

**MINUTES OF THE BOARD CONSERVATION COMMITTEE MEETING
OF THE JORDAN VALLEY WATER CONSERVANCY DISTRICT**

(Unapproved and subject to change)

Held on April 12, 2021

A regular meeting of the Board Conservation Committee of the Jordan Valley Water Conservancy District (JVWCD or District) was held on Monday, April 12, 2021 at 3:00 p.m. at the District office located at 8215 South 1300 West, West Jordan, Utah.

This meeting was conducted electronically in accordance with the Utah Open and Public Meetings Act (Utah Code Ann. (1953) §§ 52-4-1 et seq.) and Chapter 7.12 of the Administrative Policy and Procedures Manual (“Electronic Meetings”).

Trustees Present:

Lyle C. Summers, Conservation Committee Chair
Corey L. Rushton
Barbara Townsend
Sherrie L. Ohrn
Reed Gibby
John H. Taylor
Dawn R. Ramsey
Karen Lang
Greg R. Christensen

Trustees Not Present:

Others Present:

Staff Present:

Bart Forsyth, General Manager/CEO
Dave Martin, CFO/Treasurer
Alan Packard, Assistant General Manager
Shazelle Terry, Assistant General Manager
Matt Olsen, Assistant General Manager
Martin Feil, Database Administrator
Jason Brown, Information Systems Department Manager
Reid Lewis, General Counsel
Kurt Ashworth, Human Resources Manager
Shane Swenson, Engineering Department Manager
Brian McCleary, Controller
Brian Callister, Maintenance Department Manager
Gordon Batt, Operations Department Manager
Todd Schultz, Analytics & Outreach Manager
Linda Townes, Public Information Manager
Margaret Dea, Senior Accountant
Beverly Parry, Executive Assistant
Jessica Morgan, Administrative Assistant
Courtney Brown, Conservation Programs Manager

Clifton Smith, Business Data Analyst
Shaun Moser, Conservation Garden Park Manager
Amanda Strack, Conservation Coordinator
Bailey Petty, Conservation Coordinator
Megan Hatch, Marketing Communications Coordinator
Jeanette Perry, Customer Services Supervisor

The meeting was brought to order at 3:00 p.m. by Mr. Lyle Summers

Approval of the minutes of the Conservation Committee meeting held February 8, 2021

Mr. Summers asked for a motion to approve the minutes of the February 8, 2021 Conservation Committee meeting. Ms. Barbara Townsend moved to approve the minutes. Ms. Sherrie Ohrn seconded the motion. The minutes were approved as follows:

Mr. Lyle Summers – aye
Mr. Reed Gibby – aye
Mr. Corey Rushton – aye
Ms. Dawn Ramsey – not present
Ms. Karen Lang – not present

Ms. Sherrie Ohrn – aye
Mr. Greg Christensen – not present
Mr. John Taylor – aye
Ms. Barbara Townsend – aye

Public Comments

No public comments.

Ms. Dawn Ramsey joined at 3:02 p.m.

Ms. Karen Lang joined at 3:04 p.m.

Mr. Greg Christensen joined at 3:06 p.m.

Report on 2020 Water Use Results

Mr. Matt Olsen introduced the topic by commending the data analytics staff for their work compiling and analyzing water use data from the District's Member Agencies and the retail service area. He noted that water use data from the City of South Salt Lake was not received and was estimated in these results.

Mr. Olsen next described the impact of temperature and precipitation, which contributed to higher water demands in 2020. The average irrigation season temperature in 2020 was slightly above average, however, precipitation was far below normal and marked a record low over the last 30 years. The annual end usage in 2020 was 204 gallons per capita per day (gpcd), and the annual gross usage for 2020 was 223 gpcd. These results will move the District's water demand performance indicator from green to yellow, but it will not be red because the overall gross water use trend remains below the ULS Project Target Line.

Mr. Christensen asked about financial incentives for Member Agencies achieving reductions in water use. Mr. Olsen responded that reduced water consumption will naturally lead to decreased rates because of lower peaking factors and total volume needed. Mr. Alan Packard added that per capita water use would not be suitable for providing incentives because of some inherent limitations, including the impact of water use among various customer classes (ex. commercial,

industrial, institutional, and residential). Mr. Rushton stated that the new wholesale block pricing and the District's Water Efficiency Standards provide additional incentives for Member Agencies and that offering incentives based on the individual make-up of specific communities could raise concern. Mr. Summers stated that measuring residential water use independently from other water use types could make it easier to use gpcd for comparison purposes.

Mr. Rushton asked if there has been any analysis on the direct impact of decreased precipitation on gpcd.

Mr. Todd Schultz explained that based on staff estimates, decreased precipitation in 2020 resulted in the public requiring 16 more gpcd when compared to 2019. The increased temperature resulted in the requirement of 6 more gpcd when compared to 2019.

Report on AMI Feedback Suite and Status of AMI Bill Study

Mr. Olsen described how in 2015, the District invested in Advanced Metering Infrastructure (AMI) for the retail service area, which records water use by the hour and regularly transmits the data back to the District. Included in the AMI project were multiple customer feedback tools intended to educate customers on how they use water and how it compares to others. He showed examples of the bills, reports, and web portal.

Mr. Olsen then outlined another aspect of the project, which included a study to evaluate how various bill designs might influence three groups of residential customers, who received one of the following: 1) enhanced bill with social norming, 2) enhanced bill without social norming, and 3) standard bill without added analytics or insights.

Mr. Gibby asked if the older meters, not part of AMI, were overestimating or underestimating water use. Mr. Schultz responded that, most commonly, those meters were under registering use.

Mr. Schultz continued the presentation by reporting on the results of the study. Customers that are receiving the standard bill are generally using more water than those receiving the enhanced bills. The group that receives the enhanced bill with social norming is saving the most and show an average reduction of 6 irrigation cycles per year. Of that group, those who have historically over irrigated save even more at an average reduction of 12 irrigation cycles per year.

Mr. Summers asked for the number of customers that are part of the study. Mr. Schultz stated that there are approximately 100 to 130 participants in each study group.

Mr. Summers expressed appreciation for the results and acknowledged it was time to transition from the study and offer the entire customer feedback suite to all retail customers.

Reporting Items

The reporting items were reviewed by Mr. Courtney Brown and are included in the packet as follows:

- a. Localscapes Status Report – Staff continues to meet with homebuilders and contractors as they are interested in becoming Localscapes partners.
- b. 2021 Garden Education Programs Report – As COVID-19 restrictions ease, staff will evaluate offering in-person classes at the Education Center as well as virtually.

Agenda Item No. 1

c. 2021 Landscape Leadership Grant Update – There is currently one active project with the NOVVA Data Center. There are a few more projects that are being finalized and will be displayed in the next meeting.

d. 2021 Utah Water Savers Program Update – The report includes projects through the end of March and shows three completed Flip Your Strip projects and two completed Localscapes Rewards projects.

e. 2021 Homebuilder Rewards Update – There have been no new Homebuilder Rewards however there will be some to report in the next meeting.

f. Member Agency Grant Program Update – Most of the projects with Member Agencies are wrapping up as the fiscal year comes to an end. There is interest in new programs that are currently being evaluated.

g. Fundraising Progress Report – The U.S. Bureau of Reclamation has provided a \$66,560 grant to be used for rebate programs. These funds have been utilized for Flip Your Strip and Localscapes Projects.

h. Foundation Activities Report – This report includes funding and expenditures; complete details can be viewed in the packet.

Adjourn

Mr. Summers asked for a motion to adjourn the meeting. Ms. Townsend moved to adjourn. Mr. John Taylor seconded the motion. The meeting was adjourned at 3:50 p.m.

Lyle C. Summers, Conservation Committee Chair

Date

Matthew D. Olsen, Assistant General Manager

Date