

This presentation premiered at WaterSmart Innovations

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EMBARKING ON A NEW FRONTIER: LIFE WITHOUT LAWN

Water Smart Innovations
Wednesday, October 6, 2010
1:30 p.m.

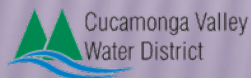
INLAND EMPIRE UTILITIES AGENCY (IEUA)

- ✘ Regional Wholesale Water Supplier and Wastewater Treatment Provider
- ✘ Serving- 242 square miles
 - ✘ Southwest corner of San Bernardino County
- ✘ Population- 822,000 residents
- ✘ Eight Retail Water Agency Members



IEUA MEMBER AGENCY PARTICIPANTS

- × City of Chino
- × City of Chino Hills
- × Cucamonga Valley Water District
- × Fontana Water Company
- × Monte Vista Water District
- × City of Ontario
- × San Antonio Water Company
- × City of Upland



PROGRAM BACKGROUND

✘ Pilot Program Background

- + Evaluate the public's interest in
 - ✘ Removing high water consuming turf
 - ✘ Installing new low water use plants/surfaces
- + Modeled after Southern Nevada Water Authority's and Crescenta Valley Water District's program structures
- + Subcommittee discussions
 - ✘ Comprised of the Regional Conservation Coordinators
 - ✘ Established the program criteria and the administrative process



✘ Program Timeline

- + Program development - Spring of 2007
- + Program launched - December of 2007
- + Program funds expanded - April of 2008
- + Last application received – December 31, 2008
- + Program conclusion- July of 2009



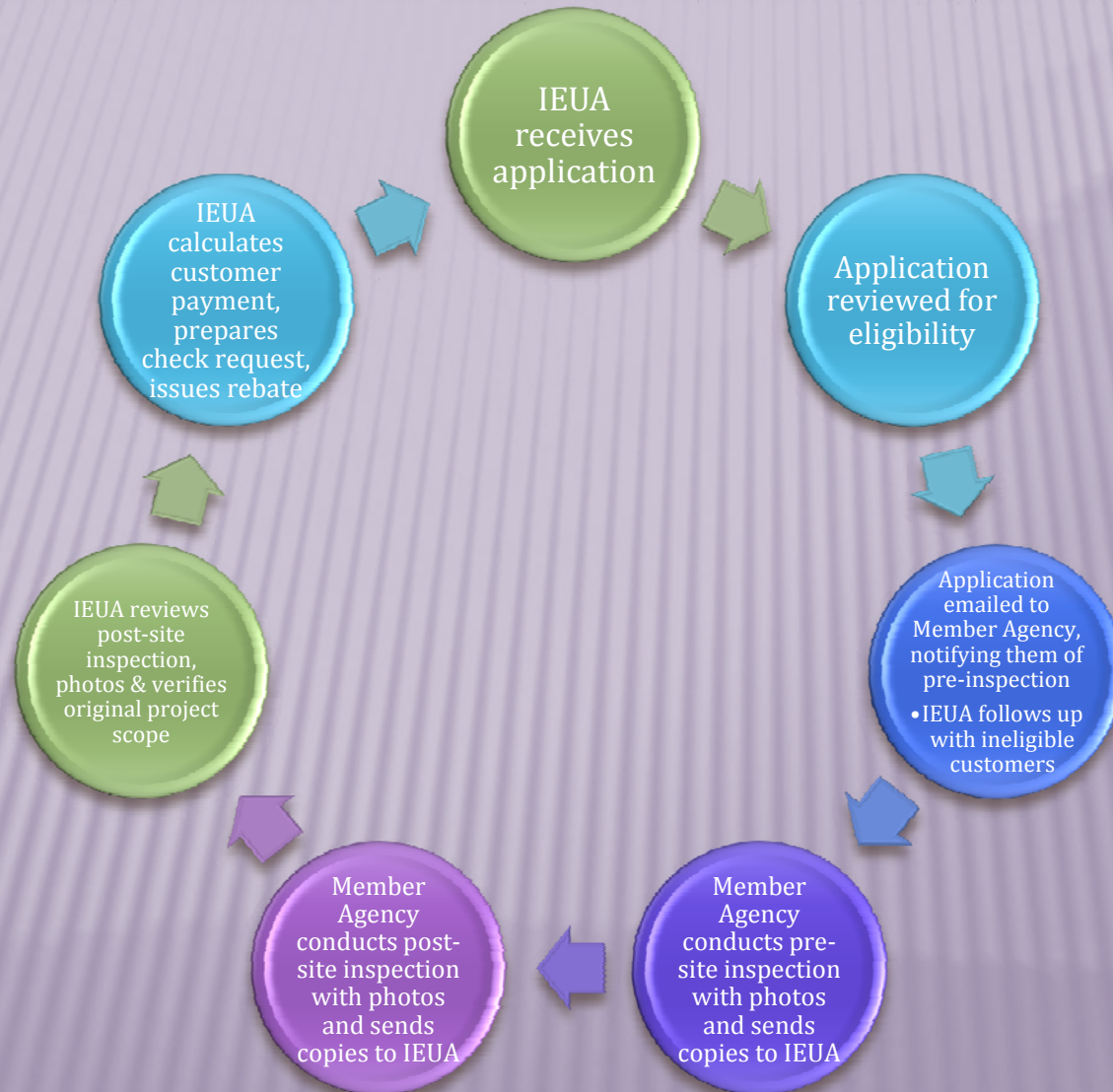
PROGRAM GUIDELINES

- ✘ Water Wise Landscape Rebate (\$2/sq. ft.):
 - + Project conversion must remove a minimum of 400 sq. ft.
 - + Maximum allowable rebate of \$2,000 or 1,000 sq. ft. removed

- ✘ Participant Requirements:
 - + Agree to pre- and post site inspections
 - + No restrictions on plant types or site coverage
 - + No irrigation modification requirement
 - + Must install permeable surfaces
 - + No reinstallation of cool season turf
 - + Encouraged to install low water consuming plant materials
 - + Encouraged to modify existing irrigation with drip or sub-surface irrigation technologies
 - + Maintain converted landscaping for five years
 - + Agree to water usage monitoring for five years



WATER WISE APPLICATION SUBMISSION PROCESS



PROGRAM BUDGET & SUMMARY

✘ Program Budget

- + \$50,000 to convert 30 residential landscapes
- + Expanded to \$240,620 for 136 completed residential conversions



✘ Program Marketing

- + Distributed Advertising Materials include:
 - ✘ Newspaper Ads
 - ✘ Websites (IEUA and Member Agency sites)
 - ✘ Member Agency Newsletters



PILOT PROGRAM SUMMARY

- ✘ Total Applications Received: **154**
- ✘ Total Conversions Completed: **136**
- ✘ Total Amount of Turf Removed: **182,446 Sq. Ft.**
- ✘ Total Amount of Synthetic Turf Installed: **28,320 Sq. Ft.**
- ✘ Potential Water Savings: **25.5 acre-feet per year**
- ✘ Estimated actual water savings: **26 acre-feet per year**
- ✘ Total Amount Awarded: **\$240,620**



MEASUREMENT & EVALUATION

✘ Three Types of Classifications

- + Models of Success: 61
- + Alternative Landscapes: 23
- + Made the Grade: 52

✘ Site Classifications Are Dependent On

- + Percentage of live plant material coverage
- + Percentage of site conversion paved
 - ✘ Percentage of permeable
 - ✘ Percentage of non-permeable site surfaces



MEASUREMENT & EVALUATION CONT.

✘ Site Evaluation Components

+ Materials Used Include:

- ✘ CA Friendly Materials- low water using plants
- ✘ Mixed Materials- combination of materials used*
- ✘ Other Plants- high water using plants
- ✘ Gravel- rock
- ✘ Additional Materials-
syn. turf, permeable pavers, d.g., straw and mulch

+ State of the Landscape

- ✘ Complete- mature landscaping
- ✘ Transitional- landscaping that is still growing in



PARTICIPANT SITE CLASSIFICATIONS

✘ Models of Success (61)

- + Landscape design contains a high percentage of plant coverage or a mixture of plant coverage with some permeable materials

Turf Removed: 1,594 Sq. Ft.
Estimated Water Savings: 0.22 AF
Amount Awarded: \$2,000
Materials Used: Mixed Materials
State of Landscape: Complete



PARTICIPANT SITE CLASSIFICATIONS CONT.

✘ Alternative Landscapes (23)

- + Landscape design contains a high percentage of “other plant” (non-native plants) coverage or has a low percentage of plant coverage and may contain a higher percentage of hardscape.

Turf Removed: 970 Sq. Ft.
Estimated Water Savings: 0.14 AF
Amount Awarded: \$2,000
Materials Used: Mixed Materials
State of the Landscape: Complete



PARTICIPANT SITE CLASSIFICATIONS CONT.

✘ Made the Grade (52)

- + Landscape design contains a high percentage of permeable paving surfaces with minimal plant coverage.

Turf Removed: 738 Sq. Ft.
Estimated Water Savings: 0.10 AF
Amount Awarded: \$1,476
Materials Used: Synthetic Turf
State of the Landscape: Complete



PARTICIPANT SURVEY RESULTS

✘ Total Participants Surveyed: 25

- + Random Sampling
- + Via Telephone
- + Administered by IEUA & member agency staff

✘ General Participant Consensus

- + Participants would like to see program funding come back
- + Participants love their new landscaping
- + Participants have received positive feedback on their new landscapes
- + Many participants have seen a reduction in their water use
- + Participants found the requirements of the program to be clear
- + Participants thought that the program was easy to participate in
- + Participants were heavily influenced by the rebate to convert their landscapes
- + Neighbors and friends of program participants want to convert their own landscapes
- + Free Ridership

WaterWise Residential Rebate Program Participant Follow-Up Survey

Applicant Name: _____
 Address: _____
 Water Agency: _____

- 1) How did you learn about this program?

- 2) Did your water agency representative provide you with an informational packet containing landscaping ideas prior to the start of your conversion? Was it useful?

- 3) Were the requirements for participating in the program clearly spelled out (i.e. time frame, square foot reimbursement, replacement materials, etc.)? What could have been done better to make these requirements clearer?

- 4) Did you find the program easy to participate in? What could have been done better?

- 5) Do you like your new landscaping?

- 6) Did you complete your landscaping project? If not, what still needs to be done?

- 7) What was the total cost of your project? What is the estimated square footage of the project?
 \$ _____ 00 _____ square feet
- 8) Did the rebate influence your decision to convert your landscape? If not, would you have done this on your own without a rebate?

_____ friends or neighbors on your new landscaping?

12) Are there any additional comments that you would like to provide about the program?



PARTICIPANT SURVEY RESULTS CONT.

- ✘ “What participants are saying”
 - + “A great project”
 - + “Very happy with the results”
 - + “It gave us a nudge to go forward with an idea that we had already been considering”
 - + “Wanted to do the right thing to reduce imported water supplies during this drought”
 - + “Great communication with the water agency”

- ✘ Participant Design Resources
 - ✘ Professional Landscape Architect/Contractor
 - ✘ Books
 - ✘ Water Wise Information Packet
 - ✘ Nurseries (Greenly Nursery)
 - ✘ Rancho Santa Ana Botanical Gardens
 - ✘ Chino Basin Water Conservation District
 - ✘ IEUA Workshops
 - ✘ Plant Websites
 - ✘ Maloof Discovery Garden
 - ✘ City Tours



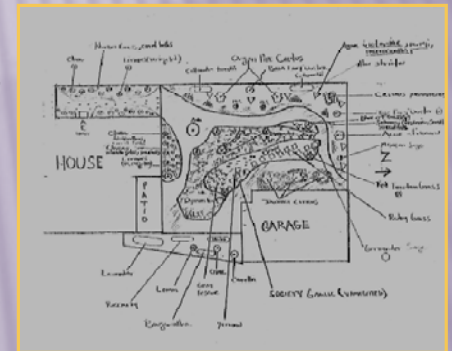
WATER WISE PROGRAM LESSONS LEARNED

- ✘ Built agency recognition
- ✘ Strengthened customer relations between agency staff and the public
- ✘ Consider lower rebate amount
- ✘ Increase maximum conversion area
- ✘ Develop and distribute a recommended plant/materials list
 - + Include where these materials can be purchased and range of pricing
- ✘ Develop and distribute a landscape resource guide containing:
 - + Site Designs
 - + Plant Types
 - + Irrigation Recommendations
 - + Package coordination with AB 1881 activities



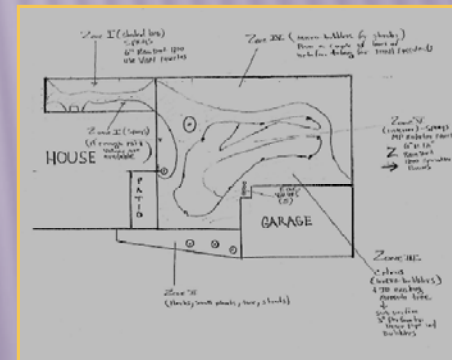
WATER WISE PROGRAM LESSONS LEARNED CONT.

- + Refine program requirements to include:
 - ✘ Participants must submit a mandatory site plan
 - ✘ Restrict participants from installing high water using plants
 - ✘ Require that live plant materials must cover a minimum percentage of the design
 - ✘ Require that participants modify their irrigation systems
 - ✘ Require that only eligible project areas include the front yard



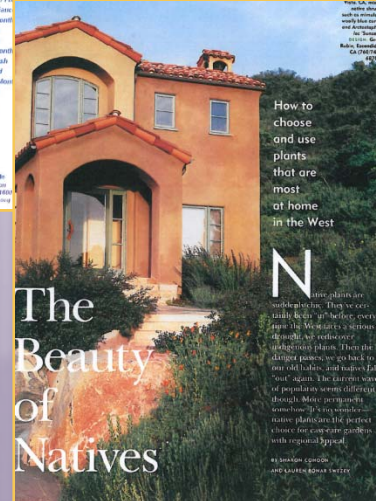
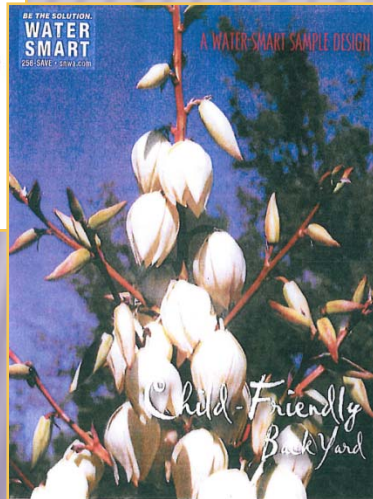
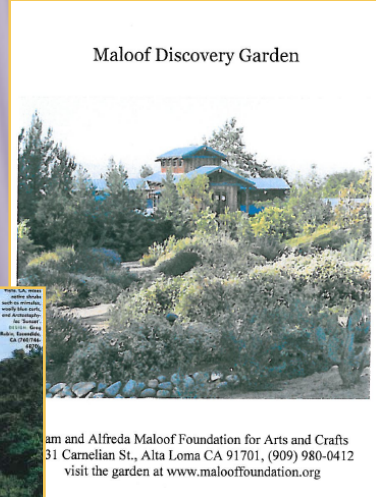
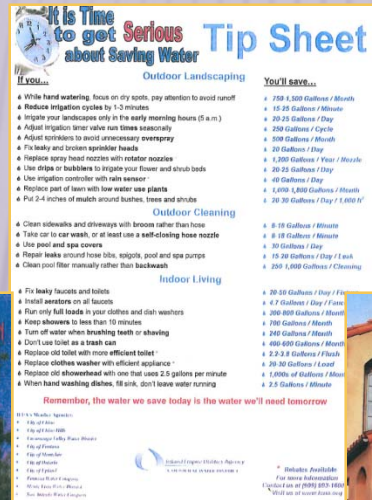
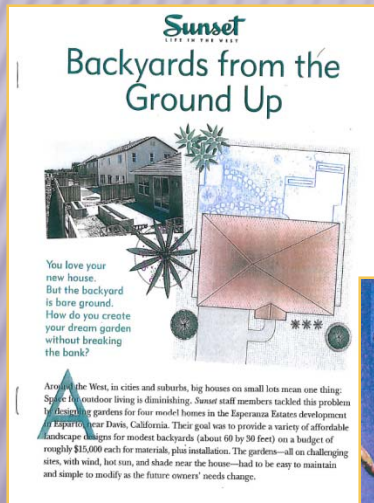
+ Future Program Outlook

- ✘ Re-establishment of a Local/Regional Turf Removal Program
- ✘ Metropolitan Water District's Turf Removal Program



PARTICIPANT EDUCATIONAL MATERIALS

✕ Distributed Resource Package Material



QUESTIONS?

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