

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





Cash for Grass The Evolution Year One

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Outline

- Background
- Program Development
- Challenges
 - Unknown demand
 - Partial applications
- Program evolution
- Lessons learned
- Recommendations



Lawn Replacement Program

Use water-efficient groundcover, shrubs and trees!



BEFORE

REBATE
\$2 PER SQ. FT. OF GRASS REMOVED

Application required. Restrictions apply. Visit CLWA.org for details.



CASTAIC LAKE WATER AGENCY

Save Our WATER



Background

Eagle River Water &
Sanitation District
10 years



Background

Castaic Lake Water Agency

1.5 years



CLWA by the Numbers

Formed: 1962

Service Area: 195 square miles

Population: 280,000

Water Demand: 70,000 AF

Imported Water Supply:
Half of SCV demand



Water
Wholesale
Agency

Water
Retailer

Water
Retailer

Water
Retailer

Water
Retailer

Customer

Customer

Customer

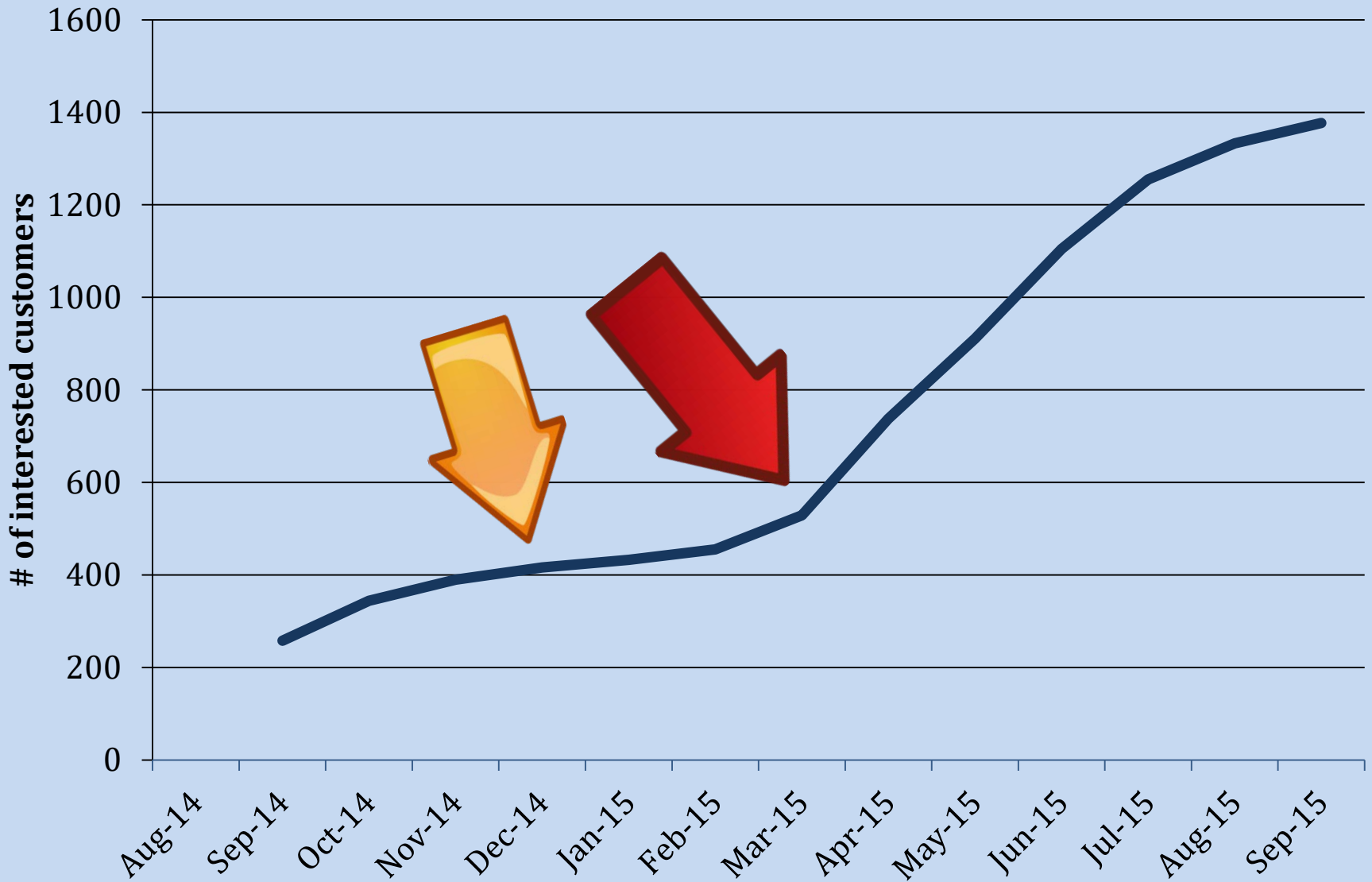
Customer

CLWA Program Development

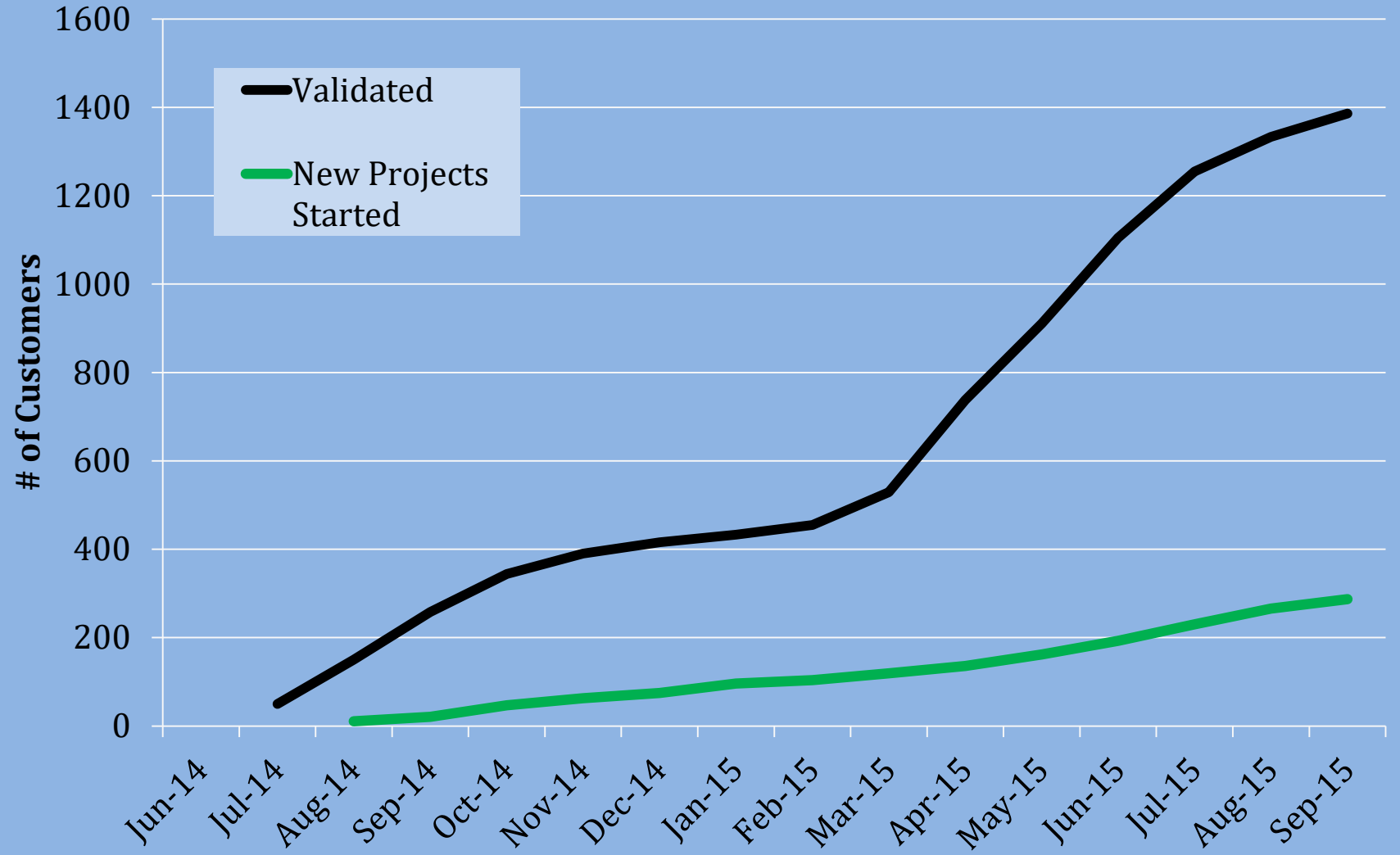
1. Goals
2. Program research
 - Adjustments
3. Coordinating efforts



Lawn Replacement Customers Validated (Cumulative)



Partial Applications vs. New Projects



Solution: Website

Benefits

- Documentation
- Search features
- Customer management simplified
- Information access
- Resources
- Communication
- Templates!

Challenges Internal / External

- Computer knowledge
- Website flow
- Technical issues
- Information overload
- Reading

Most Visited | Getting Started | Suggested Sites | Web Slice Gallery

Home | My Dashboard | Logout | Contact

CASTAIC LAKE WATER AGENCY

Lawn Replacement Program

My Dashboard | Design | Process | Study Guide | Program Resources | FAQ

Lawn Replacement Program

Welcome to the Castaic Lake Water Agency's Lawn Replacement Program.

Basic Program Facts

- \$2.00 per square foot incentive for [living grass](#) removed
- Pre- and post-inspections are required before and after living grass is removed
- Projects must be between 500 and 2500 square feet of living grass to be removed
- The [grass must be alive](#) and in place to qualify. We count dormant grass, but we do not count dirt. If your yard is entirely dirt, you do not qualify and should not apply
- Drip irrigation or point irrigation can be used in your new landscape, but not rotating or spray nozzles
- Artificial turf can be used, but there are additional rules if you are installing it in a front yard. See [Design](#) for more
- Computer, Internet, and email access are required to participate
- All design rules are available under [Design](#)
- All process information is available under [Process](#)

As of **July 1, 2015**, the following rules in the Lawn Replacement Program have changed:

1. If you submit misleading or false information (e.g., outdated photos, photos of landscaping not at your residence, digitally altered photos), you will be withdrawn from the program and not allowed back in.
2. Drip and point irrigation will be the only forms of irrigation accepted for plant material in completed projects. Rotating nozzles and spray irrigation will not be allowed for these areas.
3. If you do not complete your application within three months of your validation, you will be automatically removed from the program because your project information is outdated. You will be able to start over, if still interested in participating.
4. In front yards, existing plant material may be considered to meet the 50% coverage requirements. If you are interested in using existing plants to meet coverage requirements, please call Castaic Lake Water Agency for more information.

[Get started today!](#)

2:33 PM
8/3/2015

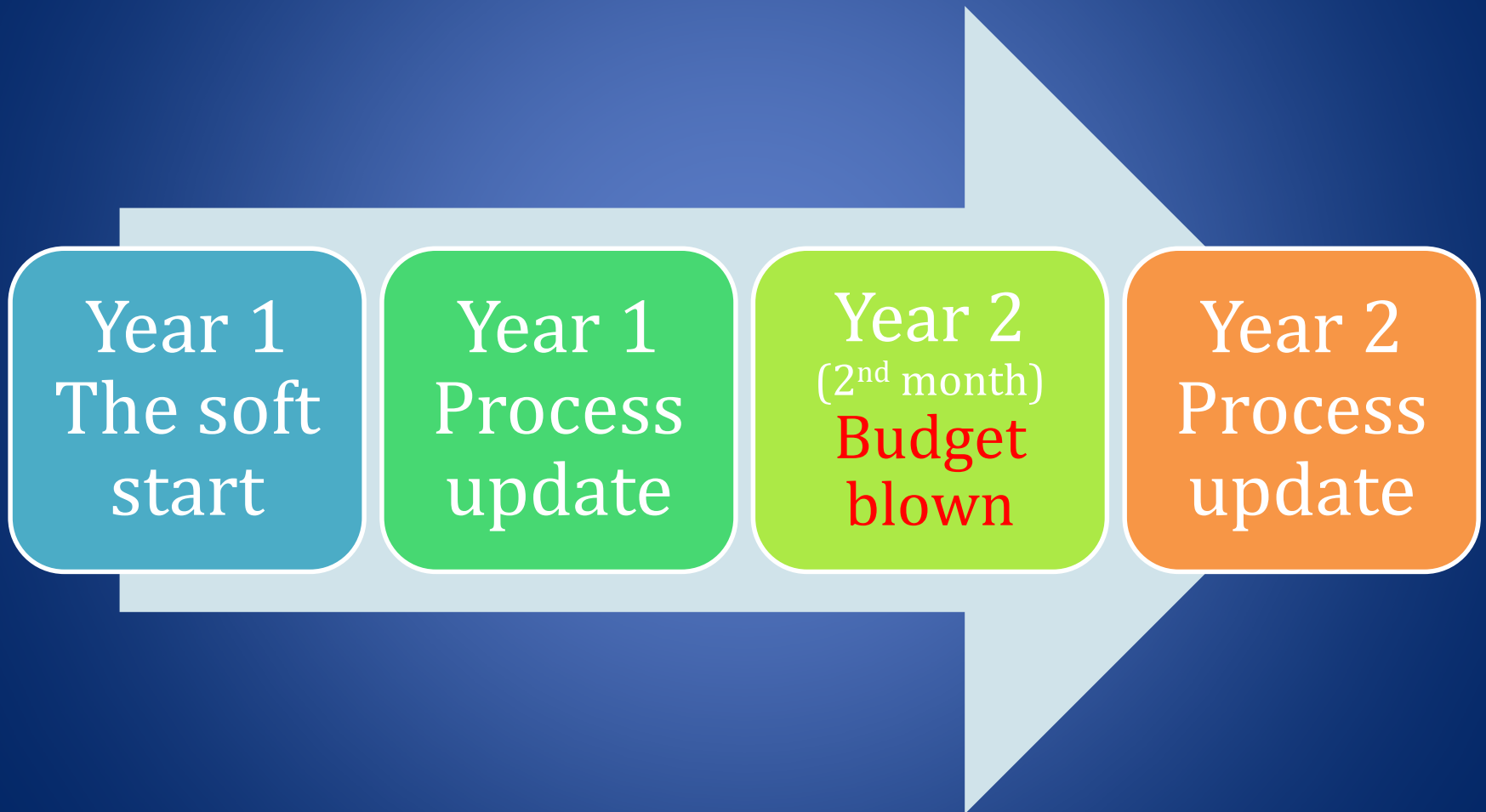
Program Evolution: Rule Modifications

Recommendations

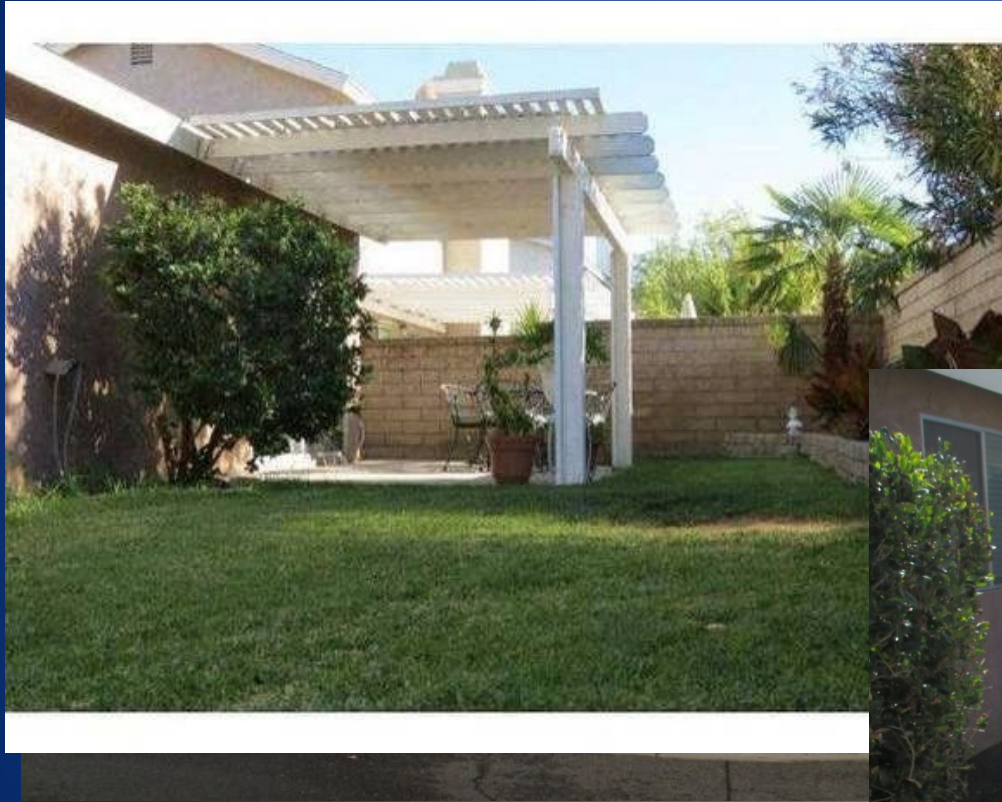
1. Structure your rule review
2. Let your program evolve but within reason



Program Evolution



Lessons Learned: Falsified Information



SUBMITTED PHOTOS



ACTUAL YARDS

Recommendations



1. Document everything
2. Continually adjust program efficiency
3. Popular program – anticipate demand and staffing ahead of time
4. Consider waitlist to help control demand
5. Make the customer do the work!

Before and After Photos



© 2015 Edgar Libe Photography



Artificial Turf



GOOD

BAD



Experiences to Remember



Experiences to Remember

Picture Submitted



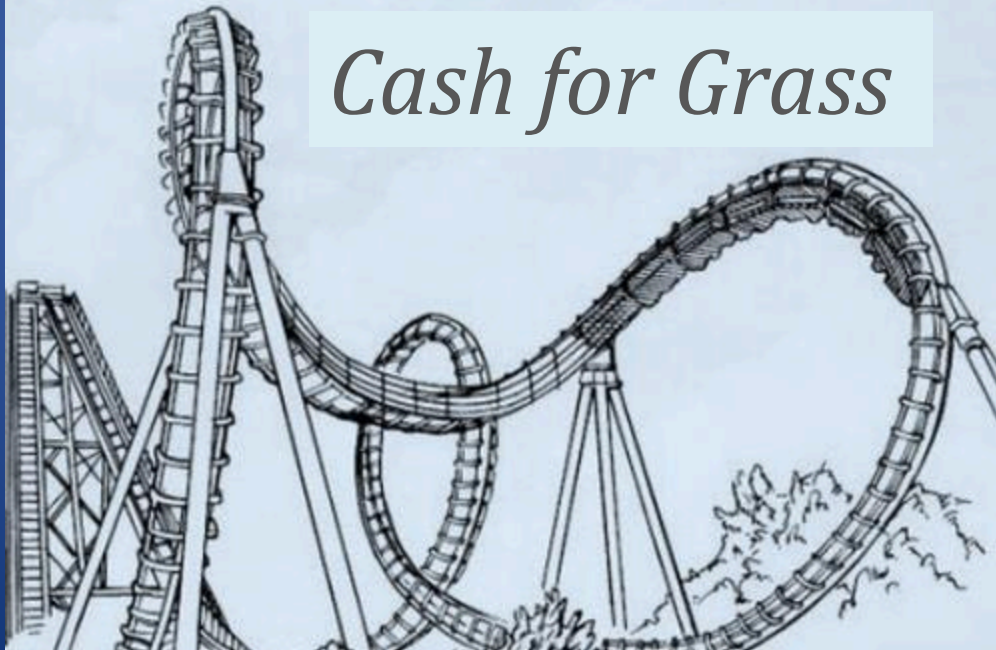
Pre-inspection - completed



Just close your eyes
AND ENJOY THE
ROLLER COASTER

~ that is ~

Cash for Grass



Questions?

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