

This presentation premiered at WaterSmart Innovations

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Landscape Transformation

“Millions of Lessons Learned”



Metropolitan Water District of Southern California

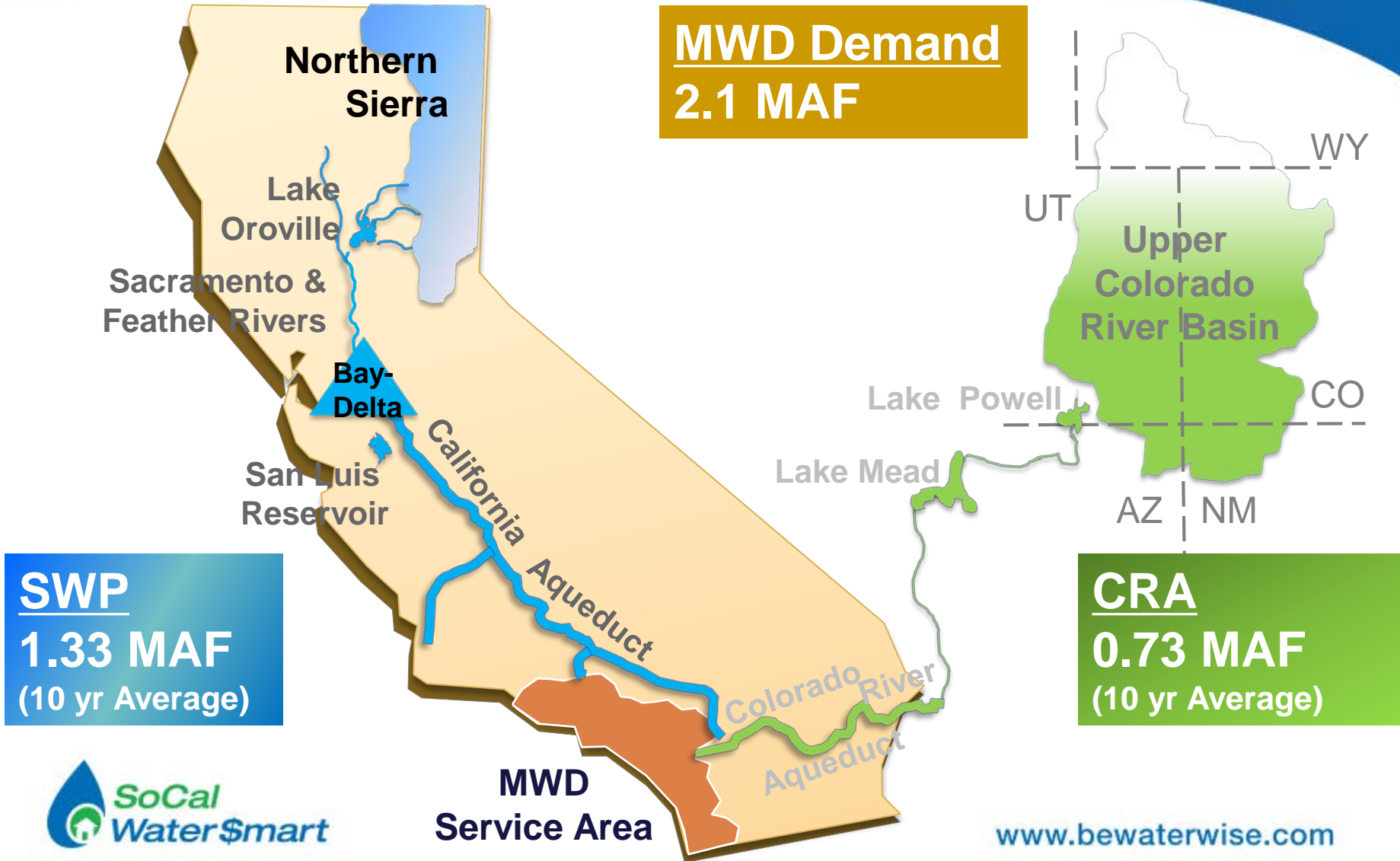
Bill McDonnell

October 2016

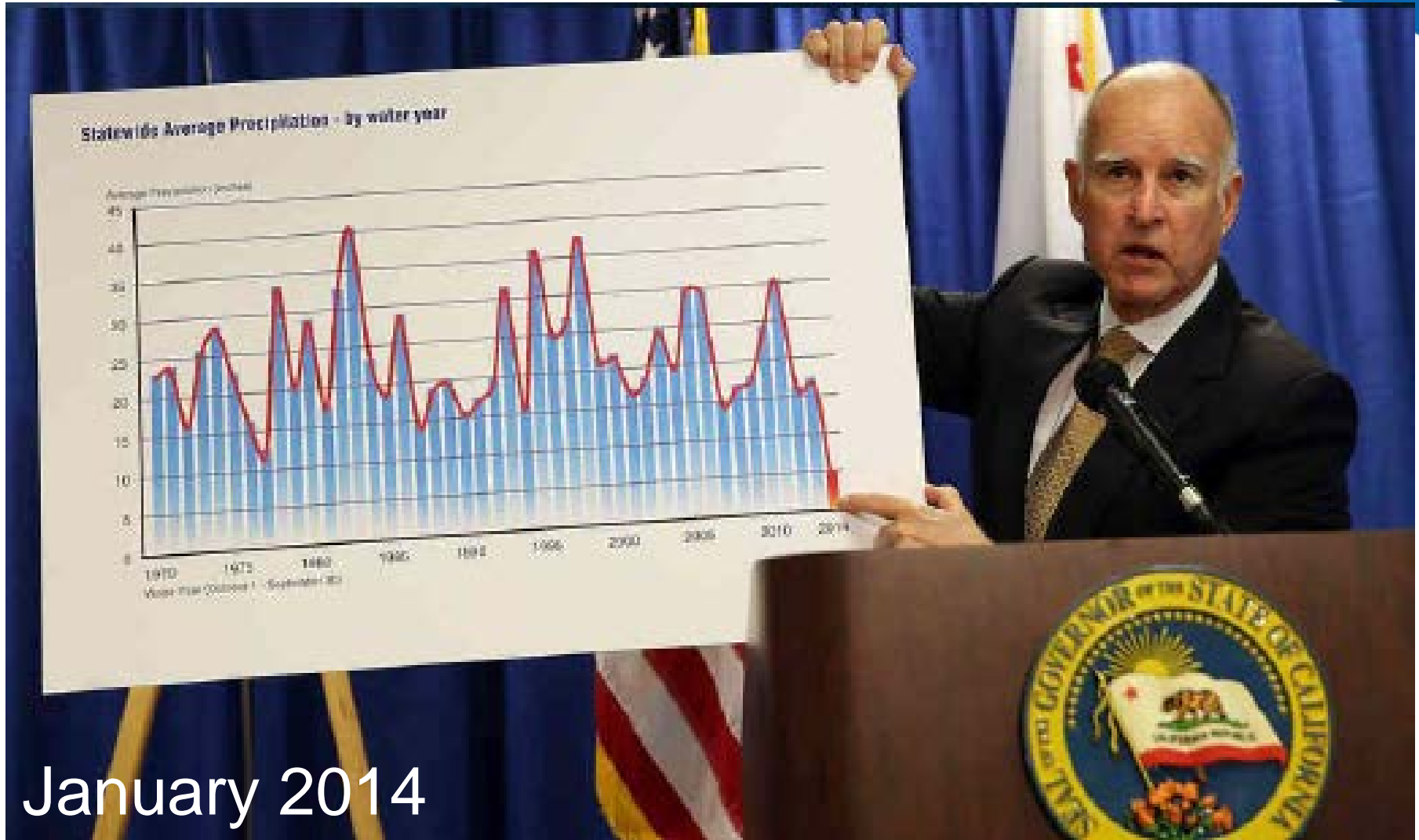


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Metropolitan Water District of Southern California



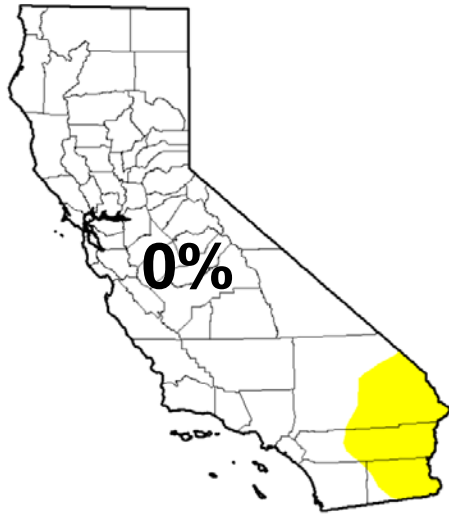
Governor Declares Drought Emergency



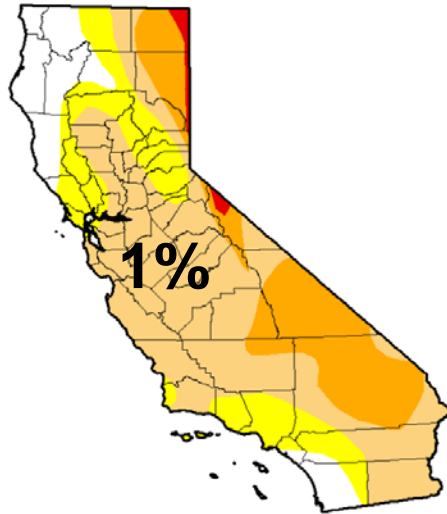
January 2014

Drought Conditions Leading to 2015

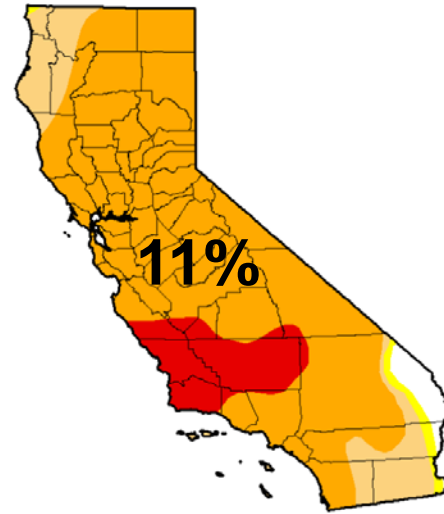
OCT 2011



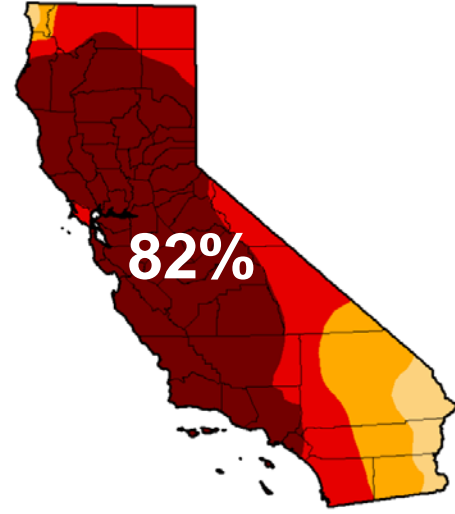
OCT 2012



OCT 2013



OCT 2014



None

Abnormal

Moderate

Severe

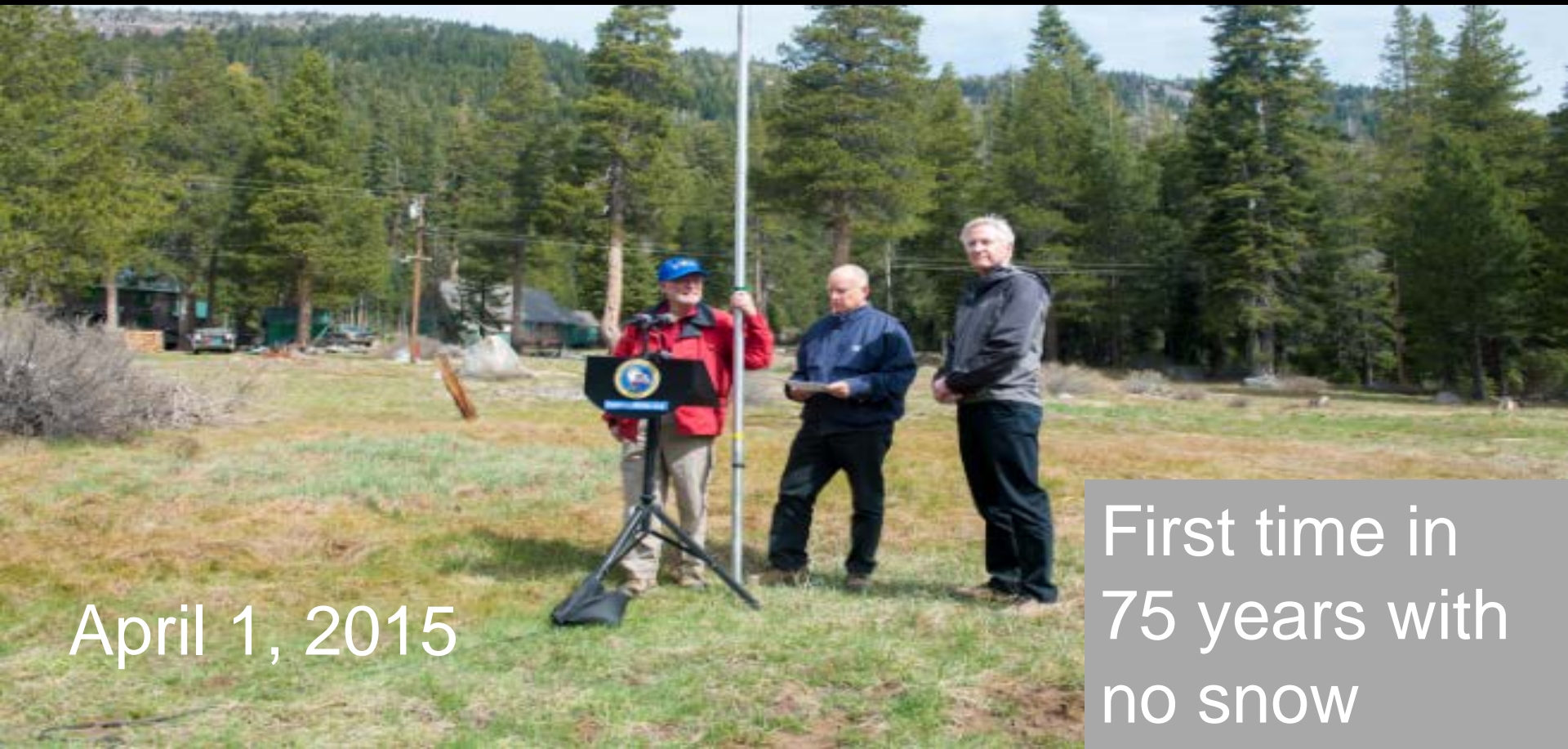
Extreme

Exceptional

Extreme and Exceptional Intensity Percentage

Phillips Snow Course

Gov. Brown Issues Calls For Mandatory
25% Water Reduction With No End In Sight
For Drought



April 1, 2015

First time in
75 years with
no snow

Southland water district OKs \$350 million more for lawn-replacement rebates



*From
here*

Denise Hurst of Long Beach shows the drought-tolerant garden she planted with the help of a city program that offers rebates of \$3.50 per square foot for residents who tear up their water-guzzling lawns and plant drought-resistant plants. Board members of the Metropolitan Water District of Southern California voted Tuesday to add \$350 million to the district's lawn-removal rebate program. (Nick Ut / Associated Press)



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Southland water district ends popular lawn-removal rebate program



to

there

Ruben Hernandez removes turf to make room for a 12-foot decomposed granite pathway at the Miller Coors brewery in Irwindale. (Gary Friedman / Los Angeles Times)



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Landscaping Efficiency or Inefficiency You Can See



History of Turf Removal Program

- ◆ Member Agency Administered program in 2008
- ◆ Initially \$0.30/Sq. Ft.
- ◆ Increased to \$1/Sq. Ft. with grant funds in 2011
- ◆ Board approved maintaining rebate at \$1 when grants ended in 2013.



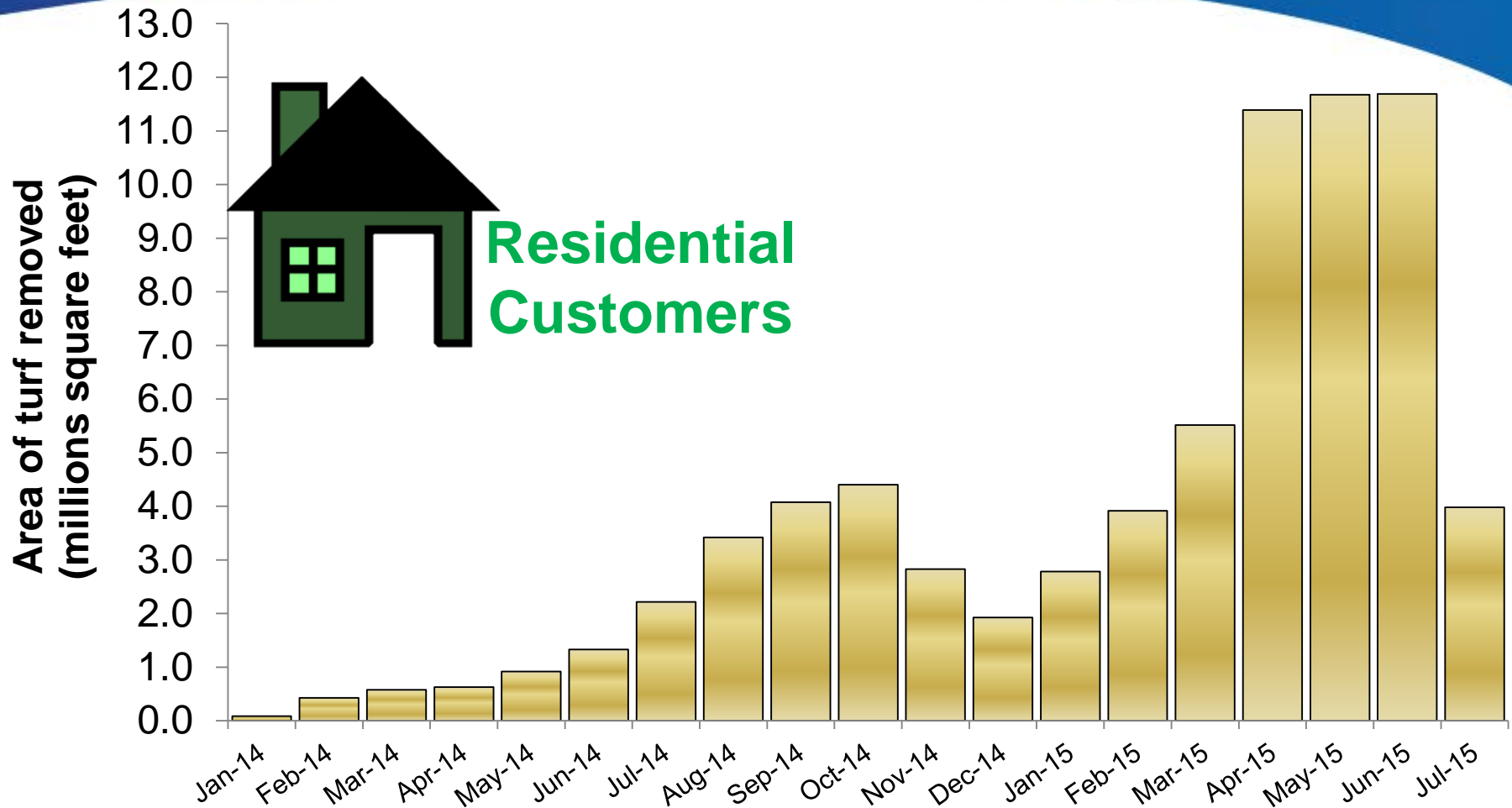
Regional Turf Removal Program

- 🌱 January 2014 - Launched
- 🌱 May 2014 - Board increased rebate to \$2/Sq. Ft as important drought response.
- 🌱 July 2014 – Staff implement additional policies for “Large Turf” reservations over \$100,000.
 - 🌱 Detailed site maps
 - 🌱 MWD site inspections before and after
 - 🌱 Rebates limited to project costs
 - 🌱 Allowance for reservations over 120 days.

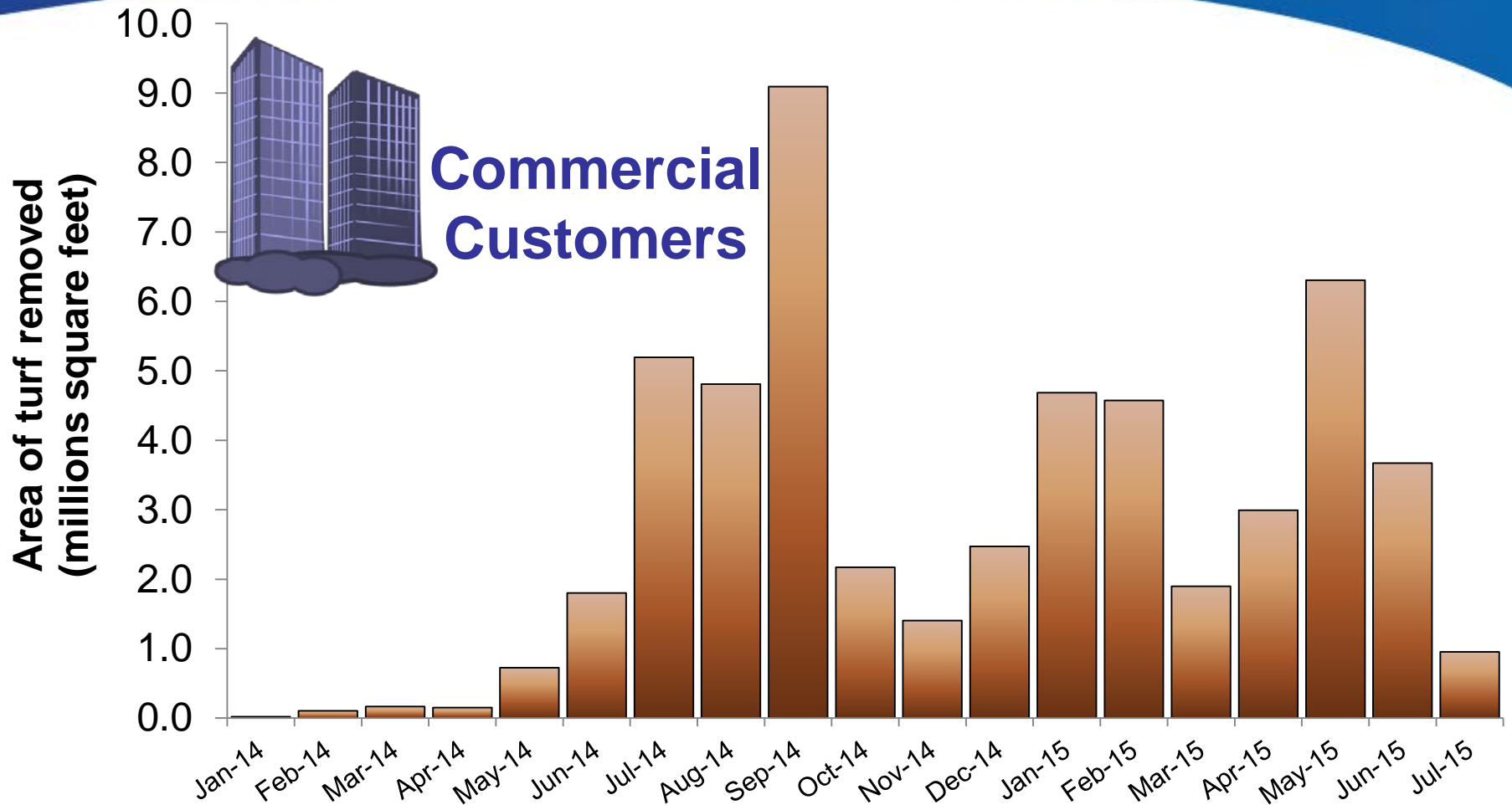
Turf Removal Program Objectives

- Accelerate the region's ability to comply with 20% water use reduction by 2020
- Increase public awareness of water efficient landscaping.
- Transform the market toward more efficient outdoor water use practices
- Act as an option for increased water savings during critical drought periods

Residential Interest in Turf Removal



Commercial Customers Also Interested



Budget Growth

\$450M

\$100M

\$60M

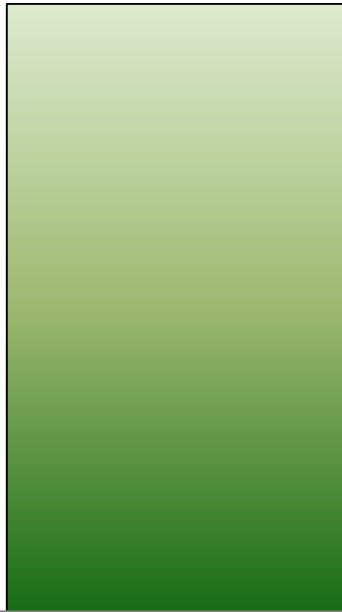
\$40M

\$20M



Conservation Budget

\$352M



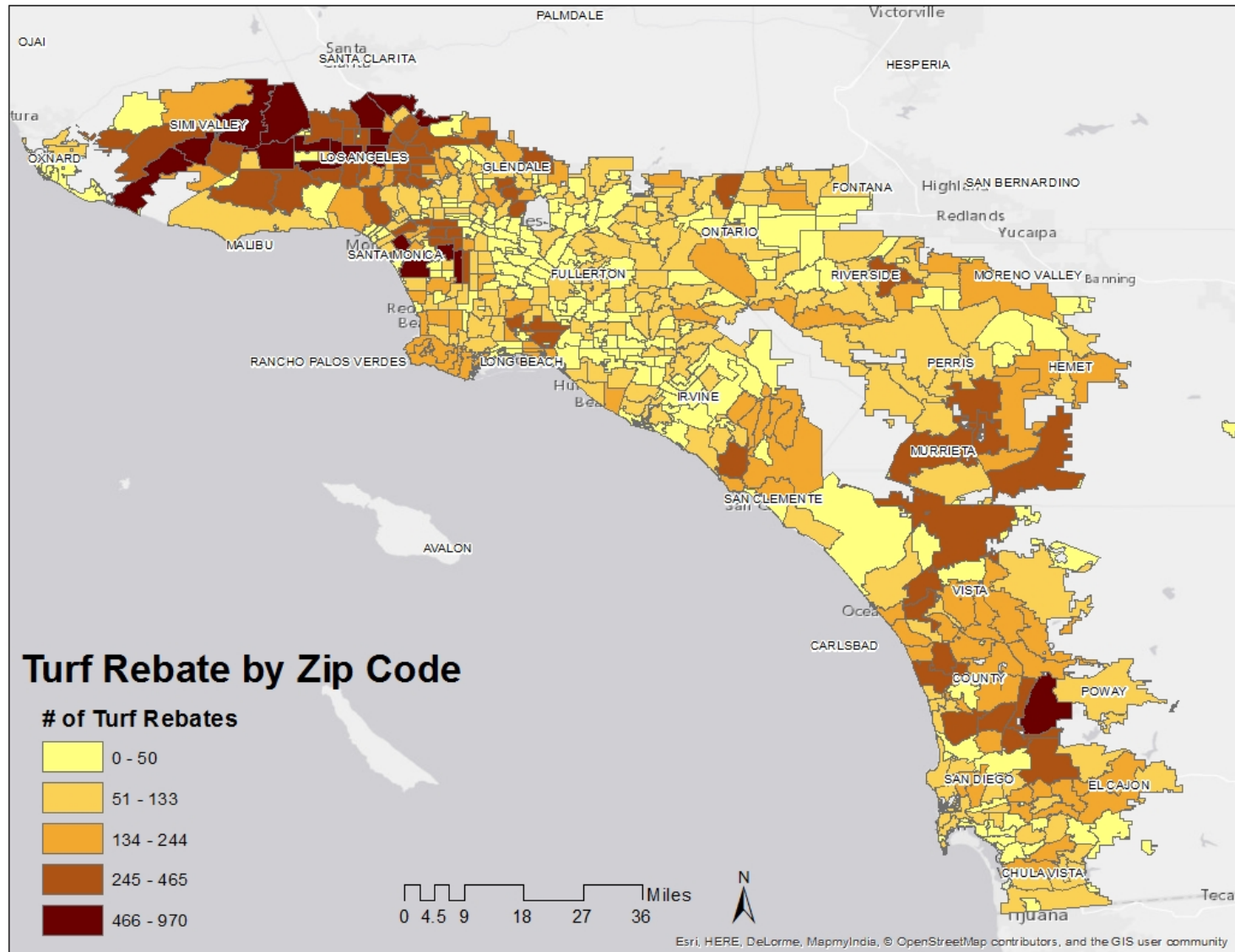
1990-2013/14

\$450M



2014/15-15/16

Turf Removal Distribution



Challenging Circumstances



Metropolitan's Member Agencies and Communities Served

Anaheim Beverly Hills Burbank Calleguas Municipal Water District

Camarillo
Camarillo Heights
Lake Sherwood
Las Posas Valley
Moorpark
Naval Base Ventura County
Newbury Park
Oak Park
Oxnard
Port Hueneme
Santa Rosa Valley
Simi Valley
Somis
Thousand Oaks

Central Basin Municipal Water District

Artesia
Bell
Bellflower
Bell Gardens
Carson
Cerritos
Commerce
Compton
Cudahy
Downey
East Los Angeles
Florence-Graham
Hawaiian Gardens
Huntington Park
La Habra Heights
Lakewood
La Mirada
Lynwood
Maywood
Montebello
Monterey Park
Norwalk
Paramount
Pico Rivera
Santa Fe Springs
Signal Hill
South Gate
South Whittier
Vernon
Walnut Park
West Whittier-Los Nietos
Whittier
Willowbrook

Compton Eastern Municipal Water District

French Valley
Good Hope
Hemet
Homeland
Juniper Flats
Lakeview
Mead Valley
Menifee
Moreno Valley
Murrieta
Murrieta Hot Springs
Nuevo
North Canyon Lake
Perris
Quail Valley
Romoland
San Jacinto
Sun City
Temecula
Valle Vista
Winchester

Foothill Municipal Water District

Altadena
La Cañada Flintridge
La Crescenta
Monrovia

Fullerton

Glendale

Inland Empire Utilities Agency

Chino
Chino Hills
Fontana
Montclair
Ontario
Rancho Cucamonga
Upland

Las Virgenes Municipal Water District

Agoura
Agoura Hills
Calabasas
Chatsworth
Hidden Hills
Lake Manor
Malibu Lake
Monte Nido
Westlake Village
West Hills

Long Beach

Los Angeles

Municipal Water District of Orange County

Aliso Viejo
Brea
Buena Park

Colo De Caza
Cypress
Dana Point
Emerald Bay
Fountain Valley
Garden Grove
Huntington Beach
Irvine
Laguna Beach
Laguna Hills
Laguna Niguel
Laguna Woods
La Habra
Lake Forest
Las Flores
La Palma
Los Alamitos
Midway City
Mission Viejo
Newport Beach
Orange
Placentia
Rancho Santa Margarita
Rossmore
San Clemente
San Juan Capistrano
Seal Beach
South West Anaheim
Stanton
Tustin
Tustin Foothills
Villa Park
Westminster
Yorba Linda

Pasadena

San Diego County Water Authority

Alpine
Bonita
Bonsall
Camp Pendleton
Carlsbad
Chula Vista
Del Mar
El Cajon
Encinitas
Escondido
Fallbrook
Jamul
Lakeside
La Mesa
Lemon Grove
Leucadia
Mount Helix
National City
Oceanside
Pauma Valley

Rainbow
Ramona
Rancho San Diego
Rancho Santa Fe
San Diego
San Marcos
Santee
Solana Beach
Spring Valley
Valley Center
Vista

San Fernando

San Marino

Santa Ana

Santa Monica

Three Valleys Municipal Water District

Azusa
Charter Oak
Claremont
Covina
Covina Hills
Diamond Bar
Glendora
Industry
La Verne
Pomona
Rowland Heights
San Dimas
South San Jose Hills
Walnut
West Covina

Torrance

Upper San Gabriel Valley Municipal Water District

Arcadia
Avocado Heights
Azusa
Baldwin Park
Bassett
Bradbury
Covina
Duarte
El Monte
Glendora
Hacienda Heights
Industry
Irwindale
La Puente
Monrovia
North Whittier
Rosemead
San Gabriel
South El Monte
South Pasadena
South San Gabriel
Spy Glass Hill

Valinda West Covina West Basin Municipal Water District

Alondra Park
Carson
Culver City
Del Aire
El Camino Village
El Segundo
Gardena
Hawthorne
Hermosa Beach
Howard
Inglewood
Ladera Heights
Lawndale
Lennox
Lomita
Malibu
Manhattan Beach
Marina Del Rey
Palos Verdes Estates
Rancho Palos Verdes
Redondo Beach
Rolling Hills
Rolling Hills Estates
Ross-Sexton
San Pedro
Topanga Canyon
Torrance
View Park
West Athens
West Hollywood
Westmont
Windsor Hills

Western Municipal Water District of Riverside County

Canyon Lake
Corona
Eagle Valley
Eastvale
El Sobrante
Elsinore
Jurupa Valley
Lake Elsinore
Lake Mathews
Lee Lake
March Air Reserve Base
Murrieta
Norco
Perris
Riverside
Rubidoux
Temecula
Temescal Canyon
Woodcrest

Water Agencies with Different Rules

*SO MANY RULES...
WHEN WILL THIS
MADNESS END!?*



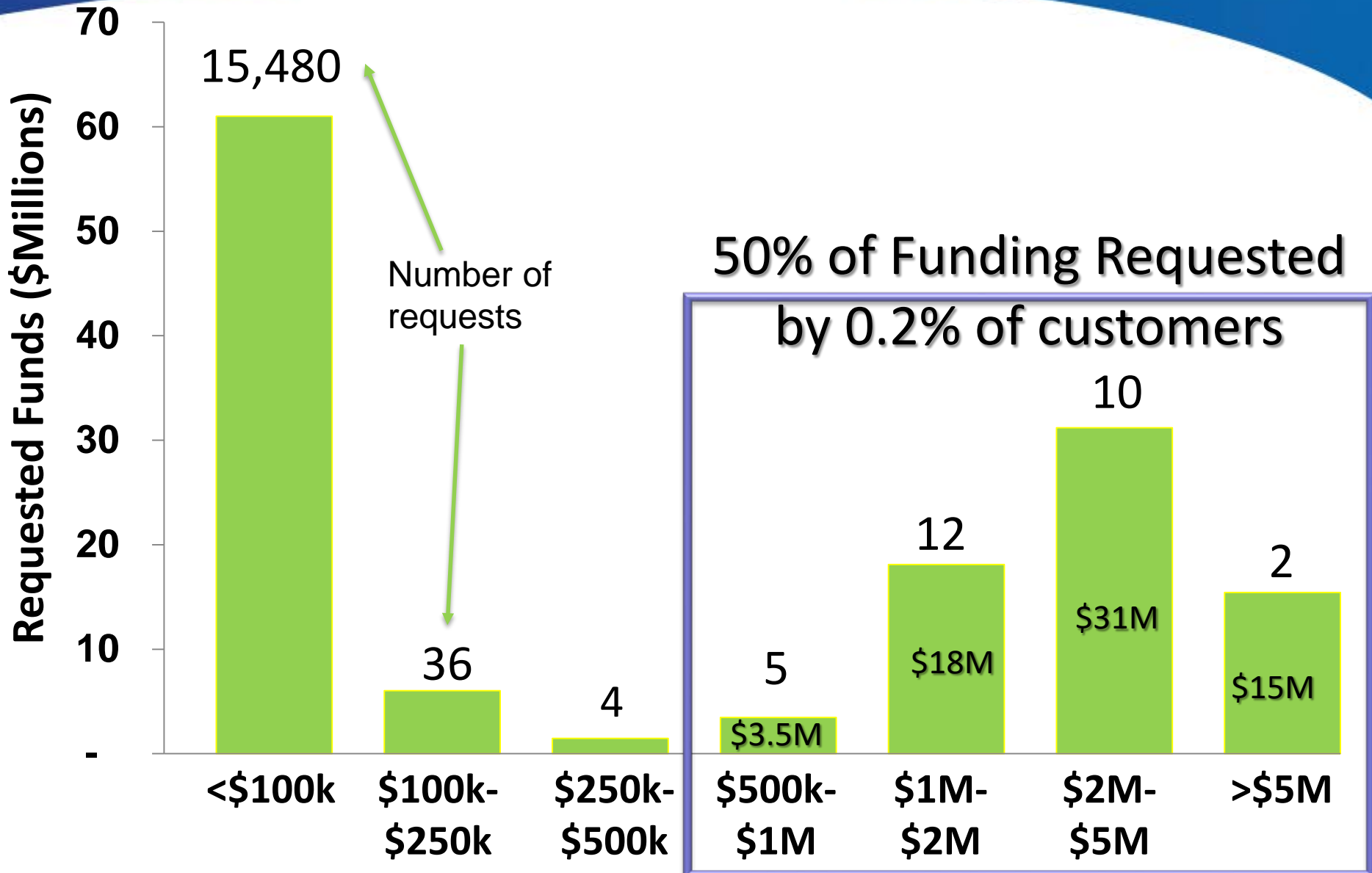
Different Rules

- Synthetic Turf – Yes or No
- Parkways – Yes or No
- Permits – Yes or No
- Plant Coverage Percent – Yes or No
- Mandatory Inspection – Yes or No
- Inches of Mulch – Yes or No

Water Agencies with Different Co-Funding Amounts



Unequal Distribution of Requests



Changes to the Program

Apps Before
May 12, 2015

Apps After
May 12, 2015

Residential

\$2/sq ft

\$2/sf

Max: \$6k

Public Agency

\$2/sq ft

\$2/sq ft (<3k sf)

\$1/sq ft (>3k sf)

Max: \$50k

Commercial

\$1/sq ft

Max: \$25k

\$1/sq ft

Max: \$25k

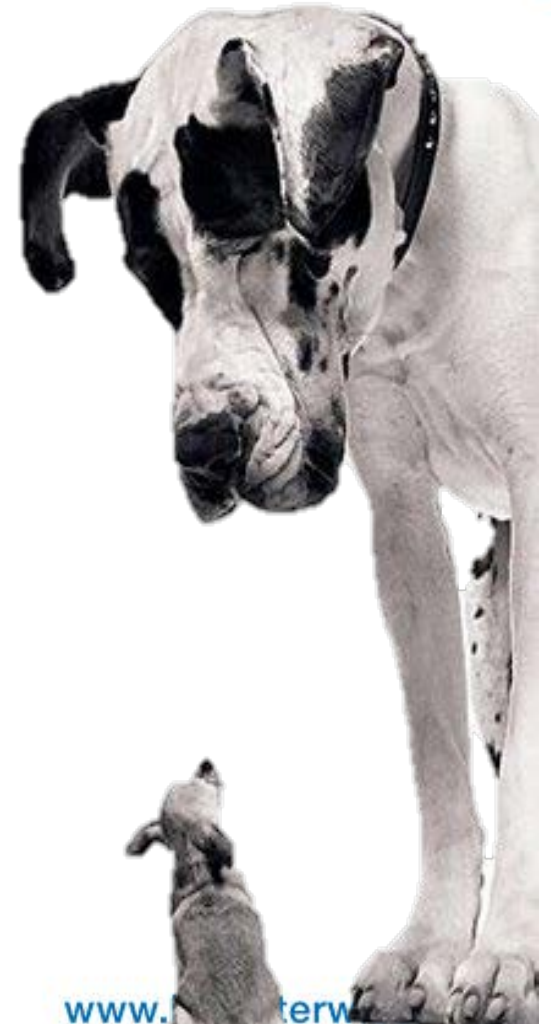
**LESSONS
LEARNED**



Program Size

Hard to implement:

- ◆ Percent of plant coverage
- ◆ Design plans
- ◆ Native only
- ◆ Inches of mulch
- ◆ Pre-post inspection
- ◆ Sheet mulching



Customer Size

- ✔ Golf courses
- ✔ HOAs
- ✔ Cities
- ✔ Very visible
- ✔ Good business
- ✔ More cost effective
- ✔ Public vs private
- ✔ Media perception
- ✔ Handled separately own rules



Customer Service

- 💧 Phone system
 - 💧 Volume of calls
 - 💧 Tracking information
 - 💧 Staffing up or down
 - 💧 Training
- 💧 System for exceptions
- 💧 Changing incentive
- 💧 Program funds exhausted



Time to Completion

- 💧 Contractor left job
- 💧 Contractor back logged
- 💧 Materials not here
- 💧 Was out of the country
- 💧 Family emergency



- 💧 Didn't know had a time limit
- 💧 Vacations
- 💧 Permitting issues
- 💧 HOA Issues
- 💧 Water bill

Contractor Direct

💧 Original Intent

- 💧 Help colleges
- 💧 Increase activity
- 💧 Trade allies



💧 Issues

- 💧 Media
- 💧 Quality
- 💧 Activity
- 💧 Misrepresentation
- 💧 OOB

What Worked

- Team work
 - Collaborated
 - Creative
 - No new staff
- Vendor management
 - Online system
- Market transformation
 - Made a big splash



Future



Future



Questions?

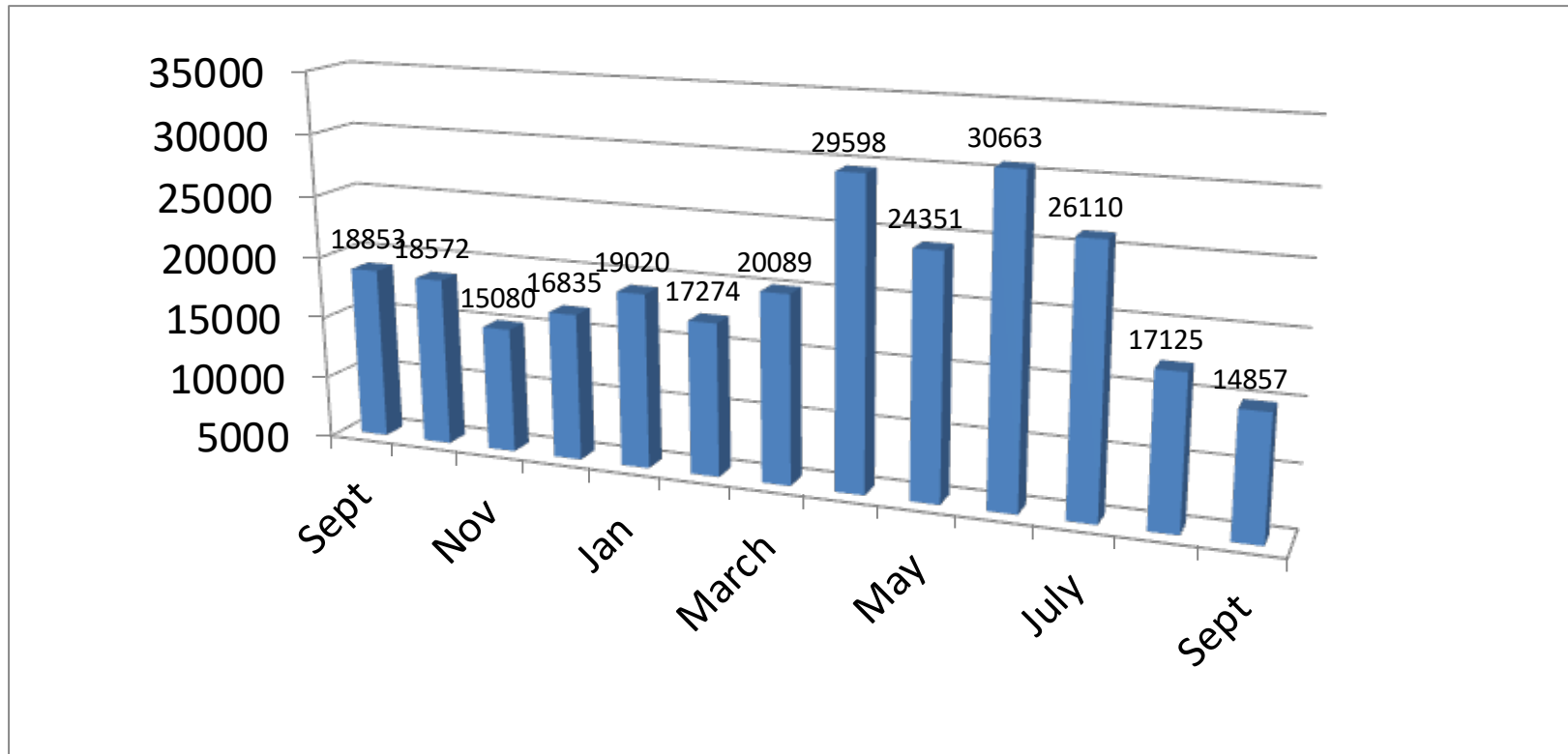
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MWD Incoming Call Volume September 2014 – September 2015





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