Utah Water Savers

Flip Your Strip, Localscapes Rewards, Switch2Drip, Landscape Consultations

Jordan Valley Water Conservancy District
8215 South 1300 West, West Jordan, Utah 84088

Program Manager: Courtney Brown
courtneyb@jvwcd.org
801-565-4399
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Executive Summary

July 30, 2018
Jordan Valley Water Conservancy District
West Jordan, Salt Lake, Utah

Project Summary:
Jordan Valley Water Conservancy District (JVWCD) is requesting funds to support water conservation programs on utahwatersavers.com. Programs include rebates for replacing lawn park strips with water-efficient plantings, residential landscape consultations, and a rewards program for homeowners who install Utah-friendly landscaping projects. All of these programs have been evaluated for potential water savings. Cost sharing with Reclamation will increase program capacity and allow more users to receive rebates and assistance.

Project Length and Completion Date:
JVWCD will use funds from this grant to supplement its program budget through June 30, 2021.

Federal Facilities:
This project will not be located on a federal facility.

Background Data

Source of Water Supply:
JVWCD’s water comes from the Provo, Weber, and Duchesne rivers, local Wasatch streams, and groundwater in the Salt Lake Valley. Much of this water is supplied by federal water projects including the Central Utah Project, Provo River Project, and Weber River Project.

Quantity of Water Supply Managed:
JVWCD manages and supplies 138,164 acre-feet of water annually.

Water Rights Involved:
JVWCD manages a diverse portfolio of groundwater and surface water rights from multiple locations within Salt Lake County and beyond.

Current Water Uses:
JVWCD’s water primarily supports residential and commercial potable use within Salt Lake County; however, JVWCD also delivers untreated water to irrigators in Salt Lake and Utah counties to meet commitments under irrigation exchanges.

Water Users Served:
JVWCD serves a total population of approximately 700,000.

Current and Projected Water Demand:

Potential Shortfalls in Water Supply:
Utah’s population is expected to double by 2060, but water supplies won’t. With rapidly growing populations, experts estimate that Utah could face significant water shortages as soon as 2040. Frequent and unpredictable drought patterns further complicate water planning and may cause additional shortfalls in water supply.

Total Length of Distribution Lines:
The approximate length of JVWCD’s distribution lines is 335 miles.

Number and Sizes of Storage Tanks:
JVWCD has 30 storage facilities: 11 steel storage tanks ranging from 1MG to 8MG capacity and 19 concrete reservoirs ranging from 1MG to 100 MG capacity.

Number of Pump Stations and Capacities:
JVWCD operates 14 pump stations ranging from a capacity of 4 to 49 cubic feet per second.
Past Working Relationships with Reclamation:

2018: Grant from Reclamation for Drought Contingency Planning
JVWCD will develop a drought contingency plan for its service area in Salt Lake and Utah counties.

2016: Grant from Reclamation to support JVWCD’s Park Strip Replacement Program
JVWCD rebated residents for replacing lawn park strips with water efficient designs.

2014: Grant from Reclamation to help fund JVWCD’s Conservation Plan Update
JVWCD updated its official water conservation plan as required by section 73-10-32 of Utah Code.

2011: Grant from Reclamation to support JVWCD’s Water Check Program
Program offered house visits to residents to examine water usage and provide individualized watering recommendations.

2010: Grant from Reclamation to support JVWCD’s Member Agency Grant Program
Program provided funds to water providers within JVWCD’s service area to promote water conservation.

2006: Grant from Reclamation for Expansion of Conservation Garden Park
Using grant funds, JVWCD expanded its water conservation demonstration garden to include an Education Center where water conservation classes are taught.

2004: Grant from Reclamation to fund a Public Information Campaign
Reclamation helped fund a public water conservation campaign. The campaign included Garden fairs, printed materials, and promoting water conservation classes.

2002: Grant from Reclamation to fund a Public Information Campaign
Reclamation helped fund a public water conservation campaign. The campaign included Garden fairs, printed materials, and promoting water conservation classes.

1999: Grant from Reclamation for a Water Check Program
Program offered house visits to residents to examine water usage and provide individualized watering recommendations.
Funding received through this project request will be used to support programs and rebates offered within JVWCD’s service area (see the map below).
Project Need:
Utah is in a statewide drought. While no one knows how long the drought will last or what future water years will bring, a few things are certain: Utah needs water, populations are growing, and water is a limited resource. As a regional water provider, JVWCD must plan for the state’s future water needs and recognizes that finding ways to help Utahns use water more efficiently is becoming increasingly important.

Utah Drought Conditions as of July 24, 2018
(Author: Chris Fenimore, NCEI/NESDIS/NOAA droughtmonitor.unl.edu)

Turnkey Project Update:
In 2017, JVWCD was awarded funds from USBR to implement turnkey water conservation programs throughout its service area. This project was identified as a priority in JVWCD’s 2014 conservation plan update and allowed JVWCD to extend the reach of its water conservation programs and efforts to a larger area. The success of this program has helped JVWCD recognize opportunities for greater collaboration on water conservation efforts throughout the state.

Utah Water Savers and Statewide Collaboration:
Efforts to conserve water in Utah are not unique to JVWCD. Other regional water providers as well as the Utah Division of Water Resources have all actively pursued water conservation and have funded a variety of programs and rebates. Historically, each organization has been responsible for the development, promotion, and funding of its own conservation programs—leading to duplication of efforts, promotional inefficiency, and some confusion for those wishing to participate in programs offered by multiple agencies.

While developing a website (utahwatersavers.com) to house its turnkey programs, JVWCD realized the benefit that would come from collaborating with other agencies offering similar programs. By allowing multiple agencies to offer conservation programs on the same website, many inefficiencies of past water conservation efforts could be eliminated. A few benefits of this approach are listed below:

- **Simplified Messaging**: Utahns can be directed to one website to view all water conservation programs and rebates available in their area. This will maximize advertising budgets while providing a simplified message that is easier for Utahns to remember and act on.

- **Program Collaboration**: Successful conservation programs can be instantly duplicated in any area where funding is available. This eliminates the need for each agency to research and develop its own version of the same program.

- **Greater Economy of Scales**: Sharing the cost of some aspects of program administration reserves greater funds for program implementation and rebates.
D.2.2.4. Technical Proposal

Funding Request:
JVWCD would like to continue utilizing utahwatersavers.com to offer its turnkey programs and is requesting funds from Reclamation to allow for programs and rebates to be funded beyond what is currently available in its conservation budget. While this request will only fund programs and rebates within JVWCD’s service area, other collaborative partners will benefit from program development, research, and website design made possible through this request.

What Programs are being Offered?
While the website offers additional programs such as toilet replacement and smart timer rebates, this request is only for funds to supplement the following four programs:

- Flip Your Strip (Park Strip Replacement Program)
- Landscape Consultations
- Switch2Drip
- Localscapes University Rewards

Flip Your Strip Program Overview:

Park strips are one of the largest water wasters in residential landscapes but can also be one of the easiest places to begin a transition to a more Utah-friendly yard. In this program, participants will receive a rebate of $1.00 per square foot for converting their park strip from lawn to a water-efficient design. Those who attend a free park strip class will receive $1.25 per square foot. Sample park strip planting plans are available on utahwatersavers.com.

Program Effectiveness:
Park strips typically use an isolated sprinkler zone and have little impact on other elements of a landscape—making them a good place to remove lawn. Plus, overhead sprinklers are not efficient in areas less than eight feet wide, so park strips with water-efficient designs and drip irrigation will save 5,000 to 8,000 gallons of water every year.

Landscape Consultations Program Overview:

More than 60 percent of Utah’s drinking water is used to sustain landscapes, many of which are not designed to thrive here. Experts estimate that as much as 50 percent of outdoor water waste is from overwatering caused by inefficiencies in irrigation methods and systems or the water needs of plants that don’t grow well in our climate. Free landscape consultations will provide personalized guidance to homeowners wanting to improve the water efficiency of their sprinklers and yard. During a consultation, technicians will analyze each irrigation zone, address homeowner concerns, and provide education including landscape and watering recommendations.
**D.2.2.4. Technical Proposal**

**Program Effectiveness:**
A recent study in Utah shows that participants in programs like the Landscape Consultation Program use 30 percent less water in the year following the visit. During JVWCD’s pilot Landscape Consultation program in 2016, 78 percent of those who participated were satisfied enough with the program to recommend it to others and 90 percent of participants felt more confident in understanding their landscape’s needs and how to operate their irrigation system. Ninety percent also reported that they have either implemented or plan to implement the program’s recommendations.

**Switch2Drip Program Overview:**

Watering landscapes efficiently is one of the best ways to conserve water—and one of the most common watering mistakes is using spray sprinkler systems where they are inefficient. Switch2Drip offers a cash rebate per converted zone to homeowners who switch existing spray zones to drip irrigation. To be eligible for a rebate, spray sprinklers and drip irrigation may not be in the same zone. This may require moving heads or adding an additional valve.

**Program Effectiveness:**
By converting existing spray sprinklers to drip irrigation, an average homeowner will save 4,000 gallons of water per 250 square feet. On average, drip irrigation systems are 20-40 percent more efficient than spray systems.

**Localscapes Rewards Program Overview:**

Homeowners can receive a free review of their landscape design and a cash rebate for completing water-efficient landscaping projects that meet requirements taught in Localscapes University. Eligible projects include back yards, front yards, side yards, and/or park strips.

**Program Effectiveness:**
Localscapes simplifies the landscaping process into five easy steps, making it easier for homeowners to create landscapes that thrive in Utah. Estimates show that a Localized yard uses 1/3 the water of a typical Utah landscape. More information about the Localscapes landscaping approach can be found on localscapes.com.
D.2.2.4. Evaluation Criteria

E.1.1 Evaluation Criterion A

Expected benefits and outcomes:

Water Savings:
Each Utah Water Savers program was evaluated for its cost effectiveness and potential for water savings (see pages 5 and 6). With grant funds from Reclamation, JVWCD will be able to offer more rebates and consultations than are currently budgeted.

Prolonged Available Water Supply:
If JVWCD achieves its water conservation goal of reducing per capita demand 25 percent by 2025, it can defer several water resource development projects that would otherwise need to be constructed. JVWCD’s supply planning shows that water resource development projects can be deferred up to 17 years if 55,000 total acre-feet of water can be conserved by 2025.

Delayed Construction of New Municipal and Industrial (M&I) Water Facilities:
In addition to extending our water supply, conservation will reduce peak demands on JVWCD’s current systems and facilities. A reduction in per capita use will allow the existing water delivery system to meet the demands of new growth for longer, deferring or postponing the construction of costly new infrastructure. JVWCD estimates that millions of dollars will be saved in water resource development and infrastructure costs by meeting its water conservation goal of 25 percent per capita reduction.

Increased Public Awareness:
Participants in each of the offered programs will learn better water management practices for their own properties. Learning how to correct inefficiencies at home will lead to better water management practices elsewhere.

Help Shape Public Policy:
Some municipalities and Home Owners Associations have adopted ordinances that require lawn to be in park strips within their land use jurisdictions. To ensure water conservation savings from this program, it will become necessary to allow water-efficient park strips for any future residential and commercial developments. The Flip Your Strip program will provide viable and beautiful alternative park strips that could encourage policy makers to adopt appropriate landscape ordinances for Utah’s arid climate. The Localscapes Rewards program will also help to educate community members about the kinds of landscaping that belongs in Utah.

Enhances Aquatic/Riparian Habitat:
Water conservation has a direct benefit to maintaining or even enhancing aquatic habitat since water can be left or returned to the natural environment. The level of water conservation achieved through these programs will directly impact the amount of Bonneville Unit water returned to Central Utah Water Conservancy District. These flows are used to maintain Provo River instream fishery flows and assist in recovering the June Sucker, an endangered species.

Increased Information Sharing:
A requirement of participating in these programs is sharing water data with JVWCD. This data will allow JVWCD to better analyze the water savings that result from specific programs.

E.1.2 Evaluation Criterion B

Planning Efforts Supporting the Project:
JVWCD’s Water Conservation Plan was updated in 2014 using a grant from USBR and recommended expanding JVWCD’s member agency grant program to include turnkey programs administered and managed by JVWCD.

JVWCD’s plan update also contained an objective to “Encourage Outdoor Irrigation Efficiencies” and suggested that JVWCD consider providing waterwise landscape incentives to commercial and
residential users. Several of the programs offered on utahwatersavers.com meet this objective. The specific programs included in this request were selected based on their cost effectiveness and ability to achieve real water savings. The proposed project has been determined a priority because 93 percent of JVWCD’s water is delivered to end users by its member agencies and collaboration will be critical to achieving conservation goals.

E.1.3 Evaluation Criterion C

Project Implementation Plan:
JVWCD will follow the same implementation plan for each program that is currently being used. Users will apply on utahwatersavers.com for a rebate or consultation and JVWCD will approve and fulfill requests.

Required Permits:
No permits will be required for the implementation of this project.

Project Engineering and Design Work:
No engineering or design work will be performed specifically in support of this project.

Policies and Administrative Actions:
No new policies or administrative actions are required for this project.

Environmental Compliance Estimate:
JVWCD does not anticipate any environmental and regulatory costs relating to this project. Because work will only occur on already-developed properties, no impacts to historic water conveyance structures, soils, air quality, animal habitat, or endangered species are expected.

E.1.4 Evaluation Criterion D

Project Nexus to Reclamation:
The proposed project aligns with Reclamation’s mission to “meet increasing water demands of the West while protecting the environment.” Conservation programs such as the proposed turnkey programs will extend the remaining available capacity of Reclamation facilities such as the Jordan Aqueduct System and defer construction of major capacity-building projects. Programs will also protect the environment by allowing more water to be left in or returned to the natural environment.

Does the applicant receive Reclamation project water?
JVWCD is the largest petitioner of the Central Utah Project’s Bonneville Unit M&I water, receiving more than 70,000 acre feet annually. As a major stockholder in the Provo Reservoir Water Users Company, JVWCD also receives deliveries associated with a substantial portfolio of water rights, including Deer Creek Reservoir storage rights (a Reclamation project facility constructed as part of the Provo River Project), direct flow water rights in the Provo and Weber rivers systems, and Echo Reservoir storage rights on the Weber River (a Reclamation project facility constructed as part of the Weber River Project).

Is the project on Reclamation project lands or involving Reclamation facilities?
JVWCD operates and maintains the Jordan Aqueduct System, a Reclamation facility, on behalf of itself and the Metropolitan Water District of Salt Lake & Sandy. While proposed project activities will occur at residential homes within JVWCD’s service area and not on Reclamation lands or facilities, all facilities operated by JVWCD will benefit from conservation savings.

Is the project in the same basin as a Reclamation project or activity?
Yes, JVWCD’s service area receives water from several Reclamation projects including the Provo River Project, the Central Utah Project, and the Weber River project.

Will the proposed work contribute water to a basin where a Reclamation project is located?
D.2.2.4. Evaluation Criteria

Water conserved as a result of the proposed programs will remain in the above listed Reclamation systems and can be allocated as needed.

Will the Project Help Reclamation Meet Trust Responsibilities to any Tribe(s)?
No, this project does not impact any of Reclamation’s trust responsibilities with tribes.

E.1.4 Evaluation Criterion E

Creating a Conservation Stewardship Legacy
Second Only to Teddy Roosevelt:
Water Conservation has never been more important for communities in Utah. The programs in this request were selected based on their ability to encourage the wise use of water. Landscaping best practices were identified through research and testing at JVWCD’s Conservation Garden Park. Participants in each of the offered programs will learn best practices for water management within the context of their own properties. Learning how to correct inefficiencies at home will lead to better water management practices elsewhere.

Restoring Trust with Local Communities:
This project will help to expand the lines of communication between water authorities and local communities. Utah Water Savers simplifies water conservation efforts in the state by creating a one-stop hub for information about water conservation rebates, programs, and other collaborative efforts between Utah’s leading water authorities. By providing a united front and shared messaging, communities will come to trust information received from water authorities.
Funding Plan:
Conservation programs are included in JVWCD’s 2018 budget and funding has been approved by its board of trustees. Grant money from the US Bureau of Reclamation will allow JVWCD to increase its impact by funding more rebates and consultations than are currently available. No additional third-party or federal funding is being sought for this project.

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# Budget Proposal

The specific expenses for this project will vary based on community participation. For the purpose of this budget, JVWCD assumes that there will be demand for 100 landscape consultations, 25 Switch2Drip rebates, 100 Flip Your Strip rebates, and 75 Localscapes University Rewards participants. Cost breakdowns for each program are included in the budget narrative.

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<td><strong>TOTAL ESTIMATED PROJECT COSTS</strong></td>
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Salaries and Wages
The labor rates included in the budget proposal represent the actual labor rates of the identified personnel.

- **Conservation Programs Manager (Courtney Brown):**
The conservation programs manager is compensated at $37.57/hour and will be responsible for overseeing JVWCD’s programs and for fulfilling reporting requirements. JVWCD anticipates the conservation programs manager will spend 320 hours over the course of this project.

- **Conservation Coordinator:**
The conservation coordinator is compensated at $24.59/hour and will implement Turnkey programs throughout JVWCD’s service area. The estimated time requirements for each program are listed below:
  - **Landscape Consultations:** 1.5 hours/consultation
  - **Switch2Drip:** 15 minutes/rebate
  - **Flip Your Strip:** 30 minutes/rebate
  - **Localscapes University Rewards:** 15 minutes/rebate for plan review plus 30 hours of class instruction (10 Localscapes University classes)
  - **Program Administration:** JVWCD anticipates the Conservation Coordinator will spend 320 hours administering the programs on the Utah Water Savers Website over the course of this project.

- **Part-Time Seasonal Staff:**
The cost for seasonal staff to assist the conservation coordinator is $19.53/hour. Seasonal staff will accompany the conservation coordinator during landscape consultations.
  - **Landscape Consultations:** 1.5 hours/consultation
  - **Flip Your Strip:** 30 minutes/rebate

Fringe Benefits

- **Conservation Programs Manager (Courtney Brown):**
The conservation programs manager receives fringe benefits at a rate of $23.67/hour.

- **Conservation Coordinator:**
The conservation coordinator receives fringe benefits at a rate of $19.43/hour.

- **Part-Time Seasonal Staff:**
  Seasonal staff will not receive any fringe benefits.

Equipment
There is no special equipment required for this program.

Materials and Supplies
D.2.2.8. Budget Narrative

Processing fees are calculated at $2.94/rebate and include the cost of checks, administration of rebates, postage, and envelopes.

Contractual
Currently JVWCD’s irrigation rebates are not included on the Utah Water Savers website. The cost of adding this program to utahwatersavers.com will be approximately $15,000.

Environmental and Regulatory Compliance Costs
JVWCD does not anticipate any environmental and regulatory costs relating to this project. Programs have been previously funded by Reclamation and no significant changes are being made. Programs will only occur on already developed properties. All programs will require that participants adhere to federal, state and local laws. Please find the Notice to Proceed for JVWCD’s 2017 Turnkey Programs attached.

Other Expenses

• **Travel:**
Travel costs include gas and vehicle maintenance needed to travel to and from conversion sites and consultations. Amounts were calculated by assuming an average of 15 miles per required visit at a rate of 54 cents per mile.

• **Rebates:**
  - **Flip Your Strip Rebates:** Participants in this program receive a rebate of $1.00 per square for converting their park strip from lawn to a water-efficient design. Those who attend a free park strip class will receive $1.25 per square foot. Because each rebate will vary based on the amount of lawn removed, the budget proposal was calculated using the average award amount from the 2016 Flip Your Strip program.
  - **Switch2Drip Rebates:** Participants who switch an irrigation zone from overhead spray to drip receive a $100 per zone converted.
  - **Localscapes University Rewards:** Rewards will vary based on the size of the project and expected water savings, but an average reward is $0.25 per square foot.

• **Check Processing:**
For every rebate issued, JVWCD anticipates $2.35 in administrative costs. This includes entering recipients into JVWCD’s system, issuing the rebate, and auditing payments.

Indirect Costs
No indirect costs were included in this budget. All costs associated with the project are direct and can be documented as such.

Total Costs
The estimated total project cost is $144,957.30 and JVWCD is requesting a 50 percent match from Reclamation. If the project does not receive federal funds, JVWCD will need to reduce the number of rebates and consultations offered.
D.2.2.6. Environmental and Cultural Resources Compliance

Compliance Questions

**Will the proposed project impact the surrounding environment?**
The proposed project may include some earth-disturbing work as homeowners make modifications to their landscapes, including adjusting or changing irrigation systems, removing lawn from park strips, or planting Utah-friendly plants. Because work will only occur on already-developed properties, no impacts to historic water conveyance structures, soils, air quality, animal habitat, or endangered species are expected.

**Will any threatened or endangered species, or designated critical habitats be affected by this project?**
There are no endangered species or critical habitats located on sites affected by the proposed project. However, water conserved through this project may be used to maintain Provo River instream fishery flows and assist in recovering the June Sucker, an endangered species.

**Do any wetlands or other surface waters inside the project boundaries fall under CWA jurisdiction as “Waters of the United States?”**
No, the proposed project will occur on already-developed properties and will not impact any wetlands or other surface waters.

**When was the water delivery system constructed?**
Construction of JVWCD’s infrastructure was started in 1951 and has been added to annually since then. For more details about or a timeline of construction of our delivery system, contact Megan Hatch at meghanh@jvwcd.org.

**Will the proposed project result in any modification of individual features of an irrigation system?**
The proposed project will only result in possible modifications of residential irrigation systems on individual properties. The modifications may include adjusting watering schedules, zones, or switching from spray systems to drip.

**Are any buildings or features in the irrigation district listed on the National Register of Historic Places?**
While historic sites are located within JVWCD’s service area, the proposed project will only occur on already-developed properties and will have no adverse effect on any building, structure or feature listed or eligible for listing on the National Register of Historic Places.

**Are there any known archeological sites in the proposed project area?**
There are no known archeological sites in the proposed project area.

**Will the project have an adverse effect on low income or minority populations?**
This project will allow any eligible resident to participate. Non-participation will not have any consequences.

**Will the project limit access to Indian sacred sites or result in other impacts on tribal lands?**
No Indian sacred sites or tribal lands will be impacted by this project.

**Will the proposed project contribute to the introduction, continued existence, or spread of noxious weeds or non-native invasive species known to occur in the area?**
This program will only permit the installation of Utah-friendly plants and will discourage the spread of noxious weeds by utilizing mulch and drip irrigation to control weed spread.
D.2.2.7. Required Permits or Approvals

No Permits or approvals will be required for this project.
JWVCD’S Board of Trustees will meet on August 8th to approve this application with an official resolution. Following approval from the Board, this resolution will be submitted as an addendum to this application.
United States Department of the Interior

BUREAU OF RECLAMATION
PO Box 25007
Denver, Colorado 80225-0007

IN REPLY REFER TO:
84-27814
1.3.11

VIA ELECTRONIC MAIL ONLY

Megan Hatch
Jordan Valley Water Conservancy District
8215 South 1300 West
West Jordan, UT 84088-9422

Subject: Notice to Proceed for Proposed Grant Agreement No. R17AP00216 with Jordan Valley Water Conservancy District

Dear Ms. Hatch:

This letter provides written notice that the required environmental compliance activities are completed for the Turnkey Water Conservation Programs: Flip your Strip, Landscape Consultations & Switch2Drip (Project) and that you may now proceed with ground-disturbing activities associated with this Agreement. With respect to Federal cultural resources laws and regulations, provided that in the unlikely event that archeological materials or human remains are encountered during the course of ground-disturbing activities, all work must immediately halt in the area of the find, and Jordan Valley Water Conservancy District must immediately notify Reclamation and take precautions to protect the discovery. Jordan Valley Water Conservancy District shall not proceed with any further actions in the area of the find until written notice to proceed is provided by Reclamation. This determination in no way alleviates Jordan Valley Water Conservancy District from meeting other applicable federal, state, or local regulatory or environmental requirements. Furthermore, any proposed Project modification must be brought to our attention prior to implementation to assess whether further environmental review may be warranted.

A completed Categorical Exclusion Checklist (CEC) is enclosed for your records. Please note that the environmental commitments included in the CEC must be met. If you have any questions regarding the CEC, please contact David Snyder, Grants Officer Technical Representative, at 801-379-1185 or dsnyder@usbr.gov.

Thank you for your efforts to complete the reviews and consultations.

Sincerely,

[Signature]
Irene M. Holby
Grants Officer

Enclosure

cc: 84-51000 (DMayhorn); PRO-624 (SBlake, DSnyder); UC-411 (BRoseworthington)