water efficient landscaping to bring facilities into compliance.

Andrew Marr describes DFCM's efforts as an ongoing progression of learning and implementation that is just beginning. "It's time to figure out our process and in the coming seasons our managers will know what to do," he says. "It's more about the buy-in, the common goal and common mission. It's hard to turn the ship around but (by) providing incentives and recognition...we're getting there."

## Section 3: WATERSHED RESILIENCE & WATER SMART INFRASTRUCTURE

### OVERVIEW

How we manage all forms of water, from storm water to wastewater, impacts both the built and natural environment. Approaches that incorporate an [Integrated Water Resource Management \(IWRM\)](#) methodology into building, site, subdivision, and infrastructure standards can protect ecosystems, enhance watershed resilience, and harness the utility of all forms of water. An IWRM approach can help to mitigate the factors that can degrade ground and surface water quality and quantity including:

- Pollution from urban and agricultural runoff and natural disasters like floods and wildfires;
- Sedimentation due to soil disturbances, vegetation loss, and erosion from road construction and new development;
- Destruction of riparian areas due to development and changes in climate;
- Increased amounts of storm water due to increases in impervious surface area from development;
- Decreased or lost water infiltration resulting from increases in impervious surface area and more rapid runoff; and,
- Variability in water supplies caused by periodic droughts.

Municipal and county governments are also tasked with providing necessary public services within their jurisdictions, which may involve community-scale water, wastewater, sewer, and other infrastructure and improvements. Such infrastructure development usually occurs over many years and depends on local goals, development and buildout needs, and sufficient revenue and financing. Water smart approaches like green infrastructure can provide several additional benefits to traditional 'gray' infrastructure, like recharging local floodplains, supporting vegetation and wildlife, providing community amenities and open space, mitigating urban heat island effects, and protecting watershed health and resilience.

**Green infrastructure** describes a range of measures that use permeable surfaces, plants, and soils to keep storm water onsite, thereby reducing flows into community sewer systems or to nearby surface waters.

**Gray infrastructure** describes systems designed to move storm water away from the built environment.

## TOOLBOX: WATERSHED PLANNING FOR RESILIENCE

Landscape scale changes resulting from both human and natural forces have a significant impact on natural ecosystems and water resource availability. Safeguarding available water resources through watershed protection standards and policies is an important but often overlooked goal in Western communities. Watershed planning and protection has often been considered a function of collaboratives and nonprofits working with local, state, and federal agencies to restore ecological processes and functions. However, the way communities develop and redevelop can either escalate the threat to our watersheds or nurture nature and enhance the returns.

Watershed planning for resilience focuses on minimizing negative impacts as new development occurs. Watershed protection goals are included in a wide variety of community plans, such as comprehensive plans, emergency management plans, watershed plans, water resource management plans, and open space plans. Converting these goals into concrete policy in development code is essential to prevent watershed degradation and enhance community resilience.

### APPROACHES FOR ENHANCING WATERSHED RESILIENCE

- Map all sensitive areas including wetlands, riparian corridors, infiltration zones, water supply watersheds, groundwater basins, and natural disaster-prone areas, such as flood, drought, and wildfire areas.
- Adopt plans for wildfire mitigation, watershed management, storm water management, and floodplain management that designate sensitive areas and goals for mitigation. These plans should reference other plans so that priorities and objectives build on and reinforce each other and the environment is viewed holistically.
- Limit development in sensitive areas by clustering homes within a smaller geographic zone, incentivizing infill development in less sensitive areas, and providing low impact design standards/guidelines.
- Create zoning districts with lower densities and/or cluster development to protect surface and groundwater sensitive areas.
- Adopt development standards for stream buffers and setbacks to protect water quality. Adopt vegetation protection standards that minimize disturbance to vegetation within the riparian corridor.
- Adopt storm water management and site design standards that utilize best practices for low impact design reducing storm event runoff and increasing water infiltration.
- Adopt site level soil erosion mitigation standards for new development to reduce sedimentation and run-off and protect water quality from land disturbance.

- Adopt surface and/or groundwater districts with standards to minimize contamination of streams and shallow aquifers that will protect existing and potential sources of drinking water supplies.
- Participate in collaborative efforts to restore watershed functions through watershed restoration projects.

Communities should identify the top multi-benefit and integrated strategies and projects, then implement these projects ahead of less integrated proposals (unless crucial urgency demands otherwise). Policies, plans, programs, and projects should be monitored and evaluated to determine if the expected results are achieved, and to improve future practices.

## TOOLBOX: GREEN INFRASTRUCTURE & LOW-IMPACT DEVELOPMENT

Green infrastructure uses the natural ability of permeable surfaces to absorb storm water. Low-impact development (LID) is the retention or restoration of natural hydrologic patterns by using landscape and site design to keep as much rainwater as possible from leaving the site. Instead of designing a site or streetscape to funnel storm water off-site as fast as possible, green infrastructure and LID approaches use vegetation, porous materials, rain gardens, and detention basins to reduce storm water runoff and encourage the onsite infiltration of storm water.

Common Water Smart Infrastructure Techniques	
Application	Description
Bioretention basins, storm water harvesting basins and rain gardens	Small to large scale planting areas within the hardscape containing shrubs, trees and grasses.
Bioswales	Shallow and uncovered channels that induce meandering and are placed inline within a drainage channel.
Curb extensions and chicanes	Traffic calming measures which widen the sidewalk and/or narrow the street for a short distance.
Curb openings	Drainage inlets that divert storm water into bioretention basins.
Detention ponds	Basins that provide flow control by collecting storm water runoff.
Permeable pavement, gravel, or pavers	Methods of paving that allow infiltration and can be used in low to moderately trafficked areas like sidewalks and parking lots.

Benefits of green infrastructure include:

- Reducing the need for outdoor irrigation; native and adapted plants may be used to revegetate channels and basins and survive with naturally occurring rainfall once established.
- Storm water that is not used by plants is cleaned as it recharges into the ground, thus reducing peak flooding, reducing pollutant loads downstream, and lowering the risk of sewer overflow.
- Additional vegetated areas in a community can help to mitigate heat impacts by providing shade, sequestering carbon, and absorbing solar radiation in urban neighborhoods.
- Relative to other types of traditional or gray infrastructure for storm water management, green infrastructure is more affordable to install and maintain.
- Particularly in shallow groundwater areas or near riparian areas, increased storm water infiltration can improve water quality and restore watershed health and other natural hydrologic functions in urban areas.
- Indirect benefits include:
  - Increased public safety due to reduced flooding, improved emergency vehicle access, and reduced property damage;
  - Expanded landscaped areas that produce more oxygen, cool neighborhoods, and reduce energy consumption;
  - More attractive neighborhoods that foster pedestrian and cycling activity, reduce traffic speeds, and enhance feelings of safety;
  - Job creation through installation and maintenance of LID and, indirectly, landscape industry jobs (plant production and sales).

#### STRATEGIES FOR IMPLEMENTING WATER SMART INFRASTRUCTURE

- Map all sensitive areas including wetlands, riparian corridors, infiltration zones, water supply watersheds, groundwater basins, and natural disaster-prone areas, such as flood, drought, and wildfire prone areas.
- Limit development in sensitive areas by clustering homes within a smaller geographic zone, incentivizing infill development in less sensitive areas, and providing LID standards or guidelines.
- Preserve regional open space by clustering development, maximizing unpaved areas for storm water retention.

- Consider the potential to use storm water recapture for a centralized urban natural open space. Conveying this water to a common area or neighborhood park may enhance the vision of your community or neighborhood.
- Incorporate water holding areas into the landscape, such as creek beds, recessed athletic fields, ponds, cisterns, and other features.
- Adopt development standards for stream buffers and setbacks to protect water quality.
- Design all aspects of landscaping—from the selection of plants to soil preparation and installation of irrigation systems—to reduce water demand, retain runoff, decrease flooding, and recharge groundwater.
- Use permeable surfaces for hardscapes whenever possible.
- Work with transportation and civil engineers to update development standards and to map streets and areas that have the highest flood potential, as well as the widest setbacks where there will be room for tree plantings.
- Use green infrastructure for traffic calming, beautification, and placemaking. Consider placing green infrastructure along areas where vehicle speeds need reducing or where bicycle and pedestrian traffic is more concentrated.

Placemaking is the participatory process of creating places where people want to live, work, play, and learn.

- Adopt plans for wildfire mitigation, watershed management, storm water management, and floodplain management that designate sensitive areas and goals for mitigation. These plans should reference other plans so that priorities and objectives build on each other and the environment is viewed holistically.
- Connect infrastructure and improvements in the capital improvement plan with relevant goals and policies adopted in the general plan.



(Succulents) is by Shelby Ericksen 2020.

## Case Study: Green Infrastructure at Our Village Community Center in Moab

Contributor: Jeff Adams, Founder and Principal, [TerraSophia LLC](#)

On August 20, 2022, Moab, Utah experienced an unprecedented rainstorm that led to a 100-year flood. The total amount of rainfall attributed to the storm ranged from 1 to 1.5 inches, but close to 1 inch of that amount fell within a 20-minute span that evening. The rain fell southeast of town, draining county and Bureau of Land Management land into Mill Creek, a typically small creek that originates in the nearby La Sal Mountains and meanders through the heart of town.

Moab was unprepared for the amount of destruction and property damage that a storm of this magnitude would cause. In some cases, detention ponds that had been designed to blow out under previously approved plans and flood neighbors did so and in other cases, detention ponds that had been designed to retain storm water blew out and flooded neighboring properties.. A wall of water rushed down Main Street, flooding businesses, resulting in desperate clean-up efforts as Labor Day and the busiest tourism weekend of the year quickly approached. A lack of integrated land and water use planning was on display.

Though many neighborhoods and businesses were devastated by the flood, others not only survived the storm, but did so without any damage. One of these was Moab's [Our Village Community Center](#). The Center, a local non-profit located on a 5.5 acre farm in the heart of town, runs a pre-school and childcare center as well as many other community-focused programs.

In the spring of 2020, Annie Thomas, director of the Center, reached out to Jeff Adams, founder and principal of TerraSophia LLC, to address a legacy of storm water runoff from an adjacent property, a tourism-related business. Drainage from that business's roofs and parking lot had often flooded the farm buildings now occupied by the Center. The Center had recently completed an extensive remodeling project to bring its facilities up to code to be used as a daycare center and the continued flooding put its mission and goals at risk.

Annie and Jeff developed a project to intercept the sheet flow of storm water using three basins and swales that intercepted that flow and then poured from one basin into the next. A shallow rolling dip in the Center's access road allowed overflow from the basins to cross the road and enter another series of basins on the other side, ultimately draining to one of the farm's fields.

Backhoe work finished two days before the Covid pandemic shut the project down, putting plans to involve the community in the project on hold. TerraSophia staff were able to return to complete the rock work and volunteers transplanted plants salvaged from the local middle school renovation. In all, the project required 3 or 4 days of machine work, 5 or 6 days of rock work, and hours of planting, mulching, and irrigation work. [Bee-Inspired gardens](#) and shrubs were also installed to add beauty and privacy.

The Center's green infrastructure system has served its purpose well, even during the August 20, 2022 flood. Storm water has been redirected to soak into the Center's grounds, and most

of the donated plants are still thriving. Ongoing maintenance is the new focus; some puddling that has started to occur on the access road will be addressed by the addition of gravel and cobblestones.

In the spring of 2022, a second phase of the project installed gentle earthworks around a new heritage tree orchard on the property. Now, when one of the city's nearby storm ditches overflows and floods the property, the water is directed around the orchard, successfully joining with the initial green infrastructure project to move excess water offsite.

One month after the 100-year flood shocked the Town of Moab, there were still large debris piles and layers of sand and mud in some areas. However, the Moab community rallied, and the city and state have worked effectively together to support the citizens and businesses affected by this historic event.

Though catastrophic, the storm in August 2022 highlighted weak areas in the city's planning processes and a lack of water and land use integration. The county has since begun reviewing storm water management codes, specifically maintenance practices, to ensure that storm water infrastructure is appropriately sized, built and maintained, and that existing code is enforced.



## Section 4: WATER CONSERVATION AND EFFICIENCY TOOLS

### OVERVIEW

Establishing water conservation, efficiency, and reuse in new development enables a community to grow water-smart from the start. Programs that incentivize or assist consumers in reducing water demand also serve an important role in retrofitting existing development and promoting a continued focus on wise water use.

Incentive programs and conservation rate structures can promote efficient water use by:

- Sending a price signal to encourage water conservation.
- Helping consumers invest in and manage efficient fixtures, appliances, and irrigation systems.
- Monitoring and communicating data about water usage to consumers.

### TOOLBOX: CONSERVATION RATE STRUCTURING

Water providers set rates to collect the revenue they need for operations, invest in infrastructure, and protect public health. With a revenue goal identified, providers can develop a rate structure to meet additional objectives, including water conservation and acquisition of supplies. The state legislature also codified support for conservation rate structures ([Utah Code § 73-10-32.5](#)) in 2016 by requiring water retailers to establish increasing block rates for water as use increases. Prioritizing conservation and mitigating water demand can reduce water provider expenses by sizing water supply acquisition or storage to the lower level of demand.

Water rates are determined by two factors: fixed and variable costs. The fixed costs of water are determined by the costs of water acquisitions and the costs to establish, operate, and maintain the infrastructure to convey the water. The variable costs are based on the amount of water that consumers use.

Common goals for adopting water conservation rate structures include:

- Reducing daily peak usage.
- Reducing seasonal peak usage.
- Reducing total system demand.

Consumer water conservation does not create financial strain for a utility if the offset demand

allows new customers to be added to the system while maintaining overall water use with existing supplies. If it is possible that customer conservation may exceed the point where it would present a revenue challenge with the current price of water, consider having a public dialogue to design solutions and rate structures that reflect the community's values and needs. Keep in mind that less demand pressure can result in considerable cost savings over time by reducing strain on water system infrastructure, thus delaying the need for maintenance, retrofitting, or expanding infrastructure.

There are a variety of conservation-oriented rate structuring options:

- Drought demand pricing: rates are higher during drought periods;
- Excess use: rates are higher for above-average water use;
- Inclining block: rate per block increases as water use increases;
- Indoor/outdoor: with separate meters, rates for indoor use are lower than rates for outdoor use;
- Penalties: customers are charged for exceeding allowable water usage limits;
- Scarcity pricing: the costs of developing new supplies is added to bills;
- Seasonal pricing: water rates are higher during the season with the most demand;
- Sliding scale: the unit price increases based on an average consumption;
- Spatial pricing: water rates are determined by the actual costs to supply water to specific locations;
- Time-of-use: water rates are higher during peak days or specific hours of the week;
- Water Budget: block rate is defined for each individual customer based on efficiency projections/expectations for that customer.

### APPROACHES TO CONSERVATION RATE STRUCTURES

- Develop a utility water conservation plan to clarify water conservation goals.
- Conduct a rate assessment to determine options for rate structuring.
- Develop a rate structuring plan and conduct community education and outreach to minimize opposition to potential rate increases.
- Adopt a conservation rate structuring strategy.

### TOOLBOX: POST-OCCUPANCY INCENTIVES AND EDUCATIONAL PROGRAMS

Both land use planning programs and water providers can engage consumers and provide incentives and education on the benefits of using water efficiently in their homes and businesses. Using technology like advanced water meters and sub-metering helps tailor these post-occupancy interventions.

## CONSERVATION REBATE PROGRAMS

Incentive programs can be a useful way to reduce current water demands for both residential and commercial properties/water users. They can serve as a complementary way to involve current residents/post-occupancy developments in implementing water smart building and design features. Providing rebates for homeowners and businesses to remove water-intensive landscaping and retrofit water-smart plumbing fixtures is a well-tested tool that can generate meaningful water savings.

### APPROACHES FOR CONSERVATION REBATE PROGRAMS

- Offer rebates to residents for installation of low flow plumbing fixtures such as toilets and showerheads, appliances such as high efficiency washing machines, and “smart” home water monitors to reduce indoor water use.
- Offer rebates to residents and commercial customers for “smart” irrigation controllers and other elements of water efficient landscaping to reduce outdoor water use.
- Use rebates or grants to incentivize HOAs to install water efficient landscapes, irrigation systems, and controllers.
- Establish a rebate program for multi-family residential buildings that have cooling towers to upgrade their conductivity controllers.

Cooling tower conductivity controllers monitor the electrical conductivity of the water in the tower. If the water’s conductivity exceeds a set point, a “blowdown” process is activated and water is released. Carefully controlling the quantity of blowdown water provides a significant opportunity for water conservation in these systems.

## WATER METERING, AUDITS, & LEAK DETECTION

Water customers, including commercial, industrial, and residential users, may not be aware that water leaks and inefficient fixtures may be unnecessarily increasing their water use. While water providers may perform their own system-wide water loss audits, they can also support and incentivize customers to do the same.

Water metering is a method of measuring water consumption. Advanced metering technology, also known as “smart metering,” eases the data collection process and increases the specificity and frequency of the data. This increased granularity of information creates the opportunity for easily justifiable rate structures, rapid leak detection, and customized demand management programs. Utilities that pair metering and commodity rate structures report a 15% to 30% reduction in water consumption.

[Privately purchased metering devices](#) are also growing in popularity because they connect consumers to their water data in real time. In the absence of utility-wide advanced metering infrastructure (AMI), encouraging consumers to purchase their own meters may achieve similar water demand reductions at individual properties.

Furthermore, sub-metering multi-family, commercial, and outdoor uses can provide data granularity to empower refinement and optimization of water policies, rates, and fees. The value of this information may be worth more than the cost of installing extra meters.

Metering and the corresponding audits and interpretation can identify opportunities to modify water-consumptive behaviors. They can also detect leaks in the system and signal when infrastructural updates are necessary to mitigate water loss.

### APPROACHES FOR WATER METERING, AUDITS, & LEAK DETECTION

- Deploy leak detection equipment, such as specialized meters temporarily attached to the main meter, in scenarios where low staff capacity limits on-site visits.
- Offer landscape audits that recommend watering schedules, infrastructure upgrades, and drought-tolerant plants.
- Offer audits at no cost to customers or pair it with an incentive, like a free fixture.
- Encourage community participation by providing water audit results of public buildings as examples that demonstrate potential water saving outcomes.
- Use the aggregated analysis of audit results to identify potential code and policy changes.
- Update your codes to allow individuals to install privately purchased metering devices on the utility meter and provide guidance on how to attach them in a way that avoids disturbance to utility operations.





## *Case Study: Secondary Water Metering: Finding New Water Supplies Through Waste Reduction*

Contributors: Darren Hess, Assistant General Manager for Operations and Jon Parry, Assistant General Manager for Strategic Initiatives, Weber Basin Water Conservancy District

In 2022, the Utah Legislature passed H.B. 242 which requires water meters be installed by 2030 on all new and existing pressurized secondary water systems. They also appropriated \$250 million for grants to help operators of those systems comply. The Legislature took this action based on documented success of water savings from metering secondary water.

Utah has approximately 260,000 locations statewide that use secondary, untreated (non-potable) water for irrigation of lawns, gardens, parks and landscapes. In many areas, this secondary water is attached to urban properties that previously were agricultural land. In the land transition process, treated culinary water was provided for indoor use, but untreated irrigation water was provided through secondary systems for use on outdoor landscapes, primarily as a cost saving measure to the providers and users. In Utah, secondary water often comes from Bureau of Reclamation storage projects. Properties receiving secondary water have water allotments for the amount they can use and property owners are assessed fees for these allotments on their property bills. Approximately 85% of all locations with access to secondary water were unmetered in 2022.

The success of secondary metering as a water conservation strategy was originally demonstrated by [Weber Basin Water Conservancy District](#) (WBWCD), which has the largest contiguous secondary water system in the United States. Many areas with secondary water had piped and pressurized delivery systems for years, but the district's challenge was finding the right technology to meter "raw" (untreated) water. When meters that could work became available in 2009, WBWCD planned and implemented their first retrofit projects, installing approximately 1,100 meters between 2011-2013 in three neighborhoods where they retail secondary water. The aim of WBWCD was to determine if water use was within the property allocations, educate users on how much they were using, educate users on the water needs and efficient application of the needed water for their landscapes, and eventually charge people for water use including a tiered water rate structure to incentivize conservation. By 2022, the district had metered approximately 14,000 locations and had documented reductions in use of approximately 20-30% compared to unmetered areas and compared to use when meters were first installed, according to Jon Parry, WBWCD's Assistant General Manager for Strategic Initiatives.

The key to WBWCD's conservation success in metering secondary systems is its approach to sharing meter information with users through [secondary water use reports](#) and near real time access to their water usage via the District's Customer Portal. Developed in conjunction with the [WaterMAPS™](#) program in the Center for Water Efficient Landscaping at Utah State University, the reports use a landscape water budgeting approach to show water users how much water they are applying to their landscapes in comparison to how much water their

landscapes need. This information, individualized to each property, informs water users of their ability to reduce overuse or waste, which has been a powerful educational motivator for landscape water conservation. WBWCD provides these reports monthly from May-October to help users track the efficiency of their water use and conservation success.

"We learned you can't just meter the water, you have to educate the consumer, and we are seeing some significant water savings as a result," said Darren Hess, WBWCD's Assistant General Manager for Operations. He noted, "This is really the largest water supply project we have. Every gallon we save is another gallon that can be stored in our existing reservoirs for the next season, which helps with future uncertainty in water supply." Saved secondary water has also helped WBWCD delay additional water supply projects and provide water for environmental flows to Great Salt Lake.

Other cities in Utah that implemented secondary metering prior to the recent legislation and availability of grant funding showed similar success in reducing water use. Saratoga Springs implemented secondary metering to address overwatering of landscapes serious enough to cause flooded basements and damages to homes, as well as to be fiscally responsible in avoiding costs of other more expensive water supply infrastructure. Saratoga Springs, Spanish Fork, and Santaquin have seen water savings of 25-50% through metering. They provided implementation advice to other communities undertaking metering in a spring 2022 Utah League of Cities and Towns [training](#) session.

WBWCD is realizing additional conservation programming benefits from secondary metering. Programs for indoor and outdoor water efficiency are somewhat distinct, and metering on dual systems helps them determine an appropriate amount for each type of use and refine the delivery and assessment of their water conservation programs. The secondary meters also enable WBWCD to monitor for leaks and use of seasonal allocations and alert customers, provide flexibility in implementing watering restrictions, and open up opportunities to financially incentivize customers to use less than their full allocations. WBWCD is promoting low water landscape alternatives on new development throughout the District's secondary retail service area, which would result in lesser allocation volumes being contracted and lower annual assessments for that water. In West Haven City, WBWCD is incentivizing developers to adopt low water landscapes by reducing the amount of water they have to turn over to be served through secondary systems.

In response to its first call for applications, the Utah Board of Water Resources on August 4, 2022 approved \$190 million in grants to about 70 water conservancy districts, irrigation companies, municipalities and other water users for up to 70% of the costs of secondary metering projects.

## TOOLBOX: CONSUMER EDUCATIONAL MESSAGING

There are many ways for planners and water providers to reach consumers with conservation messaging. Utility bills often include an educational insert or other content to inform the reader about policy changes and to encourage water savings with tips and tricks. Some may include warnings and fear-inducing messages designed to curb water use. However, these messages often miss the mark because people tend to defend themselves from fear or negative self-images by ignoring these messages or rationalizing why the new information does not apply to them. Instead, studies show that messaging techniques that promote a sense of control, offer social incentives, provide immediate rewards, and are framed positively are more effective in changing behavior.

### APPROACHES FOR COMPELLING CONSERVATION MESSAGING

- Help your customers feel they have control or influence. Provide tangible acts or decisions they can make to “move the needle” toward a goal.
- People generally want to be either the same or better than their peers. Offer comparisons or share high compliance figures (e.g., “Nine out of ten residents follow these irrigation best practices to save water.”).
- Near-term rewards make people feel good. This reward structure can even motivate behavior changes that relate to long-term goals or outcomes that are not immediately visible. The reward can be external or intrinsic.
- People are more likely to believe and act on positive rather than negative information. So, when given an opportunity to describe a trend, note progress toward goals.



## Case Study: Slow the Flow Consumer Messaging

Contributor: Shelby Ericksen, Water Conservation Manager, Utah Division of Water Resources

In the early 2000's, Utah Governor Mike Leavitt brought together a water conservation team composed of the state's Division of Water Resources and the five largest water conservancy districts in the state. Each member of the team contributed funding to create the state's first water conservation consumer messaging campaign, “Slow the Flow. Save H<sub>2</sub>O”. Now commonly known as “Slow the Flow”, this consumer messaging campaign has a permanent home on the internet at [slowtheflow.org](http://slowtheflow.org) and serves as a “one stop shop” for water conservation and drought resources for any community (or individual) in the state.

The Slow the Flow website displays several consumer messages that are also displayed on billboards across the state. These messages change over time and include:

“Save for the future, water less today,”  
“Utah is in a drought, use less water,”  
“Rain delay, don't water,”  
“Protect tomorrow, water less today,” and  
“Cooler temps=less watering.”

In addition, the website provides simple water conservation tips for consumers for both indoor and outdoor use, drought actions that consumers can take, and a list of tools and resources including links to [rebate programs](#), the Division of Water Resource's [Weekly Lawn Watering Guide](#), the [Water Check program](#), water wise plant lists and gardens, and more. [Printable materials](#) are also available on the site and include fliers as well as lawn signs.

The Slow the Flow consumer messaging campaign also utilizes social media to get messages out including [Facebook](#), Instagram (@slowtheflowutah), and [YouTube](#) and encourages communities to follow and share their water conservation messaging across the state.

If you have consumer messaging needs (infographics, educational materials), contact the Slow the Flow campaign at [waterwise@utah.gov](mailto:waterwise@utah.gov).

## Conclusion

The toolboxes outlined in this workbook highlight some of the most effective strategies communities can employ to manage local water demand. By implementing these tools and strategies, Utah communities can help meet the state’s need for clean and affordable water “to sustain thriving communities and businesses, robust agriculture, ample recreation, and a healthy and resilient natural environment” as our population grows and we face an uncertain climate future. Of course, measuring and tracking progress toward integrating water and land use will help to ensure your community’s success.

### Measuring and Tracking Progress

Measuring and tracking the results of water and land use integration is vital to determining whether your community’s plans and goals are being met. [Growing Water Smart Metrics: Tracking the Integration of Water and Land Use Planning](#) offers a set of indicators that can be assessed for year-over-year trends to demonstrate achievement of water savings through land use planning. Ten *progress* metrics track whether: the community’s land use plan integrates water efficiency and its water plan integrates land use strategies; conservation-oriented system development charges and pricing structures are being used; indoor and outdoor water efficiency measures are being utilized; and collaboration around development proposals is occurring. Fourteen *impact* metrics measure increasing or decreasing trends in water demand and use and trends in development patterns and land use.



Wayne Wurtsbaugh, Utah State University, 2021

## Additional Resources

### Water Supply & Demand, Planning

Title	Theme	Source	Type of Resource
<a href="#">State Water Plan (2021)</a>	Water Supply and Demand	Utah Division of Water Resources	Plan
<a href="#">Utah’s Regional M&amp;I Conservation Goals</a>	Water Supply and Demand	Utah Division of Water Resources	Report
<a href="#">Public Water Supplier 40 Year Water Requirement Plan Standards</a>	Water Supply and Demand Planning	State of Utah, Division of Water Rights	Policy Document
<a href="#">City of Orem Water Master Plan (2017)</a>	Water Supply and Demand Planning	City of Orem	Plan
<a href="#">Salt Lake City Water Conservation Master Plan</a>	Water Supply and Demand Planning	Salt Lake City Department of Public Utilities	Plan
<a href="#">Salt Lake City’s Storm Water Management Plan</a>	Water Supply and Demand Planning	Salt Lake City Department of Public Utilities	Plan
<a href="#">South Jordan Water Conservation Plan</a>	Water Supply and Demand Planning	South Jordan City	Plan
<a href="#">Genoa Water Conservation Plan</a>	Water Supply and Demand Planning	Town of Genoa	Plan
<a href="#">Salt Lake City Water Shortage Contingency Plan</a>	Water Supply and Demand Planning	Salt Lake City Department of Public Utilities	Plan
<a href="#">Park City’s Storm Water Management Program</a>	Storm Water Planning	Park City Public Utilities	Plan
<a href="#">City of Logan Drinking Water System Master Plan (2016)</a>	Water Supply and Demand Planning	City of Logan	Plan
<a href="#">Community Solutions for Voluntary Long-Term Storm Water Planning</a>	Storm Water Planning	U.S. Environmental Protection Agency	Guide, Toolkit, Technical Assistance
<a href="#">Millcreek Community Wildfire Preparedness Plan</a>	Wildfire Planning	State of Utah	Plan

Title	Theme	Source	Type of Resource
<a href="#">WRA Water System Development Charge Guidebook</a>	Water Supply and Demand	Western Resource Advocates	Guidebook
<a href="#">Net Blue: Water-Neutral Growth</a>	Water Supply and Demand	Alliance for Water Efficiency	User Guide, Model Ordinance, Offset Methodology
<a href="#">Conservation Plan Resources</a>	Water Supply and Demand, Water Conservation	Utah Division of Water Resources	Website
<a href="#">Great Salt Lake Integrated Model (2019)</a>	Water Supply and Demand, Water Conservation	Great Salt Lake Advisory Council	Report

## Land Use-Water Integration

Title	Theme	Source	Type of Resource
<a href="#">Integrating Water Efficiency into Land Use Planning in the Interior West: A Guidebook for Local Planners</a>	Water Conservation, Land Use-Water Integration	Western Resource Advocates	Guidebook
<a href="#">Great Salt Lake Advisory Council Conservation Impacts Assessment</a>	Water Conservation, Land Use-Water Integration	Northern Utah	Study
<a href="#">Incorporating Water into Comprehensive Planning</a>	Land Use-Water Integration	Lincoln Institute of Land Policy	Manual
<a href="#">Incorporating Water into Comprehensive Plans in Utah</a>	Land Use-Water Integration	Western Resource Advocates	Website - Webinars
<a href="#">Guiding Principles for Equitable Management in Coordinated Planning</a>	Land Use-Water Integration	Local Government Commission	Guiding Principles
<a href="#">Salt Lake City Sustainability Plan</a>	Land Use-Water Integration	Salt Lake City	Plan
<a href="#">City of Bluffdale Floodplain Management Plan</a>	Land Use-Water Integration	City of Bluffdale	Plan

Title	Theme	Source	Type of Resource
<a href="#">Assured Water Supplies in Western States</a>	Land Use-Water Integration	Colorado Natural Resources, Energy & Environmental Review	Legal research
<a href="#">Growing Water Smart: The Water-Land Use Guidebook (Arizona)</a>	Land Use-Water Integration	Babbitt Center for Land and Water Policy and Sonoran Institute	Arizona Growing Water Smart Guidebook
<a href="#">Growing Water Smart: The Water-Land Use Nexus Guidebook (Colorado)</a>	Land Use-Water Integration	Babbitt Center for Land and Water Policy and Sonoran Institute	Colorado Growing Water Smart Guidebook
<a href="#">A Guide to Low Impact Development within Utah</a>	Land Use-Water Integration	Utah Department of Environmental Quality, Division of Water Quality	Guidebook
<a href="#">Model Landscape Ordinance</a>	Land Use-Water Integration	South Metro Water Supply Authority, Colorado	Website - Model Code
<a href="#">Water Efficient Landscape Design and Development Standards</a>	Land Use-Water Integration	Salt Lake County, UT	Website - Code
<a href="#">Model Water Efficient Landscape Ordinance</a>	Land Use-Water Integration	California Department of Water Resources	Website - Model Code
<a href="#">Landscaping Standards</a>	Land Use-Water Integration	Sandy City	Website - Code
<a href="#">Water Efficiency Standards</a>	Land Use-Water Integration	Herriman City	Website - Code
<a href="#">Rule R317-401-Graywater Systems</a>	Land Use-Water Integration	State of Utah	Website - Code
<a href="#">Ch. 13.04.260 Waste Prohibited</a>	Land Use-Water Integration	South Jordan City	Website - Code
<a href="#">Strengthening Collaboration</a>	Land Use-Water Integration	Sonoran Institute	Video

## Water Conservation

Title	Theme	Source	Type of Resource
<a href="#">Conservewater.utah.gov</a>	Water Conservation	Utah Division of Water Resources	Website

Title	Theme	Source	Type of Resource
<a href="#">Drought Management Toolkit for Public Water Suppliers</a>	Water Conservation	Utah Department of Environmental Quality/Division of Drinking Water	Toolkit
<a href="#">Conservation Tracking Tool</a>	Water Conservation	Alliance for Water Efficiency	Excel-Based Model
<a href="#">Water &amp; Energy Efficiency Grants and Small-Scale Water Efficiency Grants</a>	Water Conservation	Bureau of Reclamation	Federal Grants Program
<a href="#">Utah Water Savers</a>	Water Conservation	Utah Division of Water Resources	Website - Programs and Rebates
<a href="#">Central Utah Water Conservancy District Rebates</a>	Water Conservation	Central Utah Water Conservancy District	Website - Programs and Rebates
<a href="#">Water Smart So Jo</a>	Water Conservation	South Jordan City	Website - Programs and Rebates
<a href="#">Tap Into Resilience</a>	Water Conservation	Spanish Fork in partnership with Water Now Alliance	Website - Case Studies
<a href="#">Slow the Flow</a>	Water Conservation	Utah DWR	Website - Guide, Rebates, and Monitoring
<a href="#">Preparing for Drought in the Home</a>	Water Conservation	Utah State University Extension	Website - Guide
<a href="#">H2OATH</a>	Water Conservation	Utah Division of Water Resources	Pledge
<a href="#">Home Water Works Calculator</a>	Water Conservation	Alliance for Water Efficiency	Home Water Use Calculator
<a href="#">EPA WaterSense Water Budget Tool</a>	Water Conservation	U.S. Environmental Protection Agency	Excel-Based Tool
<a href="#">Rain Barrels in Utah</a>	Water Conservation	Utah State University Extension	Factsheet
<a href="#">Water Amendments</a>	Water Conservation	State of Utah	Website - Law
<a href="#">A Guide to Municipal Water Conservation Pricing in Utah</a>	Water Conservation	Utah State University Extension	Guidebook
<a href="#">Water Rate Structures in Utah</a>	Water Conservation	Western Resource Advocates	Guidebook

Title	Theme	Source	Type of Resource
<a href="#">Financing Sustainable Water</a>	Water Conservation	Alliance for Water Efficiency	Handbook and Model
<a href="#">Sandy City Water Conservation Rate Structure</a>	Water Conservation	Sandy City	Website
<a href="#">Summit County Graywater Administration and Permitting</a>	Water Conservation	Summit County	Website-Permitting and Information
<a href="#">Gray Water Use and Regulations in Utah (Webinar)</a>	Water Conservation	Utah State University's Center for Water Efficient Landscaping	Webinar
<a href="#">Gray Water Systems Permitting, Moab</a>	Water Conservation	Moab City	Website-City Regulations

## Landscape Water Conservation

Title	Theme	Source	Type of Resource
<a href="#">Center for Water Efficient Landscaping</a>	Landscape Water Conservation	Utah State University Extension	Website, Fact Sheets, Reports, Publications, Webinars
<a href="#">Preparing for Drought in the Landscape</a>	Landscape Water Conservation	Utah State University Extension	Website - Guide
<a href="#">Localscapes</a>	Landscape Water Conservation	Jordan Valley Water Conservancy District	Guides, Landscape Designs, Classes
<a href="#">Water Wise Plants for Utah Landscapes</a>	Landscape Water Conservation	Utah State University's Center for Water Efficient Landscaping	Water Wise Plant List
<a href="#">Gardenwise SLC</a>	Landscape Water Conservation	Salt Lake City Department of Public Utilities	Water Wise Plant List, Management Guidelines, Plant Watering Guidelines
<a href="#">Sego Lily Gardens Plant Guide</a>	Landscape Water Conservation	Sandy City	Water Wise Plant List
<a href="#">Native Plants for the Intermountain West</a>	Landscape Water Conservation	Utah State University's Center for Water Efficient Landscaping	Intermountain West Native Plant List

Title	Theme	Source	Type of Resource
<a href="#">Conservation Garden Park Plant Database</a>	Landscape Water Conservation	Jordan Valley Water Conservancy District	Water Wise Plant List
<a href="#">Utah State University Tree Browser</a>	Landscape Water Conservation	Utah State University Extension	Online Tool for Tree Selection
<a href="#">USU Botanical Garden Water Wise Plant List</a>	Landscape Water Conservation	Utah State University Extension	Water Wise Plant List
<a href="#">Weber Basin's Water Conservation Learning Garden Plant Database</a>	Landscape Water Conservation	Weber Basin Water Conservancy District	Water Wise Plant List
<a href="#">Red Hills Desert Garden Plant List</a>	Landscape Water Conservation	Washington County Water Conservancy District, St. George City, Virgin River Project	Water Wise Plant List for Desert Landscapes
<a href="#">Firewise Landscaping</a>	Landscaping for the Wildland Urban Interface	Utah State University Extension	Guidebook
<a href="#">Weekly Lawn Watering Guide</a>	Landscape Water Conservation	Utah Division of Water Resources	Website - Guide
<a href="#">Smart Controller Project</a>	Landscape Water Conservation	Spanish Fork	Website
<a href="#">Learning Landscapes: Outdoor Water Efficiency and Conservation Lessons</a>	Landscape Water Conservation	Alliance for Water Efficiency	Educator Resource (Grades 3-8)
<a href="#">Landscape Transformation: Assessment of Water Utility Programs and Market Readiness Evaluation</a>	Landscape Water Conservation	Alliance for Water Efficiency	Report
<a href="#">Utah Public Garden Network</a>	Landscape Water Conservation	Utah State University Extension	Website
<a href="#">Design 4 Everyone: Advanced Landscape Design Process</a>	Landscape Water Conservation	Utah State University Extension	Online Course
<a href="#">How to Have a Water Efficient Landscape</a>	Landscape Water Conservation	Utah State University Extension	Online Course

## Climate Resources

Title	Theme	Source	Type of Resource
<a href="#">Salt Lake City Climate Plan</a>	Climate	Salt Lake City	Website, Plan, Video
<a href="#">UT DWR Climate Change, Water Resources, and Potential Adaptation Strategies in Utah</a>	Climate	State of Utah	Report
<a href="#">Utah Climate Data</a>	Climate	Utah Climate Center	Website
<a href="#">Western Regional Climate Center</a>	Climate	Western Regional Climate Center	Website
<a href="#">U.S. Climate Resilience Toolkit-Southwest</a>	Climate	U.S. Climate Resilience Toolkit	Website
<a href="#">Climate Change Science Essentials</a>	Climate Science	Utah State University Extension	Online Course

[water.utah.gov/integrated-water-land-planning](http://water.utah.gov/integrated-water-land-planning)

