



**SWCA<sup>®</sup>** | **MUNICIPAL WATER CONSERVATION TOOLS**

# GREAT SALT LAKE ELEVATION



RECORD HIGH  
**4211.65 FEET**

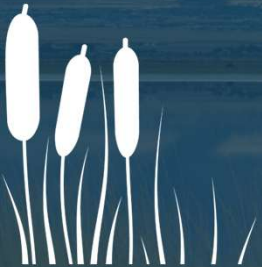
AVERAGE  
**4202.2 FEET**

RECORD LOW\*  
**4190.1 FEET**  
\*as of July 2022

# Value of Great Salt Lake

## HEALTH

Protects **air quality** by reducing lakebed dust.



## ECONOMY

**++ \$2 billion/yr** to Utah's economy.



## RECREATION



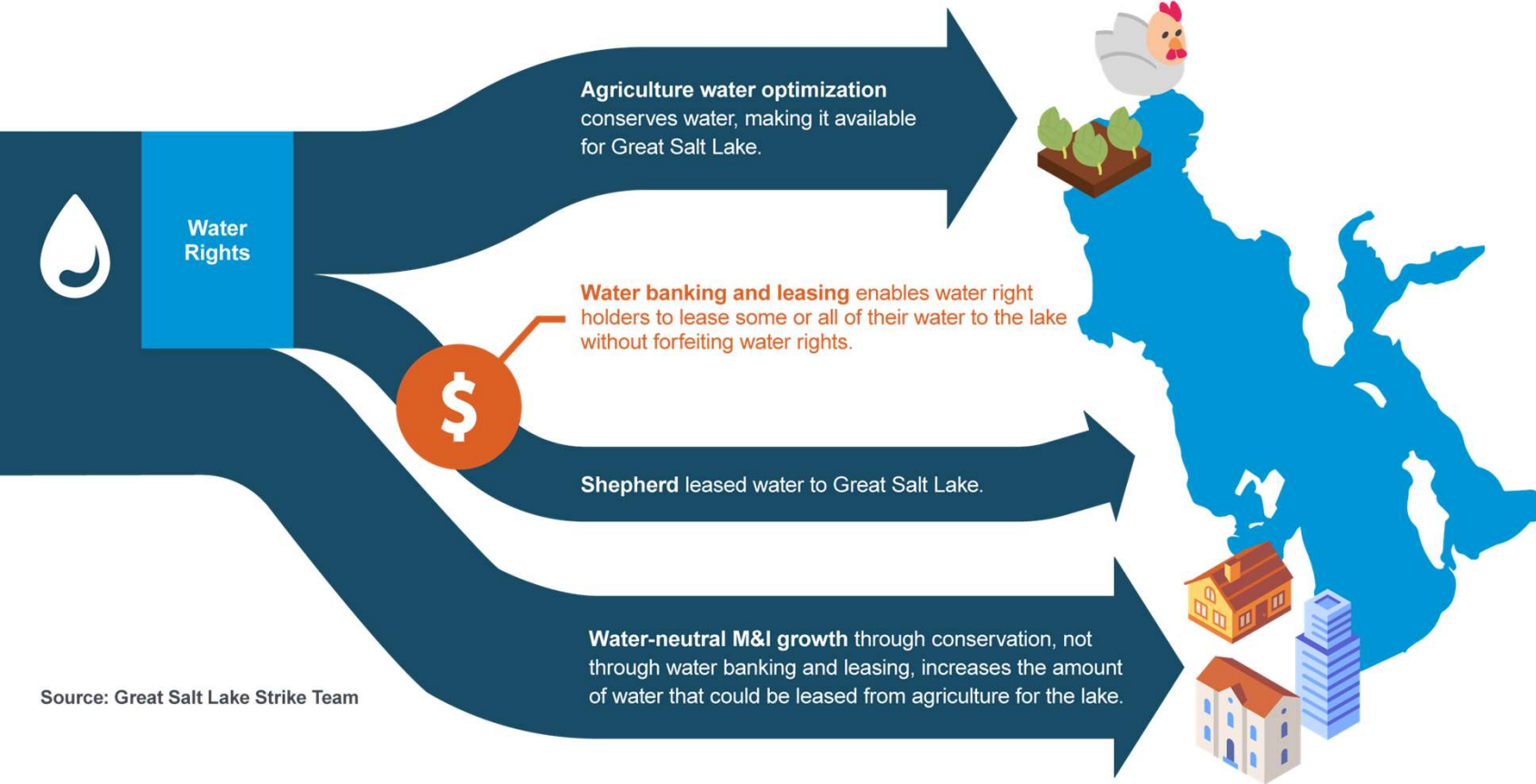
Lake effect snow extends **ski season** by **5 – 7 weeks**.

## ECOLOGY

**12 Million Pacific Flyway birds** visit annually.



# We all play a part in saving Great Salt Lake



More conservation is needed to shift the long-term downward trend to a positive one.

# Conservation Concepts

## Diversion

Water removed from its source for use.

## Depletion

Portion of diverted water that is removed from the watershed.

## Shepherding Water

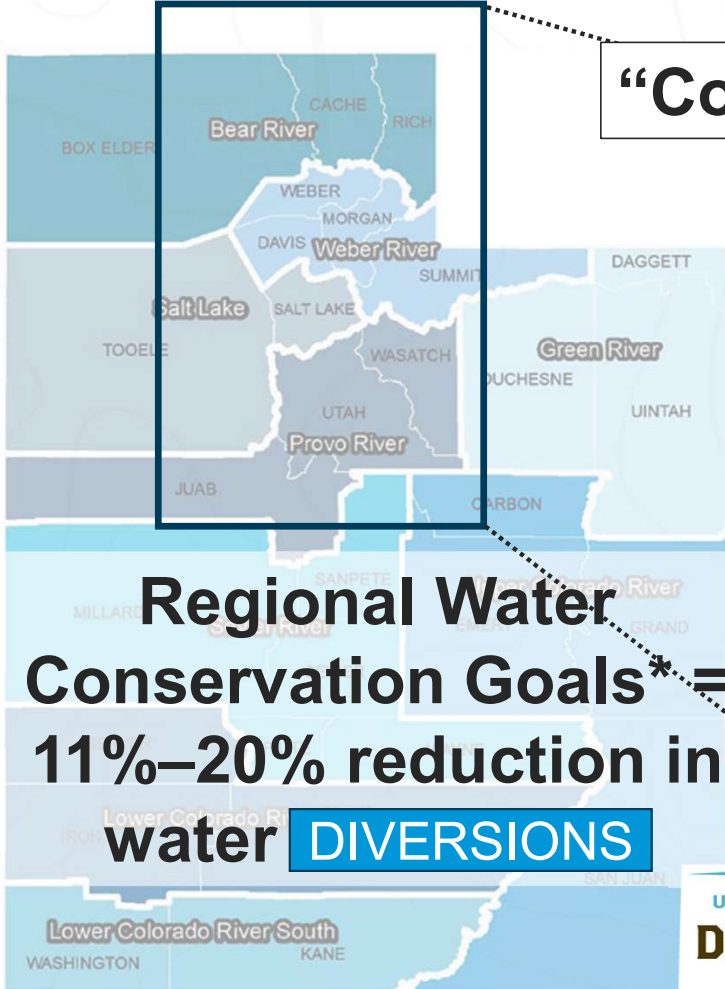
Delivery of conserved water downstream without being diverted along the way.

## Water-Efficient Landscaping

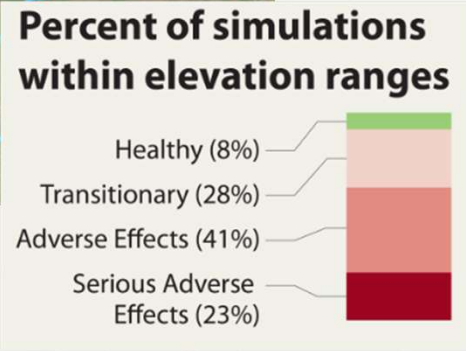
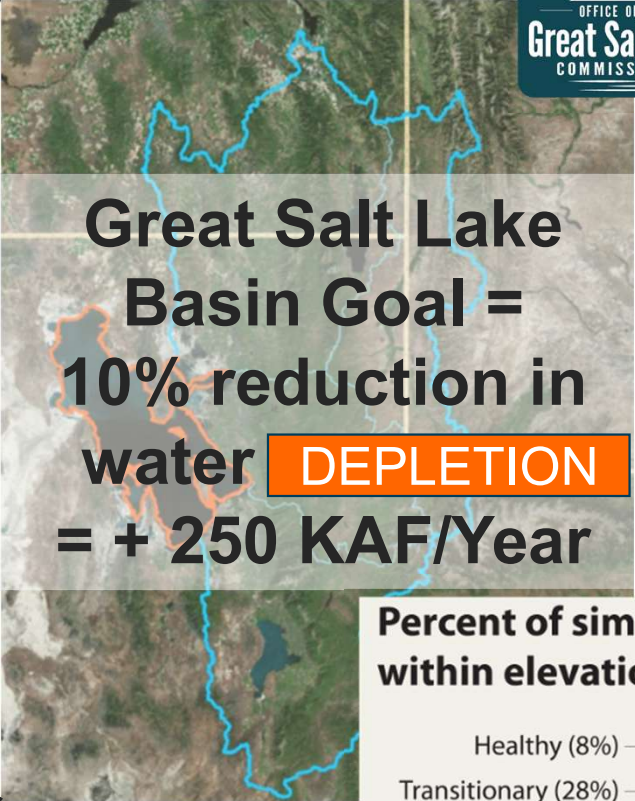
Reduce and replace high-water use grass lawns with native or drought-tolerant plants.



**“Conserve, Dedicate, Deliver”**



**GOALS**



\*currently being updated



# New State Requirements

## Integrating Water and Land Planning



**Who:** All counties and some cities

**What:** Integrate a water use and preservation element into long range plans

**Deadline:** December 31, 2025

**Utah Code:** 10-9a-403 and Utah Code 17-27a-401

## Water Rate Structures



**Who:** Municipalities serving > 10,000 people

**What:** Tiered rates that consider costs for water conservation in at least the highest block unit of water

**Deadline:** July 1, 2027

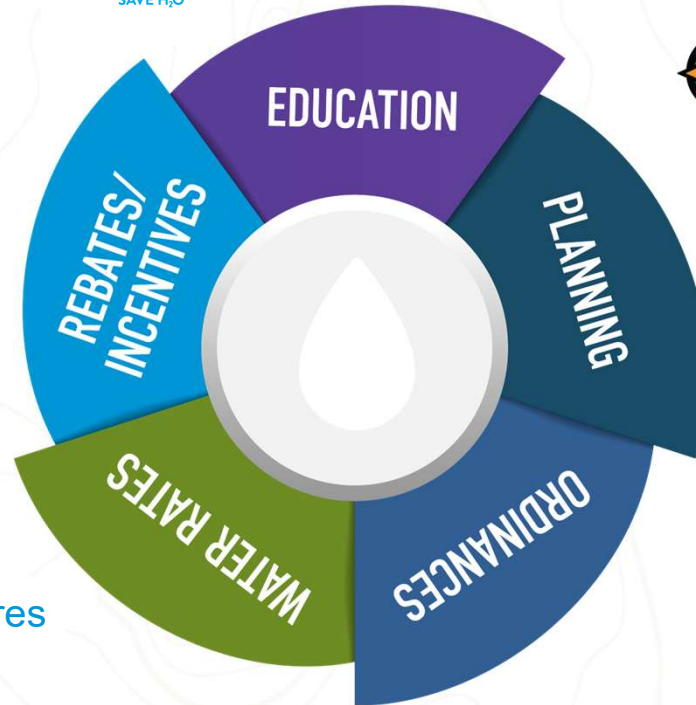
**Utah Code:** 10-8-22; 73-10-32.5

# Water Conservation Tools Available

Landscape Incentive  
Toilet Replacement  
Smart Controllers



WaterMAPS  
UtahStateUniversity.



Growing Water Smart  
Workshops



Center for Water-Efficient Landscaping  
UtahStateUniversity

Custom rate structures



Custom ordinances

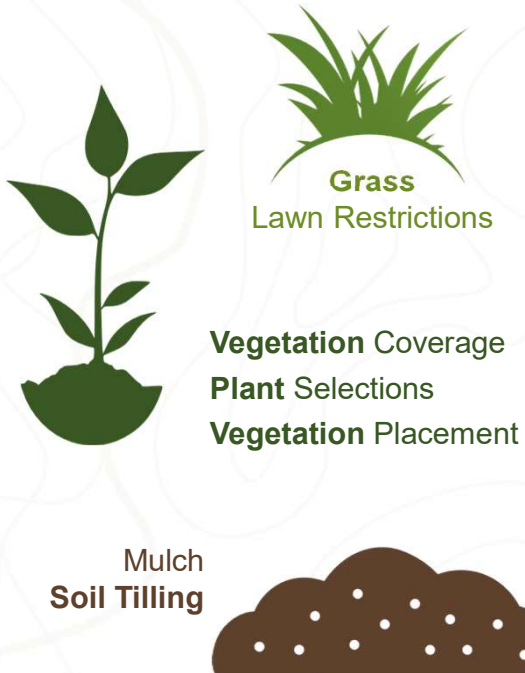


Great Salt Lake Water  
Conservation Toolbox

# Water Conservation Ordinances

## OUTDOOR WATER USE

### LANDSCAPE DESIGN AND MATERIALS



### LANDSCAPE IRRIGATION SCHEDULES



Time of Day  
Weekly Schedule  
New Landscaping  
Water Shortage Triggers

### IRRIGATION TECHNOLOGY AND DESIGN



Irrigation Controllers  
Drip Irrigation Design  
Spray Irrigation Design

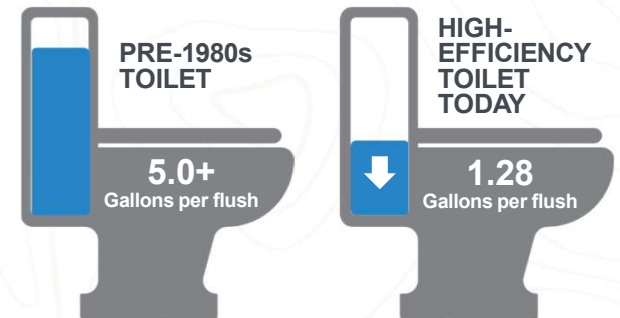
### SECONDARY WATER



Metering  
Maintenance  
Irrigation Schedules

## INDOOR WATER USE

### LOW FLOW FIXTURES



### REPAIR WATER LEAKS



# Great Salt Lake Water Conservation Toolbox – Model Ordinance

## Water Conservation Standards

### LOW

Grass lawns shall account for no more than **50%** of the front and side yards of landscaped areas.

### MODERATE

Grass lawns shall account for no more than **35%** of the front and side yards of landscaped areas.

### HIGH

Grass lawns shall account for no more than **20%** of the front and side yards of landscaped areas.

New Development/  
Redevelopment

Existing  
Development

Residential  
(single family)

Secondary  
Water Users

# Great Salt Lake Water Conservation Toolbox – Model Ordinance

## Water Conservation Standards

### LOW

Grass lawns shall account for no more than **30%** of landscaped areas.

### MODERATE

Grass lawns shall account for no more than **20%** of landscaped areas.

### HIGH

Grass lawns shall account for no more than **0%** of landscaped areas.

Residential  
(multi-family)

Industrial/  
Commercial

Public/  
Institutional

# Ordinance Assessments and Tailored Policy Advice



## Understand

Free audit that assesses a municipality's water conservation efforts and identifies realistic areas of improvement.



## Collaborate

Receive free, concrete policy options for additional conservation efforts that are customized for a municipality's goals, constraints, and individual context.

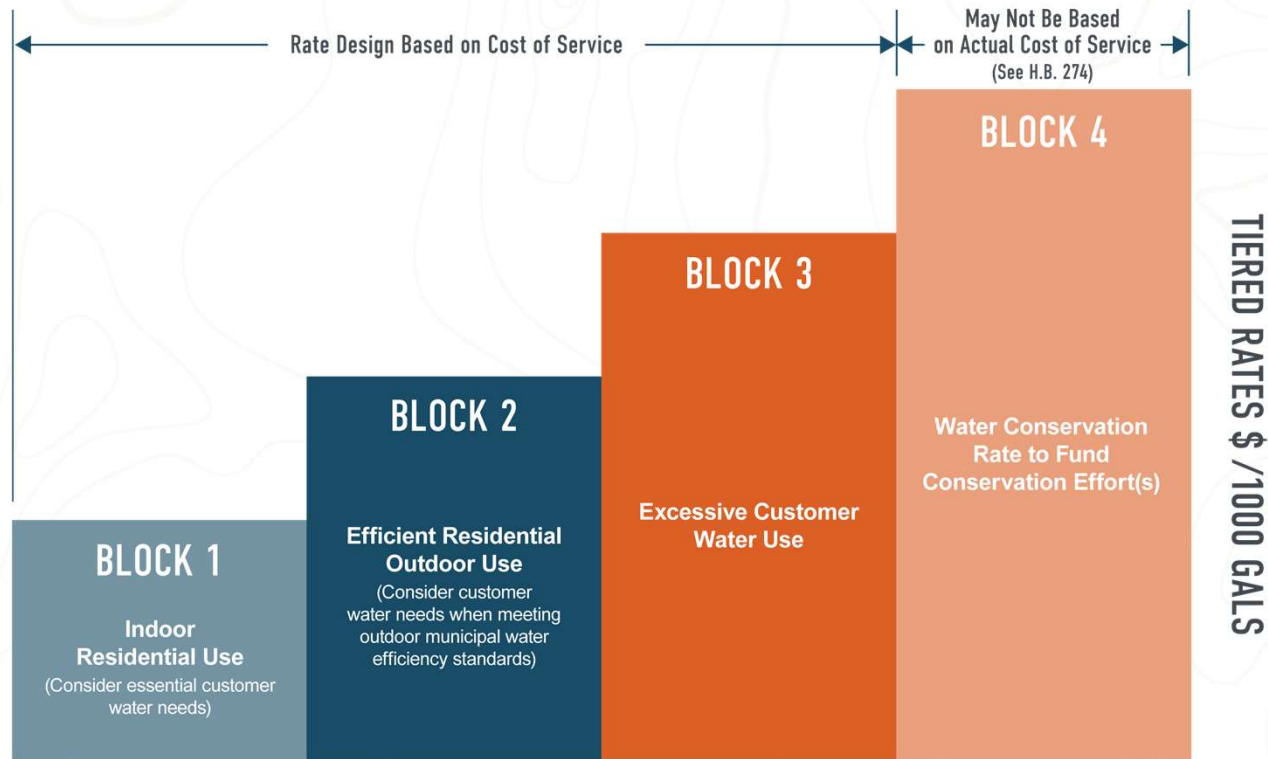


## Act

City leaders may choose to enact recommended changes, and, if desired, collaborate further to, for example, refine options or seek funding sources.

# Custom Rate Structures

## TIERED WATER RATE STRUCTURE FOR RESIDENTIAL CUSTOMERS (EXAMPLE TO CONSIDER)



# INCENTIVE AND REBATE PROGRAMS



## Rebates

Get paid up to install a WaterSense-labeled smart controller or to replace your old toilet with a WaterSense-labeled one.



## Landscape Incentive Program

Receive up to \$3 per square foot of lawn replaced with water-efficient landscaping.  
Eligibility: Community must implement water-efficient landscape standards for new development. Requirements vary by location.



## How to Apply

Eligible locations, incentive amounts, program guidelines, and program applications are available at [SlowTheFlow.org](http://SlowTheFlow.org)

# Research, Education and Outreach

## Research Areas & Resources



Irrigation, Water Use & Drought



Water-Wise & Native Plants



Sustainable Turfgrass Research



Urban Water Conservation

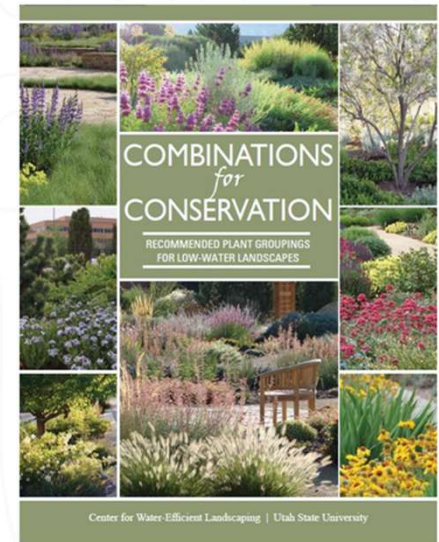


**Webinar Series: Water Well with  
CWEL**

2nd Tuesday of each month  
2:00 pm MST



Certification program educating landscape professionals delivered in partnership with Utah Nursery and Landscape Association and Jordan Valley Water Conservancy District.



Center for Water-Efficient Landscaping  
UtahStateUniversity.

[cwel.usu.edu](http://cwel.usu.edu)



Extension  
UtahStateUniversity

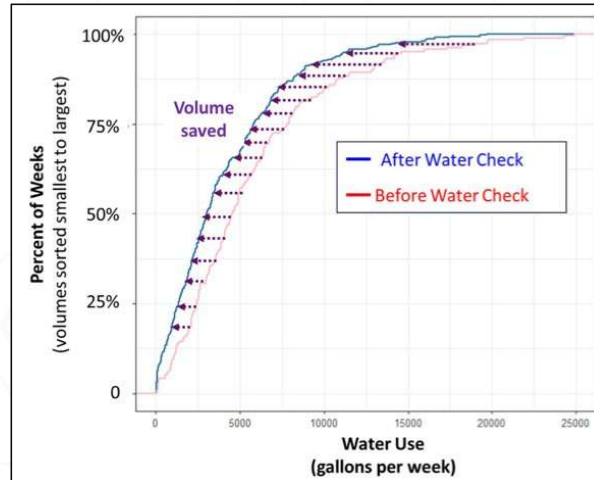
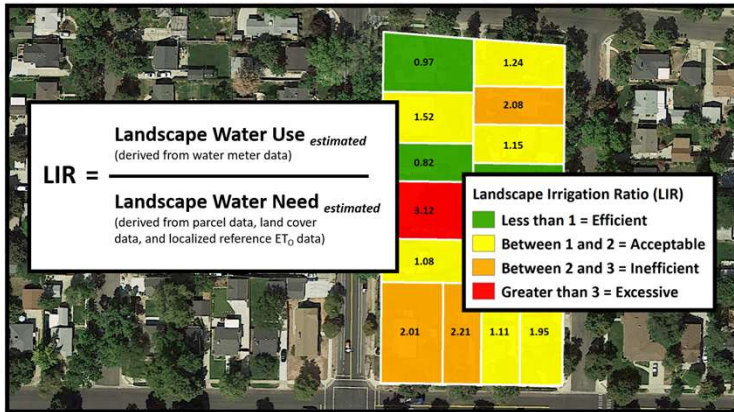


# Promoting urban landscape water conservation through:

## Programs to identify capacity to conserve on existing landscapes



**WaterMAPS**  
UtahStateUniversity.



## Integrating land and water planning to Grow Water Smart



The Water-Land Use Integration Guidebook for Northern Utah

**TABLE OF CONTENTS**

- 9 Introduction
- 15 Section 1: Planning and Goal Setting
- 15 Overview
- 16 Setting the Foundation for Integrated Land-Water Planning
- 17 Toolbox: General Plans
- 18 Toolbox: Water Conservation Plans
- 19 Toolbox: Stormwater Management Plans
- 19 Toolbox: Hazard Mitigation, Response, and Recovery Plans
- 19 Toolbox: Capital Improvement Plans
- 19 Case Studies: Civic Engagement
- 21 Case Study: Hill Air Force Base Water Resiliency Planning
- 23 Section 2: Water Smart Land Use and Development Policies
- 23 Overview
- 24 Toolbox: Zoning Ordinances
- 26 Toolbox: Water Budgets
- 27 Case Study: Water Demand Offset Programs
- 27 Case Study: Water Demand Offset Policies for Water Neutral Growth
- 29 Case Study: Desert Coast Master-Planned Community
- 29 Toolbox: Building and Design Codes
- 32 Toolbox: Development Review Processes
- 33 Toolbox: Water Efficient Landscaping
- 35 Case Study: Water Conservation Ordinances in Southwest Utah
- 37 Case Study: Oquirrh City Water Wise Demonstration Street
- 38 Case Study: Utah Department of Facilities Construction and Maintenance
- 39 Section 3: Watershed Resilience and Water Smart Infrastructure
- 39 Overview
- 40 Toolbox: Watershed Planning for Resilience
- 41 Toolbox: Green Infrastructure and Low-impact Development
- 43 Case Study: Central Iron County Water Conservancy District Aspher Recharge
- 44 Case Study: Green Infrastructure at Our Village Community Center in Moab, UT
- 45 Case Study: Reducing Potable Demands through Graywater Reuse
- 47 Section 4: Water Conservation and Efficiency Tools
- 47 Overview
- 48 Toolbox: Conservation Rate Structuring
- 49 Toolbox: Post-Occupancy Incentives and Educational Programs
- 51 Case Study: New Water Supplies through Secondary Sealing in Weber Basin
- 52 Case Study: Automated Metering Infrastructure in Washington City, UT
- 54 Toolbox: Consumer Educational Conservation Messaging
- 55 Case Study: Demonstration Landings
- 57 Case Study: Salt Lake City Turn Track Program
- 59 Additional Resources



Center for Water-Efficient Landscaping  
UtahStateUniversity.

[cwel.usu.edu](http://cwel.usu.edu)



Extension  
UtahStateUniversity



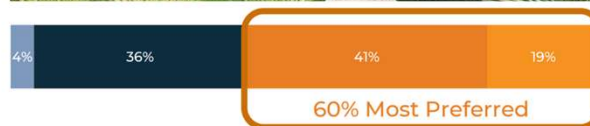
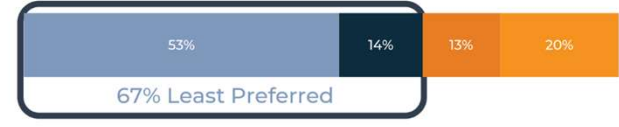
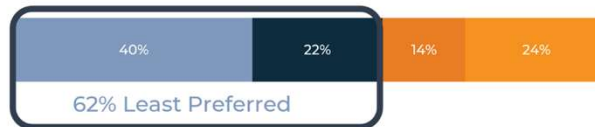
# RESEARCH & DATA



Envision Utah: Utah Water Values Study

## Utah Water Values Study

A comprehensive effort to understand Utahns' water values and priorities, aiming to inform strategies for addressing tradeoffs and behavior changes crucial for a sustainable water future.



# COALITIONS



Partnering Entity:  UTAH LEAGUE OF  
CITIES AND TOWNS

[ABOUT](#) ▾

[BEST PRACTICES](#) ▾

[RESOURCE LIBRARY](#) ▾

[WATER IN UTAH](#) ▾

[ARPA & GRANTS](#) ▾



Local Water.  
Local Solutions.

Combined Resources  
for **YOUR** Community

Utah's H2O Collective provides meaningful tools, strategies, and trainings to conserve water on a local level for the benefit of the entire state. We believe the best solutions come from local leadership and citizens working together to protect one of our most important resources: water.

# DEMONSTRATION & TOOLS



## Waterwise Landscape Demonstration Projects:

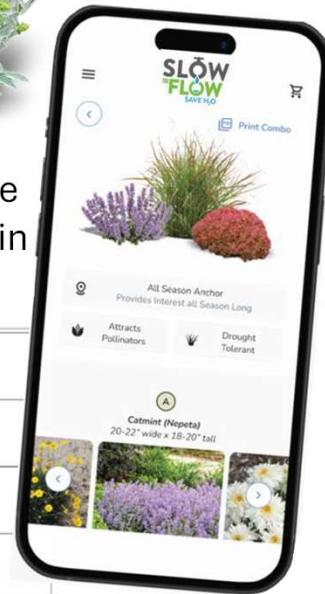
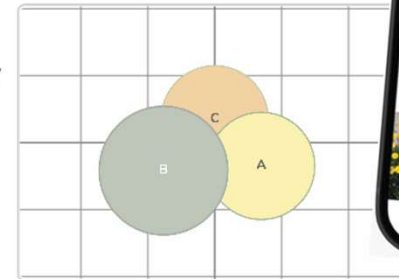


Mix + Match Formula  
Bloom + Foliage + Texture



## Utah Plant Selector:

Resident Assistance & Plant Supply Chain Improvements



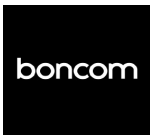
# AWARENESS



Managing Agency:



Marketing Agency:

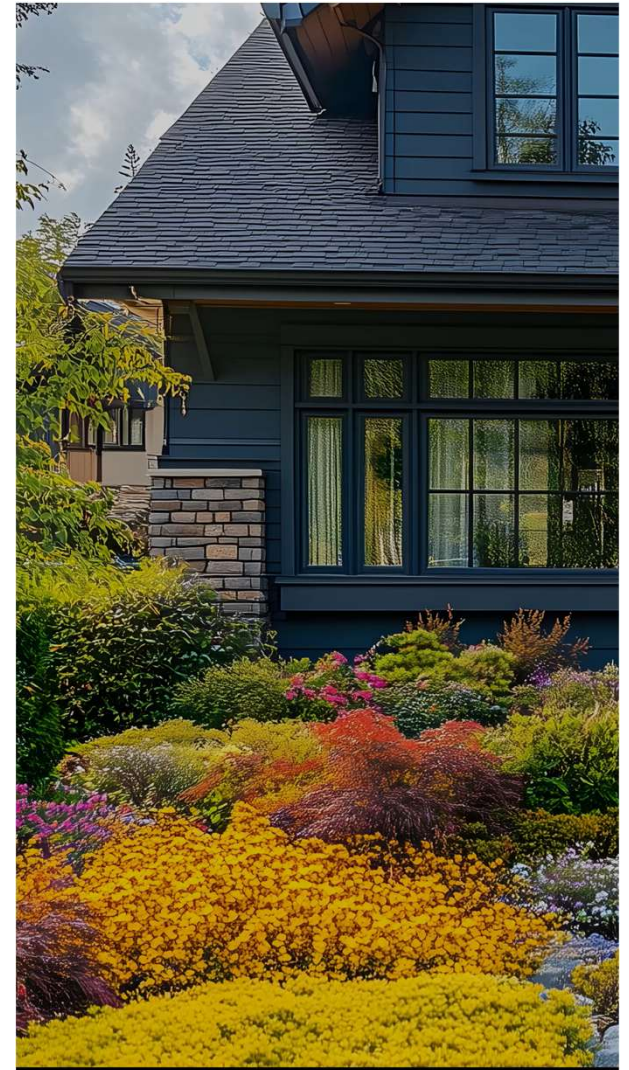


## Slow the Flow Campaign

### 2025 Theme: Designed for Utah

Redefining how a Utah landscape “should” look and providing a path to the goal.

Partnering Agencies:



## CONSERVATION GOALS

10% Depletion Reduction



Regional Goals



### SUPPORT & OUTREACH

Connecting Partners + HUB

Applied Research and Education

Shepherding

Water and Land Planning

City Council Outreach

Ordinance Customization

### RESEARCH & TOOL DEVELOPMENT

Statewide Clearinghouse

Water Checks  
WaterMAPS™  
Guidebooks

Incentive Programs

GSL Water Conservation  
Toolbox

Water Conservation Assessments

### IMPLEMENTATION

LOCAL ORDINANCES



WATER RATES



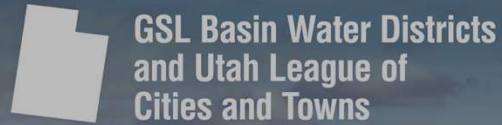
INCENTIVE PROGRAMS



WATER-LAND PLANNING



Cities and Counties



# THANK YOU!

**SWCA** | MUNICIPAL WATER CONSERVATION TOOLS