

UTAH DIVISION OF WATER QUALITY

195 North 1950 West
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Salt Lake City, Utah 84114-4870



Willard Bay Project Proposal Form

NOTE: Proposal must be no longer than 6 pages. Supplemental documents such as letters of support, information to demonstrate previous project implementation and other relative supportive documents may be submitted in addition to this form.

Applicant Name: Utah Rivers Council
Co-Applicant Name(s) (if applicable):
Project Title: Save Something Water Education Campaign
Agency or Business Name (if applicable): Utah Rivers Council
Mailing Address: 1055 East 2100 South, Suite 204 Salt Lake City, Utah 84106
Phone: (801) 486-4776
E-mail: nick@utahrivers.org

Non-Profit

1. Estimated Project Costs:

Labor	55,000
Materials	77,300
Equipment	2,000
Administration	8,000
Miscellaneous	4,400
TOTAL	146,700



Other sources of project funding: Other funding sources are now being solicited but have not yet pledged support.

Total project cost including other sources of funding: \$ 146,700
(please include bids for labor, equipment, rentals, etc.)

2. Describe the purpose and need of the project:

The Save Something Water Education Program is a public education and engagement effort to improve water quality and conserve water through a multi-faceted effort implemented over a three year period. This proposal is an exciting opportunity to teach Utahns how to improve water quality while reducing municipal water use through a fun public education and engagement campaign. Save Something will improve water quality and aquatic habitat in Willard Bay and across the Great Salt Lake and its tributaries through this positive outreach campaign.

The Save Something Water Education Program will improve water quality by reducing the amount of urban water runoff entering the Weber River, the Ogden River, Willard Bay and the Great Salt Lake via the Jordan River and its tributaries. These water quality improvements will

be chiefly accomplished during runoff events in spring, summer and fall and have been widely practiced in other parts of the country for many years.

The Save Something Water Education Program will also help implement water conservation across the metropolitan Wasatch Front. Reducing water waste is a high priority for Utah, since our state is the second highest water user (per capita) in the United States, according to the U.S.G.S. The URC has a 19 year history of successful water conservation leadership in Utah, including pioneering programs to transform urban landscapes that have resulted in significant water savings.

The Save Something Water Education Program combines successful water conservation and water quality programs together that are being implemented in other parts of the country. These programs, summarized in detail in Question 8, include:

1. **RainHarvest**, a professional rain water collection project to engage homeowners and small businesses to capture rainwater. RainHarvest is unique to Utah because our aim is to engage large numbers of suburban homeowners to purchase attractive rain barrels that are user-friendly and by partnering with local governments to both subsidize and distribute these rain barrels in large quantity.

2. **BluePrint Utah**, a cutting edge online portal for public water use education in Utah that drives visitors to a website which allows them to calculate their own personal water use, compare it to other residents of the West and teaches them easy ways to eliminate water waste through stories, videos and simple tips.

3. **Rip Your Strip**, a popular outdoor water-wise landscaping program which gives interested participants everything they need to know to replace grass landscapes with beautiful low-water using gardens that require less maintenance and less water. Rip Your Strip has become an extremely popular program in Utah and is ready for expansion through a broader outreach effort.

3. Estimated time frame of the project with significant milestones (Note: Project must be completed with final reports filed by January 1, 2018):

The Save Something Water Education Campaign is a 30 month campaign spanning from June 1, 2014 until December, 2016. Public presentations, events and program activities will also be conducted throughout this period to targeted audiences and the marketing work anticipates increased community outreach performed from April 1 to Sept 15 in 2014, 2015 and 2016.

4. Describe the location of the project with attached location map, including details on the total area that will be directly enhanced by the project:

The Save Something Water Education Program will work to enhance the water quality and wetland habitat in the tributaries of the Great Salt Lake which run through urban environments.

In Ogden, reducing urban runoff and encouraging water conservation will improve water quality in the Ogden River, Weber River, Willard Bay and the Great Salt Lake. In Salt Lake City, the program will reduce urban runoff in many mountain streams running through the valley including City Creek, Red Butte Creek, Immigration Creek, Parley's Creek, Mill Creek, Big Cottonwood Creek, Little Cottonwood Creek and the Jordan River. Enhancing the water quality for the streams of the Salt Lake Valley will also lead to an increase in the habitat quality of the Great Salt

Lake. Additionally these and other surface waters of Utah will benefit from the water education efforts among the Utah public through BluePrint and via Rip Your Strip.

5. Describe how the project will specifically enhance and protect waterways affected by the Willard Bay diesel release and improve the conditions of one or more of the following: wildlife, habitat, natural vegetation, water quality or emergency response:

The Utah Rivers Council's is confident we can improve the quality of surface waters entering Willard Bay and the Great Salt Lake, simply by collecting rain to reduce urban runoff. RainHarvest, our rain water collection program will capture rainfall on roofs through rain gutters of homes and small businesses so it can be collected and used to water shrubs, bushes and other plants. Rain barrels will be used to help reduce peak storm runoff and the resulting surface water pollution in heavily urbanized areas along the Wasatch Front.

Major rain events often cause rivers like the Ogden, Weber and Jordan to be polluted since this urban runoff has scoured non-porous surfaces of our cities. These waters can contain rubber, gasoline, oil residues and other toxins that flow into our surface streams. Capturing rain and slowly releasing it in green spaces reduces the accumulation of these toxins, thereby enhancing the health of rivers and lakes and improving conditions for fish and wildlife. Collecting rain also reduces water demand, thereby saving more water for our rivers.

Reducing water waste through this and other water conservation activities of this program helps increase streamflows, which are critical for fish and wildlife populations. Utahns must learn to reduce their water use to avoid further impacts of a growing population upon our precious aquatic ecosystems. Additionally, educating the Utah public about the importance of healthy rivers is central to our planning a future of healthy rivers for this growing metropolitan area.

6. Describe project's connectivity to other natural areas or projects that further enhance wildlife, habitat, natural vegetation, water quality or emergency response:

Our Rainwater Harvesting Program would reduce urban runoff and enhance the quality of surface waters entering the Great Salt Lake, the largest wetland ecosystem in the Intermountain West. The Great Salt Lake's 400,000 acres of shoreline wetlands are heavily dependent on surface waters from rivers, like the Ogden, Weber and Jordan. These wetlands support an amazing ecosystem of between 8 - 10 million migratory birds traveling across the Western Hemisphere from as far south as Chile, north to the Arctic Circle and as far west as Siberia. Reducing urban runoff into our streams is an important component of improving water quality, which is crucial for maintaining and enhancing our rivers, lakes and wetlands.

Reducing water use will increase flows in our rivers and enhance water quality and habitat. With nearly 80 percent of Utah's wildlife species dependent on our rivers for a portion of their lifecycles, our high water use is also directly connected to the many species that depend upon the State's rivers to survive. Keeping more water in our streams directly increases available habitat for fisheries and improves water quality by reducing summer water temperatures, therefore helping to avoid fish kills. Increasing water flows in our streams lessens the impacts of pollutants in these waterways by reducing the concentration of existing contaminants in the water column.

7. Describe any additional social benefits of implementing this project:

Utah is one of America's highest domestic per capita water users, consistently ranking as the highest or second highest water user in the country. Most of the water used in Utah's cities is for watering and overwatering our lawns, and for that matter, our sidewalks, driveways and gutters each summer. Across the cultural spectrum, everyone agrees that water conservation is an integral part of Utah's future, yet Utah has a long way to go before we are able to reduce our water use to that of sister cities in the American West.

Our high water use has a direct impact upon the many species who depend on these rivers to survive. Wasting water creates a cascade of environmental impacts upon key regional ecosystems fed by Utah's rivers as well as fiscal impacts, which ripple across all taxpayers.

The Save Something Water Education Campaign seeks to reduce water waste (and improve water quality) through basic water conservation programs that have been implemented in other western communities. This will also save taxpayers money on their water bills and increase flows in our streams lessening the effects of contaminants on our watersheds by diminishing the potency of existing pollutants in the water.

This education campaign also provides an important social benefit because the more Utahns who are educated about the importance of our aquatic ecosystems, the more public support government agencies will receive for both long term funding and regulatory activities. It is vital that Utahns understand the importance of clean, healthy rivers and lakes if we are to have public support for future efforts to protect these waterways from pollution impacts.

8. Project plans and details, including rights to work on specified piece of land:

The Save Something Water Education Campaign is an aggressive education and outreach campaign to engage Utahns in improving water quality and reducing water use through hands-on solutions in their communities. The campaign goal is to reduce water use in Utah's cities by increasing water education and by providing substantive ways and incentives for Utahns to eliminate water waste. The Utah Rivers Council is currently recruiting partner institutions among large businesses and government agencies to join this campaign to help engage residents about how to save water and improve water quality. Specific objectives of the Save Something Water Education Campaign include:

RainHarvest

RainHarvest is a new education and outreach effort the Utah Rivers Council is launching in the Summer of 2014 to encourage homeowners and businesses to harvest rain water in an effort to reduce water use and improve water quality of local streams, rivers and lakes. Rain harvesting is a growing practice across the U.S. and very popular on the East Coast. Participating residents place large water barrels in their yards to collect and reuse rainwater that falls on their roofs. Capturing this water not only reduces water demand, it improves water quality by preventing urban runoff from flowing through streets and gutters. Urban runoff can be extremely dirty as it enters local waterways like Willard Bay and the Great Salt Lake because the water carries particles of oil, rubber, paint, asphalt and other industrial byproducts.

The Utah Rivers Council is seeking government and other institutional partners to wholesale purchase and distribute attractive, inexpensive rain barrels and then retail them to residents in key target communities. Unlike some other rain barrels, those selected in our program are attractive and useful enough to appeal to the full spectrum of homeowners, not just "do-gooders." We are also recruiting local governments to partner with us by subsidizing the retail cost of each barrel.

We believe this program offers a great opportunity to save water and save rivers and have found immense enthusiasm among local residents who wish to acquire attractive water barrels.

BluePrint Utah

The Utah Rivers Council is building a great new interactive water website called BluePrint that will launch in Summer of 2014. BluePrint is a fun and interactive resource where Utahns can determine how much water they personally use, see how their use compares to others and learn how to reduce their water use.

This water footprint calculator is an excellent vehicle to address water waste and if properly promoted, can be the first step in instilling a lifelong commitment to water conservation by its visitors. We will promote water conservation by recruiting visitors across the community through publicity, tabling, fliers and through a variety of online recruitment strategies. The website will provide substantive education, links and resources to reduce water waste both inside and outside the home.

Rip Your Strip

The Rip Your Strip Campaign is a how-to module teaching homeowners how to replace the turfgrass in their parking strips with low water-using landscapes of drought-tolerant plants to save water and money in water bills. The parking strip is a great place to save water because it's difficult to water. Many homeowners just let the water flow in the hope their grass will stay green—flooding the sidewalk and street in the process.

By converting parking strips into beautiful, drought tolerant areas, not only do homeowners save water, we've found it creates a long term conservation ethic among residents. Rip Your Strip gives people the knowledge, tools, instructions, and confidence to replace their high water-use parking strips with landscapes that keep more water in Utah's amazing rivers.

This campaign has become a popular public campaign, with nearly 5,000 Utahns pledging to rip their grass strips over the last five years. These participants saved on average almost 5,000 gallons of water per year. What's more, many people converted more than just their parking strips, resulting in an average savings of just over 8,000 gallons of water per year. The popularity of Rip Your Strip has helped transform the look of much of Salt Lake City and if practiced on a bigger level, Utah could save billions of gallons a year.

9. Describe your experience in implementing projects of similar scope and magnitude:

The Utah Rivers Council has 19 years of experience working on water conservation and water quality public education and outreach in Utah. Our staff and board have worked to give our community a variety of tools to conserve water. We have had great success empowering homeowners to transform their water intensive parking strips into low water-using landscapes of drought tolerant plants through our popular "Rip Your Strip Landscaping Program", a how-to teaching module.

For those who wish to save water without removing turfgrass, the URC produced "Smart Sprinkling" a 10 minute DVD demonstrating how to set up and maintain water-saving irrigation systems for turfgrass. The URC has also done K-12 water conservation education and authored Utah's only water conservation legislation, the Water Conservation Plan Act. The URC has worked to reduce Utahns water footprint through "Simple Solutions" a comprehensive research program that seeks to bring effective water conservation programs, strategies and policies to Utah

through analyzing successful efforts by governments and institutions in other western states. The specific activities of the Save Something Water Education Program were selected because our research revealed they are among the most successful efforts being conducted in other western communities.

10. Describe how ongoing maintenance of the project will be funded and carried out:

Proposed funding should be adequate to maintain this project through December 2016.

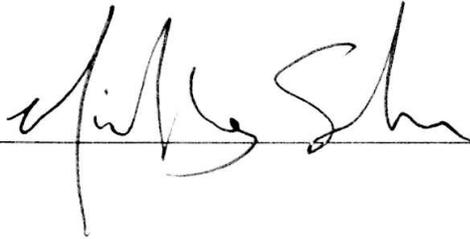
11. List consultants or agency partners that have participated in project development (below):

Name/Company

Address

Phone

Signature



Date

5/5/2014