This presentation premiered at WaterSmart Innovations
Direct Install Turf Replacement Program: Changing an Old Concept

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Moulton Niguel Water District

- Water, recycled water & wastewater services to around 170,000 people and 65,000 connections
- 14 billion gallons average annual demand
- 28 Potable water reservoirs
- 12 Recycled water reservoirs
- 700 miles of potable water pipelines
- 148 miles of recycled water pipelines
- 537 miles of sewer pipelines

Serving five south Orange County cities in California:
1. Aliso Viejo
2. Dana Point
3. Laguna Hills
4. Laguna Niguel
5. Mission Viejo
Orange County Turf Removal Program

- Participating in program since 2011
- 5 million square feet of turf removed
- 2,477 Residential and 268 Commercial Rebates
- Do-It-Yourself Approach
- Quality Control Measures
- Submit Project Receipts
- Customers wait for rebate check
Need Landscape Market Transformation

- Turf replacement neighborhood effect
- IRWD study shows 1:2 ratio (rebate: no rebate)
- Opportunities still available to the District
- Support market transformation with quality landscapes
MNWD Demand Management Approach

- Using market research for program development
- Incorporate educational elements
- Iterative, measured approach
  - Focus on pilots
  - Proof of Concept/Effectiveness
  - Responsible with Public Funds
UC Riverside Study Findings

- UCR reviewed rebate and consumption data
- Online survey in October 2016
- Focus on outdoor programs
- Customers want easy programs
- Annual average savings of 45.7 gallons per ft²
Increasing Participation

Removing barriers to participation

• Care & maintenance of new landscapes
• Plant, designer, & contractor selection
• Receipt management
• 10-12 week wait for rebate check
Multi-Benefit Landscapes

• Watershed Quality Improvements
  • Reduce dry weather runoff
  • Keep stormwater on-site
  • Mitigate impact to streams and ocean

• Regionally native plant species
  • Climate appropriate
  • Requires more customer education
  • Requires knowledgeable contractors

Photos: Jodie Cook, My Avant Garden; © Pete Veilleux / East Bay Wilds
Design of Pilot Program

- Residential Landscape Workshop (District Pays)
- Pre-Qualifying Irrigation & Site Assessment (District Pays - $175)
- Landscape Design (50/50 cost share – Total $550, District pays $275)
- Turf Removal
- Landscape Installation ($2/sqft rebate applied upfront as discount)
- Post-Installation Site Assessment (90 days after, customer pays)
- Administered by Program Manager within Contractor Network

Photos: Jodie Cook, My Avant Garden, 2017
Pilot Direct Install Turf Replacement Program

Residential Landscape Workshop (District Paid)

- Regionally native plant species
- Care & maintenance of natives
- SoCal climate
- Watershed Wise
- Healthy soils
- Irrigation
Pilot Direct Install Turf Replacement Program

- Pre-Qualifying Irrigation & Site Assessment (District Paid - $175)
- Non-refundable deposit on design ($275)

Photos: Jodie Cook, My Avant Garden, 2017
Pilot Direct Install Turf Replacement Program

- Landscape Design
- Customer signs Contractor agreement

(50/50 cost share – Total $550, MNWD pays $275)
Pilot Direct Install Turf Replacement Program

- Turf Removal
- Landscape Installation

Photos: Jodie Cook, My Avant Garden, 2017
Pilot Direct Install Turf Replacement Program

- Post-Installation Site Assessment
- Customer questions and education
SeamlessGov Form and Workflow Manager
SeamlessGov Form and Workflow Manager

Administered by Program Manager within Contractor Network
Contractor Network and Program Management

- Required C-27 Landscape Contractor
- Subcontracted with Designer and Turf Removal contractor
- Created Program Manager function (Designer)
- Agreement configuration was determined by licenses
Transformations

Photos: Jodie Cook, My Avant Garden, 2017
Transformations

Photos: Jodie Cook, My Avant Garden, 2017
<table>
<thead>
<tr>
<th>Orange County Partnership</th>
<th>VS</th>
<th>Direct Install Turf Replacement</th>
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<tr>
<td>Do-it-yourself</td>
<td></td>
<td>Vetted contractor Network</td>
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<tr>
<td>Do-it-yourself</td>
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<td>Landscape Design with cost share</td>
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<td>Rebate after install</td>
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<td>Upfront discount</td>
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<td>No keeping receipts</td>
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<td>Educational Website</td>
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<td>Owner must attend Workshop</td>
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<td>Optional to attend workshop</td>
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<td>In-person consultation</td>
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<td>California Friendly or Artificial Turf or Gravel with a few plants</td>
<td></td>
<td>Incorporating watershed-wise design</td>
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Lessons Learned

• Education essential to success
• Provide customer with expected costs
• Legal elements – prevailing wage and bonding
• Modified program limitations
• Develop a clear workflow
Full Scale Direct Install Turf Replacement Program

- Holding an internal contest to select a market-ready name
- Pre-solicitation survey to 300 OC Contractors
- Request For Proposal Process
- Will run concurrently with regional turf removal program
- Developing dedicated turf replacement website
- Ready to launch in late Fall

Photo: Evett Kilmartin ©University of California Regents
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