

February 3, 2022

Dear Members of the Utah Legislature,

We appreciate the hard work and difficult choices faced by our Legislature. As our state sees unprecedented growth, this is a challenging and **pivotal time to shape Utah's future for the next generation.**

Water is a defining factor for health, prosperity, security, and growth in every Utah city and town, and **water conservation will be a critical component of future planning.** Recognizing this, the Utah League of Cities and Towns and Prepare60 created The H2O Collective, an initiative to provide meaningful water conservation tools, strategies, and training for local governments.

Since its creation in 2020, The H2O Collective has been gathering data and identifying existing resources that can be adapted for local government use. We will provide **a repository of information and support about water conservation** that cities and towns can apply to their own communities.

The H2O Collective is also working to **integrate water conservation and land use in municipal planning.** This will become more critical as Utah's population grows. Municipalities are in various stages of implementation of water conservation initiatives, so solutions cannot be one-size-fits-all. The H2O Collective is developing resources that are adaptable to a wide range of circumstances. This includes an element of outreach to individual cities and towns to assess, advise, and provide expertise in developing their own water conservation plans and goals that may include water efficiency standards, water efficient ordinances, and related conservation programs.

We are excited about the interest we are seeing in steps to conserve water across the state and the momentum in our work with municipalities. We thank you for your support in this effort.

Sincerely,

The H2O Collective

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## WHAT IS H2O COLLECTIVE?

H2O Collective is an initiative between the Utah League of Cities and Towns and Prepare60 focused on meaningful water conservation tools, strategies, and training for local governments.

This initiative combines traditional local government roles with water expertise to provide resources to those on the front lines of policy decisions when it comes to water conservation. The H2O Collective is a dynamic group, providing access to the best thought leadership in this area working to activate real conservation efforts in the diverse water systems across the state.



## 2021 HIGHLIGHTS

- ✓ Debut H2O Collective at ULCT Spring Conference
- ✓ Integration with HCR10 pilot project
- ✓ Data and resource compilation
- ✓ Website development

## 2022 FOCUS AREAS

- Best practices and resources to integrate land use and water planning
- Model ordinances
- Tiered billing recommendations
- Conservation communication templates
- Funding for public opinion research about water conservation
- Establish municipal land use and water planning support and grant program

## DID YOU KNOW?

Since 2000, Utah's water conservation districts have spent \$355 million on conservation programs

More than half the state's drinking water is used to maintain landscapes

A typical quarter-acre lot consumes around 200,000 gallons of water each year – enough to support a family of five's indoor water needs for almost two years

Installing landscapes efficiently is 5 times less expensive than replacing it later

Five cities have adopted comprehensive water efficiency standards for new construction