**Proposal for Collaboration: Reducing Water Usage in Payson**

We are excited about working with you to hopefully encourage positive behavior change in your county. Professor Ty Turley, teaching assistant Nathalia Myrrha, and the students in the Behavioral Design class will spend the next two months working with you to design programs to help reduce water usage in Payson. We would provide the following services for free:

1. We would like to meet with you in the next two weeks. During this meeting we will learn as much as we can from you about your goals and desires for the project. We will also ask for as much background information, reading materials, website links, or other useful resources as we can get from you. With that information, we will begin designing a solution for you.
2. In mid March, we would like to schedule another meeting with you. At this meeting we will present several ideas for solutions to the problem. These are not final ideas. We will want to hear your feedback and critiques. This will help us focus in on a solution that works best for you.
3. In the first two weeks of April we would like to do a final presentation for you, where we propose our best one or two ideas for you to implement if you want. You are not obligated to use the ideas, but we hope that you will seriously consider them, and we will offer you help in rolling them out this summer if you do use them. The ideas will likely be free or almost free, and we can talk with you about finding ways to fund them if that is an issue.
4. We are teaching the students that it is important to test the designs we create as well, so that we do not waste our time doing things that do not work. Therefore, we also hope that you will consider running an experiment to try the designs with some customers/citizens and not with others (a control group) so that we can document if they are working or not. We will explain more about what we mean with this, but we ask that you are at least open to this idea from the get-go. We feel like government is becoming more data driven in its policy process and we want to help facilitate this with sound scientific approaches.

Besides what we can do for you, we are very excited to learn from you. The students value this chance to work on real policies and learn about how local government operates. We want to understand your job, including your objectives and the constraints you face, so that the solutions we design are more likely to be successful. And we appreciate the value of your time.

Contact Information:

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| **Payson City** | **Behavioral Design Class**  **BYU MPA Program** |
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