

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

(Approved May 12, 2025)

Held April 7, 2025

A regular meeting of the Conservation Committee of the Board of Trustees of the Jordan Valley Water Conservancy District was held on Monday, April 7, 2025, at 3:02 p.m. at JVVCD's 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:

Corey L. Rushton
Andy Pierucci (electronic)
Zach Jacob
John H. Taylor
Dawn Ramsey
Mick Sudbury
Barbara Townsend
Karen Lang (electronic)

Trustees Not Present:

John Richardson

Staff Present:

Alan Packard, General Manager
Jacob Young, Deputy General Manager
David Martin, Chief Finance Officer/Treasurer
Brian McCleary, Controller
Shazelle Terry, Assistant General Manager
Shane Swenson, Chief Engineer
Mark Stratford, General Counsel
Travis Christensen, Engineering Group Leader
Shaun Moser, Conservation Garden Park Manager
Mindy Keeling, Executive Assistant
Lisa Wright, Administrative Assistant III
Ellisa Demetsky, Administrative Assistant II
Gordon Batt, Operations Division Manager
Kelly Good, Community Engagement Department Manager
Jason Brown, Information Systems Department Manager
Brian Callister, Maintenance Department Manager
Martin Feil, Database Administrator (electronic)
Kurt Ashworth, Human Resource Manager
Clifton Smith, Senior Business Data Analyst
Sam Mingo, Business Data Analyst
Courtney Brown, Conservation Division Manager
Jeanette Perry, Customer Services Supervisor
Margaret Dea, Senior Accountant (electronic)

Also present:

Vanessa Stewart (electronic)

Greg Christensen, Trustee, Kearns Improvement District

Welcome

Ms. Barbara Townsend, Chair, called the meeting to order at 3:02 p.m.

Consider approval of the minutes of the Conservation Committee meeting held on January 13, 2025

Ms. Barbara Townsend called for a motion to approve the minutes of the Conservation Committee meeting held on February 10, 2025. Mr. Andy Pierucci moved to approve the minutes. Following a second by Mr. Mick Sudbury, the minutes were approved as follows:

Mr. Andy Pierucci – aye	Mr. John Taylor – aye
Ms. Barbara Townsend – aye	Ms. Karen Lang – aye
Mr. Corey Rushton – aye	Mr. Mick Sudbury – aye
Ms. Dawn Ramsey – aye	Mr. Zach Jacob – aye
Mr. John Richardson – not present	

Public Comments

There were no public comments.

Member Agency Grant Discussion

Ms. Kelly Good, Community Engagement Department Manager, updated the Trustees on the Member Agency Grant Program, noting modifications consistent with the conservation plan update. She described the base award for the grant remains at \$50,000, with member agencies eligible for up to \$2 per acre-foot of water purchase contract volume, which is double the contract volume amount for previous years. She described the Water Efficiency Supplemental Grant, with a base award of \$50,000, is now available to all cities where most of their city boundaries are within the JVVCD service area. This will make the funding available to all entities with land use authority within the JVVCD service area. When a City that applies is not a member agency, JVVCD staff will work with the member agency that serves them to determine how the grant funds should be distributed between the two to facilitate implementation of the water efficiency standards.

Mr. Courtney Brown, Conservation Division Manager, presented a tier-one project application from South Salt Lake to implement a leak messaging program using new software and services. He said that the program aims to provide real-time leak alerts, personalized water usage feedback, and transparent billing for all water users, with a total project cost of \$26,482, funded by an 80/20 grant split. The Committee discussed the importance of guiding how to make programs like this successful, where JVVCD has already identified best practices. It also discussed the importance of monitoring the water savings for the effort.

Ms. Karen Lang joined electronically at 3:17 p.m.

2024 Water Use Survey

Mr. Clifton Smith, Senior Business Data Analyst, explained that the purpose of the survey was to review water usage data collected from member agencies. He displayed a chart illustrating the departures from average temperature and precipitation for 2023 and 2024. Mr. Smith presented data on the gallons per capita per day (GPCD), showing estimated indoor, outdoor, and total water use and noted that irrigation increased as expected into June due to hot and dry weather in June, however, it did not decrease back to 2023 usage levels in July and August even though temperature and precipitation were like 2023 in those months. This is an indicator of wasteful use. Mr. Smith expressed concern regarding a rebound in water usage following drought cycles and highlighted the need for efforts to reduce consumption. The Committee discussed ways to improve the weather normalization analysis, and staff committed to making improvements in next year's survey summary. The necessity for consistent messaging about conservation was emphasized, especially considering the threat of drought conditions. It was noted that broad messaging from JVVCD has limited influence, and a more targeted approach is necessary to reach inefficient water users with efficient resources.

AMI Technology in Action

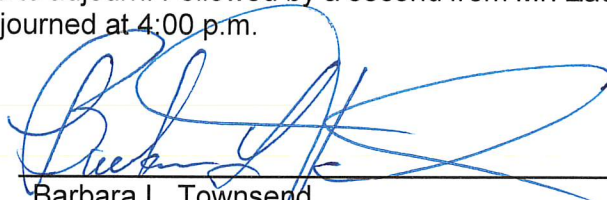
Ms. Jeanette Perry, Customer Services Supervisor, presented the AMI (Advanced Metering Infrastructure) technology as a positive example of targeted messaging. She explained that outdoor irrigation, leaks, and abnormal water use are the primary drivers of excess water use in the JVVCD retail area. Ms. Perry noted that to address this, a three-pronged approach has been implemented using AMI metering to educate customers about water leaks and conservation. She stated that the objectives were set to empower retail customers with data analytics related to their water use. She presented the first prong, which involves identifying water use patterns through the AMI system, allowing for the detection of continuous flow or abnormal usage, which triggers alerts for timely customer notification via postcards and follow-up calls, and the postcards include a QR code that links to leak detection guides. Ms. Perry spoke on the second prong, involving the creation of semi-annual (in spring and fall) customer reports that provide insights into past usage (from April to September), conservation tips, and program information. She provided examples of the report content, including analytics and social norming metrics. Ms. Perry stated that the third prong is the retail dashboard called "My Water," a performance and activity tracking tool that offers account information, water use data, customizable reports, comparison tools, and billing access. She explained that the dashboard features a robust alert and notification system, allowing customers to customize leak alerts based on their consumption patterns. Ms. Perry shared a customer success story that highlighted the effectiveness of these alerts. She conveyed that these three prongs work together to minimize loss from leaks, improve customer water management and efficiency, and reduce billing issues.

Reporting Items

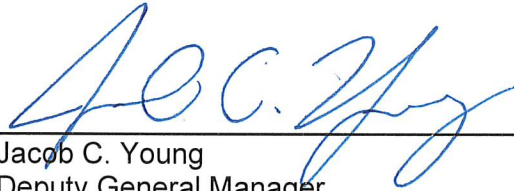
Mr. Jacob Young, Deputy General Manager, indicated that he was available to answer any questions about the reporting items listed in the agenda. These included updates on the 2025 Garden Education Programs, 2025 Utah Water Savers Programs, Member Agency Grant Program, Fundraising Progress, and Foundation Activities. No questions were raised.

Adjourn

Ms. Townsend called for a motion to adjourn the meeting. Mr. Mick Sudbury moved to adjourn. Followed by a second from Mr. Zach Jacob, the meeting adjourned at 4:00 p.m.



Barbara L. Townsend
Conservation Committee Chair



Jacob C. Young
Deputy General Manager