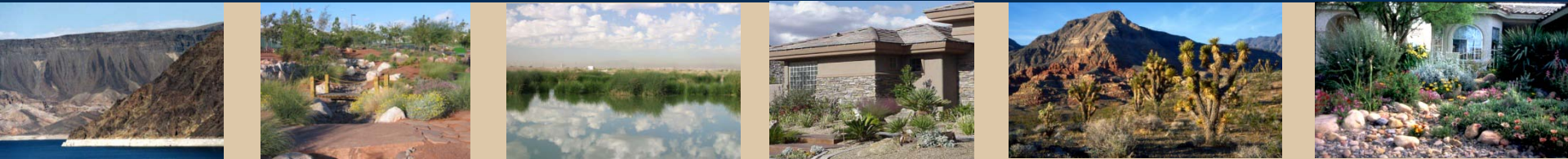


# This presentation premiered at WaterSmart Innovations

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



# DEPARTMENT OF UTILITY SERVICES



## City of Henderson Turf Removal Loan Program

**Presenter: Danielle Ball**

WSI Conference 2009



# City of Henderson



- 104 Square miles
- 269,826 Residents
- 80,000 Utility Accounts



# Conservation Considerations

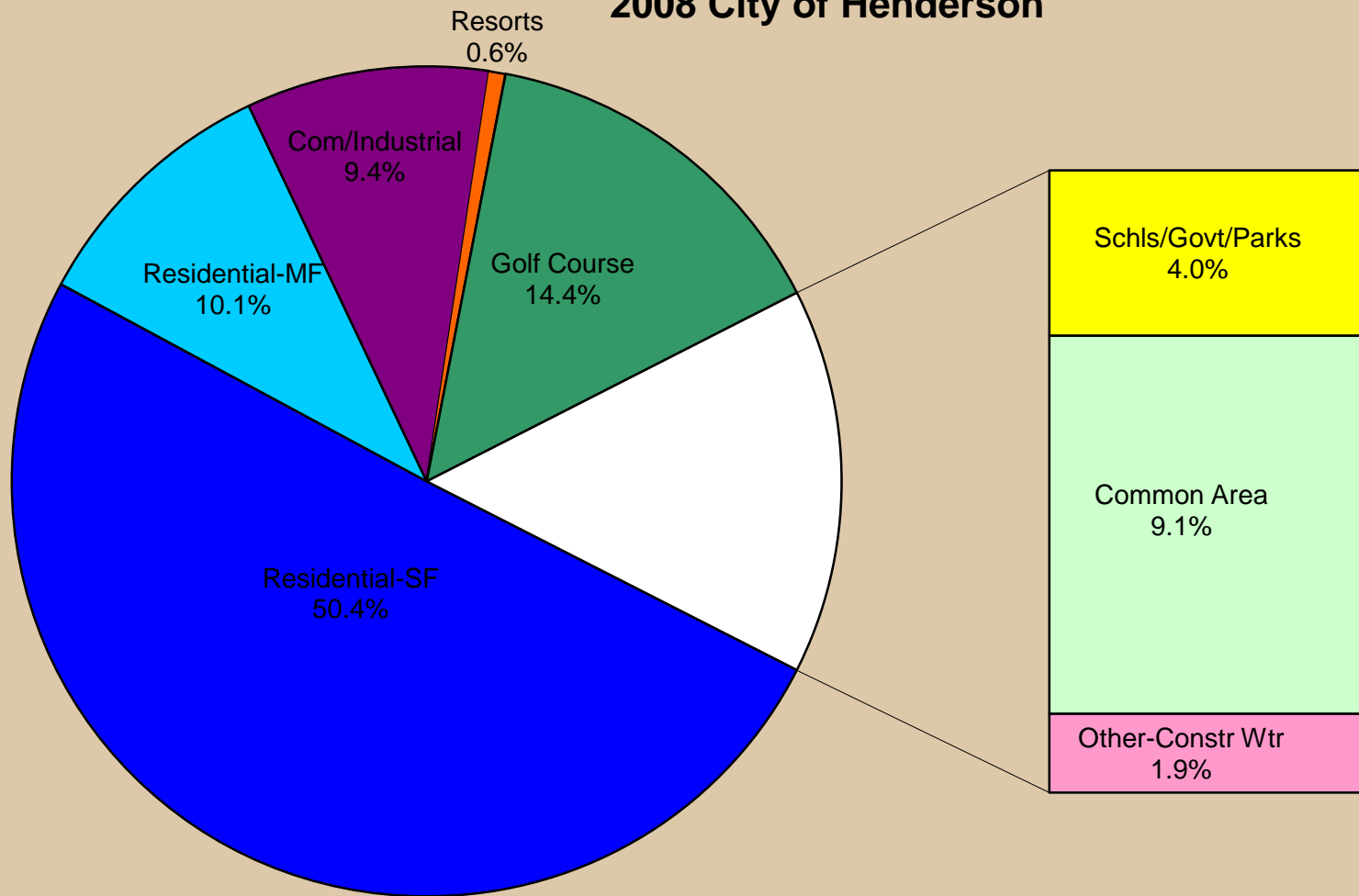


- Extreme Temperatures
- Lack of Precipitation
- Single Water Source



# Conservation Considerations

2008 City of Henderson



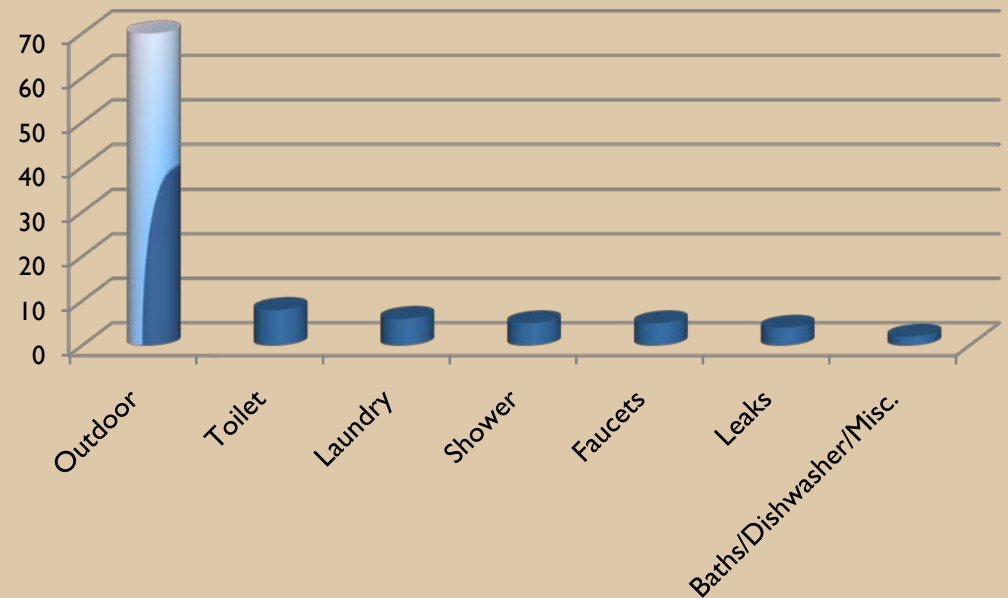




# Why Turf?



- 60% of Potable Water = Outdoor
- Up to 50% Wasted
- Irrigation Run-off Lost/Untreated





# Landscape Restrictions



- No new turf installation in front yards or at commercial properties
- Turf in back yards limited to 50% coverage
- Replacement of turf with water-efficient landscaping cannot be prohibited





# SNWA

## Water Smart Landscapes Program



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





# Barriers to Participation




- Up to 30% of applicants withdraw due to upfront expenses
- Up-front cost: \$2-\$5 per square foot
- Rebate received at project completion

Result: Inferior quality or cancelled projects



# Existing Landscape Assistance Programs

- 
- **HELP: Low-income landscape renovations**
  - **Redevelopment grants / low-interest loans**
  - **Enrollment restricted**





# Turf Removal Loan Program

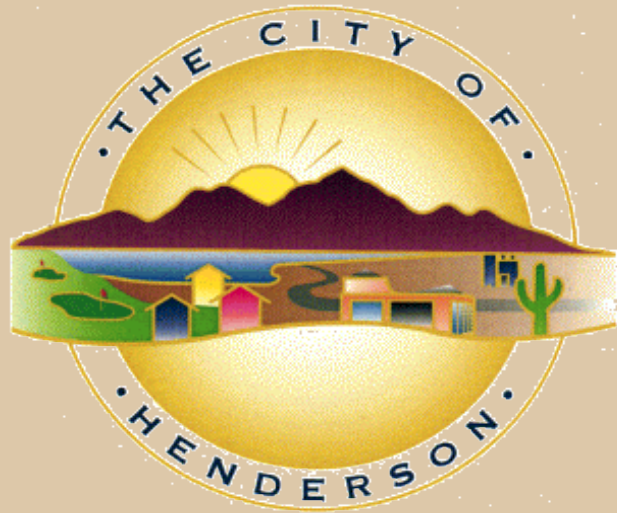
- Facilitate participation in existing rebate program
- Provide assistance with up-front expenses to ensure completion
- Encourage quality conversions







# Program Collaboration



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





# Program Components

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





# Applicant Qualifications



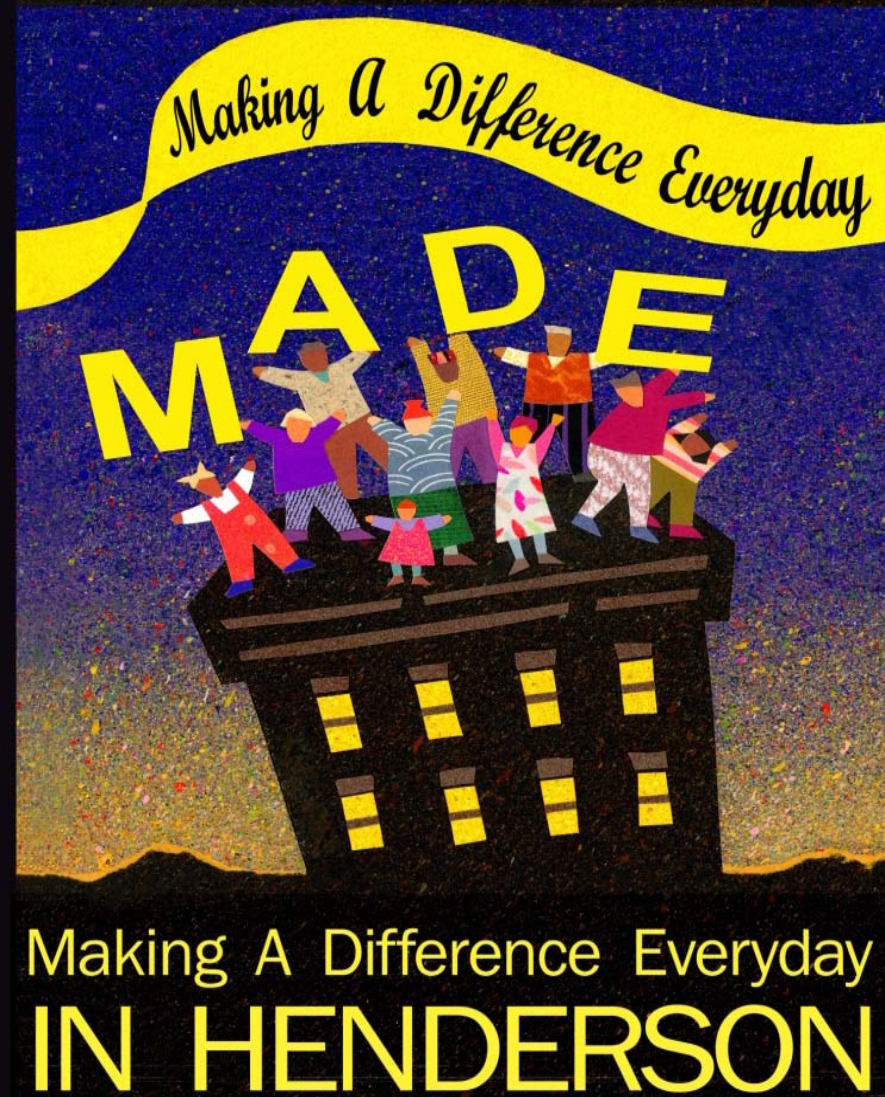
- Primary residence
- Meet minimum credit requirements
- WSL Rebate Program acceptance





# Marketing

## Neighborhood Services



Media Coverage

Utility Services

Bill inserts

Web-site

CS referrals

Neighborhood Services


MADE campaign

SNWA

Applicant referrals



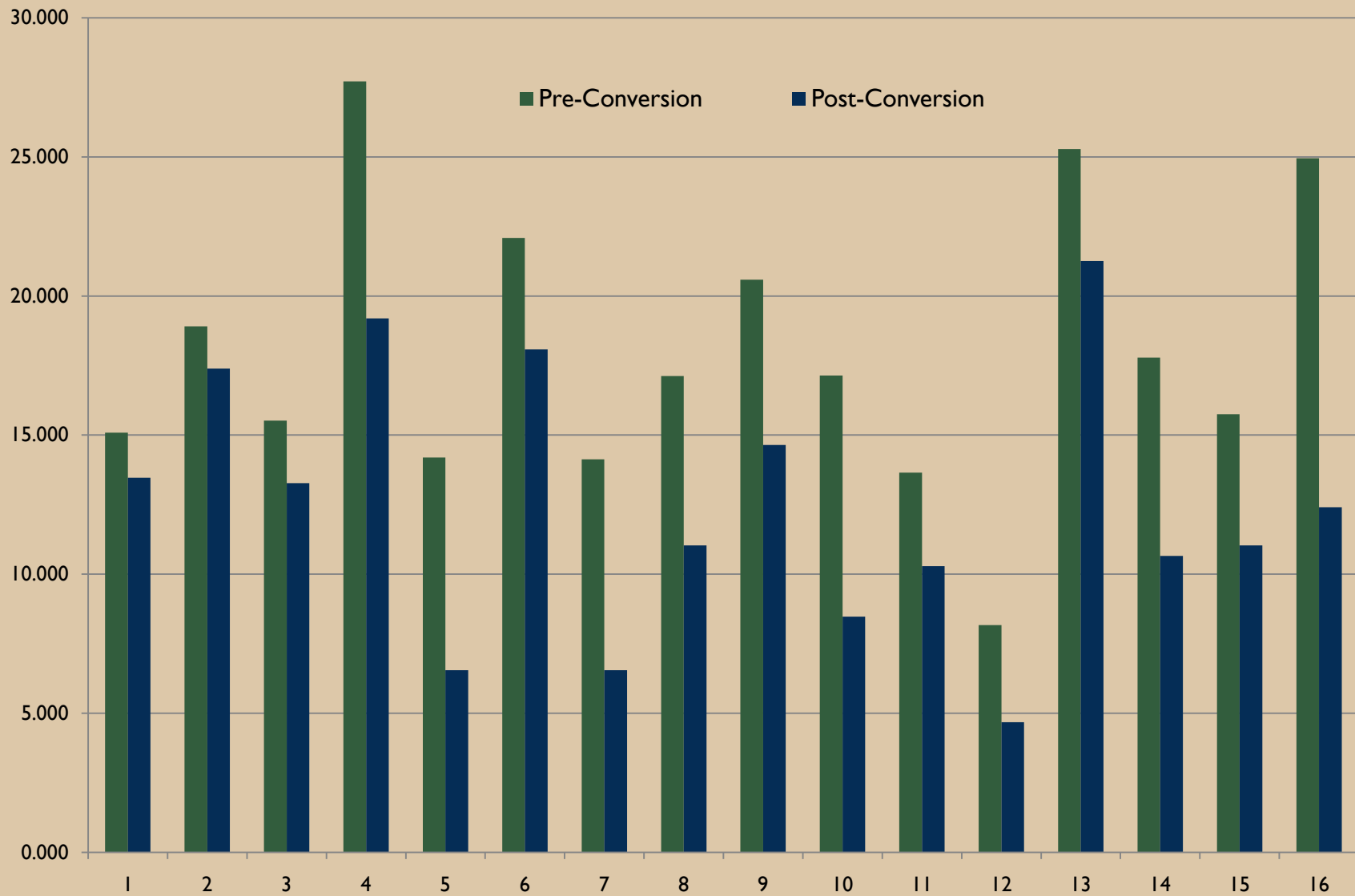
# Goals

- 
- 50 Projects funded
  - On budget
  - Reduced consumption





# Program Evaluation







# Additional Benefits



## Customer

- Reduced water consumption = lower bills
- Personalized water conservation education
- Increased curb appeal

## City and DUS

- Increased customer education
- Positive publicity & goodwill
- Strengthened relationships



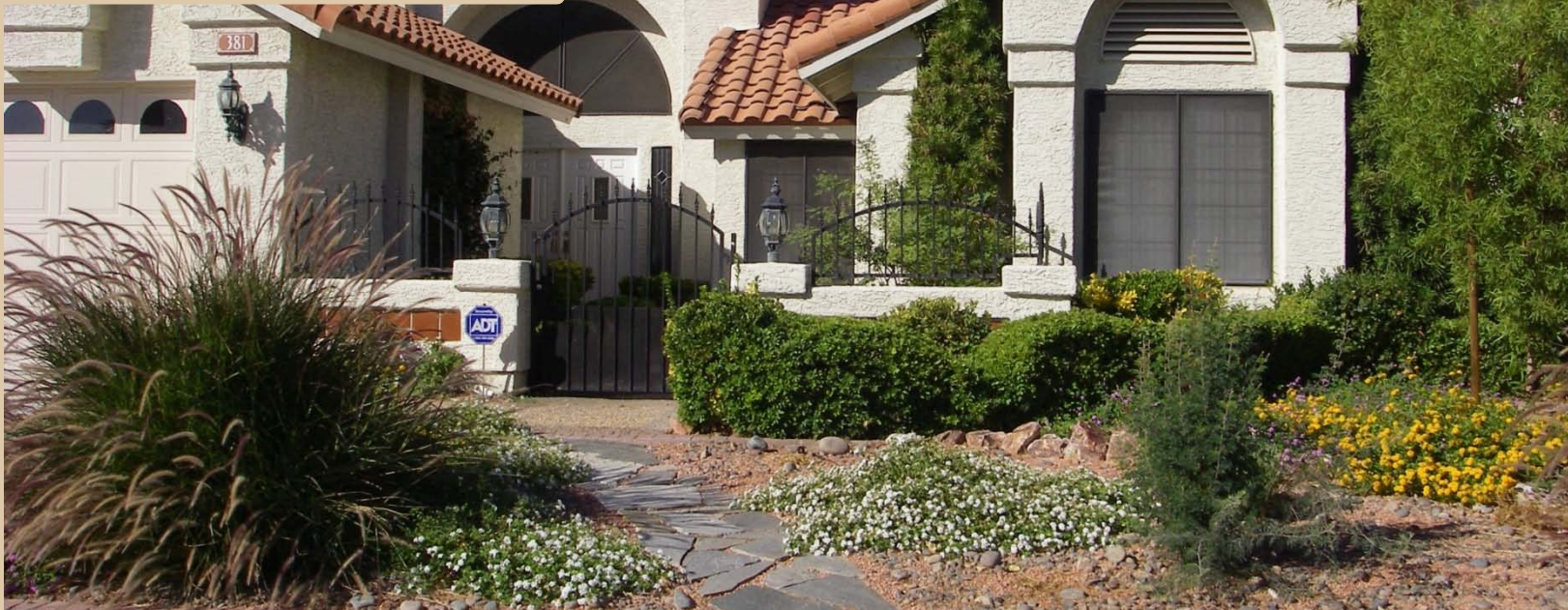


# Results





# Results





# HendersonKnowsH<sub>2</sub>O.org



**City of Henderson**  
Department of Utility Services  
Water Conservation

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