

# ARIZONA GROWING WATER SMART

REQUEST FOR APPLICATIONS

January 2025 Workshop

## The Land Use and Water Challenge

Arizona is navigating significant uncertainty around water availability, requiring local jurisdictions to fundamentally rethink water use and to assume new leadership roles.

Historically, planning for water resources and land use have been conducted separately. Yet the way we build directly impacts our water supply and demand.

Communities can “grow water smart” by collaborating to identify and implement strategies that resolve their water resource challenges.



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## Growing Water Smart Workshops

This workshop brings water and land use decision makers in your community together as a team to collaborate on long-term water security. Gain or enhance a range of public engagement, planning, communication, and policy tools to ensure your team and the broader Verde Watershed can realize its water conservation, watershed health, and community resilience goals.

**Location:** Verde Watershed, AZ (Venue TBD)

**Date:** January 22-24, 2025

**Eligibility:** Verde Watershed municipalities, counties, and Tribes. If you are located outside of the Verde Watershed and interested in Growing Water Smart, please contact us at [growingwatersmart@sonoraninstitute.org](mailto:growingwatersmart@sonoraninstitute.org).

**Cost:** The workshop is free. Participants cover their own travel. Most meals are provided, as well as lodging for those who need it.

Communities participating in this program gain:

**Insight.** A better understanding of how land use and climatic trends impact water supply and demand at local, state, and basin levels.

**Flexibility.** The strategies and tools to integrate water and land use planning to better adapt to change and uncertainty.

**Clarity.** Clear and concise language to communicate critical community goals around water to gain community and decision maker support.

**Collaboration.** Regional professional relationships with peers.

**A Path Forward.** An action plan tailored to your community's needs.

*“Arizona Growing Water Smart was a fantastic experience. Hearing from other cities reinforced our need for action: integrating land and water is a real issue and it’s universal!”*

**Lacey James**

Former Water Resources & Regulatory Manager, City of Avondale





Melissa Cordero, Sonoran Institute



Jeremy Stapleton, Sonoran Institute

## Program at a Glance

The Growing Water Smart workshop offers your team the time to collaborate and focus on the water resource challenges that are influencing your community's growth and development alongside neighboring communities. The program is comprised of the following elements:

**Team-Oriented Work Sessions:** Teams assess community data, trends, and policies; develop succinct messaging around water; identify strategies to become water resilient; and develop an action plan to implement these strategies. Sessions are facilitated by trained water and planning professionals.

**Learning Best Practices:** Presentations provide key knowledge around integrating water conservation, efficiency, reuse, and watershed protection into future and existing development.

**Peer Networking & Regional Strategies:** Participants meet and exchange ideas with fellow professionals from other jurisdictions and past workshop participants.

## Follow Up Funding

Upon workshop completion, teams become eligible to apply for up to \$10,000 in technical assistance funding to help carry out a water and land use integration strategy identified in their action plan. Previous projects have included:

- Land use code audits and policy recommendations
- Guidance for General Plan updates
- Collaborative stakeholder engagement and facilitation
- Strategic communication plans and messaging
- Metrics to measure progress and impacts of water and land use integration

## Who Can Apply

Teams from municipalities, counties, and Tribes in the Verde Watershed are encouraged to apply.

This workshop is designed to build and foster collaborative teams committed to taking local action. Applicants build a team of six to eight individuals with diverse knowledge, skills, and perspectives needed to secure their community's water future and implement the developed action plan. Team composition varies to reflect the needs of each community, and often includes:

- Staff working on plans and policies around land use & development\*
- Staff working on local water supply, efficiency, and/or stormwater management\*
- Elected and/or appointed officials\*
- Economic development leaders
- Parks and public works staff
- Sustainability and resilience staff
- Representatives of regional stakeholders
- Representatives of regional planning organizations
- Local non-profit organizational representatives
- Community task force members
- Consultants contributing to your current water and land use efforts

\* Denotes required representative

*"The communication and coordination that was developed as a result of this program have been a tremendous help to our City and have positioned us for lasting change and coordination in how we approach water savings."*

**Cody Gleason**  
Principal Planner, City of Peoria



Diego Trejo, Lincoln Institute of Land Policy



Amanda Smith, Sonoran Institute

## Selection Criteria

Team composition will be selected based on:

- Team that includes required representatives
- Demonstrated local commitment toward addressing water sustainability
- Severity of need around current and/or projected water conditions
- Capacity to foster dialogue or partnerships among agencies and entities overseeing land use planning and water resource management

## How to Apply

To participate in Growing Water Smart, please download this pdf and complete the application beginning on page four. Then email the completed application to [growingwatersmart@sonoraninstitute.org](mailto:growingwatersmart@sonoraninstitute.org).

## Deadline

Applications are due by **Monday, July 1, 2024**. Please contact us if you plan to apply so that we may support you.

## Contact Information

We are here to help! If you are interested in applying or have questions about the program, please contact:

### Eliza Stokes

Arizona Program Manager, Growing Water Smart  
Sonoran Institute

[estokes@sonoraninstitute.org](mailto:estokes@sonoraninstitute.org)

Visit [growingwatersmart.org](https://growingwatersmart.org) for more information.

Growing Water Smart is offered through a partnership between the Sonoran Institute and the Babbitt Center for Land and Water Policy. Sponsorship opportunities are available. This workshop is offered in Arizona, Colorado, and California.

## About the Sonoran Institute

The Sonoran Institute's mission is to connect people and communities with the natural resources that nourish and sustain them. Learn more about how you can help expand programs like Growing Water Smart at [SonoranInstitute.org/Membership/](https://SonoranInstitute.org/Membership/)

## Connect With Us

Go to [SonoranInstitute.org](https://SonoranInstitute.org) to learn about our programs, history, and recent news. Or find us on social media:

 [facebook.com/sonoraninstitute](https://facebook.com/sonoraninstitute)

 [@sonoraninstitute](https://twitter.com/sonoraninstitute)

 [SonoranInstituteFlix](https://www.youtube.com/SonoranInstituteFlix)

 [@sonoraninstitute](https://www.instagram.com/sonoraninstitute)

## About the Babbitt Center

The Babbitt Center for Land and Water Policy, a center of the Lincoln Institute of Land Policy, seeks to advance the integration of land and water management to meet the current and future water needs of Colorado River Basin communities, economies, and the environment.



**BABBITT CENTER**  
FOR LAND AND WATER POLICY

*A Center of the Lincoln Institute of Land Policy*



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## Team Composition

1a. Provide the names, titles, organizations, and email addresses of the 6-8 team members who will participate in the workshop. (For the greatest impact, we recommend including mid-to-senior level staff on your team.)

Category Represented	Name	Title	Organization	Email
Land Use & Development Planning/Policy (Required)				
Water Supply, Efficiency, and/or Stormwater Management (Required)				
Elected and/or Appointed Official (Highly Recommended)				

1b. Please briefly describe why you chose this combination of participants to attend and represent your community at the Growing Water Smart workshop.

1c. Which team member will serve as the lead for pre-workshop communications?



**Water Awareness**

2a. Please describe your community's most pressing water challenges. (Examples include water demand exceeding supply, stormwater management/flooding, water quality/watershed health, etc.)

2b. What are the biggest barriers to addressing these challenges? (Examples include lack of political will, competing priorities, community support, funding, etc.)

2c. What is your community's projected population growth rate? Is land use in your community changing, and if so, in what sectors (residential, commercial, industrial, agricultural)?

**Plans & Processes**

3a. What plans currently govern or significantly address your water goals? Are any of these plans being updated now or in the near future?

3b. Is your community in the process of updating any land use codes or standards (such as landscape, zoning, subdivision, building, or plumbing code)? If so, please describe.

### **Collaboration**

4. How are your land use planning and water resources staff currently collaborating around water and land use? Please describe any opportunities or challenges that you want to address during this workshop.

5. What are the opportunities for regional collaboration among Verde Watershed communities toward water resilience?

6. Are there any particular communities or stakeholders you think are key partners to creating regional water resilience in the Verde Watershed?

### **Desired Outcomes**

7. What outcomes does your community hope to achieve from participation in the Growing Water Smart workshop?

8. Do you have any further comments or questions that have not yet been addressed? (Optional)

### **Thank You!**

Please email your completed application to [GrowingWaterSmart@SonoranInstitute.org](mailto:GrowingWaterSmart@SonoranInstitute.org)