

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



DEPARTMENT OF UTILITY SERVICES



City of Henderson Turf Removal Loan Program

Co-Presenters: Sherri Collier and Danielle Ball

WSI Conference 2008



Presentation Outline

City of Henderson Introduction

Water Resources

Existing Conservation Programs

Motivation for Turf Removal Loan Program

Program Components

Program Benefits

Program Evaluation

Contacts





City of Henderson

City

- 104 square miles
- Population (2008): 269,826

Department of Utility Services

- Employees: 277
- City department
- Primary Services
 - Water
 - Wastewater
 - Reclaimed Water
 - Conservation





Water Resources

- 90% of Southern Nevada's drinking water comes from the Colorado River
- Resource has been significantly impacted by prolonged drought



1983



2007



Conservation Considerations

- Located in the Mojave Desert
- Extreme daily temperature variation
- Average annual precipitation $\approx 4''$
- New residents unfamiliar with water-efficient landscaping





Conservation Programming Begins

- Drought and Conservation Ordinance
- Site Visits
- Sprinkler Clock Demonstrations
- Jr. Water Watcher Program
- NO DRIP: Domestic audits and retrofits
- Turf Restrictions





Why Turf?

60% of potable water use in the City of Henderson is attributable to outdoor irrigation

Up to HALF of that consumption is wasted water due to inefficient or poorly maintained irrigation systems

Water used outdoors cannot be recovered by our system





Landscape Restrictions

New Construction

- No turf permitted in front yards
- <50% turf permitted in back yards
- No turf permitted in commercial developments

Existing Construction

- Turf installation prohibited in front yards
- Replacement of xeriscaping with turf prohibited





Water Smart Landscapes Program

Southern Nevada Water Authority (SNWA)

Water Smart Landscapes Rebate Program

- Reduce water consumption by 50-70 gallons per square foot of turf converted
- Cash rebate per square foot of turf converted
- Beneficial landscaping requirements



Barriers to Participation

Up to 30% of program applicants withdraw from the process, many because of upfront expenses

- Up-front cost: \$2-\$5 per square foot
- Rebate received at project completion

Often results in inferior or cancelled conversion



City Landscaping Assistance Programs

- Home Enrichment Landscape Program
- Redevelopment grants / low-interest loans
- Only available to low-income or redevelopment zone residents



City of Henderson Vision

Turf Removal Loan Program

- Facilitate participation in existing SNWA rebate program
- Provide assistance with up-front expenses
- Ensure that xeriscape conversions meet minimum standards





Program Components

3-5-7 Plan

- 3% interest
- \$5,000 maximum loan
- 7 year deferred payment schedule
- Option to credit rebate to principal





Applicant Qualifications

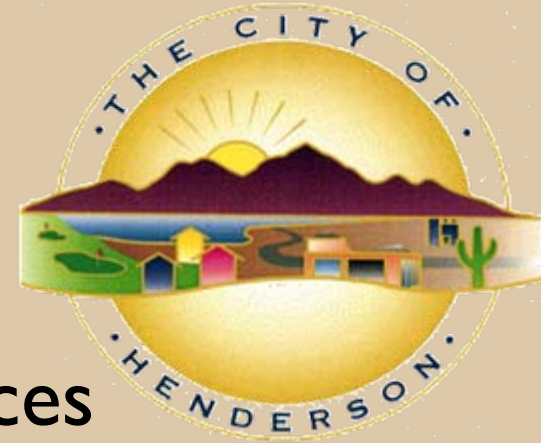
- Henderson resident / Utility Services customer
- Primary residence
- Meet minimum credit requirements
- WSL Rebate Program participant
- Six months to complete





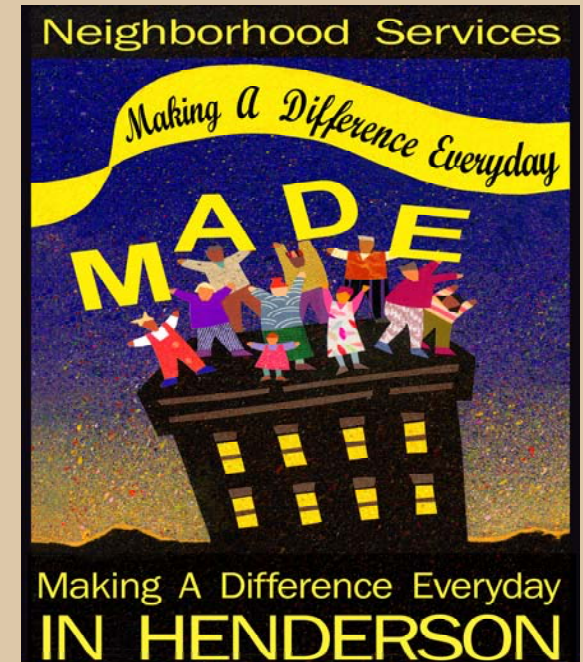
Program Collaboration

- Henderson City Council
- COH Department of Utility Services
- COH Neighborhood Services Division
- Southern Nevada Water Authority



Marketing

- Utility Services
 - Bill inserts, web-site, customer service referrals
- Neighborhood Services
 - Making A Difference Everyday (MADE) campaign
- SNWA applicant referrals





Program Evaluation

- Total number of participating households
- Actual expenses
- DUS cost per participating household
- Average consumption change per participating household
- Program expansion?





Customer Benefits

- Increased outdoor water efficiency
- Personalized water conservation education
- Maintained or increased property values






Utility and City Benefits

- Reduced water consumption
- Constituent goodwill
- Increased one-on-one public education and outreach
- Strengthened relationships with SNWA and City departments





Questions



**City of Henderson
Department of Utility Services
240 Water St. MSC 125
Henderson, NV 89015**

Danielle Ball

Conservation Programming

Danielle.Ball@CityofHenderson.com

702.267.2518

Sherri Collier

Business Services Division Manager

Sherri.Collier@CityofHenderson.com

702.267.2508