



STATE OF UTAH
DEPARTMENT OF NATURAL RESOURCES

Copies:
DWRe
Consult

DIVISION OF WATER RESOURCES

Contract No.

Date _____
Vendor No. 52664J TIN 87-6000269
Vendor **RICHFIELD CITY**
Address 75 EAST CENTER
City RICHFIELD State UTAH Zip 84701
c/o Tyson Hansen, Finance Director Phone 435-896-6439
Commodity Code 99999 Payable X Receivable _____
Description PROVIDE GRANT FUNDS FOR A TRANSPARENT WATER BILLING
PILOT PROJECT

Payment: _____ Receive: _____
Frequency As Requested Frequency _____
Amount Variable Amount _____
Total **\$44,054 (85%)** Total _____
Effective Date 5/18/2022 Expiration Date 5/17/2026

Fund	Dept	Unit	Approp Unit	Balance Sheet	Expend/ Revenue	Program	Phase	Activity	Total Amount
1000	560	6204	RPD		6137	RP455		XR21	\$44,054

Approved SGD SGD TS TS JRW JRW JE JSC CAH CAH CONT _____

JOSH ZIMMERMAN
Monitor

Josh Zimmerman
Signature

STATE OF UTAH
CONTRACT # _____

1. **CONTRACTING PARTIES:** This contract is between the State of Utah, Department of Natural Resources, **DIVISION OF WATER RESOURCES**, referred to as STATE, and the following CONTRACTOR:

RICHFIELD CITY

75 EAST CENTER

RICHFIELD, UTAH 84701

Vendor # 52664J

Legal Status of Contractor:

☐ Sole Proprietor

☐ Non-Profit Corporation

☐ For Profit Corporation

☐ Partnership

☒ Governmental Agency

Federal Tax ID# 87-6000269

2. **GENERAL PURPOSE OF CONTRACT:** The general purpose of this contract is to provide grant funds for a transparent water billing pilot project.

3. **PROCUREMENT:** This contract is entered into as a result of the procurement process through: Grant.

4. **CONTRACT PERIOD:** Contract is effective May 18, 2022 and will terminate May 17, 2026, unless otherwise terminated or extended in accordance with the terms and conditions of this contract.

5. **CONTRACT COSTS:** The CONTRACTOR will be paid 85% of the cost of the project, up to a maximum of \$ 44,054 for costs authorized by this contract, including in-kind services provided. Accounting for in-kind services must be itemized and shall include staff assigned, description of work performed, hourly rate including benefits, and hours worked. If in-kind services are approved, they will be reimbursed subsequent to the services being provided, after the STATE receives an itemized invoice.

6. **ATTACHMENTS INCLUDED AS A PART OF THIS CONTRACT:**

Attachment A – Standard Terms and Conditions

Attachment B – Proposal

Conflicts between Attachment A and other Attachments added will be resolved in favor of Attachment A.

7. **DOCUMENTS INCORPORATED INTO THIS CONTRACT BY REFERENCE BUT NOT**

ATTACHED: All other governmental laws, regulations, or actions applicable to services authorized by this contract.

IN WITNESS WHEREOF, the parties sign and cause this contract to be executed.

RICHFIELD CITY

Tyson Hansen, Finance Director

UTAH DIVISION OF WATER RESOURCES

Candice A. Hasenyager, Director

J. S. Gbert
Budget/Accounting

9/19/22

N/A – Grant, Government Agency
Division of Purchasing

Division of Finance

ATTACHMENT A: STATE OF UTAH STANDARD TERMS AND CONDITIONS FOR SERVICES

This is for a contract between Government Entities within the State of Utah for services (including professional services) meaning the furnishing of labor, time, or effort by a contractor. These terms and conditions may only be used when both parties are government entities or political subdivisions as defined in the Utah Government Immunity Act.

1. DEFINITIONS: The following terms shall have the meanings set forth below:

- a) "Confidential Information" means information that is deemed as confidential under applicable state and federal laws, including personal information. The State Entity reserves the right to identify, during and after this Purchase Order, additional reasonable types of categories of information that must be kept confidential under federal and state laws.
- b) "Contract" means the Contract Signature Page(s), including all referenced attachments and documents incorporated by reference. The term "Contract" may include any purchase orders that result from the parties entering into this Contract.
- c) "Contract Signature Page(s)" means the State of Utah cover page(s) that the State Entity and Contractor sign.
- d) "Contractor" means the individual or entity delivering the Services identified in this Contract. The term "Contractor" shall include Contractor's agents, officers, employees, and partners.
- e) "Services" means the furnishing of labor, time, or effort by Contractor pursuant to this Contract. Services shall include, but not limited to, all of the deliverable(s) that result from Contractor performing the Services pursuant to this Contract. Services include those professional services identified in Section 63G-6a-103 of the Utah Procurement Code.
- f) "Proposal" means Contractor's response to the State Entity's Solicitation.
- g) "Solicitation" means the documents used by the State Entity to obtain Contractor's Proposal.
- h) "State Entity" means the department, division, office, bureau, agency, or other organization identified on the Contract Signature Page(s).
- i) "State of Utah" means the State of Utah, in its entirety, including its institutions, agencies, departments, divisions, authorities, instrumentalities, boards, commissions, elected or appointed officers, employees, agents, and authorized volunteers.
- j) "Subcontractors" means subcontractors or subconsultants at any tier that are under the direct or indirect control or responsibility of the Contractor, and includes all independent contractors, agents, employees, authorized resellers, or anyone else for whom the Contractor may be liable at any tier, including a person or entity that is, or will be, providing or performing an essential aspect of this Contract, including Contractor's manufacturers, distributors, and suppliers.

2. GOVERNING LAW AND VENUE: This Contract shall be governed by the laws, rules, and regulations of the State of Utah. Any action or proceeding arising from this Contract shall be brought in a court of competent jurisdiction in the State of Utah. Venue shall be in Salt Lake City, in the Third Judicial District Court for Salt Lake County.

3. LAWS AND REGULATIONS: At all times during this Contract, Contractor and all Services performed under this Contract will comply with all applicable federal and state constitutions, laws, rules, codes, orders, and regulations, including applicable licensure and certification requirements.

4. RECORDS ADMINISTRATION: Contractor shall maintain or supervise the maintenance of all records necessary to properly account for Contractor's performance and the payments made by the State Entity to Contractor under this Contract. These records shall be retained by Contractor for at least six (6) years after final payment, or until all audits initiated within the six (6) years have been completed, whichever is later. Contractor agrees to allow, at no additional cost, State of Utah and federal auditors, and State Entity staff, access to all such records.

5. CERTIFY REGISTRATION AND USE OF EMPLOYMENT "STATUS VERIFICATION SYSTEM": INTENTIONALLY DELETED

6. CONFLICT OF INTEREST: INTENTIONALLY DELETED

7. INDEPENDENT CONTRACTOR: Contractor's legal status is that of an independent contractor, and in no manner shall Contractor be deemed an employee or agent of the State Entity or the State of Utah, and therefore is not entitled to any of the benefits associated with such employment. Contractor, as an independent contractor, shall have no authorization, express or implied, to bind the State Entity or the State of Utah to any agreements, settlements, liabilities, or understandings whatsoever, and agrees not to perform any acts as an agent for the State Entity or the State of Utah. Contractor shall remain responsible for all applicable federal, state, and local taxes, and all FICA contributions.

8. INDEMNITY: Both parties to this agreement are governmental entities as defined in the Utah Governmental Immunity Act (Utah Code Ann. 63G-7-101 et. seq.). Nothing in this Contract shall be construed as a waiver by either or both parties of any rights, limits, protections or defenses provided by the Act. Nor shall this Contract be construed, with respect to third parties, as a waiver of any governmental immunity to which a party to this Contract is otherwise entitled. Subject to and

consistent with the Act, each party will be responsible for its own actions or negligence and will defend against any claims or lawsuit brought against it. There are no indemnity obligations between these parties.

9. **EMPLOYMENT PRACTICES:** Contractor agrees to abide by the following employment laws: (i) Title VI and VII of the Civil Rights Act of 1964 (42 U.S.C. 2000e) which prohibits discrimination against any employee or applicant for employment or any applicant or recipient of services, on the basis of race, religion, color, or national origin; (ii) Executive Order No. 11246, as amended, which prohibits discrimination on the basis of sex; (iii) 45 CFR 90 which prohibits discrimination on the basis of age; (iv) Section 504 of the Rehabilitation Act of 1973, or the Americans with Disabilities Act of 1990 which prohibits discrimination on the basis of disabilities; and (v) Utah's Executive Order, dated December 13, 2006, which prohibits unlawful harassment in the work place. Contractor further agrees to abide by any other laws, regulations, or orders that prohibit the discrimination of any kind by any of Contractor's employees.
10. **AMENDMENTS:** This Contract may only be amended by the mutual written agreement of the parties, provided that the amendment is within the Scope of Work of this Contract and is within the scope/purpose of the original solicitation for which this Contract was derived. The amendment will be attached and made part of this Contract. Automatic renewals will not apply to this Contract, even if listed elsewhere in this Contract.
11. **DEBARMENT:** Contractor certifies that it is not presently nor has ever been debarred, suspended, or proposed for debarment by any governmental department or agency, whether international, national, state, or local. Contractor must notify the State Entity within thirty (30) days if debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in any contract by any governmental entity during this Contract.
12. **TERMINATION:** Unless otherwise stated in this Contract, this Contract may be terminated, with cause by either party, in advance of the specified expiration date, upon written notice given by the other party. The party in violation will be given ten (10) days after written notification to correct and cease the violations, after which this Contract may be terminated for cause immediately and is subject to the remedies listed below. This Contract may also be terminated without cause (for convenience), in advance of the specified expiration date, by either party, upon sixty (60) days written termination notice being given to the other party. The State Entity and the Contractor may terminate this Contract, in whole or in part, at any time, by mutual agreement in writing. On termination of this Contract, all accounts and payments will be processed according to the financial arrangements set forth herein for approved Services ordered prior to date of termination.

Contractor shall be compensated for the Services properly performed under this Contract up to the effective date of the notice of termination. Contractor agrees that in the event of such termination for cause or without cause, Contractor's sole remedy and monetary recovery from the State Entity or the State of Utah is limited to full payment for all Services properly performed as authorized under this Contract up to the date of termination as well as any reasonable monies owed as a result of Contractor having to terminate other contracts necessarily and appropriately entered into by Contractor pursuant to this Contract.
13. **NONAPPROPRIATION OF FUNDS, REDUCTION OF FUNDS, OR CHANGES IN LAW:** Upon thirty (30) days written notice delivered to the Contractor, this Contract may be terminated in whole or in part at the sole discretion of the State Entity, if the State Entity reasonably determines that: (i) a change in Federal or State legislation or applicable laws materially affects the ability of either party to perform under the terms of this Contract; or (ii) that a change in available funds affects the State Entity's ability to pay under this Contract. A change of available funds as used in this paragraph, includes, but is not limited to, a change in Federal or State funding, whether as a result of a legislative act or by order of the President or the Governor.

If a written notice is delivered under this section, the State Entity will reimburse Contractor for the Services properly ordered until the effective date of said notice. The State Entity will not be liable for any performance, commitments, penalties, or liquidated damages that accrue after the effective date of said written notice.
14. **SUSPENSION OF WORK:** Should circumstances arise which would cause the State Entity to suspend Contractor's responsibilities under this Contract, but not terminate this Contract, this will be done by written notice. Contractor's responsibilities may be reinstated upon advance formal written notice from the State Entity.
15. **SALES TAX EXEMPTION:** The Services under this Contract will be paid for from the State Entity's funds and used in the exercise of the State Entity's essential functions as a State of Utah entity. Upon request, the State Entity will provide Contractor with its sales tax exemption number. It is Contractor's responsibility to request the State Entity's sales tax exemption number. It also is Contractor's sole responsibility to ascertain whether any tax deduction or benefits apply to any aspect of this Contract.
16. **INSURANCE:** INTENTIONALLY DELETED
17. **WORKERS COMPENSATION INSURANCE:** Contractor shall maintain during the term of this Contract, workers' compensation insurance for all its employees as well as any Subcontractor employees related to this Contract. Worker's compensation insurance shall cover full liability under the worker's compensation laws of the jurisdiction in which the service is performed at the statutory limits required by said jurisdiction. Contractor acknowledges that within thirty (30) days of contract award, Contractor must submit proof of certificate of insurance that meets the above requirements.
18. **ADDITIONAL INSURANCE REQUIREMENTS:** INTENTIONALLY DELETED
19. **PUBLIC INFORMATION:** Contractor agrees that this Contract, related purchase orders, related pricing documents, and invoices will be public documents, and may be available for public and private distribution in accordance with the State of Utah's Government Records Access and Management Act (GRAMA). Contractor gives the State Entity and the State of Utah express permission to make copies of this Contract, related sales orders, related pricing documents, and invoices in

accordance with GRAMA. Except for sections identified in writing by Contractor and expressly approved by the State of Utah Division of Purchasing and General Services, all of which must be in accordance with GRAMA, Contractor also agrees that the Contractor's Proposal to the Solicitation will be a public document, and copies may be given to the public as permitted under GRAMA. The State Entity and the State of Utah are not obligated to inform Contractor of any GRAMA requests for disclosure of this Contract, related purchase orders, related pricing documents, or invoices.

20. **DELIVERY:** All deliveries under this Contract will be F.O.B. destination with all transportation and handling charges paid for by Contractor. Responsibility and liability for loss or damage will remain with Contractor until final inspection and acceptance when responsibility will pass to the State Entity, except as to latent defects or fraud.
21. **ACCEPTANCE AND REJECTION:** The State Entity shall have thirty (30) days after delivery of the Services to perform an inspection of the Services to determine whether the Services conform to the standards specified in the Solicitation and this Contract prior to acceptance of the Services by the State Entity.

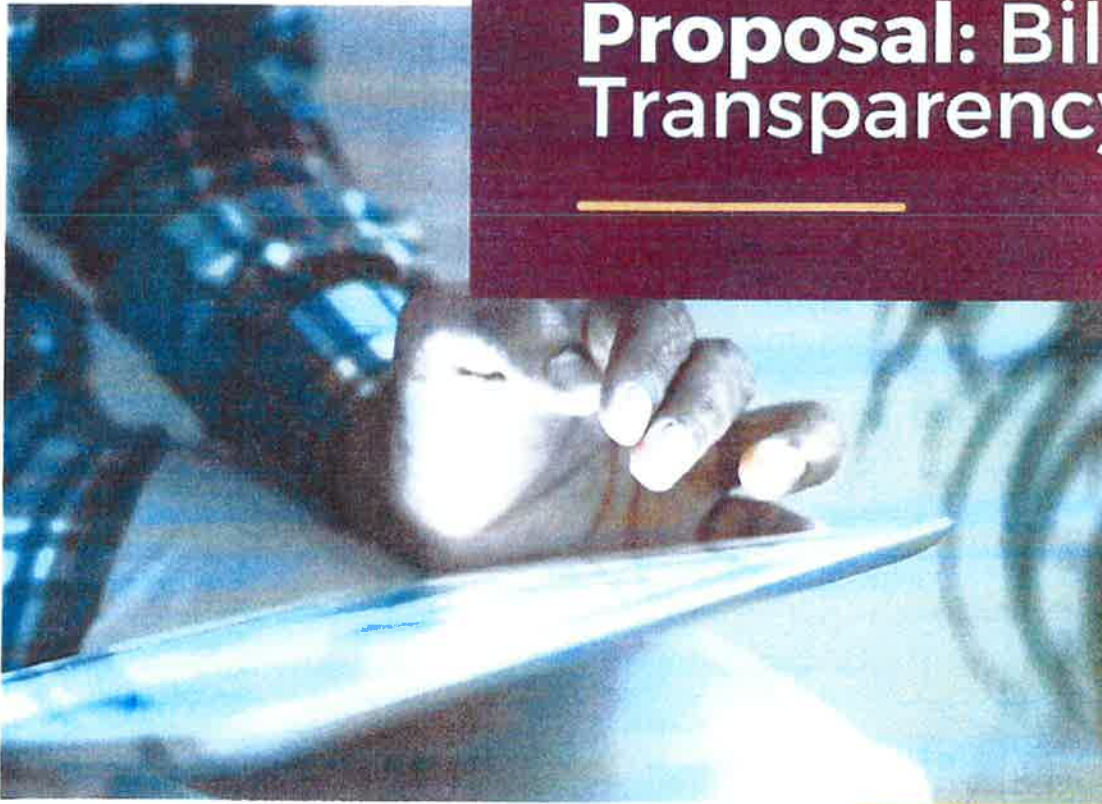
If Contractor delivers nonconforming Services, the State Entity may, at its option and at Contractor's expense: (i) return the Services for a full refund; (ii) require Contractor to promptly correct or reperform the nonconforming Services subject to the terms of this Contract; or (iii) obtain replacement Services from another source, subject to Contractor being responsible for any cover costs.
22. **INVOICING:** Contractor will submit invoices within thirty (30) days of Contractor's performance of the Services to the State Entity. The contract number shall be listed on all invoices, freight tickets, and correspondence relating to this Contract. The prices paid by the State Entity will be those prices listed in this Contract, unless Contractor offers a prompt payment discount within its Proposal or on its invoice. The State Entity has the right to adjust or return any invoice reflecting incorrect pricing.
23. **PAYMENT:** Payments are to be made within thirty (30) days after a correct invoice is received. All payments to Contractor will be remitted by mail, electronic funds transfer, or the State of Utah's Purchasing Card (major credit card). If payment has not been made after sixty (60) days from the date a correct invoice is received by the State Entity, then interest may be added by Contractor as prescribed in the Utah Prompt Payment Act. The acceptance by Contractor of final payment, without a written protest filed with the State Entity within ten (10) business days of receipt of final payment, shall release the State Entity and the State of Utah from all claims and all liability to the Contractor. The State Entity's payment for the Services shall not be deemed an acceptance of the Services and is without prejudice to any and all claims that the State Entity or the State of Utah may have against Contractor.
24. **TIME IS OF THE ESSENCE:** The Services shall be completed by any applicable deadline stated in this Contract. For all Services, time is of the essence. Contractor shall be liable for all reasonable damages to the State Entity and the State of Utah, and anyone for whom the State of Utah may be liable, as a result of Contractor's failure to timely perform the Services required under this Contract.
25. **CHANGES IN SCOPE:** Any changes in the scope of the Services to be performed under this Contract shall be in the form of a written amendment to this Contract, mutually agreed to and signed by both parties, specifying any such changes, fee adjustments, any adjustment in time of performance, or any other significant factors arising from the changes in the scope of Services.
26. **PERFORMANCE EVALUATION:** The State Entity may conduct a performance evaluation of Contractor's Services, including Contractor's Subcontractors, if any. Results of any evaluation may be made available to the Contractor upon Contractor's request.
27. **STANDARD OF CARE:** The Services of Contractor and its Subcontractors shall be performed in accordance with the standard of care exercised by licensed members of their respective professions having substantial experience providing similar services which similarities include the type, magnitude, and complexity of the Services that are the subject of this Contract. Contractor shall be liable to the State Entity and the State of Utah for claims, liabilities, additional burdens, penalties, damages, or third party claims (i.e. another Contractor's claim against the State of Utah), to the extent caused by wrongful acts, errors, or omissions that do not meet this standard of care.
28. **REVIEWS:** The State Entity reserves the right to perform plan checks, plan reviews, other reviews, and/or comment upon the Services of Contractor. Such reviews do not waive the requirement of Contractor to meet all of the terms and conditions of this Contract.
29. **ASSIGNMENT:** Contractor may not assign, sell, transfer, subcontract or sublet rights, or delegate any right or obligation under this Contract, in whole or in part, without the prior written approval of the State Entity.
30. **REMEDIES:** Any of the following events will constitute cause for the State Entity to declare Contractor in default of this Contract: (i) Contractor's non-performance of its contractual requirements and obligations under this Contract; or (ii) Contractor's material breach of any term or condition of this Contract. The State Entity may issue a written notice of default providing a ten (10) day period in which Contractor will have an opportunity to cure. Time allowed for cure will not diminish or eliminate Contractor's liability for damages. If the default remains, after Contractor has been provided the opportunity to cure, the State Entity may do one or more of the following: (i) exercise any remedy provided by law or equity; (ii) terminate this Contract; (iii) impose liquidated damages, if liquidated damages are listed in this Contract; (iv) debar/suspend Contractor from receiving future contracts from the State Entity or the State of Utah; or (v) demand a full refund of any payment that the State Entity has made to Contractor under this Contract for Services that do not conform to this Contract.

31. **FORCE MAJEURE:** Neither party to this Contract will be held responsible for delay or default caused by fire, riot, acts of God, and/or war which is beyond that party's reasonable control. The State Entity may terminate this Contract after determining such delay will prevent successful performance of this Contract.
32. **CONFIDENTIALITY:** If Confidential Information is disclosed to Contractor, Contractor shall: (i) advise its agents, officers, employees, partners, and Subcontractors of the obligations set forth in this Contract; (ii) keep all Confidential Information strictly confidential; and (iii) not disclose any Confidential Information received by it to any third parties. Contractor will promptly notify the State Entity of any potential or actual misuse or misappropriation of Confidential Information.
- Contractor shall be responsible for any breach of this duty of confidentiality, including any required remedies and/or notifications under applicable law. Contractor shall indemnify, hold harmless, and defend the State Entity and the State of Utah, including anyone for whom the State Entity or the State of Utah is liable, from claims related to a breach of this duty of confidentiality, including any notification requirements, by Contractor or anyone for whom the Contractor is liable.
- Upon termination or expiration of this Contract, Contractor will return all copies of Confidential Information to the State Entity or certify, in writing, that the Confidential Information has been destroyed. This duty of confidentiality shall be ongoing and survive the termination or expiration of this Contract.
33. **PUBLICITY:** Contractor shall submit to the State Entity for written approval all advertising and publicity matters relating to this Contract. It is within the State Entity's sole discretion whether to provide approval, which must be done in writing.
34. **CONTRACT INFORMATION:** INTENTIONALLY DELETED.
35. **INDEMNIFICATION RELATING TO INTELLECTUAL PROPERTY:** Contractor will indemnify and hold the State Entity and the State of Utah harmless from and against any and all damages, expenses (including reasonable attorneys' fees), claims, judgments, liabilities, and costs in any action or claim brought against the State Entity or the State of Utah for infringement of a third party's copyright, trademark, trade secret, or other proprietary right. The parties agree that if there are any limitations of Contractor's liability such limitations of liability will not apply to this section.
36. **OWNERSHIP IN INTELLECTUAL PROPERTY:** The State Entity and Contractor each recognizes that each has no right, title, interest, proprietary or otherwise in the intellectual property owned or licensed by the other, unless otherwise agreed upon by the parties in writing. All deliverables, documents, records, programs, data, articles, memoranda, and other materials not developed or licensed by Contractor prior to the execution of this Contract, but specifically created or manufactured under this Contract shall be considered work made for hire, and Contractor shall transfer any ownership claim to the State Entity.
37. **WAIVER:** A waiver of any right, power, or privilege shall not be construed as a waiver of any subsequent right, power, or privilege.
38. **ATTORNEY'S FEES:** INTENTIONALLY DELETED
39. **PROCUREMENT ETHICS:** Contractor understands that a person who is interested in any way in the sale of any supplies, services, construction, or insurance to the State of Utah is violating the law if the person gives or offers to give any compensation, gratuity, contribution, loan, reward, or any promise thereof to any person acting as a procurement officer on behalf of the State of Utah, or to any person in any official capacity participates in the procurement of such supplies, services, construction, or insurance, whether it is given for their own use or for the use or benefit of any other person or organization.
40. **DISPUTE RESOLUTION:** INTENTIONALLY DELETED.
41. **ORDER OF PRECEDENCE:** In the event of any conflict in the terms and conditions in this Contract, the order of precedence shall be: (i) this Attachment A; (ii) Contract Signature Page(s); (iii) the State of Utah's additional terms and conditions, if any; (iv) any other attachment listed on the Contract Signature Page(s); and (v) Contractor's terms and conditions that are attached to this Contract, if any. Any provision attempting to limit the liability of Contractor or limits the rights of the State Entity or the State of Utah must be in writing and attached to this Contract or it is rendered null and void.
42. **SURVIVAL OF TERMS:** Termination or expiration of this Contract shall not extinguish or prejudice the State Entity's right to enforce this Contract with respect to any default of this Contract or defect in the Services that has not been cured.
43. **SEVERABILITY:** The invalidity or unenforceability of any provision, term, or condition of this Contract shall not affect the validity or enforceability of any other provision, term, or condition of this Contract, which shall remain in full force and effect.
44. **ENTIRE AGREEMENT:** This Contract constitutes the entire agreement between the parties and supersedes any and all other prior and contemporaneous agreements and understandings between the parties, whether oral or written.

(Revision Date: 12 December 2019)



Proposal: Billing Transparency



PROJECT CONTACT:

Tyson Hansen
Phone: 435-896-6439
Email: tyson@richfieldcity.com



PROJECT SUMMARY

Background

Richfield City is currently updating its water conservation plan to reflect regional water use goals set by the state. As part of this update, Richfield will outline new strategies to reduce its per capita water use from 356 to 321 GPCD by 2030. One strategy that has been identified is using technology to share actionable water use feedback with residents. Research from other communities has shown that this type of communication and billing transparency can reduce water use by 5-18%.

Project Outline

Richfield City plans to use the Yoppify communication platform to deliver customized water use feedback, promote targeted conservation programs, and to improve understanding of efficient water use within its community.

Study Group Formation

Richfield City will use the Yoppify platform to identify accounts that historically have had high water use. These accounts will then be randomly assigned to a control group or test group. During the study period, specialized billing summaries will be sent to the test group. Water use reductions for this group will be compared to the control group during and at the end of the study period.

Billing Summary

Richfield City will send monthly text and email messages that include a brief water use summary for each of its "high water use" test accounts. Providing this information using gallons rather than billing units will help residents begin to better contextualize the water that is being used.

Additional Billing Insights

Residents will have the option to receive additional information about their water use, including how this use compares to neighbors or Richfield's system average. These additional insights will help residents better recognize patterns of normal versus excessive water use.

Opting In: Willing to be a Neighbor

Because residents can choose the depth of insights they receive, many will be more receptive to the information being presented. This approach will also ensure that even residents who do not view their monthly water bill will have access to information that can drive future water use.

PROJECT IMPLEMENTATION

1

INITIAL CONTACT INFORMATION

Richfield City will work with Yoppify to import existing contact information for each water account into Yoppify's contact management system. This process will include validation of existing phone numbers and email addresses as well as the identification of any missing contacts or service locations. Following the initial contact integration, Yoppify will assist Richfield City in outreach efforts to collect missing contact information.

2

MONTHLY WATER USE REPORTS

Yoppify will develop a custom integration with Richfield City's billing software to enable monthly uploads of water use information to the Yoppify platform. These files will be used to send messages to residents about their monthly water use.

3

MESSAGING CONTENT INITIATION

During the project period, Richfield City will use Yoppify to send messages to residents regarding their water use. Messages will be focused on helping residents contextualize their water use. For example, messages may include information about how a resident's water use compares to previous periods, how it compares to neighboring accounts, how it compares to a system average, or what actions may help improve the resident's water efficiency. Information may be displayed in easy-to-digest formats such as sharing a water use letter grade or translating water use into dollar amounts.

4

ALL MESSAGE DELIVERY

Messages will be sent to residents directly using text and email. This will ensure that even residents who do not receive a monthly water bill can access information about the amount of water they use each month.

PROJECT ADVANTAGES

KEY TAKEAWAYS

Yoppify's low-cost channels for utility communication, including text, email, phone call, and chat, require minimal staff time, no production costs, and can be sent with immediate delivery. Beyond water use insights, Richfield City plans to use Yoppify to send billing reminders, notify residents of upcoming service disruptions, and to share other important information about Richfield's operations. All of these message types will help improve Richfield's transparency and customer engagement.



30%

The percentage of water users who take advantage of online web portals.



50%

The percentage of water users who read bill inserts



90%

The percentage of text messages that are opened within three minutes.

PROJECT GOALS

- Messages will be delivered using channels that are most likely to be seen and using words that residents can understand.
- Using gallons rather than billing units will help contextualize water use.
- Options for receiving additional water use insights will empower residents to learn more.
- Information will be delivered without requiring residents to login to a customer web portal.
- Targeted promotion of rebate programs is possible through text and email.

TIMELINE & BUDGET

PROJECT TIMELINE

May 2022: Procure Yoppify Software

May- June 2022: Contact and Billing Integration with the Yoppify Software

July 2022: Begin Sending water use feedback to residents

October 2022: Analysis of resident engagement

March 2023: Development of messaging strategy for 2023

April 2023: Continue sending water use feedback to residents

October 2023: Analysis of resident engagement

March 2024: Development of messaging strategy for 2024

April 2024: Continue sending water use feedback to residents

October 2024: Analysis of resident engagement

November 2024 - January 2025: Create report of study results

PROJECT BUDGET

Yoppify Analysis and Study Development	\$12,000
Yoppify Integration	\$21,605.77
Software Fees (3 years)	\$18,222.90
Total Project Cost	\$51,828.67

Requested Cost Share:

DWRe: \$44,054.37 (85%)

Richfield City: \$6,074.30 and \$1,700 of in-kind services (15%)

Breakdown of In-kind Services: 47 hours @ \$36/hour

10 hours: Compiling historic water use data and study.

10 hours: Monthly billing data share over three years.

27 hours: Monthly messaging to residents over three years.



APPLICATION FOR: Water Billing Grant
Utah Board of Water Resources

(FOR OFFICE USE ONLY)

Ver. 01/31/22

Application Number: **1008**
Date Received: **May 18, 2022**

INTRODUCTION:

The purpose of this form is for eligible entities to apply for grant funding for projects implementing water billing engagement, education, and outreach efforts, to reduce water use and report deliverable metrics for customer engagement and reducing water use. Entities eligible for grants include: non-profit incorporated groups, such as mutual irrigation and water companies; political subdivisions of the state, such as cities, towns, and districts; the federal government; and Native American tribes.

APPLICATION INSTRUCTIONS:

To submit an application, please follow these steps:

- (1) Fill out this Application
- (2) Include a detailed project description, service provider, platform, software, timeline and budget
- (3) Sign and date the completed application
- (4) Email (preferred) or mail the completed application to:

Josh Zimmerman, Conservation Coordinator
Division of Water Resources
PO Box 146201
Salt Lake City, UT 84114

Email: joshzimmerman@utah.gov
Phone: 801-946-7168

CONTACT INFORMATION:

Primary Applicant Richfield City	Vendor Number	Federal Tax Identification Number 87-6000269	
Official Business Address 75 East Center	City Richfield	State UT	Zip Code 85701
Primary Contact Tyson Hansen	Phone (435) 896-6439	Email Address tyson@richfieldcity.com	
Address 75 East Center	City Richfield	State UT	Zip Code 84701
Authorized Agent Tyson Hansen	Phone (435) 896-6439	Email Address tyson@richfieldcity.com	
Address 75 East Center	City Richfield	State UT	Zip Code 84701
Co-Applicant	Vendor Number	Federal Tax Identification Number	
Address	City	State UT	Zip Code
Primary Contact	Phone	Email Address	
Address	City	State UT	Zip Code
Authorized Agent	Phone	Email Address	
Address	City	State UT	Zip Code

PROJECT INFORMATION:

Partnering Service Provider or Software Yoppify, LLC	Potable Connections 2930	Metered Secondary 0	Unmetered Secondary 0	Retrievable Baseline Data In Years 5	Potable 5	Secondary 5
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Attach a project description that outlines project goals and objectives, methodology, expected outcomes, and measures of success. Attach a timeline or insert here.

Richfield City will use Yoppify to deliver targeted water-use insights to high water users. To better understand how billing transparency can lead to water use reductions, messages will be sent to a specific study group and then compared to a control group over three years. Please see the project timeline and budget in the attached proposal.

PROPOSED FINANCING PLAN: (See policy below)

Division of Water Resources	\$	44,054	85.0%
Primary Applicant Richfield City	\$	7,774	15.0%
Co-applicant	\$		0.0%
Other (Specify)	\$	0	0.0%
TOTAL	\$	51,829	100 %

BENEFITS OF PROJECT:

List or attach: estimate of reduced water use, progress toward regional conservation goals, delayed development costs, increased reservoir levels etc.

Richfield City expects to reduce per capita water use from 356 GPCD to 321 GPCD by 2030. A detailed description of benefits specific to this project are included in the attached proposal.

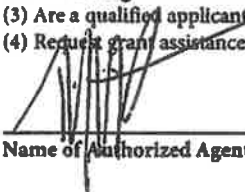
POLICY REGARDING COST-SHARING and INKIND SERVICES:

DWRe's cost-share of the water billing project does not exceed 85% of the total project cost. Recipients of grants will be reimbursed for their cash contribution at the approved cost share. In-kind estimates must be shown within the project description and proposed financing plan of this application. Accounting for in-kind services must be itemized and shall include, staff assigned, description of work performed, hourly rate including benefits, and hours worked. If in-kind services are approved, they will be reimbursed subsequent to the services being provided, after DWRe has been provided with an itemized invoice.

ACKNOWLEDGEMENT AND SIGNATURE:

By signing below (including electronically typing your name) and submitting this application, you acknowledge that you:

- (1) Are authorized to make application for assistance on behalf of the applicant.
- (2) Are willing to share data 5 years of historic data, and data gathered throughout the project with the Division of Water Resources.
- (3) Are a qualified applicant and accept the policies and conditions enumerated therein and above.
- (4) Request grant assistance in developing the project described.


Name of Authorized Agent

5/13/22
Date

Name of Authorized Agent (co-applicant)

Date

TO BE COMPLETED BY APPROVING DWRE STAFF MEMBER:

I have reviewed this application and forward it to staff of the Division of Water Resources to prepared for a contract. Comments (if any):

Josh Zimmerman
Staff Member

8-18-22
Date