

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

(Unapproved and subject to change)

Held on January 10, 2022

A regular meeting of the Board Conservation Committee of the Jordan Valley Water Conservancy District (JVWCD or District) was held on Monday, January 10, 2022 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
Karen Lang (electronic)
Corey L. Rushton
Greg R. Christensen
Barbara Townsend (electronic)
Sherrie L. Ohrn (electronic)
John H. Taylor (electronic)
Reed Gibby (electronic)
Dawn R. Ramsey joined at 3:06 p.m.

Trustees Not Present:

Others Present

Staff Present:

Dave Martin, CFO/Treasurer (electronic)
Alan Packard, Assistant General Manager
Shazelle Terry, Assistant General Manager (electronic)
Matt Olsen, Assistant General Manager (electronic)
Jason Brown, Information Systems Department Manager (electronic)
Martin Feil, Database Administrator (electronic)
Reid Lewis, General Counsel (electronic)
Kurt Ashworth, Human Resources Manager (electronic)
Brian McCleary, Controller (electronic)
Brian Callister, Maintenance Department Manager (electronic)
Gordon Batt, Operations Department Manager (electronic)
Todd Schultz, Analytics & Outreach Manager (electronic)
Linda Townes, Public Information Manager (electronic)
Beverly Parry, Executive Assistant
Jacqueline Morgan, Administrative Assistant (electronic)

Courtney Brown, Conservation Programs Manager
Shane Swensen, Engineering Department Manager (electronic)
Clifton Smith, Business Data Analyst (electronic)
Shaun Moser, Conservation Garden Park Manager (electronic)
Bailey Petty, Conservation Coordinator (electronic)
Cynthia Bee, Outreach Coordinator (electronic)
Mindy Keeling, Administrative Assistant (electronic)
Amanda Strack, Conservation Coordinator (electronic)
Megan Jenkins, Marketing Specialist

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 November 08, 2021

Mr. Summers asked for a motion to approve the minutes of the November 08, 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 – aye

Ms. Sherrie Ohrn – aye

Mr. Greg Christensen – aye

Mr. John Taylor – aye

Ms. Barbara Townsend – aye

Public Comments

No public comments.

Review the District's 2021 water conservation marketing efforts

Ms. Megan Jenkins outlined the four District brands that are considered in public relations, marketing, and advertising (Localscapes, Utah Water Savers, Conservation Garden Park, and Jordan Valley Water Conservancy District). She pointed out that she would primarily be focusing on the results of Utah Water Savers efforts. The marketing objectives include the following measurable steps: 1) grow the number of users visiting the website, 2) encourage users to complete programs, and 3) remarket to previous users by building upon previous activities.

Ms. Jenkins pointed out that website traffic data for Utah Water Savers indicate a threefold increase in visits from 2020 to 2021. She explained that this is likely due to increased marketing efforts and the drought. The data shows that most visitors come from social media, direct website visits, ad displays from other websites, and search engine results. She then described various Facebook, email, and direct marketing techniques and results. The direct marketing campaign was new this year which

involved placing door hangers describing applicable programs to 510 recently built homes.

Ms. Jenkins concluded by focusing on strategies to improve the marketing performance for 2022, which include: 1) improving creative assets to lower cost per click and increase overall reach, 2) refining direct marketing to reduce staff burdens and improve conversions, and 3) increasing email campaign frequency during the peak window of interest.

Ms. Ohrn asked that the marketing video included in the presentation be sent out to the trustees after the meeting is adjourned.

Mr. Christensen asked if the direct marketing campaign was carried out by one employee. Ms. Jenkins responded that Cynthia Bee passed out the door hangers, and that staff is looking to improve the process in the future by mailing out content directly to homes. Mr. Christensen suggested that we involve the Member Agencies by asking them to pass out brochures and door hangers in the future. Mr. Rushton also suggested that staff could pass out advertising materials to the neighboring homes of conservation program participants.

Mr. Summers requested that staff investigate how other states market water conservation programs for new ideas and suggestions. Mr. Olsen stated that this is an ongoing practice for staff and that we attend conferences like the WaterSmart Innovations Conference to incorporate and adapt the best ideas from other water providers for local use.

Review of 2021 water conservation program participation

Mr. Olsen introduced the topic by explaining that 2021 brought growth in every water conservation program, which is likely due to the drought and marketing efforts during the year. Our existing staffing levels were overextended trying to keep up with demand. Mr. Courtney Brown was then asked to present further details.

Mr. Brown outlined the water conservation programs offered in 2021 which include: Conservation Garden Park, Member Agency Grant Program, Flip Your Strip, Landscape Consultations, Landscape Leadership Grants, Strategic Water Management, and Localscapes Rewards for residents, homebuilders, and contractors.

Mr. Brown reported that new applications submitted for Localscapes Rewards resulted in a 48% increase from 2020 to 2021. Flip Your Strip applications submitted in 2021 showed a 182% increase. There was a 78% increase in Landscape Consultations when compared to 2020. He then pointed out the number of completed projects on Utah Water Savers in 2021 which totaled 1,852 participants resulting in \$376,164 in incentives and an estimated 16.7 million gallons of water saved. Localscapes Rewards for homebuilders had three participants (Ivory Homes, Garbett Homes, and Alpine Homes) resulting in \$211,970 in incentives and an estimated 5.6 million gallons of water saved. The Landscape Leadership Grants and Strategic Water Management

programs resulted in an estimated 7.9 million gallons saved during the year with multiple projects scheduled to be completed in 2022. Member Agency Grant participation was at its highest of all time in the 2021/2022 fiscal year. Budgeting for this program is difficult because of the unpredictable number of grant submissions each year. Visitation to Conservation Garden Park totaled 2,136 attendees in 2021. Although the class and event attendance was down due to the pandemic, regular daily visitation to the Garden is trending higher.

Mr. Summers observed after calculating the cost-effectiveness of each of the programs that the commercial, industrial, and institutional programs looked to be the best. Mr. Olsen responded that all of the incentive programs have similar benchmarks for funding, however the commercial, industrial, and institutional programs from last year got additional water savings due to project funding caps.

Reporting Items

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

- a. Locascapes® Status Report
- b. 2021 Garden Education Programs Report
- c. 2021 Landscape Leadership Grant Update – Brief updates were provided for active projects that are nearing completion.
- d. 2021 Utah Water Savers Program Update – There are a significant number of completed projects included in the packet.
- e. 2021 Homebuilder Rewards Update
- f. Member Agency Grant Program Update
- g. Fundraising Progress Report
- h. Foundation Activities Report

Adjourn

Mr. Summers asked for a motion to adjourn the meeting. Ms. Ramsey moved to adjourn. Ms. Townsend seconded the motion. The meeting was adjourned at 3:53 p.m.

Lyle C. Summers, Conservation Committee Chair

Date

Matthew D. Olsen, Assistant General Manager

Date