Exhibit C

City/County Water and Wastewater Study Goals and Recommendations
Implementation Matrix

Lead	Goals and Recommendations
	Comprehensive, Integrated Planning
	1 Encourage sustainable urban forms
City/County	1.1 Require and encourage smart growth principles
	2 Direct growth to suitable growth areas
City/County	2.1 Encourage growth in 4 suitable growth areas / existing built environment as highest priority
City/County	2.2 Link capital planning and land use planning / direct investment to desired growth areas
City/County	2.3 Acquire open space to define desired growth areas
Regional	2.4 Conduct regional growth scenario modeling
	3 Integrate land use planning and water resources planning
City/County	3.1 Conduct comprehensive water resource planning outside of obligated area
City	3.2 Consider obligated area expansion based on above analysis and additional criteria
City/County	3.3 Continue to track resources for new development / County Water Element, City Water Checkbook
City/Utilities	3.4 Pursue wheeling and recharge agreements
Regional	3.5 Work toward regional solutions to address hydrological pumping/recharge disconnect
	4 Growth should pay for itself over time and be financially sustainable
City/County	4.1 Put mechanisms in place to ensure fiscal sustainability of new development
City/County	4.2 Continue to ensure "growth pays for growth" in Water and wastewater financial planning
	Respect for the Environment
	1 Preserve existing riparian areas through cooridnated regulation, policy, and outreach
City/County	1.1 Continue preservation through acquisition, regulations, education and outreach
City/County	1.2 Address non-exempt wells and surface water diversions affecting riparian areas
	2 Identify needs and opportunities for future restoration
Regional	2.1 Develop regional policy on regulatory compliance projects
Regional	2.2 Collaborate regionally on riparian restoration
City/County	2.3 Work with ADEQ on water quality standards for habitat restoration
	3 Ensure that public projects are multi-benefit
City/County	3.1 Pursue multi-benefit public projects using reclaimed water
City/County	3.2 Pursue stormwater management opportunities in areas dominated by impervious surface

Lead	Goals and Recommendations
	4 Ensure the future of riparian and aquatic habitat along the effluent-dependent reach of the Santa Cruz River
City/County	4.1 Advocate for changes to allow full recharge credit for Secretary of Interior effluent
Regional	4.2 Develop a "Lower Santa Cruz River Management Plan"
Regional	4.3 Build upon pilot restoration demonstration projects to develop a portfolio of multi-purpose projects
City/County	4.4 Incorporate in-channel and off-channel recharge facilities features
	5 Develop water supply for the environment
City/County	5.1 Finalize the IGA for the Conservation Effluent Pool
Regional	5.2 Link water conservation to environmental preservation/restoration

Water Supply

	1 Work collaboratively to acquire new water supplies for reliability
Regional	1.1 Maximize opportunities to acquire ADD water supplies through regional cooperation
City	1.2 Tucson Water should acquire additional supplies to butres its CAP allocation and serve growth in obligated area
City	1.3 Consider all costs and benefits in the acquisition of new supplies
	2 Maximize and make efficient use of effluent and other locally renewable water supplies
City/County	2.1 Balance uses of effluent - reclaimed, environment and aquifer recharge
County	2.2 Continue to implement ROMP improvements
City/County	2.3 Stay vigilant about water quality
City/County	2.4 Evaluate reclaimed expansion from an efficiency and overall water resource portfolio perspective
City/County	2.5 Continue to evaluate gray water expansion
City/County	2.6 Continue to encourage rainwater harvesting
	3 Address regulatory barriers to maximizing local supplies
City/County	3.1 Address groundwater credits to provide incentives to convert to reclaimed
City/County	3.2 Move to Class A+ water for the reclaimed system
City/County	3.3 Work with ADEQ and ADWR regarding water quality standards for riparian projects
	4 Foster increased use of reclaimed water
City/County	4.1 Expand financing options
City	4.2 Maintain private payer and explore pricing incentives to encourage conversion
City	4.3 Lower operating cost through efficiencies
City/County	4.4 Consider reclaimed water in new developments
City/County	4.5 Consider other uses for reclaimed water for municipal and environmental supply needs

Lead	Goals and Recommendations
City/County	4.6 Increase the amount of effluent dedicated to reclaimed
City	4.7 Attract additional reclaimed customers based on efficiency considerations and benefits achieved
	5 Be prepared for climate change and drought
City/County	5.1 Continue multi-pronged planning approach
Regional	5.2 Use Scenario planning

Demand Management

	1 Increase the effectiveness of conservation programming through coordinated planning and evaluation
Regional	1.1 Collect uniform data on water use patterns to identify conservation potential
City/County	1.2 Use triple bottom line and cost/benefit analysis to improve conservation programming
City/County	1.3 Employ adaptive planning approach to drought preparedness
	2 Establish common water conservation goals and targeted methods
Regional	2.1 Establish regional, measurable water efficiency and conservation goals
Regional	2.2 Develop regional water conservation approaches
	3 Manage demand through design of the built environment
City/County	3.1 Review development regulations for consistency and improved potable water conservation
	4 Manage demand through changing behaviors
Regional	4.1 Gather public input regarding quality of life trade-offs associated with water efficiency
Regional	4.2 Advance regional approach to conservation education, communication, pilot projects and training
	5 Increase the use of rainwater and stormwater to reduce demands on potable supplies
City/County	5.1 Develop design guidelines for neighborhood stormwater harvesting
City/County	5.2 Analyze expanded water and stormwater harvesting potential and benefits