

BLAINE COUNTY WATER CONSERVATION CAMPAIGN

PROPOSED PROJECT DESCRIPTION

Collaborate with the cities of Bellevue, Hailey, Ketchum and Sun Valley and the Sun Valley Water and Sewer District to develop and implement a Water Conservation Outreach Campaign. The campaign will be designed as a strategic initiative focused on behavioral changes that encourages adoption of water conservation measures.

The campaign will help residents, businesses, and targeted sectors understand:

- Raise awareness about the importance of water conservation and why conservation matters.
- Create a sense of urgency and encourage changes in attitudes and behaviors.
- Recommend specific water conservation measures that can be implemented in homes and businesses and by targeted sectors.
- Cultivate advocates in targeted sector that are in a position to influence norms among peers.
- Report changes in water usage that benefit the entire community.

CONSERVATION PURPOSE

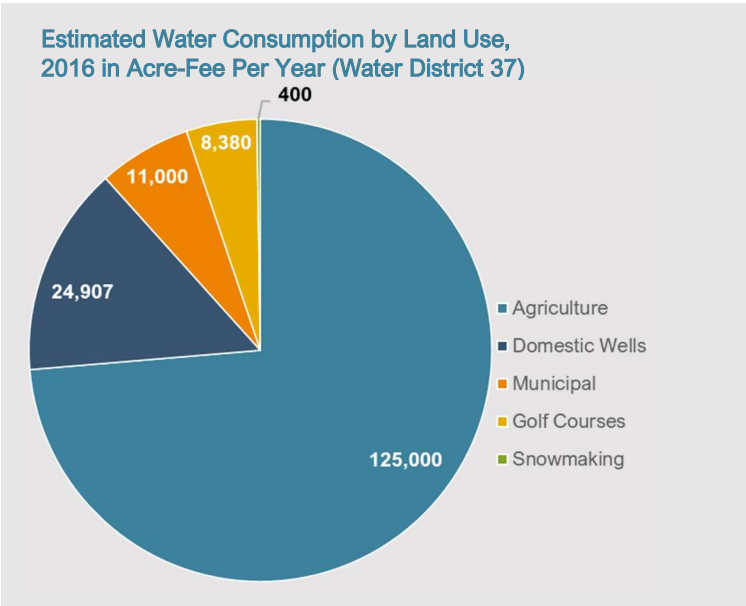
The purpose of this project is to create greater climate resilience in the Wood River Valley and Blaine County. Water conservation is a climate resilience strategy that will protect water resources, as well as reduce impacts to land, water, and wildlife.

The main objective is to change social norms and behaviors related to water use. The water conservation campaign will create sector-specific messaging to reflect water consumption by land use. The adjacent graph illustrates water use by sector.

Idaho’s climate is changing. In Blaine County, the frequency of extreme weather events is forecast to further escalate (*Idaho Climate-Economy*). The summer of 2021 was a record-breaking year and one that stood out in many regards pertaining to the drought that was faced in Idaho. In of July 2021, Blaine County experienced an exceptional drought (D4), the most severe classification.

Idaho is predicted to see less snowpack, with precipitation likely increasing in the winter and spring, mainly in the form of rain, and decreasing in the summer (*Idaho Climate-Economy*). Along with the reduced summer precipitation, increased evaporation and transpiration will decrease streamflow, leading to decreased hydroelectric capabilities in the months where demand is already highest (*Idaho Climate-Economy*).

From January through March of 2022, Blaine County experienced the driest year to date on record over the past 128 years. The U.S. Drought Monitor map published on April 21, 2022 classified the drought intensity in Blaine County as D2-Severe Drought and D3-Extreme Drought due to below



normal snowpack conditions and low water supply. Total cumulative snow water equivalent (SWE) levels in these basins as of April 1, 2022, ranged from 50 to 78 percent of median.

In response to the data and request from the Board of County Commissioners, the Director of the Idaho Department of Water Resources declared a drought emergency on April 28, 2022. This declaration allows for administrative actions to lessen severe impacts of drought conditions. Drought causes losses to agriculture; affects domestic water supply, energy production, public health, and wildlife; and contributes to wildfire.

In 2021, fish populations died off as stream temperatures increased, and lower water levels made rivers less navigable for spawning. Water conservation measures can help to alleviate the impacts of drought on streams and aquatic life.

PARTNERS

Blaine County, the City of Ketchum, and the City of Hailey joined together to develop a regional Sustainability Program. The goals of the program are to reduce the area’s contribution to climate pollution, strengthen resilience against climate-related hazards, and enhance livability and quality of life for all residents. Blaine County oversees the program and facilitates a collaborative approach among the county; the five incorporated cities of Bellevue, Carey, Hailey, Ketchum, and Sun Valley; and the community. For this project, the partners are:

- Blaine County
- City of Bellevue
- City of Hailey
- City of Ketchum
- City of Sun Valley (*not confirmed*)
- Sun Valley Water & Sewer District

BUDGET

DESCRIPTION	BUDGET
Campaign Evaluation Plan	\$750
Pre-Campaign Survey	\$2,500
Communication Strategy	\$2,000
Research Target Audiences	\$750
Spanish Translation Services	\$1,000
Craft Messaging Platforms for Audiences	\$1,000
Identify Communications Partners	\$0
Website Content Development	\$2,800
Website Design	\$1,000
Social Media Campaign	\$1,300
Print and Digital Advertisements	\$2,500
Print Brochures	\$1,500
Audience Specific Mailers	\$1,000
Postage	\$4,400
Post-Campaign Survey	\$2,500
Post-Campaign Evaluation	\$0
TOTAL	\$25,000

COST SHARE	
Blaine County	\$3,000
City of Bellevue	\$1,000
City of Hailey	\$2,000
City of Ketchum	\$2,000
City of Sun Valley	\$1,000
SVWSD	\$1,000
	\$10,000

NOTE: *The cost share model has been shared with each entity. The cost share model must be presented to each City Council, the Board of County Commissioners, and the SVWSD Board of Directors for approval. This item will go before the Blaine County Board of Commissioners on June 14.*

SCHEDULE	J-22	A-22	S-22	O-22	N-22	D-22	J-23	F-23	M-23	A-23	M-23	J-23	J-23	A-23	S-23	O-23	
Campaign Evaluation Plan																	
Pre-Campaign Survey																	
Communication Strategy																	
Website Development																	
Social Media Campaign																	
Place Advertisements																	
Audience Specific Mailers																	
Post-Campaign Survey																	
Post-Campaign Evaluation																	

CONSERVATION OUTCOMES

- Increased awareness about water conservation.
- Changes in attitudes and behaviors.
- Adoption of water conservation measures.
- Lower water consumption by land use.

EVALUATION

Pre- and post-campaign surveys will be conducted to measure changes in awareness, attitudes, behaviors, and adoption of water conservation measures. The partners will investigate approaches for quantifying changes in water consumption by land use and customer categories. The program will be evaluated based on the following conservation outcomes and SMART objectives. SMART objectives are designed to meet the following criteria:

- Specific
- Measurable
- Attainable
- Result-Focused
- Time-Specific

OBJECTIVE	S	M	A	R	T
Increase awareness of water conservation by 25% of survey respondents.	✓	✓	✓	✓	✓
Changes in attitudes and behaviors by 25% of survey respondents.	✓	✓	✓	✓	✓
Adoption of water conservation measures by homes, businesses, and targeted sectors.	✓	✓	✓	✓	✓
Five percent reduction in water consumption in each land use category.	✓			✓	✓