



UTAH WATER WAYS

Conservation Through Collaboration

Tage Flint, PE
Executive Director



MISSION

1. Advance the
Efficient Use of
Water in Utah



MISSION

2. Build Public- Private Partnerships and Collaborative Approaches



MISSION

3. Encourage Effective State and Local Policy

HB011

HB062



SLÖW
THE FLOW
SAVE H₂O

MISSION

4. Enhance Public
Education and
Awareness

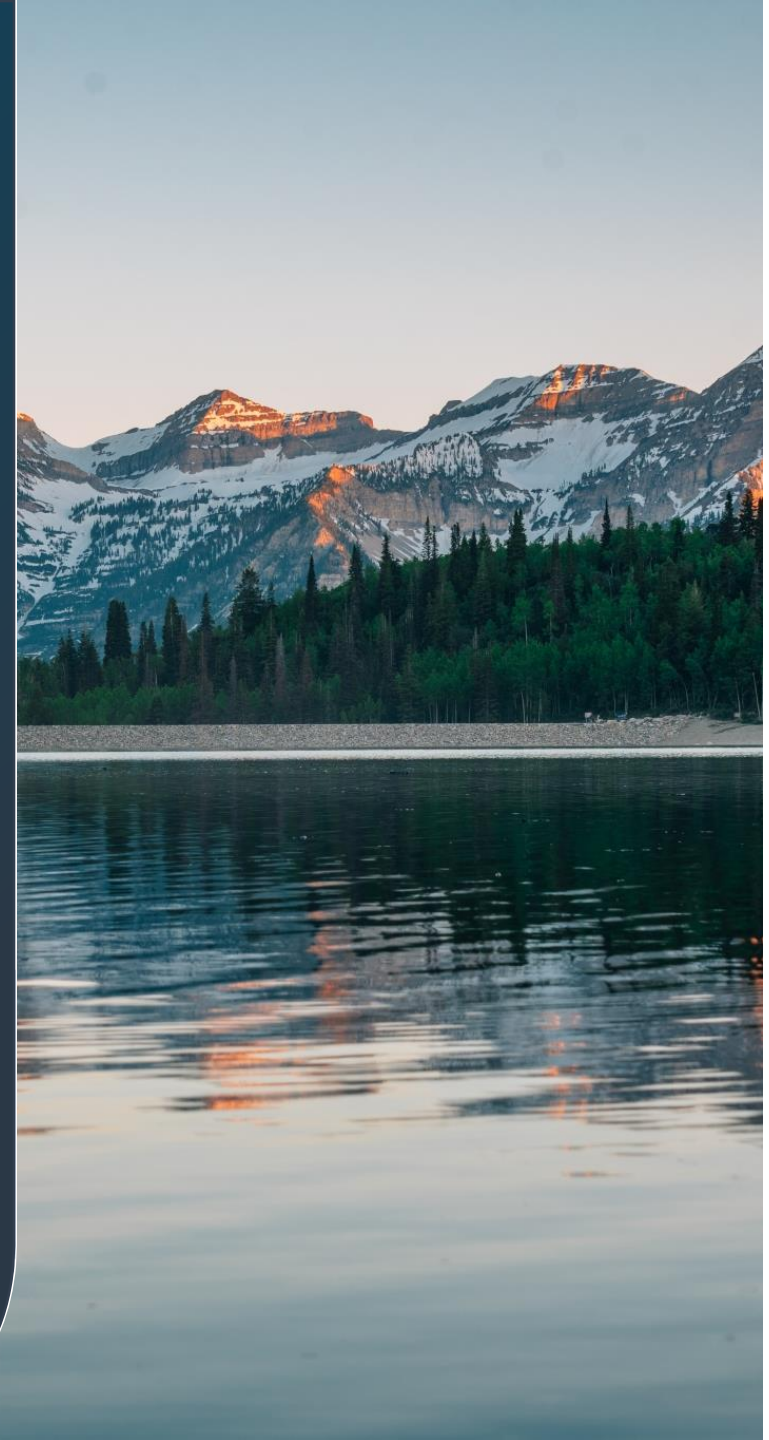
KEY MESSAGES

- Water Supplies Will Be Needed for Ecosystems and Generational Growth
- Promoting Efficiency **NOT** Application



KEY MESSAGES

- Water Conservation should **NOT** be as tied to the hydrologic water year
- Ethic of consistent efficiency every year



Situational Conservation



Example:

As drought stretched on in 2020-2022, the public conserved **due to circumstances**, often substantially



Structural Conservation



Example:

Changing landscapes and irrigation systems to be more efficient conserves water **EVERY** year





MISSION

6. Statewide provider and clearing house for information and ideas



MISSION

7. Establish goals for communities and provide the necessary materials and imperatives

INITIATIVES



H2O Collective – Partnership with ULCT

More Meaningful Ordinances

- Complimentary Rate Structure
- Development Agreements
- Compliance Companion

INITIATIVES



What should Utah landscapes look like?
Complete Relandscaping Experience

- Design, Construction, Finished
- Highly Produced

INITIATIVES



K-12 Curriculum

Collaborative with Utah State School Board
and curriculum donation from the Central
Utah Water Conservancy District

Conservation, Water Cycle, Infrastructure



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Bart Forsyth, PE
Policy Advisor



2024 Utah Water Values Study

Conducted by:



Funding Partners:



Objectives:

Understand Utahns' values, priorities, and attitudes related to water.

- What water-related issues do Utahns **most care about**?
- What **motivates** those priorities?
- What kinds of **tradeoffs** are Utahns willing to make to serve their priorities? What **behaviors** would they be willing to **change**?
- How do we **most effectively communicate** about water-related issues?

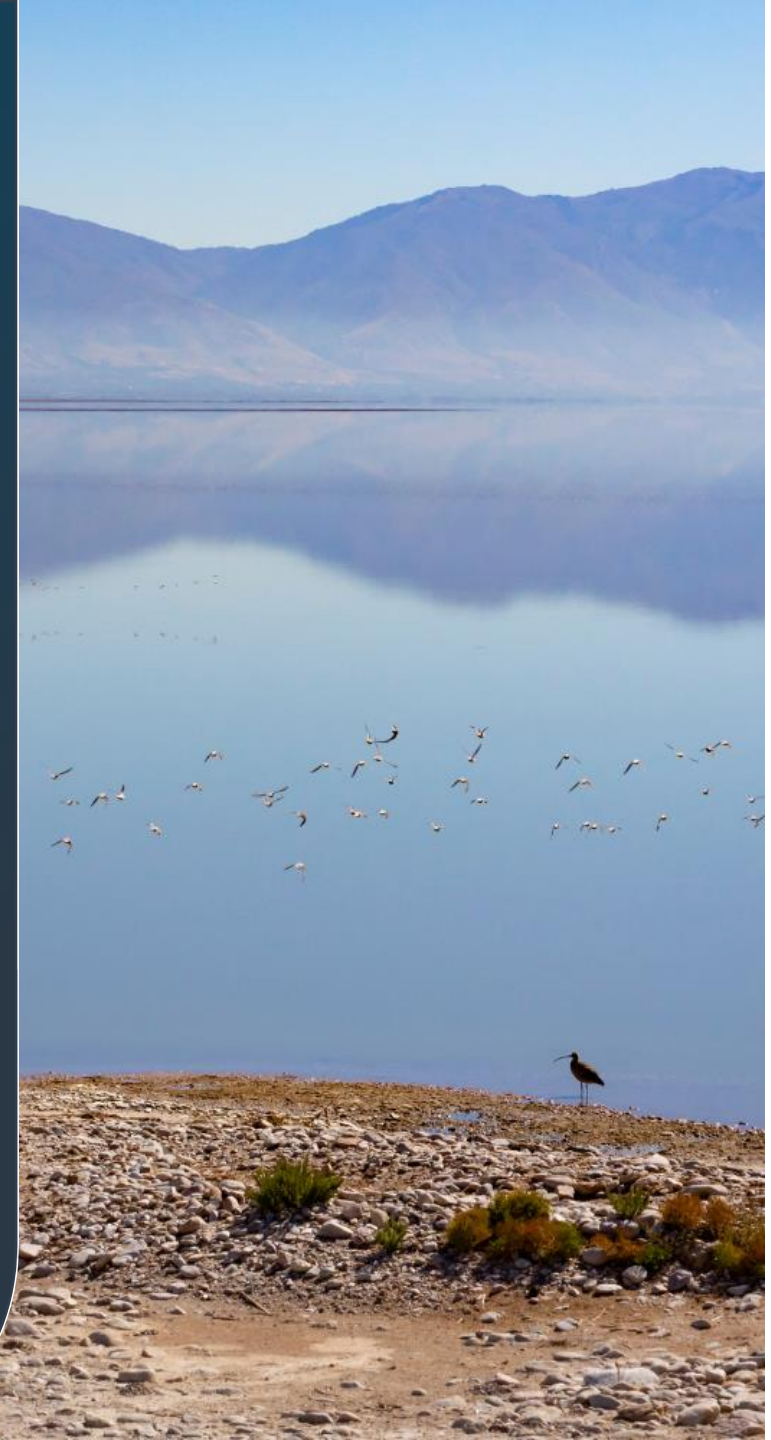
Utah Water Values Study

Phase 1 – Qualitative Research “BRIGHT BOARDS”

- Gather ideas to be tested in the qualitative phase

Phase 2 – Quantitative Research

- Random 800-900 person sample, statistical survey





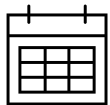
METHODOLOGY



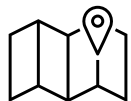
MODE BrightBoard™



LENGTH 5 days



DATES June 3-7, 2024



GEOGRAPHY Utah



AUDIENCE

Water is a serious challenge n=13
Swing n=11
Water not a challenge n=10
TOTAL N=44



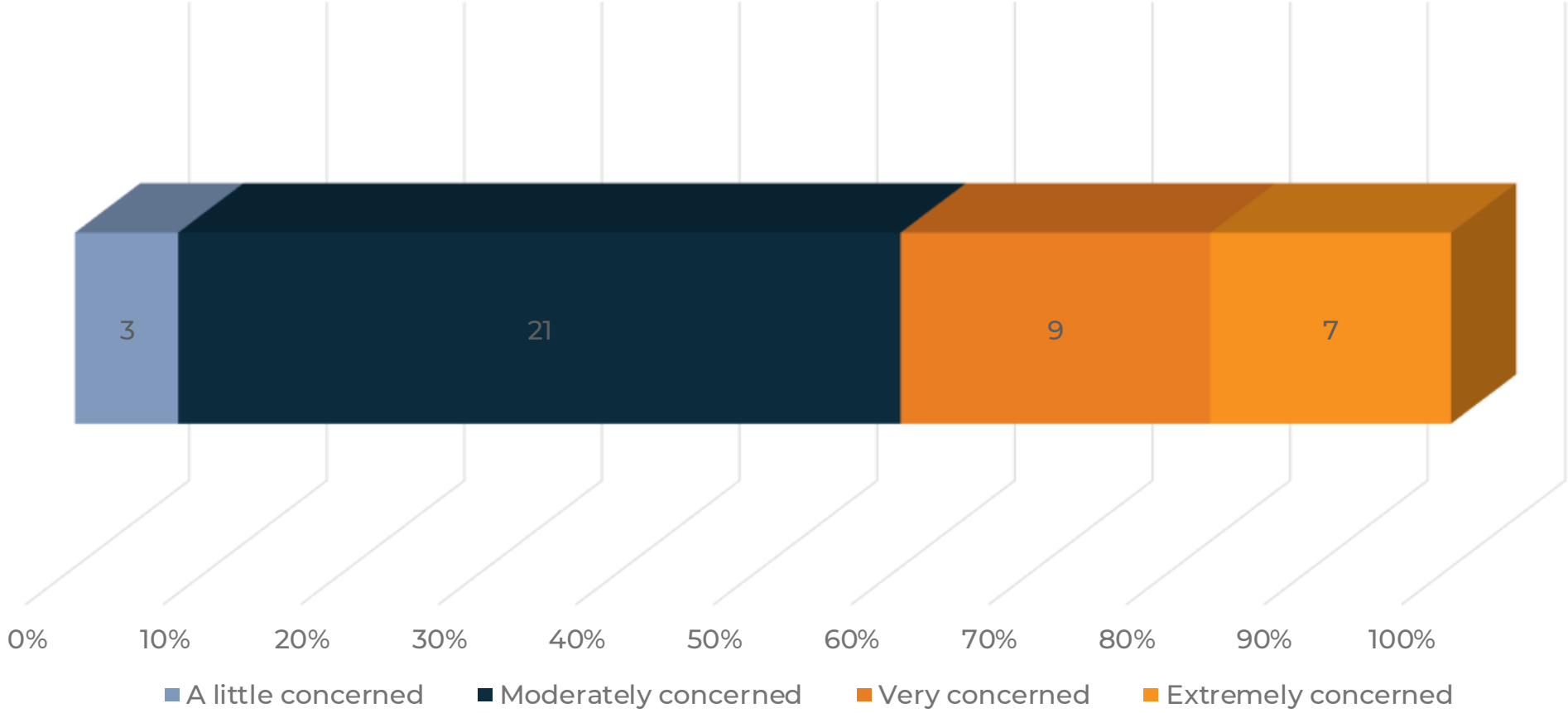
DEMOGRAPHICS

Balanced mix of:

- Age
- Gender
- Ethnicity
- Income
- Employment
- Education
- Region
- Political affiliation

Most participants rate themselves as moderately concerned about water in Utah.

How concerned are you about the overall water situation here in the state of Utah?



Most respondents believe that Utah does face challenges related to water.

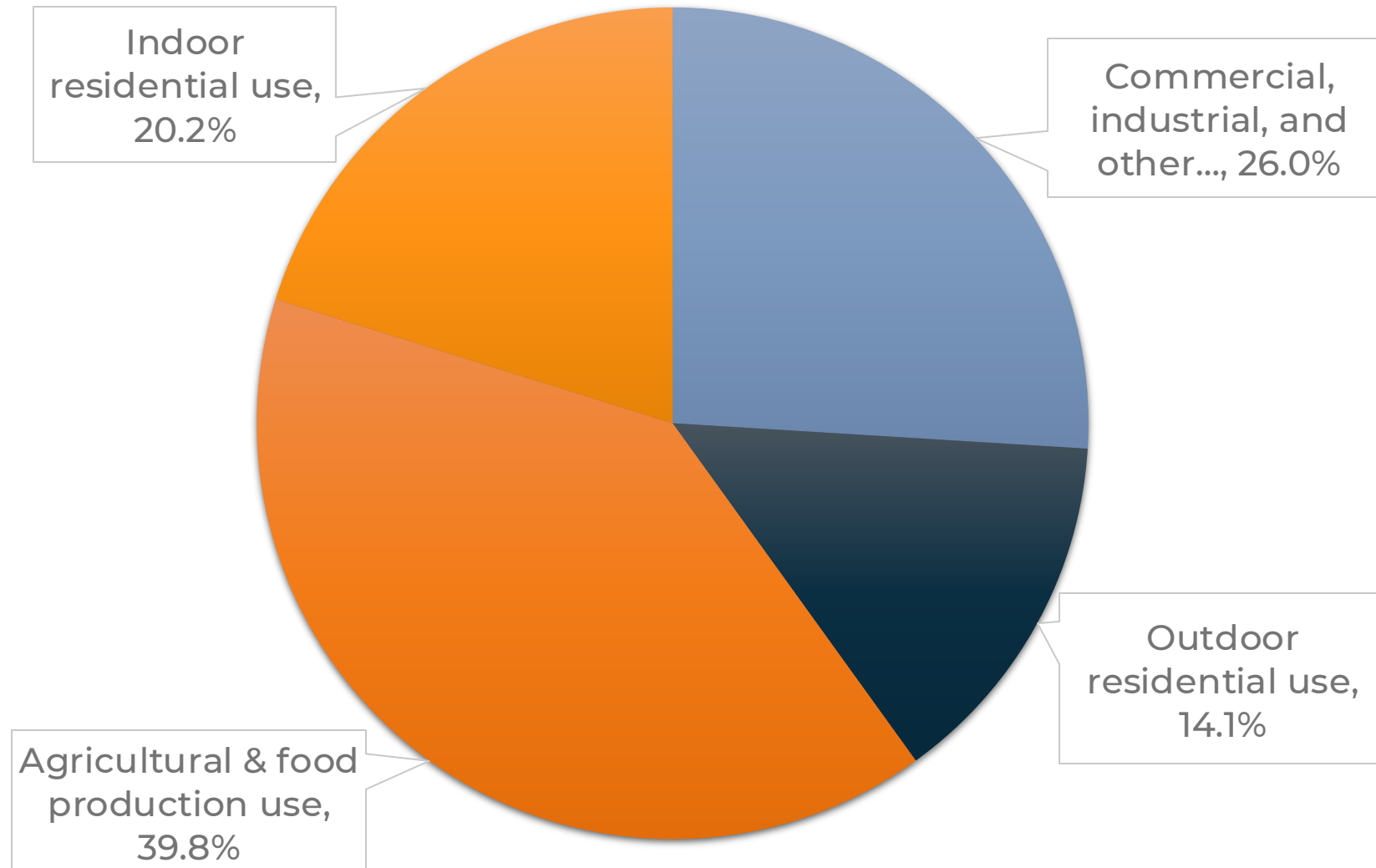
The most common reasons cited include:

- population growth
- climate change
- inefficient water usage
- the state's geographical location and climate

Some specific issues include:

- drying up of the Great Salt Lake
- the impact of agriculture and tourism on water usage
- the need for better water conservation measures and resource management

Participants estimate that agricultural water use is less than 40%, and that indoor residential use exceeds outdoor residential use.



Participants prioritize indoor water use for conservation

- Participants overestimate how much water is used indoors compared to landscaping and agriculture.
- There is a broad awareness and support for efforts to reduce waste in indoor water use.
- Measures such as taking shorter showers, turning off the sink when not in use, and using efficient appliances are frequently recommended- often overshadowing landscaping changes and strategies.



In open text, the most common suggestions for conserving water usage is taking shorter showers, fixing leaks, and landscaping.

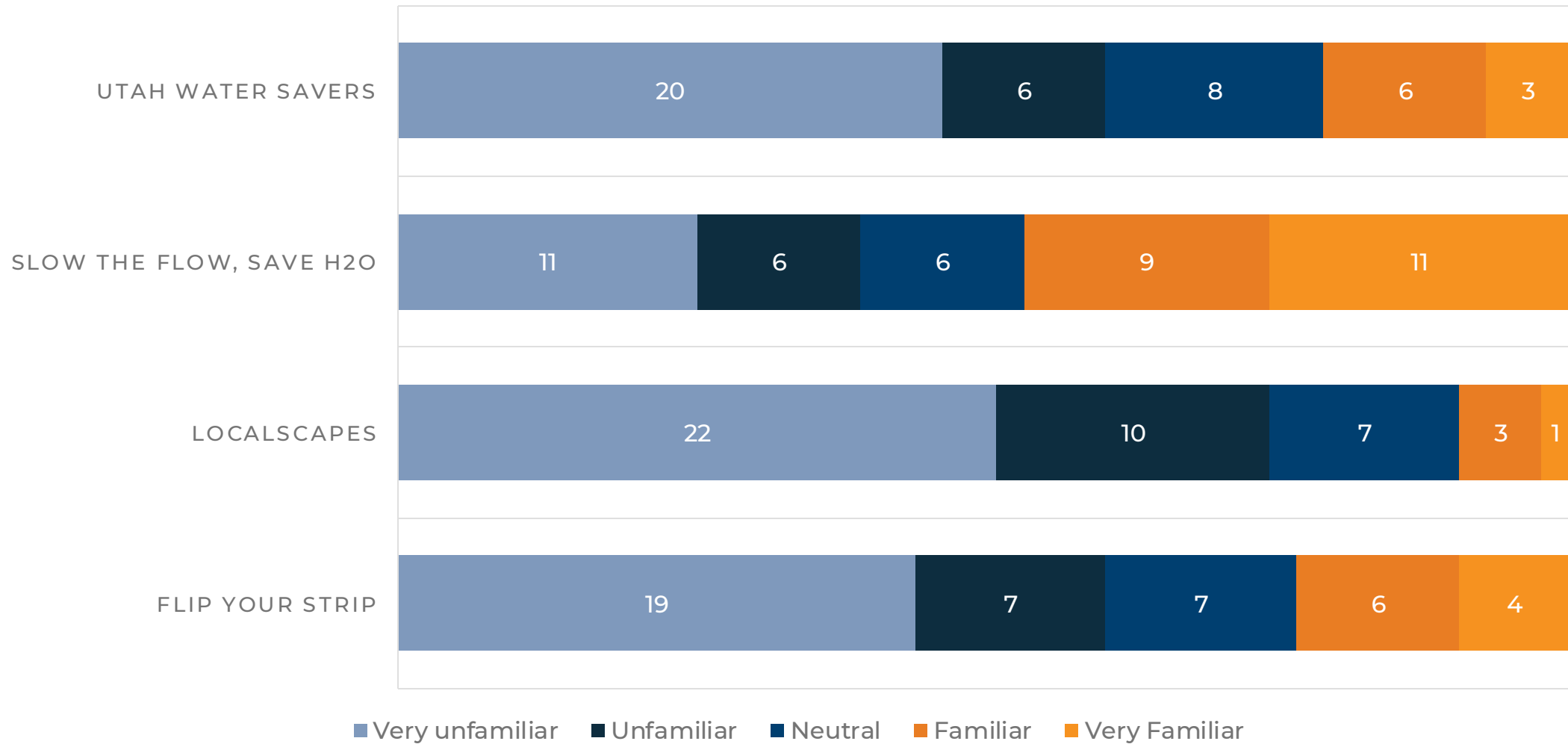
- Take shorter showers: 19 mentions
- Turn off water when not in use: 14 mentions
- Water lawns during cooler parts of the day (evening or early morning): 12 mentions
- Install water-efficient landscaping (xeriscape): 11 mentions
- Fix leaks in plumbing: 8 mentions
- Run dishwashers and washing machines with full loads: 8 mentions
- Use drip irrigation systems
- Install high-efficiency appliances and fixtures (toilets, showerheads)
- Use rainwater collection systems for outdoor watering
- Avoid over watering lawns and plants
- Use turf or desert plants instead of grass
- Be mindful of water usage and educate oneself on conservation
- Avoid using water to clean driveways and cars unnecessarily
- Discuss water conservation practices with family and friends

Respondents are largely unfamiliar with public information campaigns & rebates

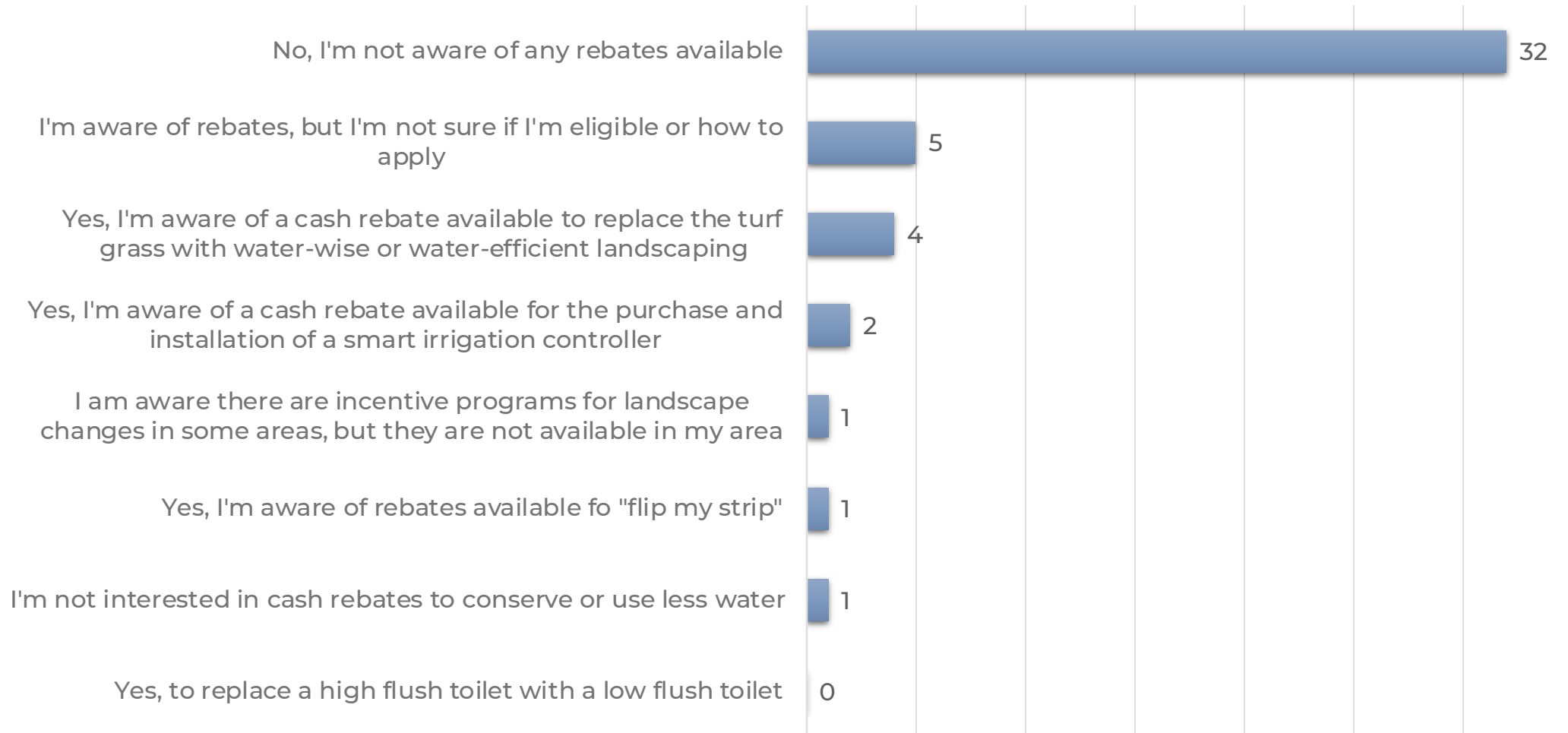


- Only “Slow the Flow, Save H2O” was recognized by a plurality of participants.
- Three-quarters of respondents are **not familiar with any landscaping conversion rebates** and only 7% have used existing rebates.
- Respondents would be more likely to change their landscaping if they knew it would continue to provide **aesthetic and recreational/lifestyle** benefits for their family, would be **affordable**, and if they had access to **rebates**.

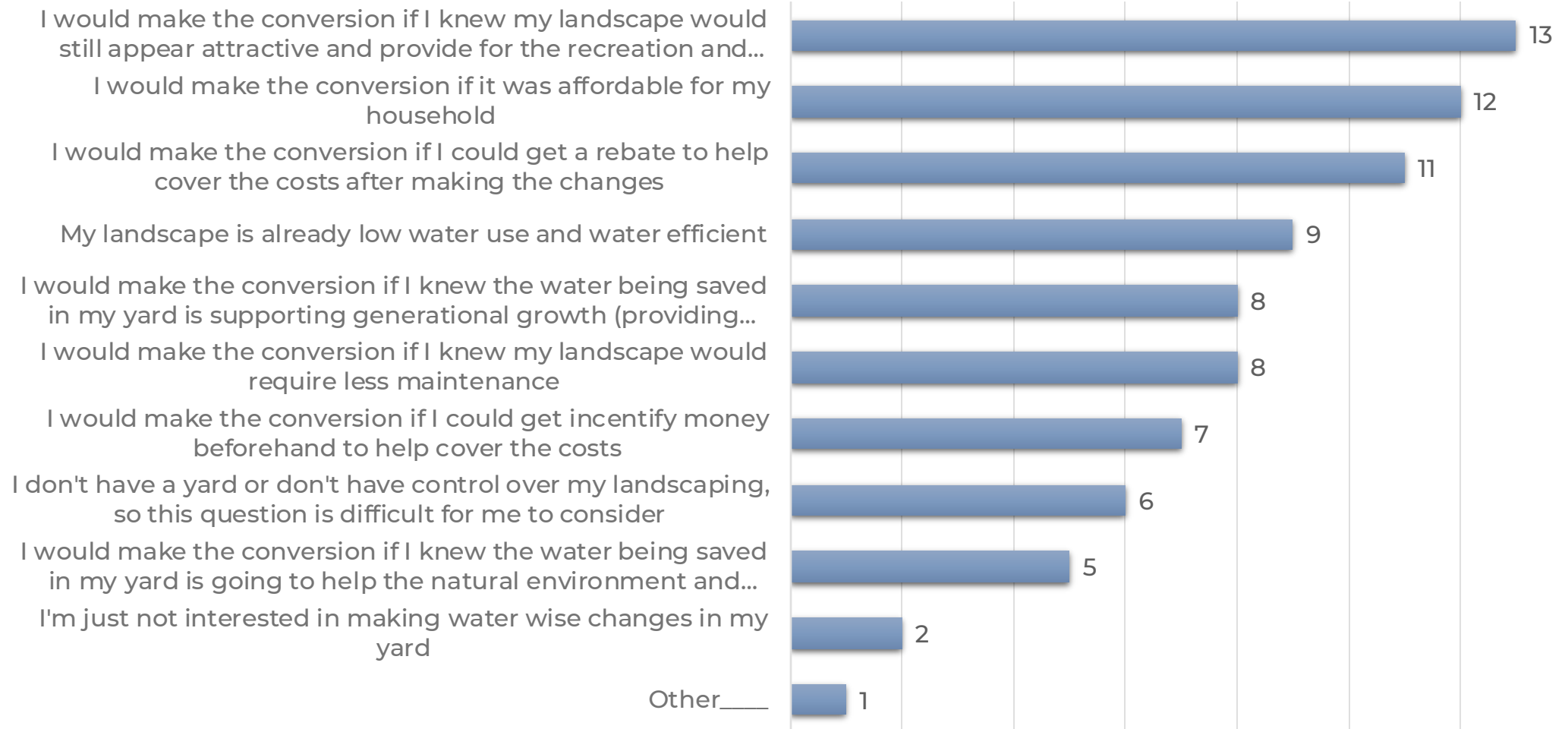
Most are unfamiliar with Utah water campaigns. “Slow the Flow, save H2O” was the most well-recognized.



The vast majority of respondents are unaware of rebates available to use less water.



Affordable, attractive landscapes with recreational opportunities are the biggest motivators for landscaping changes.



Project Timeline

Phase 1: Project Kick-Off	Mar - Apr 2024
Phase 2: Qualitative Research	Apr - Jun 2024
Phase 3: Summary, Survey Development	Jun 2024
Phase 4: Public Survey (Quantitative)	Aug - Sep 2024
Phase 5: Analysis and Report	Oct - Nov 2024



2024 Water Values Study


How do Utahns **understand** and **value** water? How can we meet them where they are to **move forward**?



UTAH WATER WAYS

Conservation Through Collaboration

Cynthia Bee, BLA
Communications &
Programs Director

 Tools
NOT
Rules 



What are the hardest challenges?

“**Sprinklers** are hands down the **hardest part**. Changing zone areas, converting to drip line. It’s so overwhelming.”

--McKenna Marchant

“**Figuring out drip lines...** so I know how long to water to get the **correct amount of water to each plant.**”

-- Cindy Miner

“For us it was:

1. **Converting current sprinkler system to drip** (splitting off the park strip area from front lawn.
2. **Plant Placement** (trying to consider bloom season, color, foliage color, heights, width, evergreen vs. perennial etc.)
3. All considerations for hard clay soil and **new construction lot** without any mature trees and lots of hot sun.”

-- Emily Gilgen



UTAH WATER WAYS

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Landscape Demonstration Projects

Spring 2025



Landscape Demonstration Projects

Salt Lake County

Project Intent

To **demonstrate** and **intensively document** water-efficient landscape changes on a variety of property types, addressing **commonly encountered challenges** and **potential solutions**.



Videography Output

HOMEOWNER AUDIENCE:

- Short-form video for social media
- Long-form video, episodic

PRO AUDIENCE:



- Short-form training for contractors to meet ordinance standards





Utah Plant Selector & Plants Program



What are the hardest challenges?

“Picking plants! Seeing so many pictures thinking “I love that!” But have no idea what plants are shown and cost...”
-- Marcey McCartney

“Concepts in order of my most frustration to least:

- 1. Drip irrigation conversion...**
 - 2. Plant design** for the beds...”
- Tara Bishop

“Designing beds. It was easy for me to create shapes/spaces in my yard (Localscapes) but populating those spaces has been a steep learning curve.




Knowing good combinations, seasonal timing, spacing, and maintenance have all been a process of 1 step forward and 2 steps back.”

– George Loch



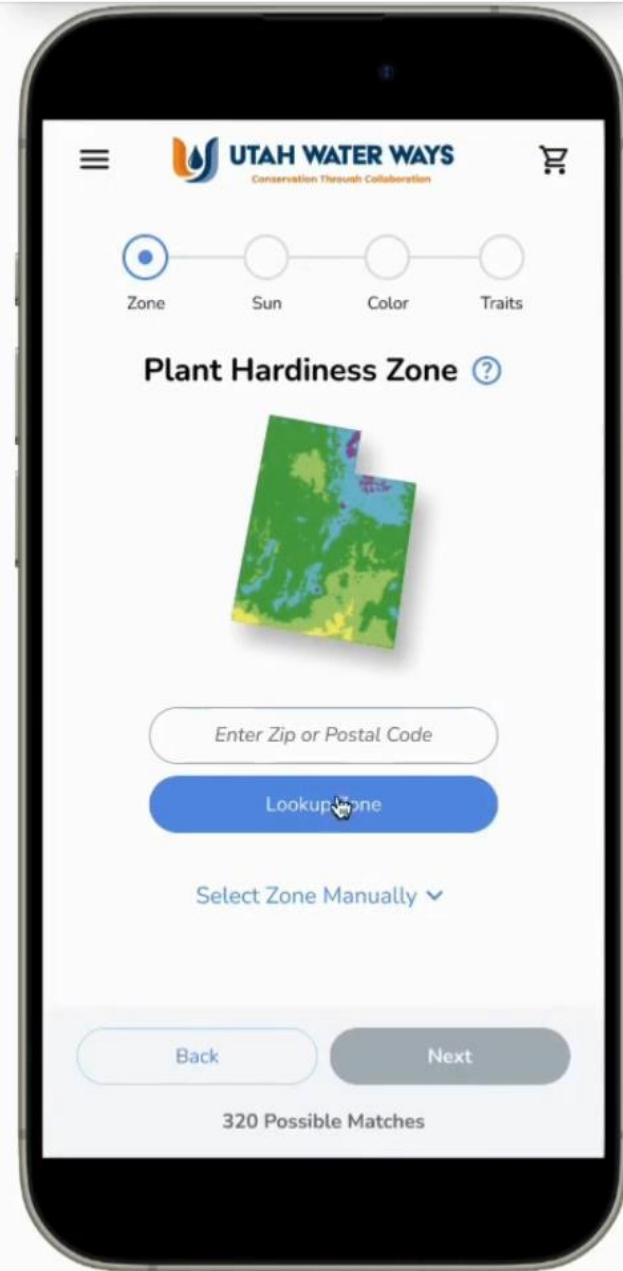
Utah Plant Selection Tool

An innovative web-based solution designed to assist Utah residents in making informed plant selections that conserve water and thrive in our unique climate.

-  Simplified Plant Selection
-  Support for Local and Online Retailers
-  Promoting Water Conservation

A core purpose of Utah Water Ways is to "provide residents of the state with tools to understand what can be done to optimize the use of water."

See Utah House Bill 307,
Section 1: [79-2-407\(3\)\(b\)\(ii\)\(B\)](#)



Path 1: Local Garden Center



Plants are tagged
at our
participating
UTAH growers
and sent to
participating
local garden
centers



FRONT

Suggested
plant
combo
layout

Path 1:
download
the app

Path 2:
Plant
Grants

Shout out for
Utah agriculture!



All-Season Anchor Formula

TEXTURE



BLOOM

FOLIAGE

Create no-fail, designer-inspired
plant combinations!

Look for our color-coded tags to mix and match your own Utah-happy plant combinations with the above formula. Download our **FREE** plant selection tool and get online resources from Utah's landscape experts.

**"Plant Grants" may be available
from participating cities**

Learn more at:

UtahPlantSelector.com

BACK



Rebates +

Water Conservation Tips +

About +

Water Audit

Plant Selection Tool

Water Use Portal

[Home](#) > [Departments](#) > [Public Works](#) > [Water](#) > [Water Smart SoJo](#) > [Find a Plant](#)

Utah Plant Selector

Simplify your plant selection process with our easy-to-use tool designed specifically for Utah residents.

TRY IT NOW >

By proceeding you agree to our [Terms and Condition](#) and [Privacy Statement](#).



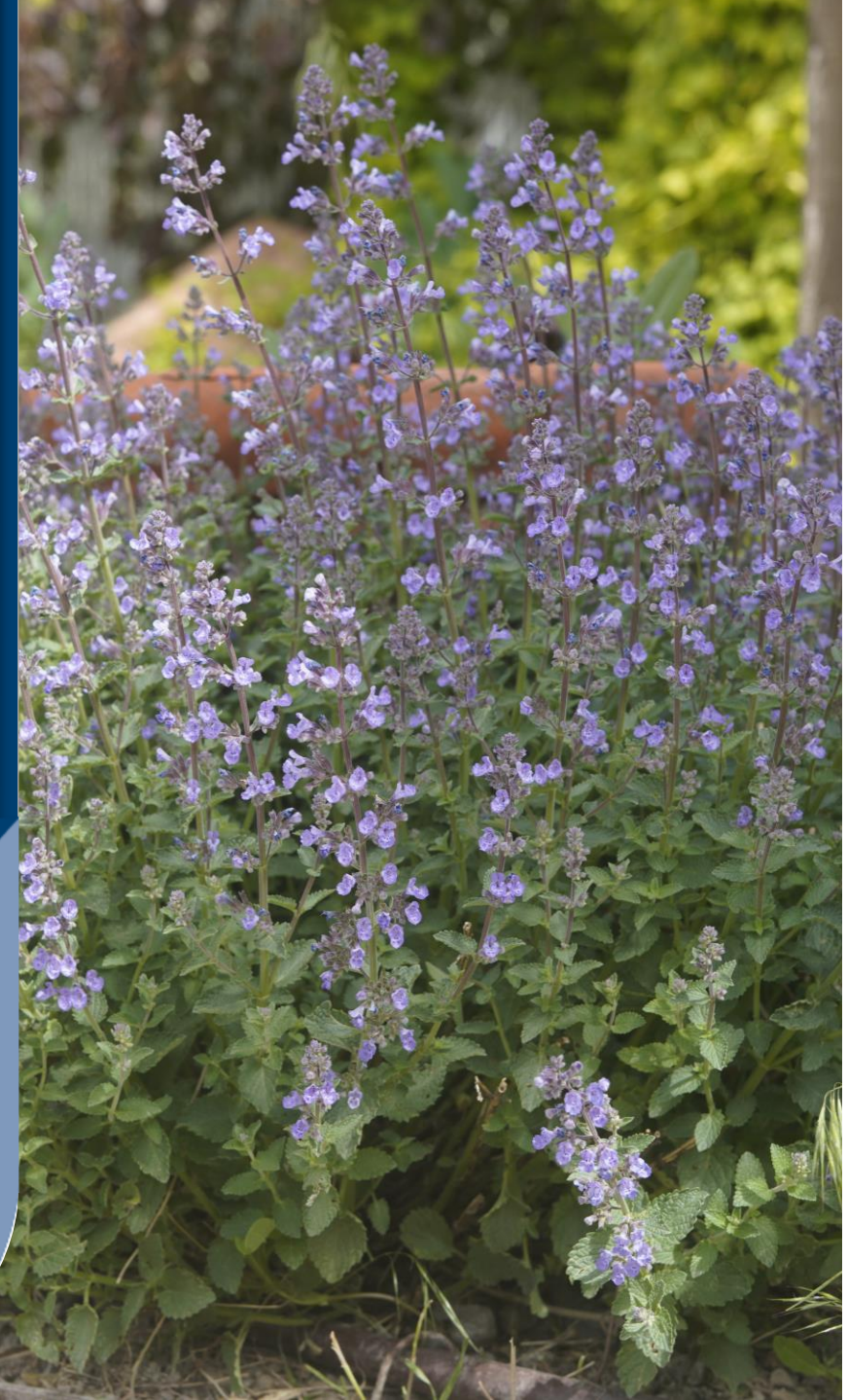
How it Works

Path 2:
Plug & Play
“Plant
Grant”

Path 3: Pre-order, online



- Partnering with the #1 sustainable plants online retailer, High Country Gardens
- Spring and Fall pre-order program
- Orders and fulfilment via HCG
- We are facilitating selection and availability, not selling plants
- Statewide shipping, rural Utah too, of UTAH GROWN plants!



Secret to Success



We don't need to **CHANGE PEOPLE**, we need to **CREATE SOLUTIONS** that:

1. Incorporate **values** they **already** hold
2. Solve **problems** they **know** they have
3. Systemize it in a way that is **easy** to **understand** and **implement**

IDEAS?

WE want to hear from you! Do you have ideas, goals, dreams for your community that you're not sure how to pursue?

