

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



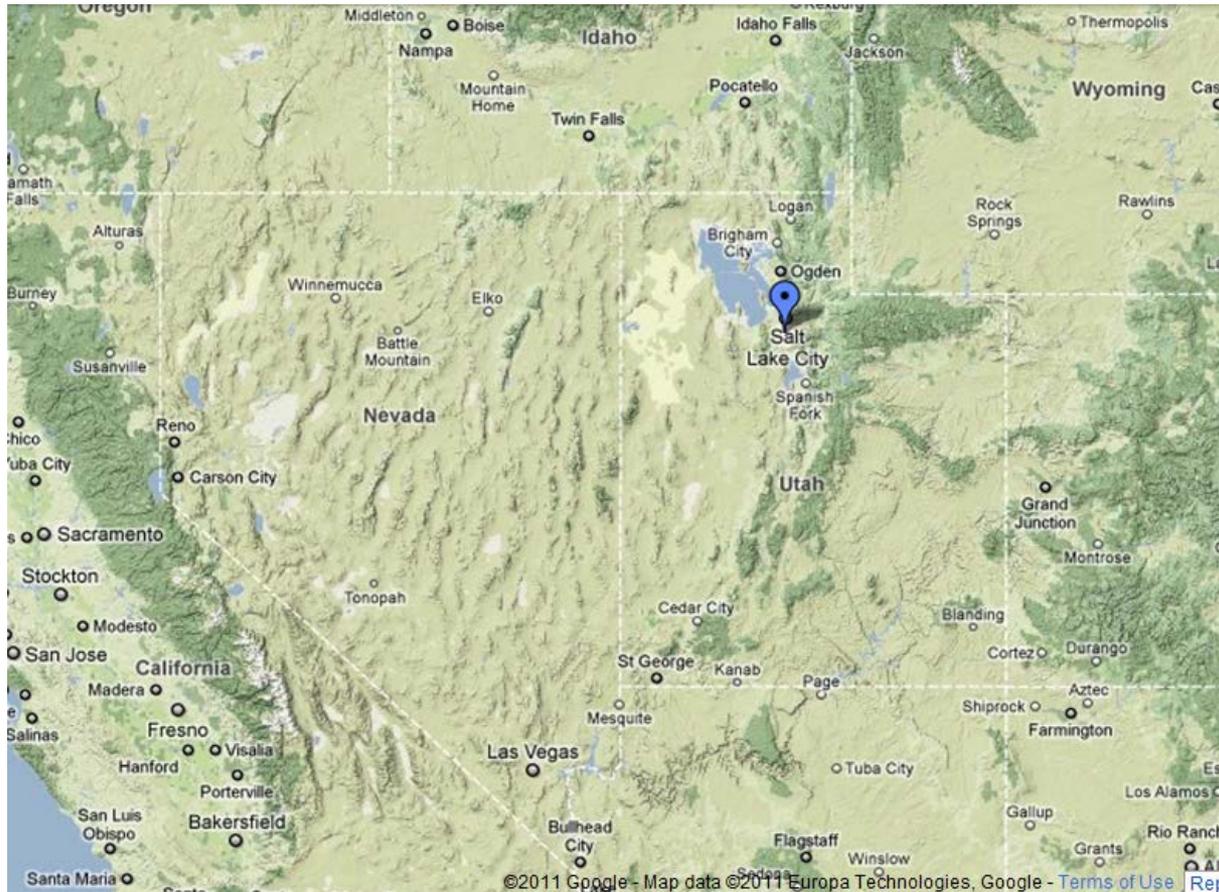


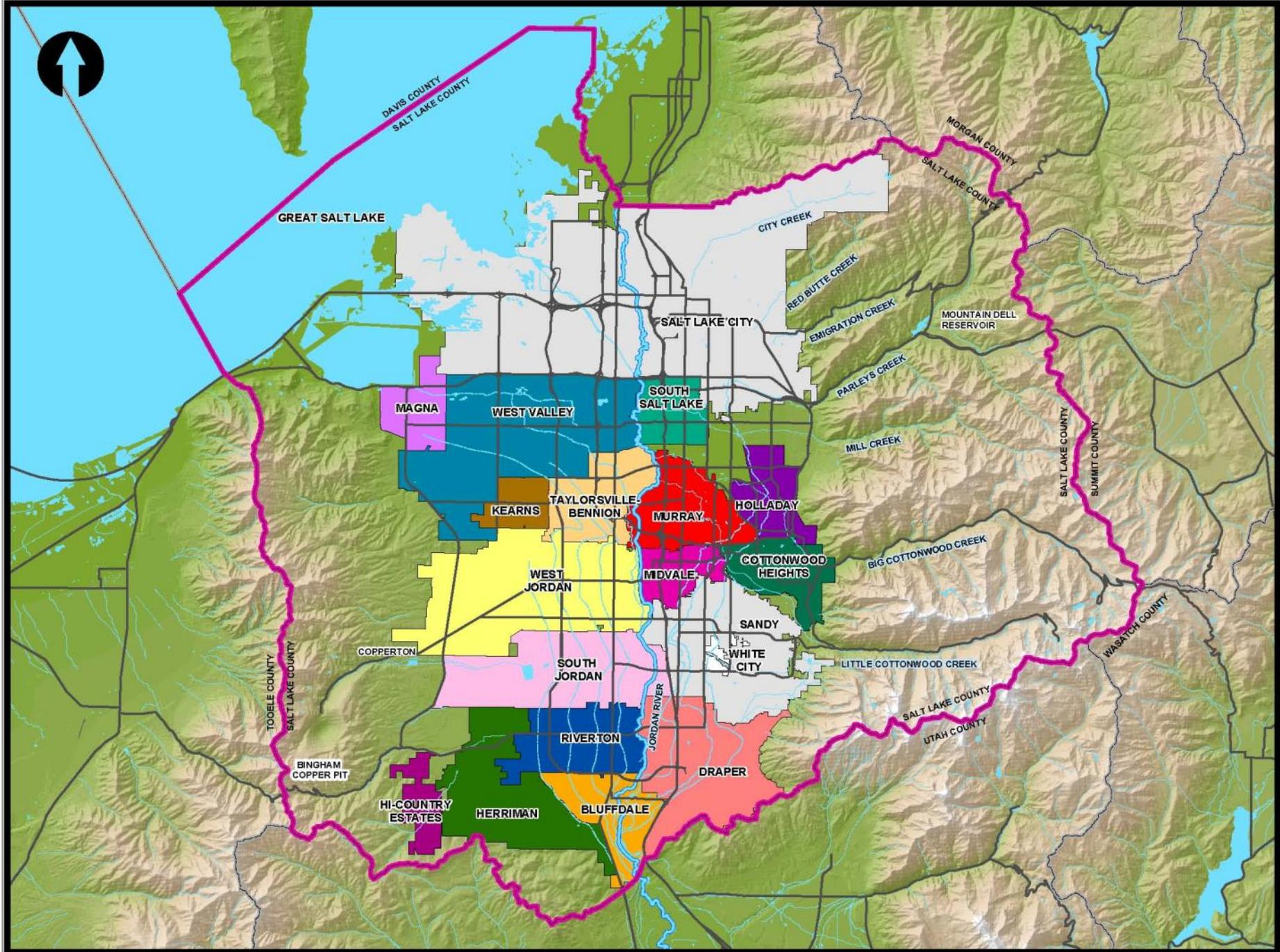
JORDAN VALLEY WATER
CONSERVANCY DISTRICT

Delivering Quality Every Day

WATER QUEST: SAVING WATER BY THE YARD

Jordan Valley Water Conservancy District







JORDAN VALLEY WATER
CONSERVANCY DISTRICT

Delivering Quality Every Day

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Member Agencies

Forging quality relationships requires diplomacy, outreach, innovation, and integrity—qualities that Jordan Valley embodies.

Wholesale Member Agencies

Bluffdale City	Draper City	Granger-Hunter Improvement District
Herriman City	Hexcel Corporation	Kearns Improvement District
Magna Water District	Midvale City	City of Riverton
South Jordan City	City of South Salt Lake	Taylorsville-Bennion Improvement District
Utah Department of Corrections	Waterpro, Inc.	City of West Jordan
White City Water Improvement District	Willow Creek Country Club	

Contracting Agencies*

Metropolitan Water District of Salt Lake & Sandy	Utah Department of Public Safety
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* Jordan Valley Water makes water deliveries on a contractual basis.

Retail service which includes portions of the following:

City of Holladay	Midvale City	Murray City
Riverton City	Sandy City	City of South Salt Lake



Member Agency Login



Login to view SCADA wholesale meter data and laboratory information.

[Login](#)

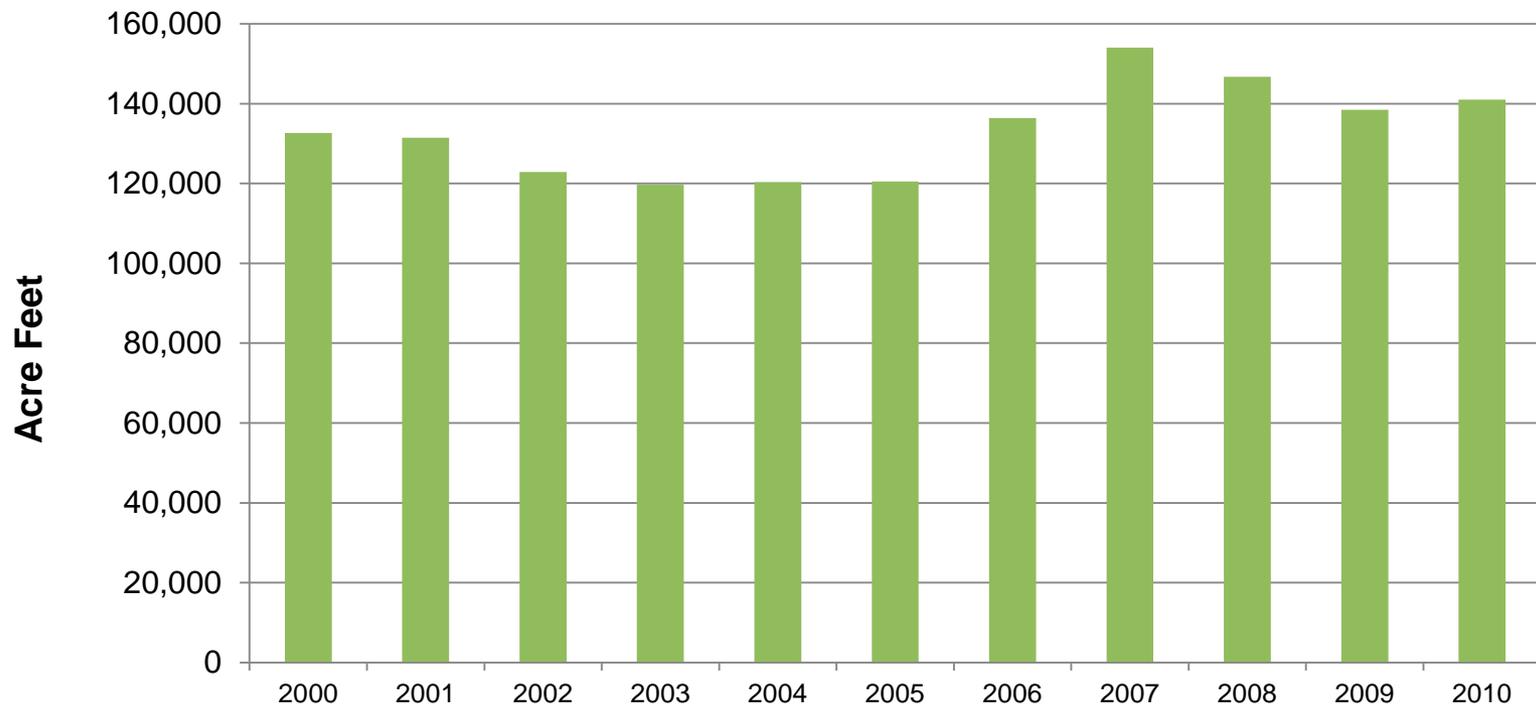
Grant Assistance Program



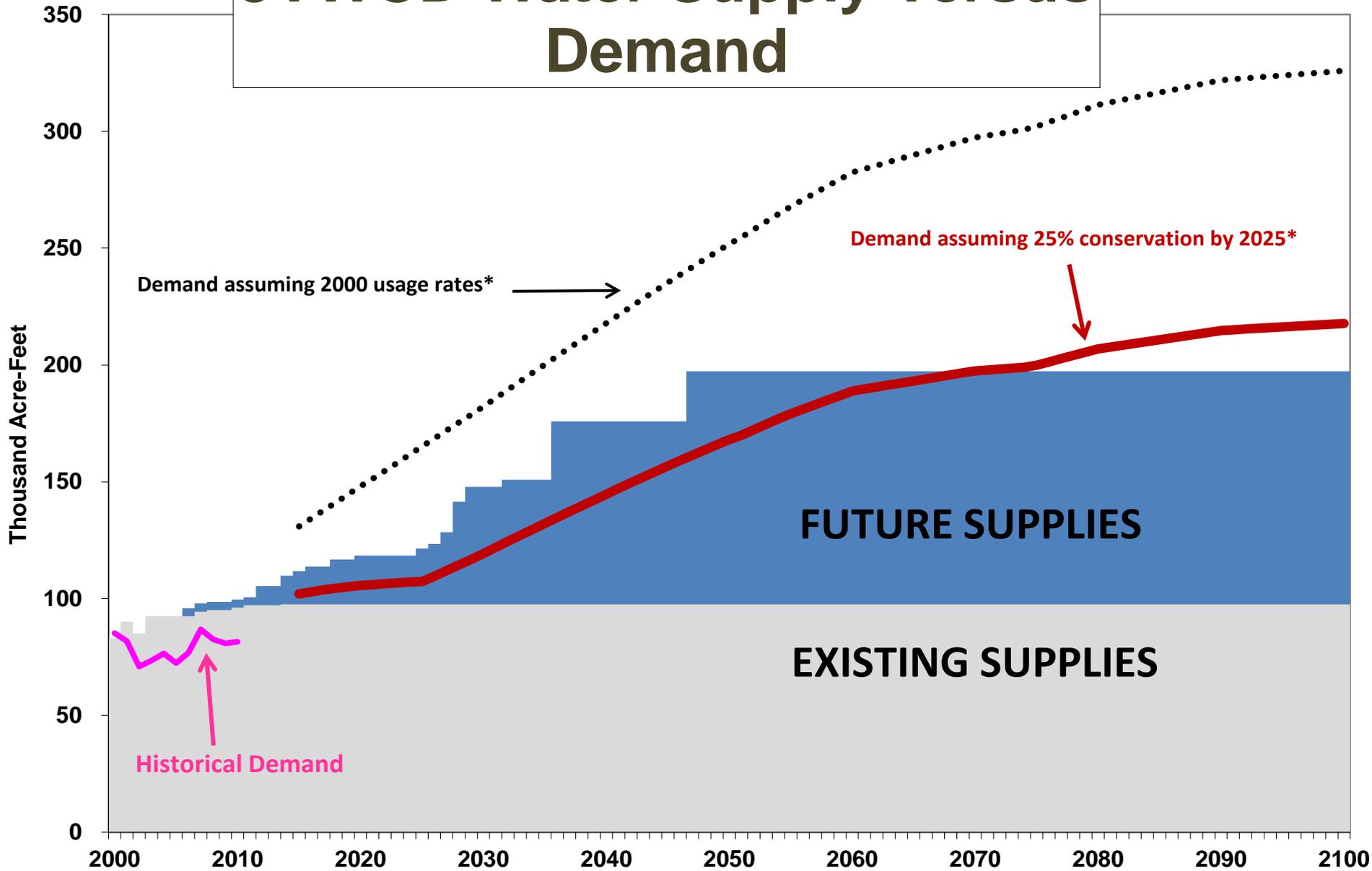
Learn how you can receive funding using our Member Agency Grant Assistance Program. [Learn More](#)

Annual Deliveries

JVWCD Service Area Annual Water Deliveries



JVWCD Water Supply Versus Demand



* Demand projections based on GOPB 2008 Baseline Report population projections

Past & Present Conservation Programs

- Model Landscape Ordinances
- Toilet Replacement Program
- Water Quest: Saving Water By The Yard
- Slow the Flow (www.slowtheflow.org)
 - Currently a statewide campaign
- District Facilities Relandscaping
- Free Residential and Commercial Water Audits
- Member Agency Assistance Program
- Hands-on Science After School Program

Past & Present Conservation Programs

- Conservation Garden Park
 - Website (www.conservationgardenpark.org)
 - Searchable Plant Database
 - LEED Platinum Education Center
 - Environmental Encounters
 - Cub Scout Patch Program
 - Free Landscaping Classes
 - Jordan Valley Conservation Gardens Foundation
 - Docent Program

Conservation Garden Park



JVWCD Conservation Programs “Under Construction”

- Qualified Water Efficient Landscaper
 - QWEL Program from California
 - joint effort with:
 - Utah State University
 - Utah Nursery & Landscape Association
- Fixed Network AMR and Customer Feedback

Water Quest Program

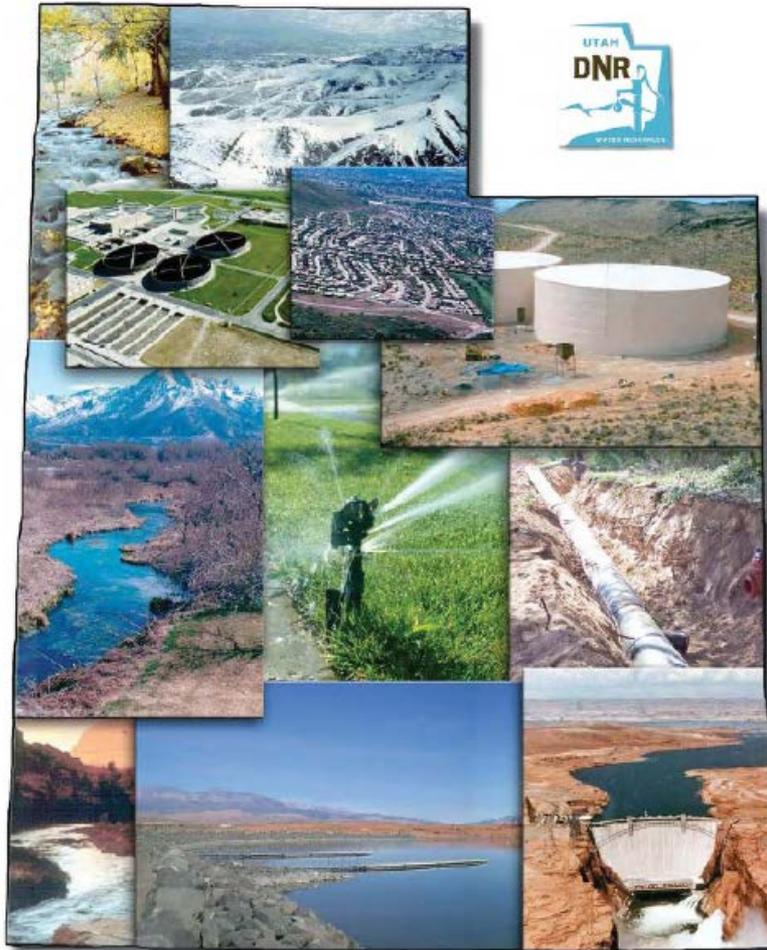
- Objectives
 - Raise Awareness
 - Demonstrate aesthetic and practical benefits
 - Provide local demonstrations
 - Reduce outdoor water use
- SLOW THE FLOW
 - “Umbrella” campaign
 - Currently statewide

Traditional Landscape in Utah



The Cost of Water in Utah

"Why Are Our Water Costs So Low?"



Document can be downloaded at:
www.water.utah.gov

≈\$1.34/1,000 gallons

Selection Criteria/Methods

- Review application to evaluate responses
- Yard size
- Overall look of the yard
 - Majority bluegrass
 - How well it is currently maintained
- Family interview
- Existing irrigation system

Selection Criteria/Methods

- Access to billing information for the past three years for comparison
- Marketability of the home for media relations and promotion of program
- Location and easy access from a major road
- Overall willingness to work with JVWCD, the media consultant, and the participating member agency

Participation Agreement

Waterwise Realty Home Program Participation Agreement

This Waterwise Realty Home Program Participation Agreement (Agreement) is made between Jordan Valley Water Conservancy District (District) and _____, the owner(s) (Participant) of the house located at _____.

Participant and the District agree as follows:

Agreement

1) Purpose and Nature of Program

- A. The objective of the Waterwise Realty Home Program (Program) will be to replace the Participant's existing front yard landscape and irrigation system with a water conserving landscape and irrigation system to show the public an attractive and water conserving alternative to the traditional landscape.
- B. The Landscape and Irrigation System Replacement (Re-Landscaping) will be showcased through the media to educate the public and increase awareness of the importance and benefits of saving water through waterwise landscaping.
- C. A Landscaper (Landscaper) selected by the District will design and construct the Re-Landscaping. The Landscaper will be responsible to supply all materials and labor to design and construct the Re-Landscaping except that the Participant will be responsible to assist the Landscaper in the installation of some of the plant materials. The Landscaper shall be properly licensed to perform the Re-Landscaping work in the State of Utah.
- D. The District will be responsible for all costs of the Program. At the conclusion of the Program, the Re-Landscaping will become the property of the Participant.
- E. The Program period will begin on the date of this Agreement and terminate on _____, 2004.

2) Design by Landscaper

- A. The Landscaper will design the Re-Landscaping using accepted water efficient design principles. The Landscaper will adhere to local landscaping ordinances and consider the overall appearance of the Participant's landscape in the neighborhood setting as part of the design.





Sandy City, 2003



**Sandy City,
2005**



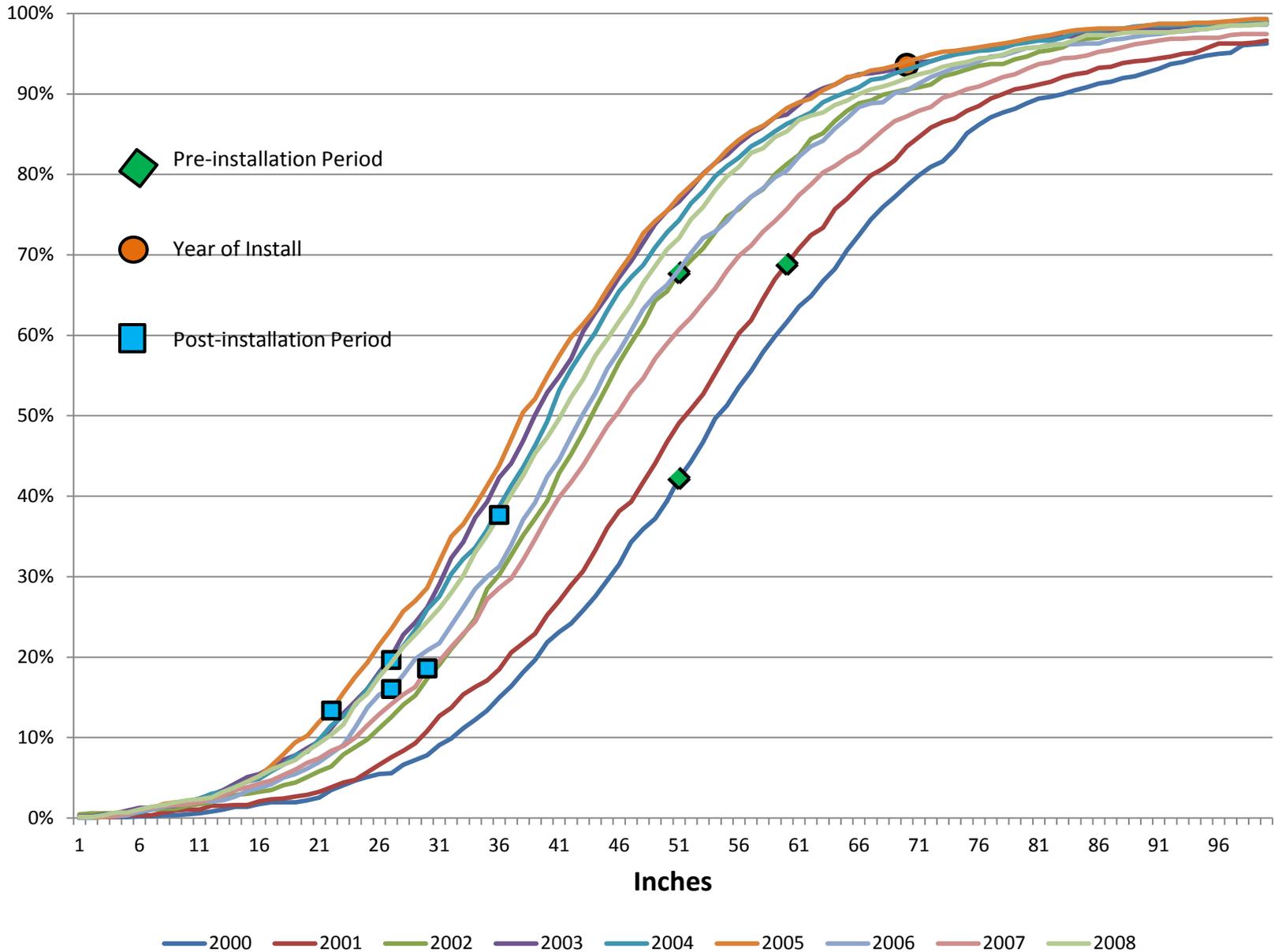
**Sandy
City, 2005**



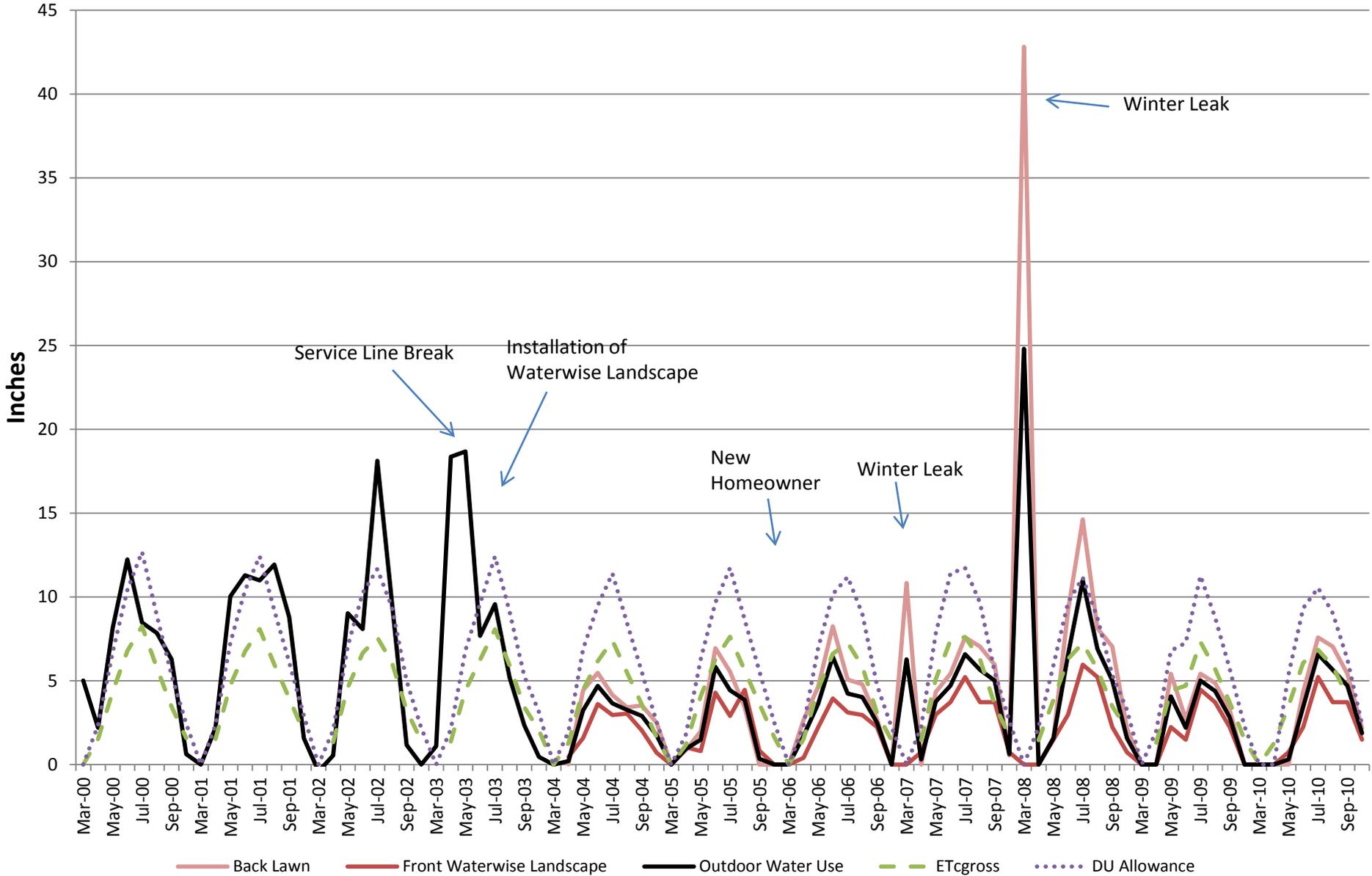
Sandy City, 2011

Water Use Patterns of JWCD Residential Retail Accounts Near Sandy Water Quest Home During Years 2000 - 2008

Sample Comprised of 860 Residential Sites (0.15 - 0.31 Acres) in Surrounding Neighborhoods



Sandy Water Quest Home Summary of Events and Trends





City of West Jordan, 2004

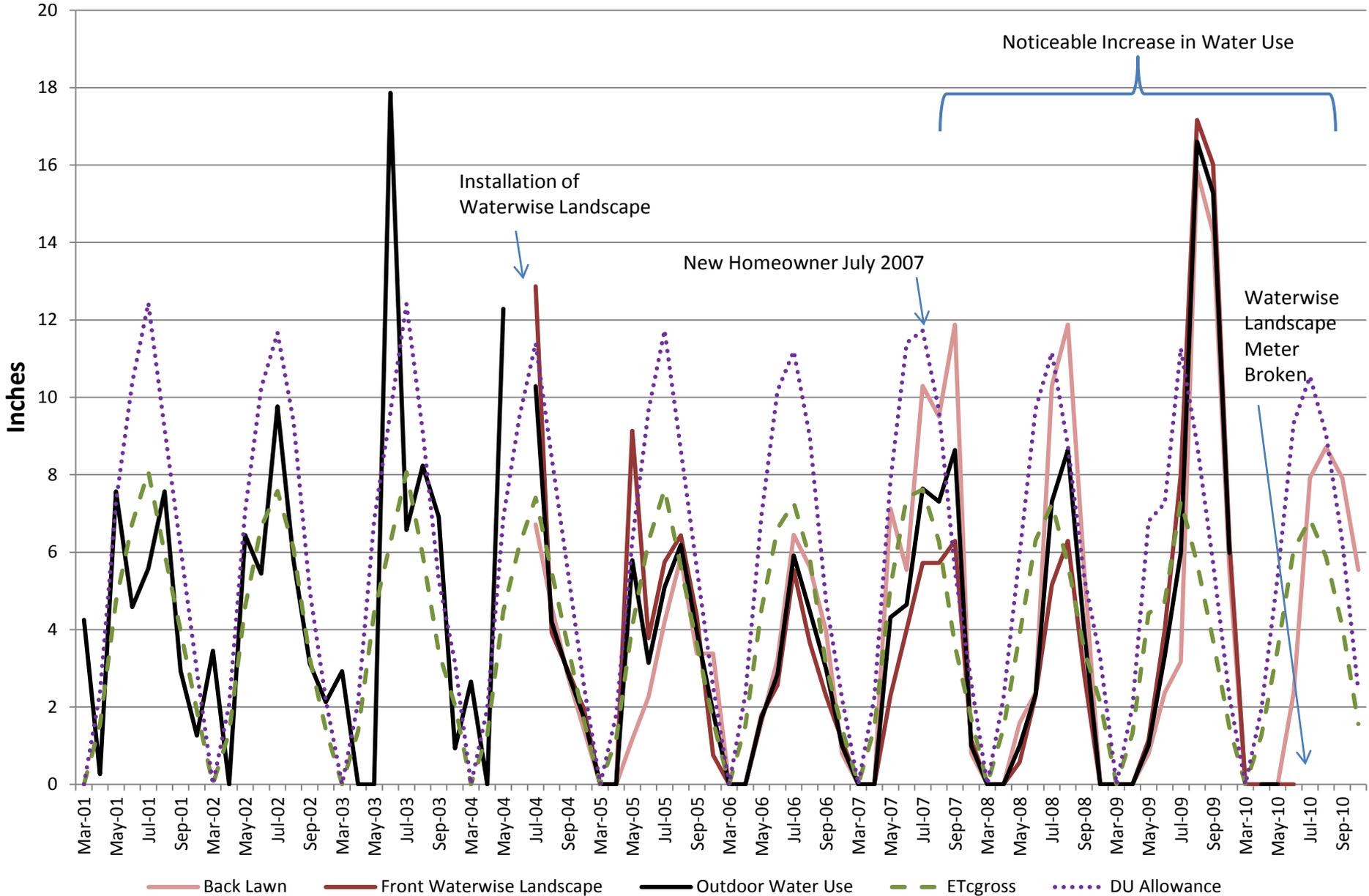


City of West Jordan,



City of West Jordan,

West Jordan Water Quest Home Summary of Events and Trends



National Mobility Statistics

- General “Mover Rates” by Region (between 2009 & 2010)
 - Northeast: 8.3%
 - Midwest: 11.8%
 - South: 13.6%
 - West: 14.7%

Source:

http://www.census.gov/newsroom/releases/archives/mobility_of_the_population/cb11-91.html



Kearns Community,

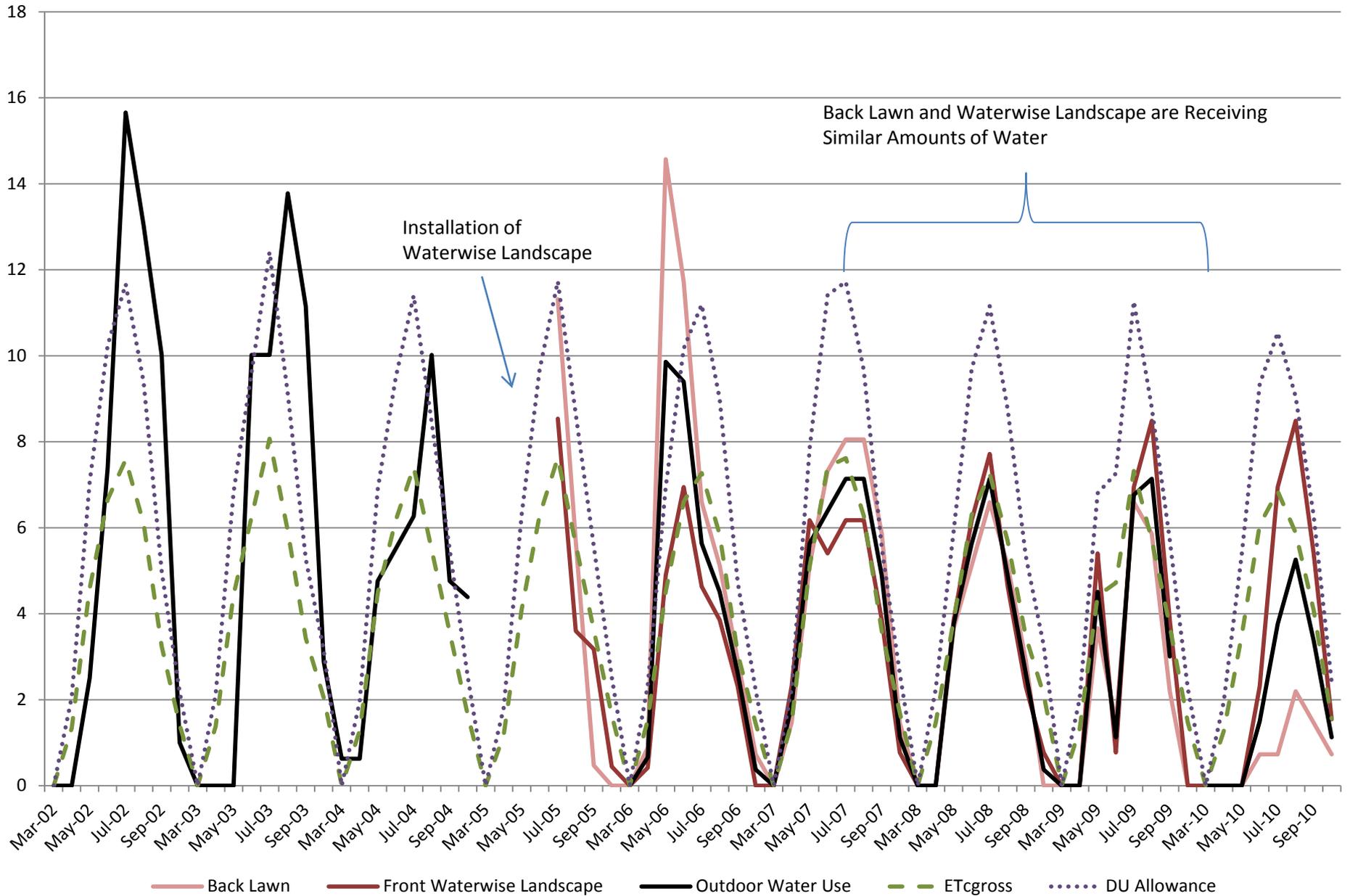


**Kearns Community,
2005**



Kearns Community,

Kearns WaterQuest Home Summary of Events and Trends





West Valley City, 2005

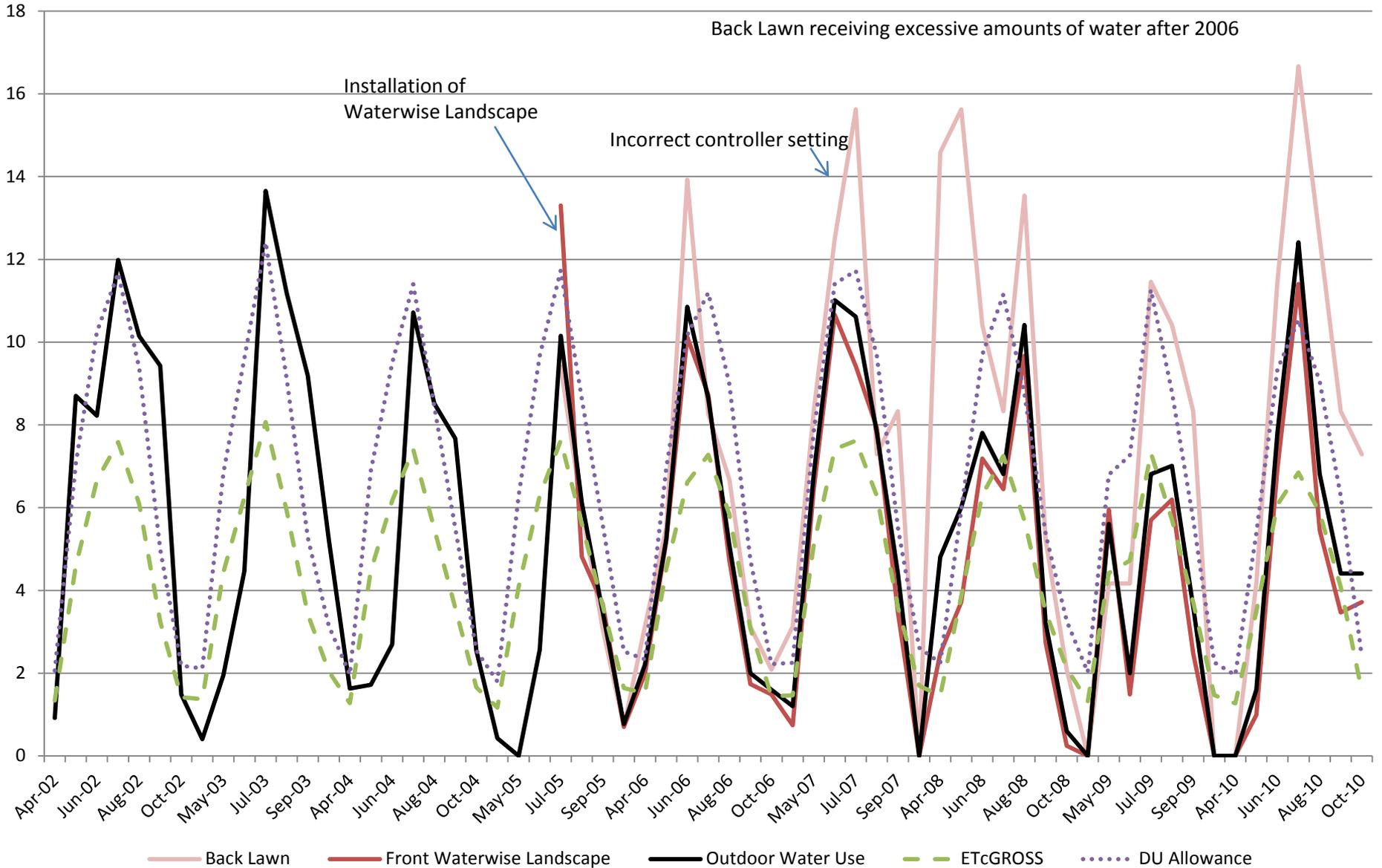


West Valley City,



**West Valley
City, 2011**

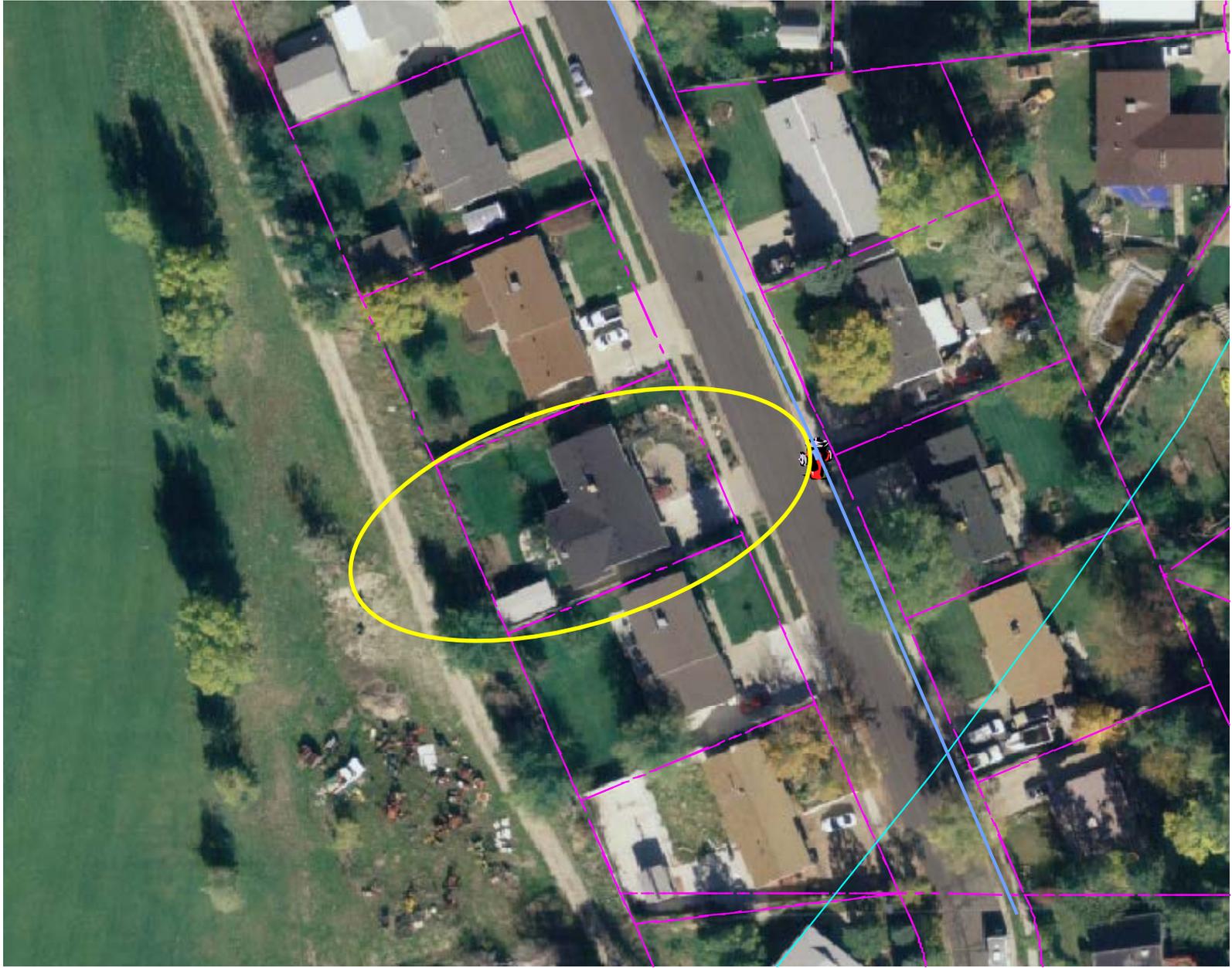
West Valley Water Quest Home Summary of Events and Trends



Sandy



Sandy



Survey Results

Site	Appearance	Functional Use	Practical Use	Maintenance Needs	Landscape Watering Needs	Irrigation System Performance	Overall Rating
Sandy	4	4		3	4	3	4
West Valley	5	5	5	5	5	5	5

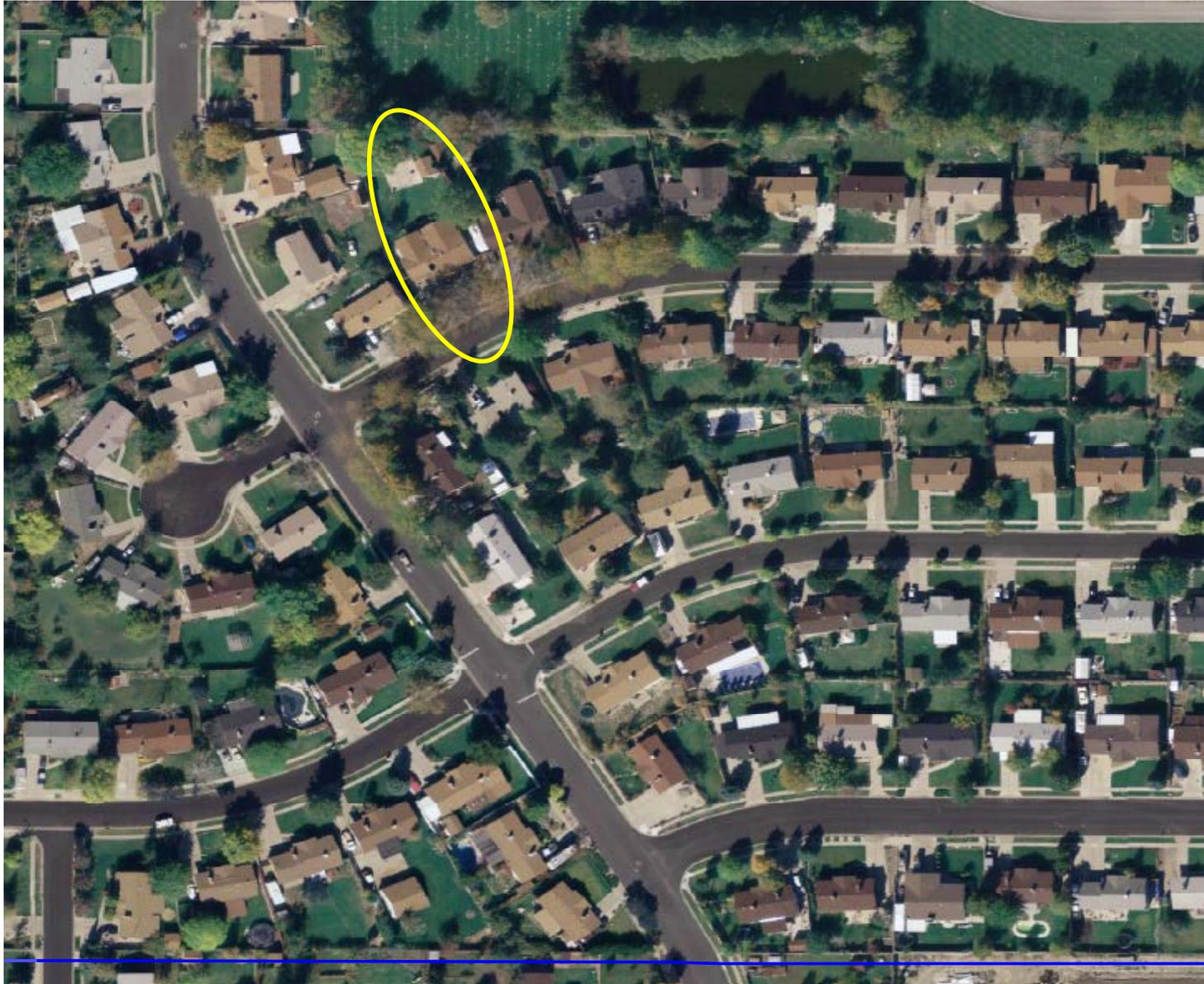
Survey Results

Site	Neighbor Comments	Did Neighbors Adopt Waterwise Principles?	Principles Implemented by Neighbors
Sandy	4-mostly positive	2-yes	2-planted waterwise plants
West Valley	5-all positive	2-yes	1-reduced turf area 2-planted waterwise plants

Survey Results: Comments

- *“I'm pleased with overall outlook and appearance. The water bill is definitely lower comparing with other neighbors and friends. The maintenance is simple”*
- *“[...] it was a challenge in the beginning to get to know and learn how to take care of certain plants”*
- *“We love it.”*
- *“I wish it had a little more variety of color.”*
- *“The automated irrigation system is convenient but [...] a few plants were stressed [...] and I ended up watering them manually additionally.”*

West Valley



West Valley



MEDIA EVENTS & PROMOTION

Date	Event	Location
3-Jun-03	Kick-off Press Event	Sandy home
Summer 2003	Various Remote Weather Broadcasts	Sandy home
2-Sep-03	Final Press Event	Sandy home
8-Jun-04	Kick-off Press Event	West Jordan home
20-Jul-04	Final Press Event	West Jordan home
Summer 2004	Various articles regarding West Jordan home	N/A
Late Summer 2004	Press Event of Water Audit	West Jordan home
5-Apr-05	Kick-off Press Event	West Valley home
27-Jul-05	Final Press Event	Kearns home
27-Jul-05	Brief TV News Story	N/A
27-Jul-05	Brief TV News Story	N/A
28-Jul-05	Brief TV News Story	N/A
28-Jul-05	Brief TV News Story	N/A
Jul-06	Block Party	West Valley home
Jul-06	Block Party	West Jordan home
Summer 2006	Remote broadcasts	Kearns home
Summer 2006	Block Party	Kearns home

MEDIA EVENTS



SLOW THE FLOW

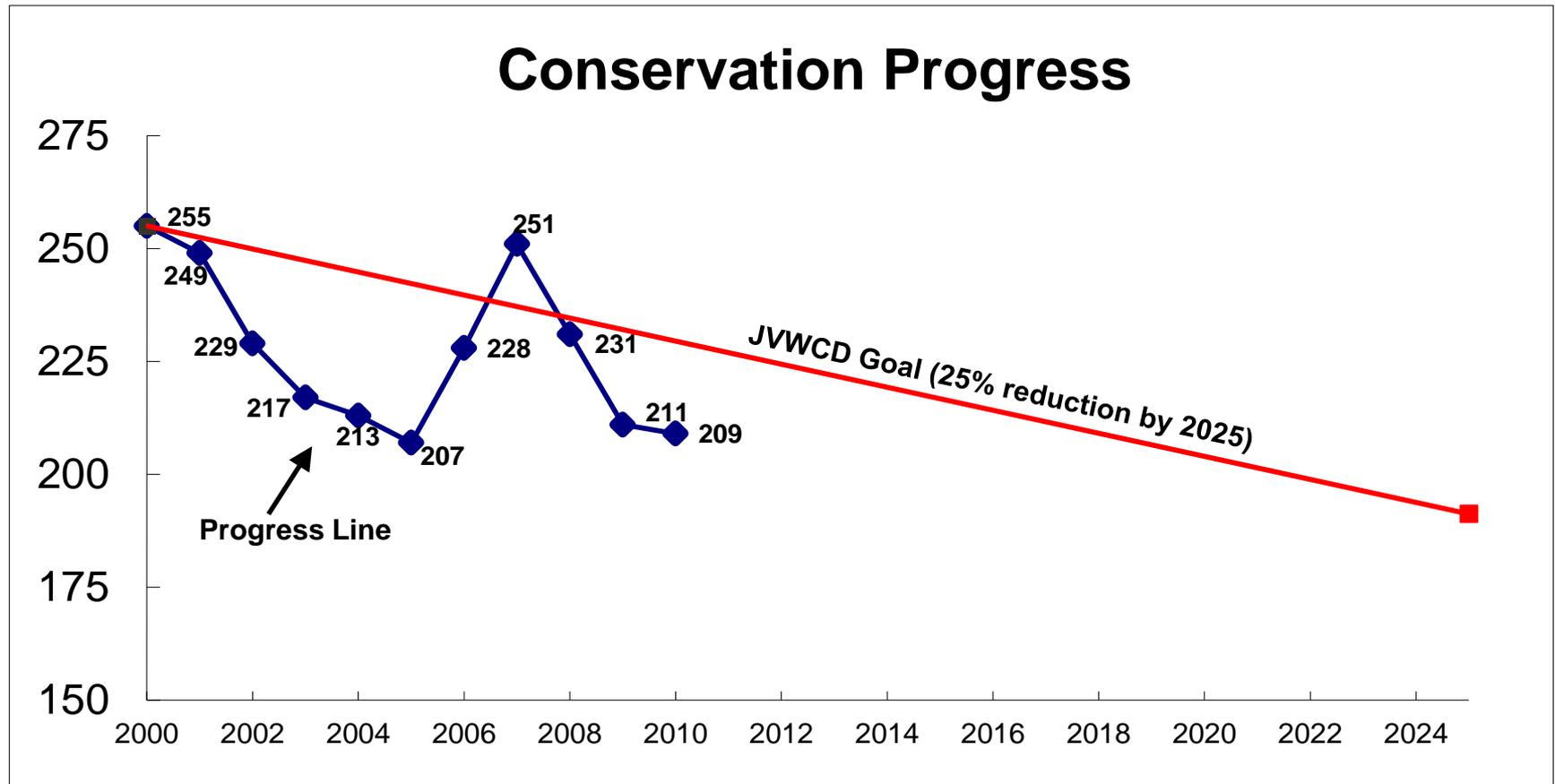
(Governor's Water Conservation Team)

- 2010 survey by R&R Partners and Dan Jones & Associates
 - 31% recalled Slow the Flow (unaided)
 - 72% recalled Slow the Flow (aided)
 - Statewide
 - Future campaign will build on success of Slow the Flow
 - Sub-target identified
 - Men ages 18 - 44
 - Water Quest small portion of this “umbrella” program

Water Quest Program

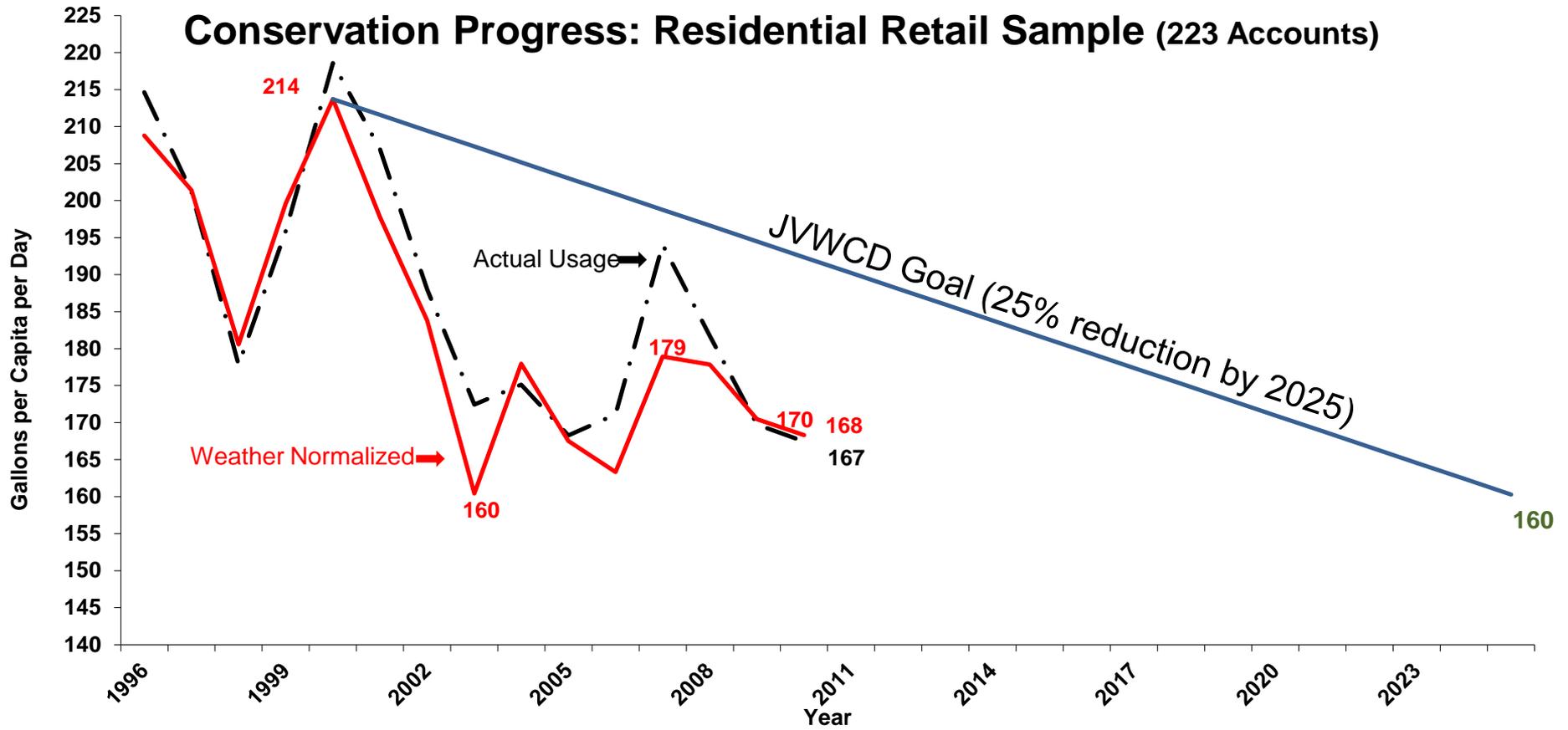
- Objectives
 - ▣ **Raise Awareness**
 - ▣ **Demonstrate aesthetic and practical benefits**
 - ▣ **Provide local demonstrations**
 - ▣ Reduce outdoor water use

Conservation Progress



Conservation Progress

Conservation Progress: Residential Retail Sample (223 Accounts)



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