

Why Should You Care?

Our community leaders believe efficient use of water benefits everyone and are considering a conservation incentive pricing program. As we do, public notice will be given and input gathered from residents.

The incentive pricing program includes an education program that will give you the “tools,” knowledge and incentives for managing your water use effectively while maintaining an attractive landscape. Water conservation is usually more cost effective than developing new resources and infrastructure.

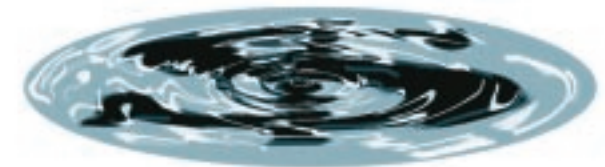
What Can You Do To Manage Your Water Use?

1. Check for leaks around your home.
2. Water late at night or very early morning before 8:00 a.m.
3. Put your lawn on a diet beginning this Spring. Wait a day longer before watering.
4. Raise the height of your mower since longer turf needs less water. In addition, leave the grass clippings on the lawn as a mulch.
5. Consider hiring a landscape designer who has expertise for low water landscapes. For a relatively small amount, they can create an attractive, water-efficient landscape design.



Utah Water Conservation Forum

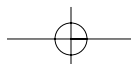
Pricing ^{OUR} Water



How Water Conservation Pricing Works

Guidelines for Conservation Pricing

- Fair
- Equitable
- Credible scientific data, not assumptions
- Ample water to maintain an attractive, healthy landscape
- Discounts for customers who use less water
- Penalties for those who use more water



This brochure discusses criteria that should be considered for a conservation-based pricing structure. You will note that this model incorporates landscape watering as a major element for price-setting and will not impact our lifestyle negatively. More than 60% of Utah's water is used on landscapes; therefore, becoming more efficient in our outdoor watering practices will delay the need for developing new and expensive water sources. Setting the price for water is always a sensitive issue—most people don't mind paying their "fair share," but they want a water rate that is reasonable and fair.

Water Conservation Incentive Pricing versus Inverted Block Rate Pricing

- Inverted rate structures charge more for different water usage levels but don't address differences in lot size, family size or weather conditions. Incentive pricing gives you the water you need while penalizing excess water use, particularly in the area of landscapes.

What Conservation Pricing Is

Conservation pricing is based on the following premises:

- **"Fixed"** costs associated with providing water, i.e., operations and maintenance costs such as salaries and benefits, infrastructure maintenance, debt repayment as well as future facilities costs. All customers pay this base rate.
- **"Variable"** costs customers pay according to the amount of water used; these are based on energy for pumping water, chemicals for treatment, water purchased from others, and other elements.
- A **"water budget"** based on each household's unique characteristics, i.e., household size, lot size, weather data and any other unique factors. This budget is a targeted goal for a household.
- It uses pricing incentives, not mandates.
- Revenues paid by water wasters are put into a separate **"conservation fund"** and used for incentives, educational programs, retrofits, etc. It cannot be used for basic services.

Terms/Definitions:

Water budget is the amount of water each household is allocated based on the above factors. It includes enough water for all uses including an attractive, healthy landscape.

Penalty rate includes increasing blocks based on excess water usage. Those who use excess water cause new infrastructure to be built, impact the sewer system and negatively impact ground water quality because of pesticides and fertilizers. **THEY** are the ones who should pay for those costs and not customers who "use water wisely."



How Does Conservation Pricing Work?

- Each customer is given a **"water budget"** based on lot size, family size, evapotranspiration rates from local weather stations and any other unique factors. That targeted goal (budget) allows sufficient water for household uses as well as maintaining an attractive, healthy landscape.
- Lot size is determined by actual measurement or from public records. A certain percentage of that lot size is determined to be turf, but can be corrected by customer input.
- Monthly water bills show the target amount of water based on each household's needs for both indoor and outdoor use.
- **THEN** if excess water is used, i.e., watering every day, etc., than is healthy and appropriate, the customer pays a penalty rate.

For more information call: