

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Keys to High-Volume Landscape Conversion Programs

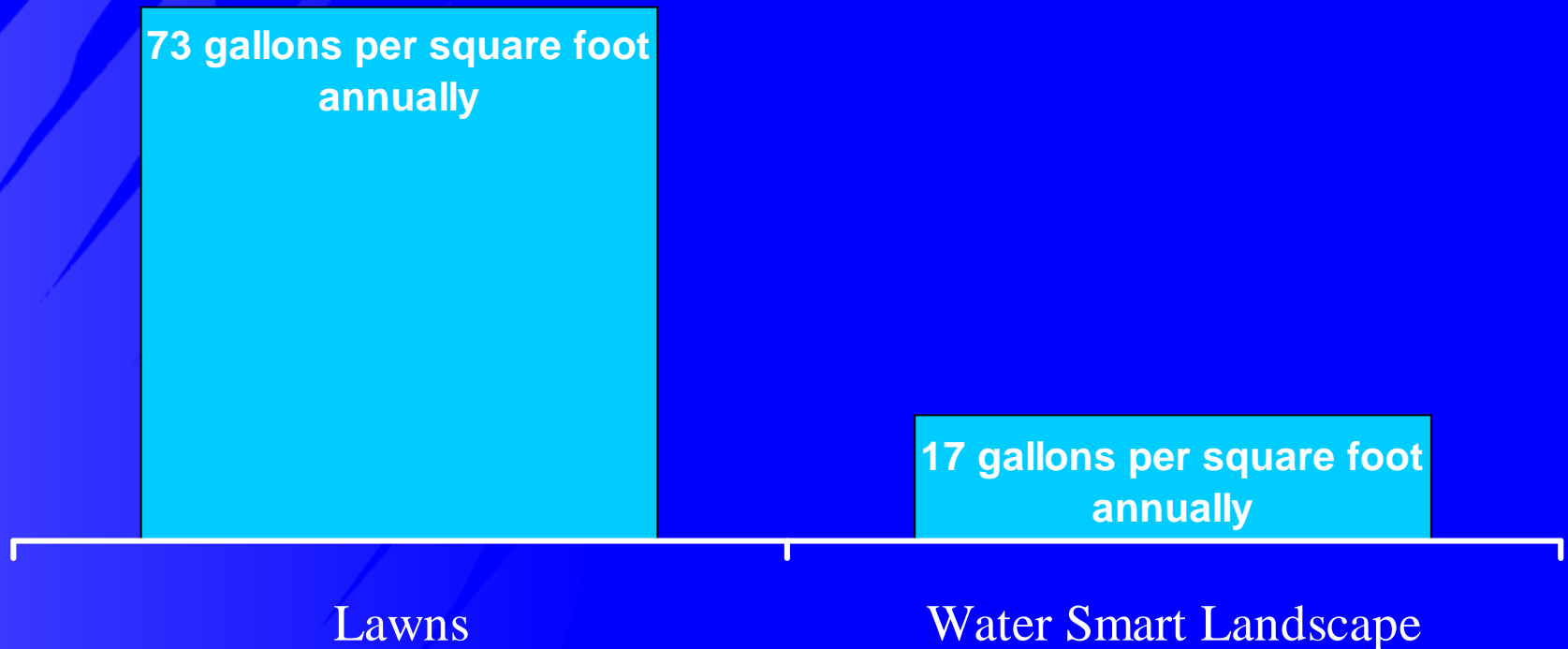
Doug Bennett  
Conservation Manager  
Southern Nevada Water Authority

# Preview

- Avoid creating the situations you are trying to correct
- Invest in organizational infrastructure
- Remove participation barriers
- Market effectively



# Comparison of Annual Water Application Lawns vs. Water Smart Landscape



# Incentive Programs

## Water Smart Landscapes

Before



After



Since 2000:

- Over 50,000 applicants
- More than 33,000 completed projects
- More than 117 Million square feet converted
- Cumulative savings of almost 25 billion gallons

# How It Works

## Water Smart Landscapes

What we tell the customer:

1. Check In
2. Dig In
3. Cash In

What really happens:

1. Application processing
2. Pre-conversion site visit
3. Pre-conversion data input
4. Client conducts conversion
5. Post-conversion site visit
  - Possible follow-up required
6. Post conversion data input
7. Issuing rebate check

# Before you begin...Regulate

New development standards  
should mirror your incentive  
program



# Other regulatory programs may encourage participation

- Water budgets & rates
- Water waste enforcement
- Mandatory watering schedules



**DROUGHT WATERING RESTRICTIONS**

All water users have been assigned a watering group. **Mandatory** restrictions mean you may only run sprinklers on your group's allowed watering day(s). To locate your group, check your bill, visit [snwa.com](http://snwa.com) or call your water provider.

My assigned group: \_\_\_\_\_

Watering Group	Winter November - February	Spring / Fall March - April / September - October	Summer May - August
A	Monday	Monday, Wednesday, Friday	Any day
B	Tuesday	Tuesday, Thursday, Saturday	Any day
C	Wednesday	Monday, Wednesday, Friday	Any day
D	Thursday	Tuesday, Thursday, Saturday	Any day
E	Friday	Monday, Wednesday, Friday	Any day
F	Saturday	Tuesday, Thursday, Saturday	Any day

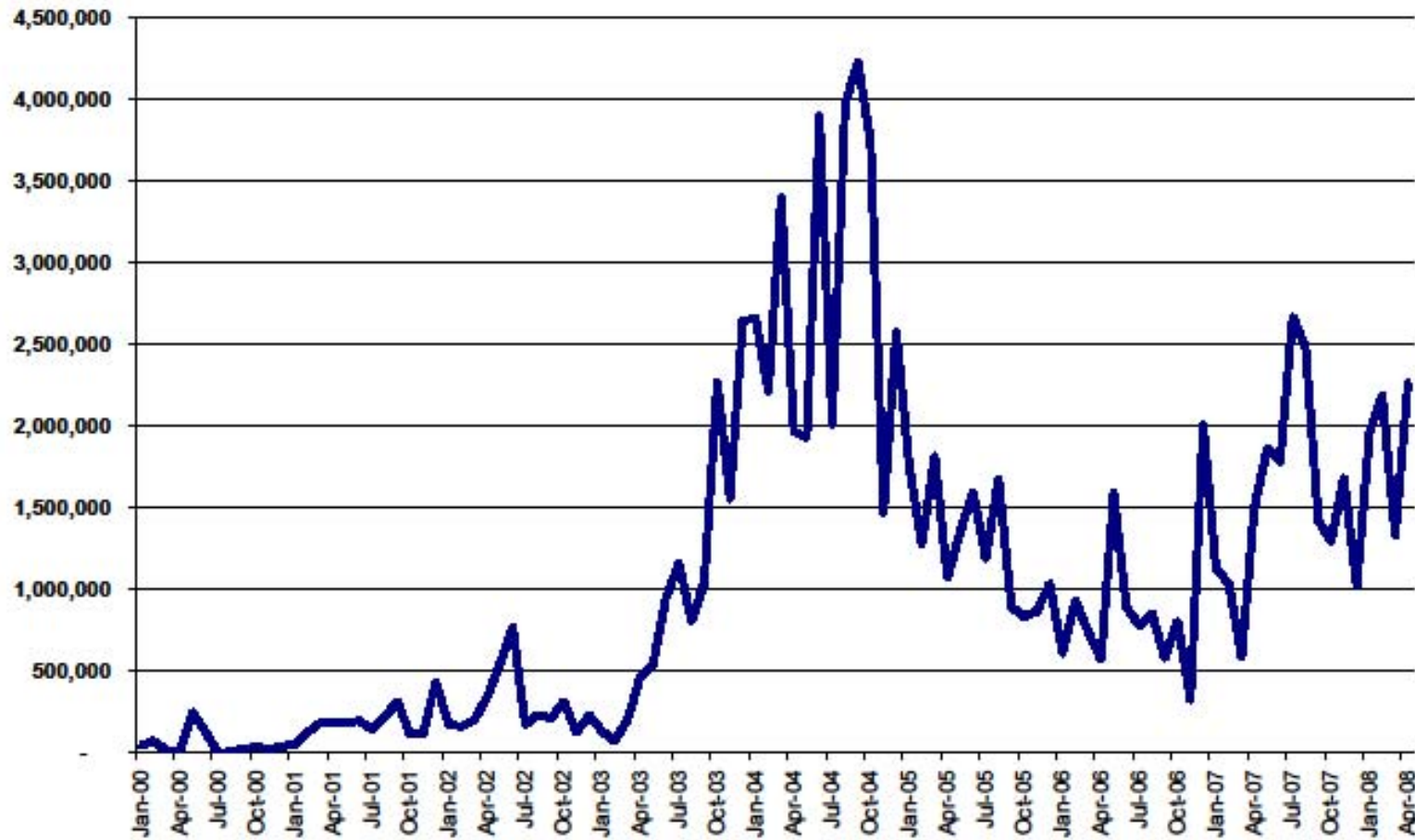
For watering instructions, see inside panel.



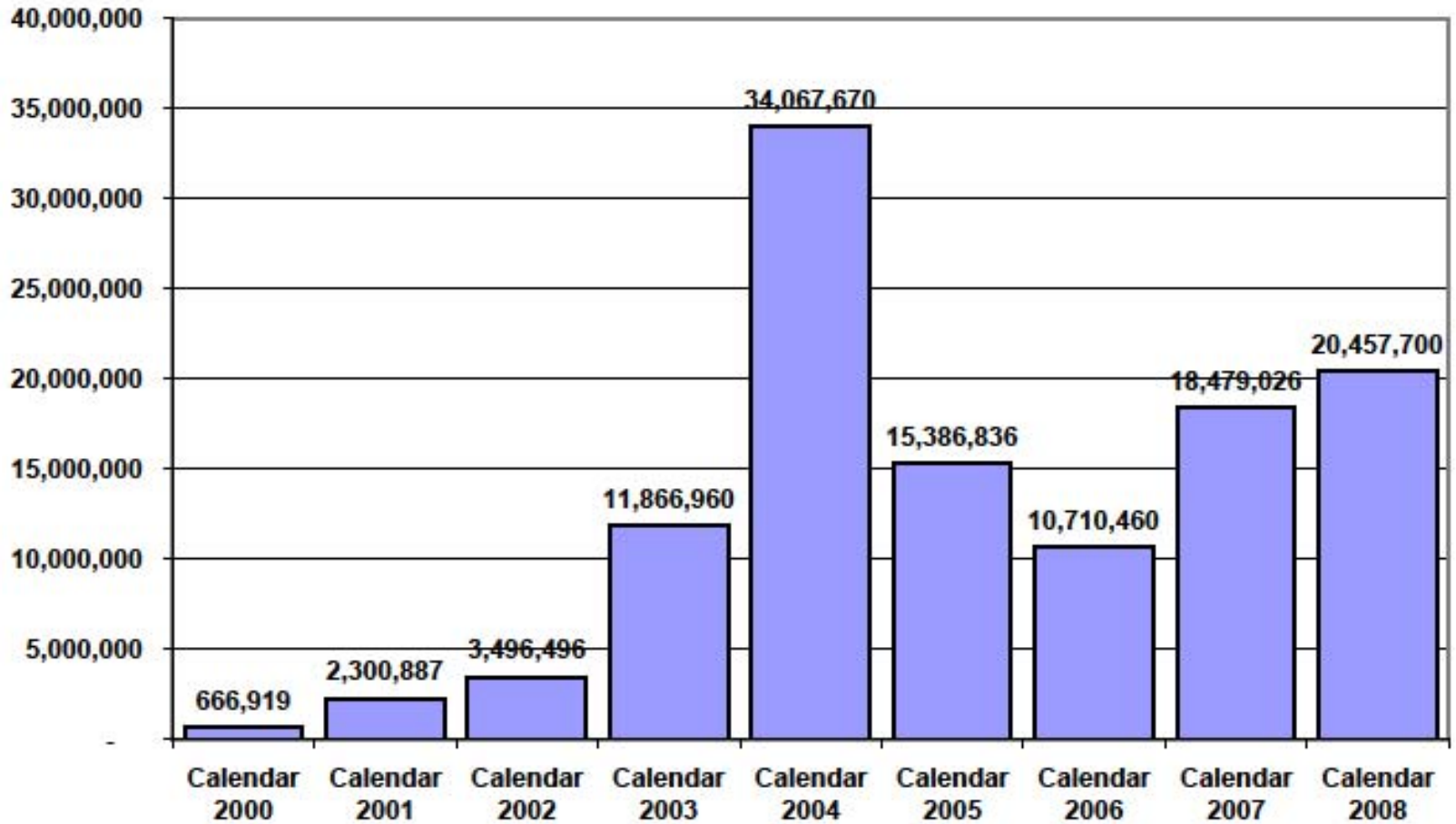
# Organizational Infrastructure

- **Employees** (salaries, benefits, training, uniforms, etc)
- **Vehicles** (Fuel, navigation, GPS, maintenance, safety)
- **Technology** (GIS, Databases, field equipment, computers, cameras, web applications, bar coders, call center, etc)
- **Marketing** (Television, radio, internet, direct mail, media and public outreach events)
- **Support** (How-to trainings and manuals, demonstration gardens)
- **Finance** (funding mechanism, accounting systems, audit/accountability, etc)

**Water Smart Landscapes**  
**Square feet rebated per month**  
**January 2000 through Current**



**Square Feet of Landscape Conversion  
SNWA Water Smart Landscapes Program**



As of September 30, 2008

# Technical Infrastructure

- Program Database
- Aerial Imagery
- ArcGIS applications
- Digital Cameras

# Program Database

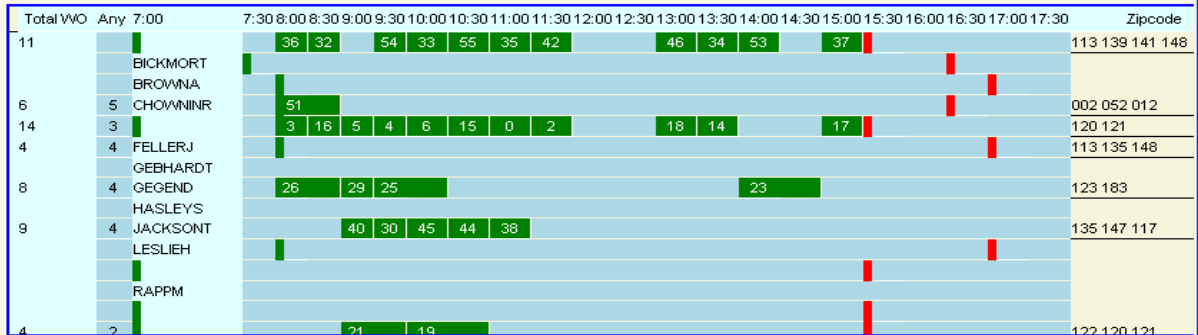
Water Efficiency Incentive and Rebate Database (WEIRD)

- Versatile, expandable
- Browser-based
- Total CRM & Workorder
- Intuitive interface
- Access images, documents
- QA & fraud protection
- Interfaces with other systems



# Program Database





Key:  
 Meeting/Busy   
 Field WO

← → Close

- Queries
- Reports
- Approvals
- Letters
- Maintenance
- Coupon Admin
- WSH Admin
  - Accounts
  - Builders
  - Subdivisions
- My Work Orders
- Work Orders / Month
- Group Calendar
- Change Password
- Reference
- Log Out

		1 GEGEND1	2 GEGEND7	3 AINSWORS11 CHOWNINR6 DRINKWIM14 FELLERJ 4 GEGEND 8 JACKSONT 9 WOOG 4	4 AINSWORS10 CHOWNINR 8 DRINKWIM13 FELLERJ 3 GEBHARDT 5 GEGEND 8 HASLEYS 8 JACKSONT 9 LUKSICHK 9 SNEEDJ 12 WOOG 7 ZASADILB 15	5 CHOWNINR 8 GEBHARDT7 GEGEND 8 JACKSONT9 LUKSICHK 10 WOOG 9
6	7 AINSWORS17 CHOWNINR 8 DRINKWIM14 SNEEDJ 15 STATENR 1	8 AINSWORS14 CHOWNINR 7 DRINKWIM14 GEBHARDT 6 GEGEND 8 JACKSONT 10 LUKSICHK 10 SNEEDJ 16 STATENR 1 WOOG 9	9 AINSWORS14 CHOWNINR 7 DRINKWIM12 GEBHARDT 7 GEGEND 8 JACKSONT 10 LUKSICHK 10 SNEEDJ 11 STATENR 1 WOOG 8	10 AINSWORS 4 CHOWNINR 7 DRINKWIM15 GEBHARDT 6 GEGEND 8 JACKSONT 9 LUKSICHK 6 SNEEDJ 15 WOOG 8	11 AINSWORS11 CHOWNINR 8 DRINKWIM 8 GEBHARDT 8 GEGEND 8 JACKSONT 7 LUKSICHK 11 SNEEDJ 12 WOOG 8 ZASADILB 8	12 CHOWNINR 8 GEBHARDT 7 GEGEND 8 JACKSONT10 LUKSICHK 10 WOOG 7
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20	21 AINSWORS9 CHOWNINR8 SNEEDJ 1 STATENR 2	22 AINSWORS8 CHOWNINR7 DRINKWIM1 GEBHARDT 1 GEGEND 7 LUKSICHK 3 WOOG 7	23 AINSWORS6 CHOWNINR8 DRINKWIM1 GEGEND 8 WOOG 8	24 AINSWORS1 CHOWNINR7 GEGEND 7 LUKSICHK 1 WOOG 2	25 AINSWORS7 CHOWNINR8 DRINKWIM1 GEGEND 7 LUKSICHK 1 WOOG 7	26 CHOWNINR5 GEBHARDT1 GEGEND 1 JACKSONT1 LUKSICHK 3 WOOG 1
27	28 Memorial Day AINSWORS 1 CAIRNSW1 CHOWNINR1 FELLERJ 1 LUKSICHK 1 WOOG 1	29 AINSWORS8 CHOWNINR1 GEGEND 7 JACKSONT 1 LUKSICHK 1 WOOG 7	30 AINSWORS8 CHOWNINR1 DRINKWIM1 GEGEND 2 SNEEDJ 1 WOOG 4	31 AINSWORS6 CHOWNINR2 GEGEND 1 WOOG 8		

# Aerial Imagery

RAY NICOLE  
19 RUE DE PARC



6" per Pixel  
Resolution



SOUTHERN NEVADA  
WATER AUTHORITY

12" per Pixel  
Resolution

CHAMANI PIROOZ P & FAYE A  
10109 DESERT WIND DR

CONVERSION AREA: 1015 SQ FT



SOUTHERN NEVADA  
WATER AUTHORITY

3/9/2007

File:  
Parcel Number: 15029112010  
Photo Taken: Spring 2005

Source:  
Clark County GIS Management Office  
Southern Nevada Water Authority

WGS: Rebate Calculations are conducted  
by the Conservation Department of  
SNWA and are approximate figures.  
All other data on this map is for display  
purposes only, and no liability is  
assumed to the accuracy of that data  
delivered herein.



# HANES 1991 TRUST

3219 ASHBY AVE



SOUTHERN NEVADA  
WATER AUTHORITY



Area Converted:

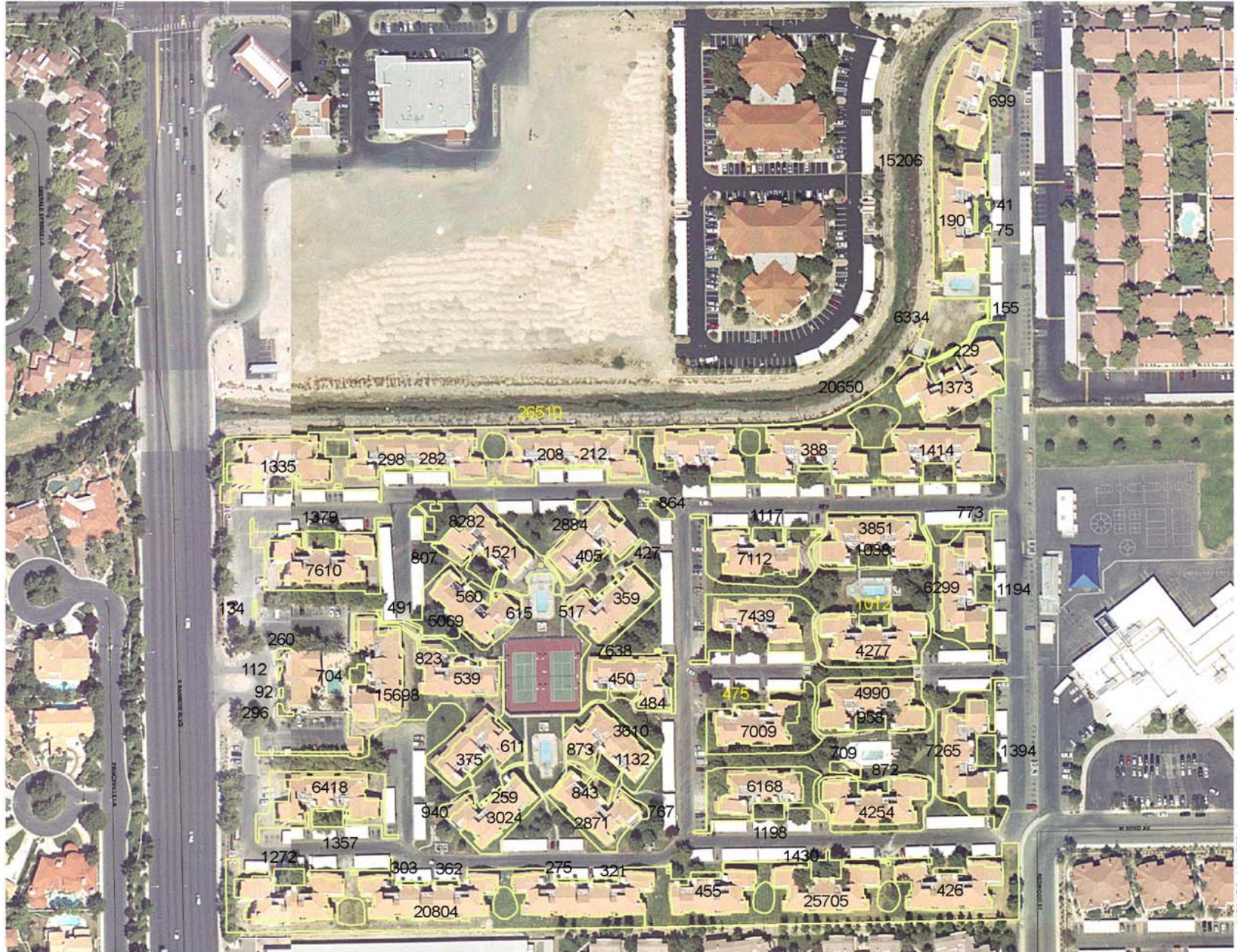
6,556.0 sq/ft.

2/21/2007

ainswors  
Parcel Number: 16205115018  
Photo Taken: Spring 2006

Source:  
Clark County GIS Management Office  
Southern Nevada Water Authority

WSL Rebate Calculations are conducted by the Conservation Department of SNWA and are approximate figures. All other data on the map is for display purposes only, and no liability is assumed to the accuracy of that data delineated hereon.



Total Area  
278,456

5/16/2008  
Project:  
Parcel Number: 10326110442  
Photo Taken: Spring 2008  
Source:  
Clark County GIS Management Office  
Southern Nevada Water Authority  
NOTE: Reliable Conclusions are conducted by  
the Conservator Department or  
Subsidiary and appropriate Agents.  
All other data on the map is for display  
purposes only, and no liability is  
assumed to the accuracy of the data  
provided herein.

# Tech Tools

## Multi-Spectral Imagery



Evaluate remaining potential of lawn conversion program

Annually monitor vegetation change community-wide

Assist in future water budgeting

Possibly monitor new landscape compliance?

Targeted marketing

# Participation Barriers

## Water Smart Landscapes

- Administrative complexity
- Implementation paralysis
- Financial Constraints
- Professional support
- Inaccurate perceptions

*“Too much paperwork!”*

*“I don’t know where to start!”*

*“I can’t afford this!”*

*“Who should I hire?”*

*“Water efficiency is ugly”*

# Participation Barriers

## Water Smart Landscapes

### Minimize Administrative Complexity

- Application is a single page.
- Apply online (majority do)
- Appointments six days per week
- Process & Rules same for all customers
- No complicated design requirements, such as acceptable plant lists

Southern Nevada Water Authority's  
Water Smart Landscapes Program  
Application and Agreement

32420010032662  
SMART  
It's time to get smart about water

Owner or Business Name: SPRING WOODS  
Conversion Address: 4600 VECAS  
City, Zip Code: LAS VEGAS NV 89122  
Telephone Number(s): 452-2222  
Water Account Number(s): 133026  
Contact Person (if not owner): JEANNEFER - SPRING WOODS  
Preferred Mailing Address: SAME

Type of property:  Home  HOA, Apartments or Mobile Home Park  Commercial or Institutional

Which SNWA member agency provides water to your landscape?  
 Las Vegas Valley Water District  City of Henderson  City of North Las Vegas  
 City of Boulder City  Big Bend Water District  City of Las Vegas  
 Clark Co. Water Reclamation District  Groundwater well

Important reminder: Applicants must be maintaining a lawn and participate in a pre-conversion site visit before starting a project.

Instructions: (1) Submit white and yellow copies of your completed, signed application to schedule a mandatory pre-conversion site visit. (2) When the conversion is complete, contact us at 862-3760 to schedule a final inspection.

I certify that I am the property owner or the owner's representative. I understand and agree to the conditions on the back of this form.

Applicant's signature: *[Signature]*  
Applicant's printed name and title (if owner's agent): Francisco Alcala GM  
Date: 4-20-05

SNWA USE ONLY - SNWA has verified this property's eligibility to participate and has provided the necessary information to the applicant.  
SNWA representative's signature: *[Signature]*  
Date: 4/20/05

Keep the pink copy. Mail the white and yellow copies to SNWA Conservation - 1001 S. Valley View, MS 110  
Effective March 1, 2004

# Participation Barriers

## Water Smart Landscapes

### Reduce Implementation Paralysis

- Community demonstration gardens throughout the valley
- Template designs from local landscape architects
- Free “how-to” classes
- Illustrated manuals, videos, PC software
- Landscape award winners



# Participation Barriers

## Water Smart Landscapes

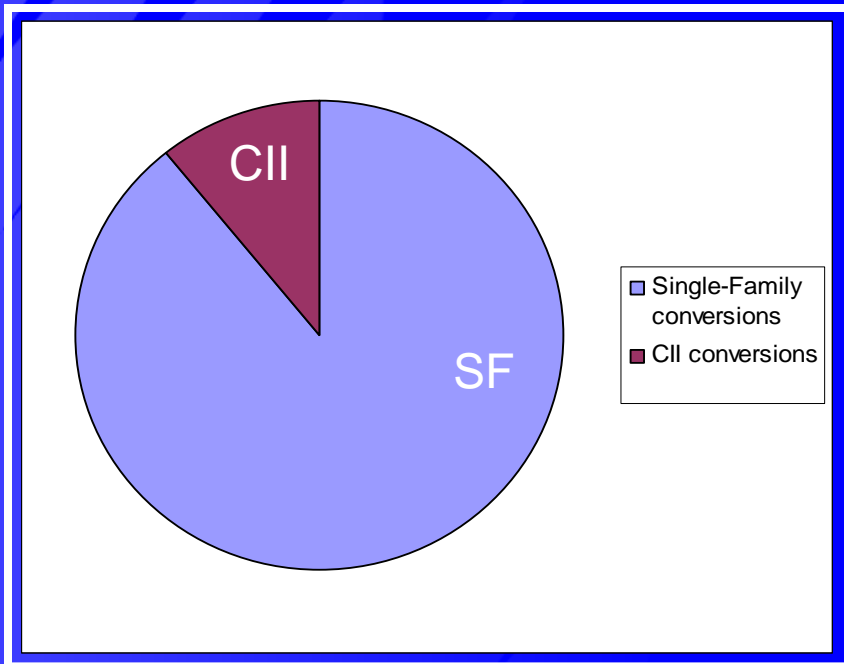
### Diminish Financial Constraints

- Incentive must be meaningful
- Issue checks swiftly (not bill credits)
- Loan programs
- Help estimate water cost savings
- Issue vendor coupons
- Encourage large projects

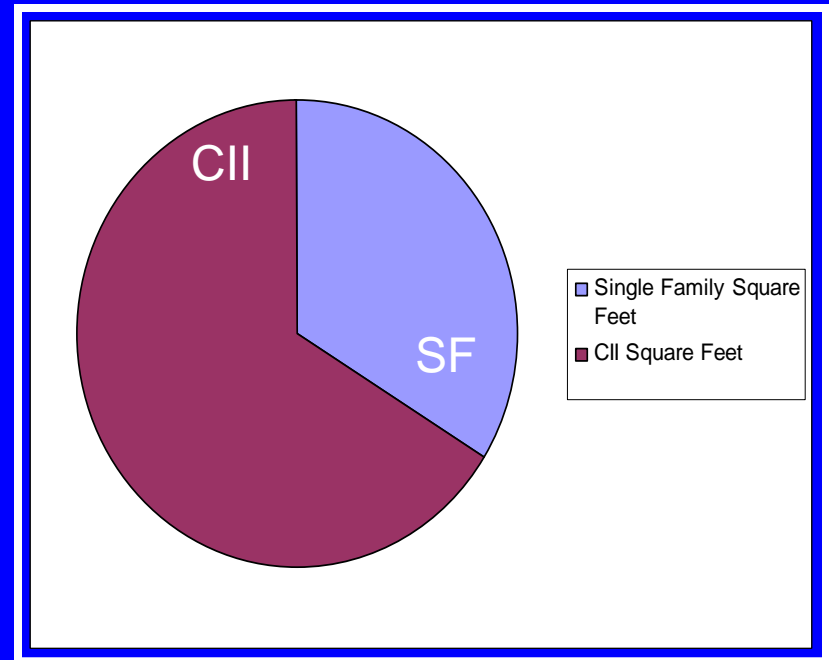


# Where the Action Is

Number of Participants



Square feet Converted



Rebate limits discourage CII



**Conversion of non-functional turf is a major strategy for coping with water budgets.**

**Before**



**After**

**Golf Courses have converted over 20 million square feet: One fifth of all conversions.**

# Participation Barriers

## Water Smart Landscapes

### Enhance Professional Support

- Over 100 licensed Water Smart Contractors
- Website with key information
- SmartStart allows projects to move faster
- Water Smart Contractors abide by eleven efficiency requirements on all projects



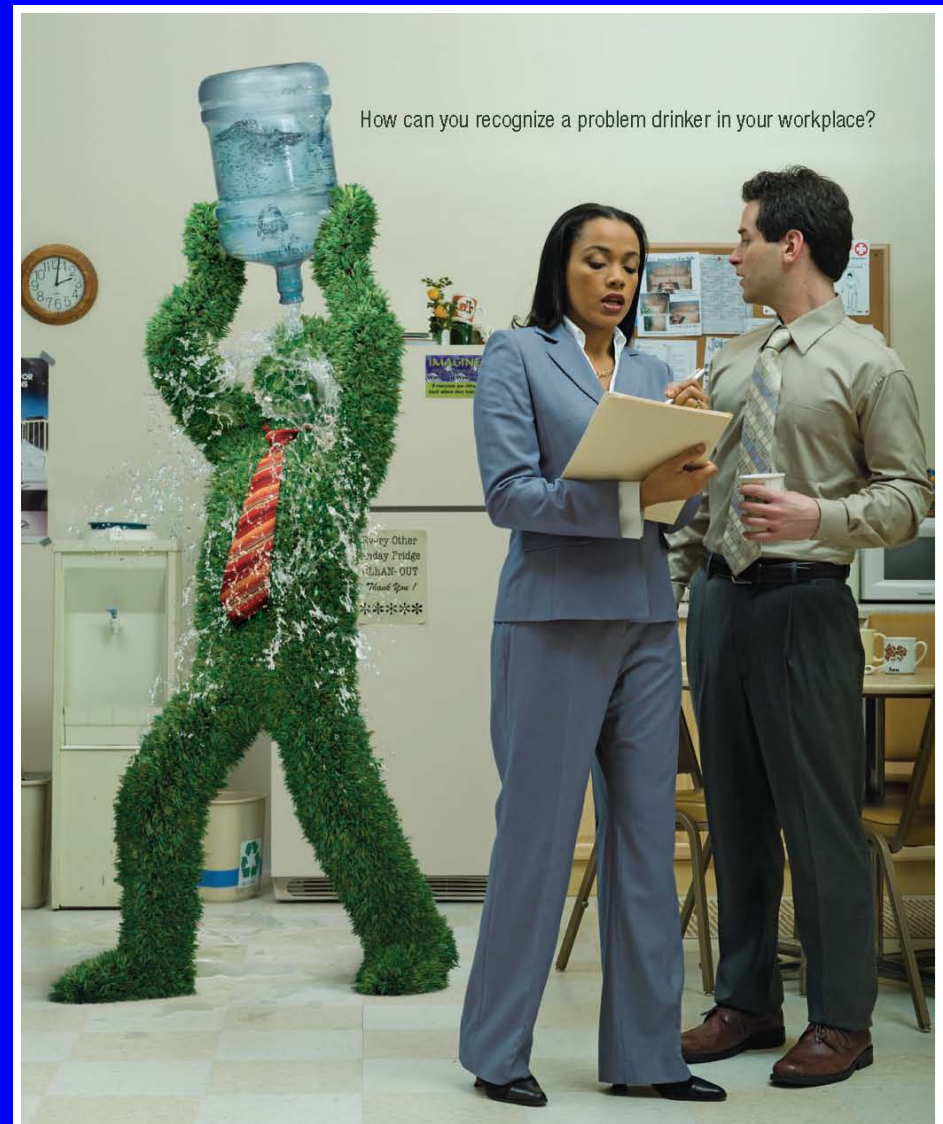
**WATER  
SMART  
CONTRACTOR**

# Market Effectively

- Targeted Mailings – up to 5% recruitment success
- Water Bill Inserts – valley-wide cooperation
- HOA and employer newsletters
- Newspapers and Magazines
- Special Interest Stories (TV and print)
- Billboards
- Word of mouth (perhaps most valuable)
- Contractor and Nursery Outreach

**“How can you recognize a problem drinker in your workplace?”**

Used in targeted web advertising and national magazine placements.



How can you recognize a problem drinker in your workplace?

It starts with little things. A spotty appearance. Poor performance. Then comes the \$2,000 water bill. Stop ignoring the obvious. Your sod landscaping has a drinking problem and it's costing your business a bundle. Replace that sod with water-smart landscaping. Call 258-SAVE or visit [snwa.com](http://snwa.com) to learn how you can earn \$1.50 for every square foot you convert.

It's a desert out there. Be

**WATER  
SMART**

# Questions?

Doug Bennett, Conservation Manager  
702-862-3777  
[doug.bennett@snwa.com](mailto:doug.bennett@snwa.com)

Patrick Watson, CII Administrator  
702-862-3734  
[patrick.watson@snwa.com](mailto:patrick.watson@snwa.com)

Toby Bickmore, Single Family Administrator  
702-862-3759  
[Toby.bickmore@snwa.com](mailto:Toby.bickmore@snwa.com)

Kent Sovocool, Senior Research Analyst  
702-862-3738  
[kent.sovocool@snwa.com](mailto:kent.sovocool@snwa.com)