

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



The WECAN Program in the Santa Ana River Watershed

Water-Energy Community Action
Network

Watersmart Innovations Conference, 2018



[illegible]

- California Climate Investments Grant
- Water-Energy Nexus, seeking GHG emission reductions
- Goals of the SAWPA WECAN Program
 - Support for low-income community members
 - Conservation of water and energy
 - GHG reductions



- Indoor retrofits
 - Faucets aerators and showerheads
 - Thermostatic valves and toilets
 - Hot water heaters and blankets
- Outdoor turf replacement
 - Front yards
 - 1,000 square foot limit
 - 50% vegetative cover at maturity
 - Mulch, drip



Conservation per year:

- 11.5 million gallons
- 2.9 million kWh

Therefore:

- 3 million kg CO₂e



Water-Energy Community Action Network

Ahorre agua. ¡Ahorre dinero!
Save Water. Save Money!

Obtenga un césped nuevo SIN COSTO en 3 pasos

Get a new lawn for NO COST in 3 steps

1

LLAME

póngase en contacto con nosotros para ver si usted es elegible para un paisaje nuevo gratis con WECAN

CALL

contact us to see if you are eligible for a free new landscape with WECAN



SAWPA y su agencia de agua están ofreciendo reemplazar su césped de hierba con un paisaje de California que ahorra agua, SIN COSTO!

SAWPA & your water agency are offering to replace your grass lawn with a water-saving California landscape for NO COST!

2

DISEÑE

trabaje con nuestros profesionales para seleccionar su paisaje tolerante a la sequía

DESIGN

work with our professionals to select your California-friendly landscape

3

DISFRUTE

nuestros profesionales harán todo el trabajo para transformar su césped y usted ahorrará agua y dinero!

ENJOY

our professionals do all the work to transform your lawn and you save water and money!



888-899-8723

www.sawpa.org/wecan

wecan@sawpa.org

- Talking about the turf removal today
- Bilingual outreach materials
- Bilingual engagement team



Roles:

- Grant recipient
- Program design
- Funding aggregator
- Contracting
- Oversight / Project Management
- Reporting to the State





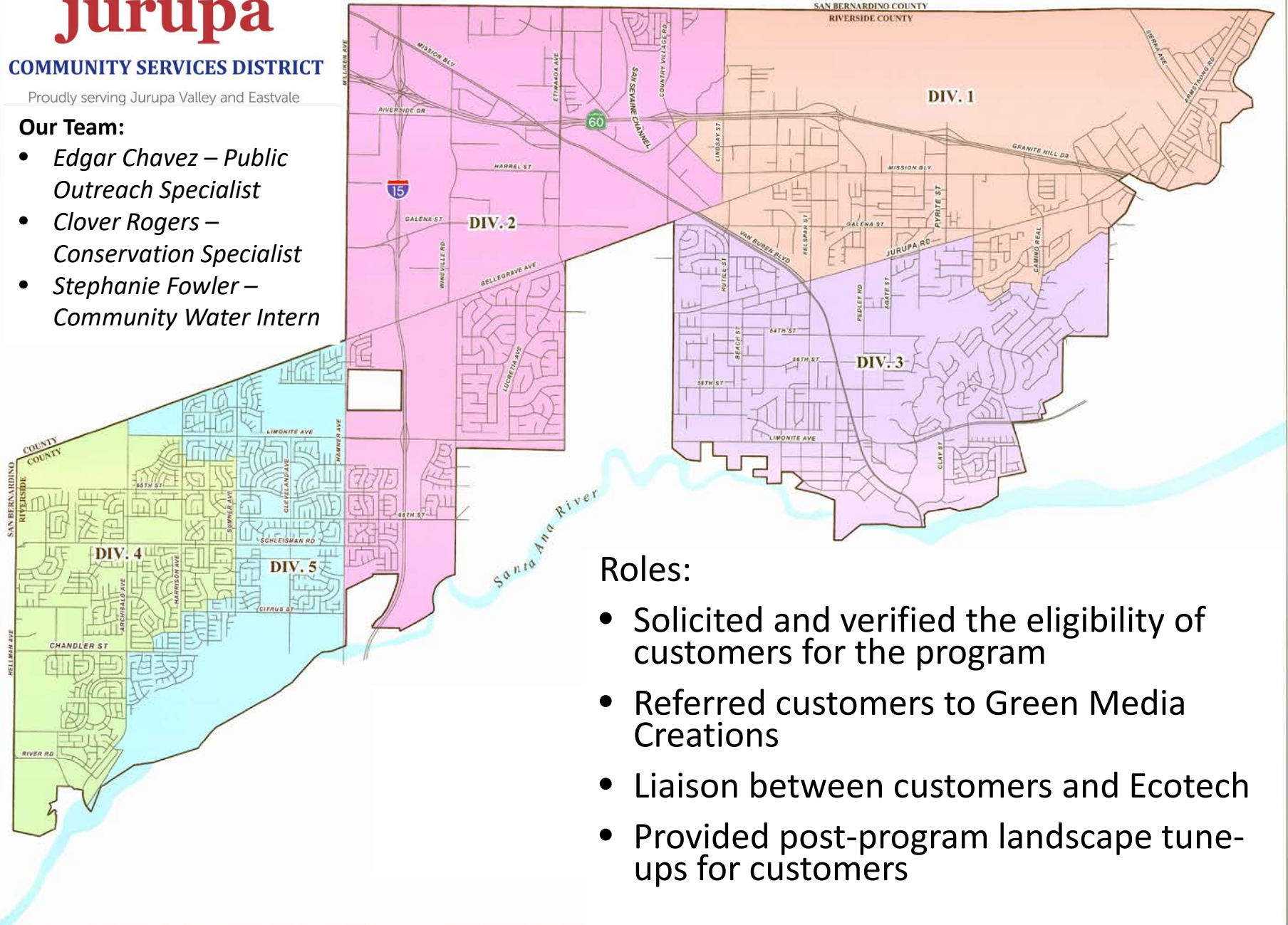
Jurupa

COMMUNITY SERVICES DISTRICT

Proudly serving Jurupa Valley and Eastvale

Our Team:

- *Edgar Chavez – Public Outreach Specialist*
- *Clover Rogers – Conservation Specialist*
- *Stephanie Fowler – Community Water Intern*



Roles:

- Solicited and verified the eligibility of customers for the program
- Referred customers to Green Media Creations
- Liaison between customers and Ecotech
- Provided post-program landscape tune-ups for customers



EcoTechServices, Inc.

- Landscape Contractor
 - Design
 - Turf removal
 - Installation
 - Follow up appointments
- Customer service for participants once in the program
- Face of the program once participants are on board





Roles:

- Providing customer engagement, registration and outreach for program participants.
 - Communication with program partners
 - CRM tracking of customer communication
 - Initial contact with customer
 - Program guideline description
 - Bilingual staff
 - Weekend hours of operation
 - Community street canvassing
 - Event tabling
 - Home registration process



Outreach staff interacts with customers



O R A N G E C O U N T Y
COASTKEEPER®

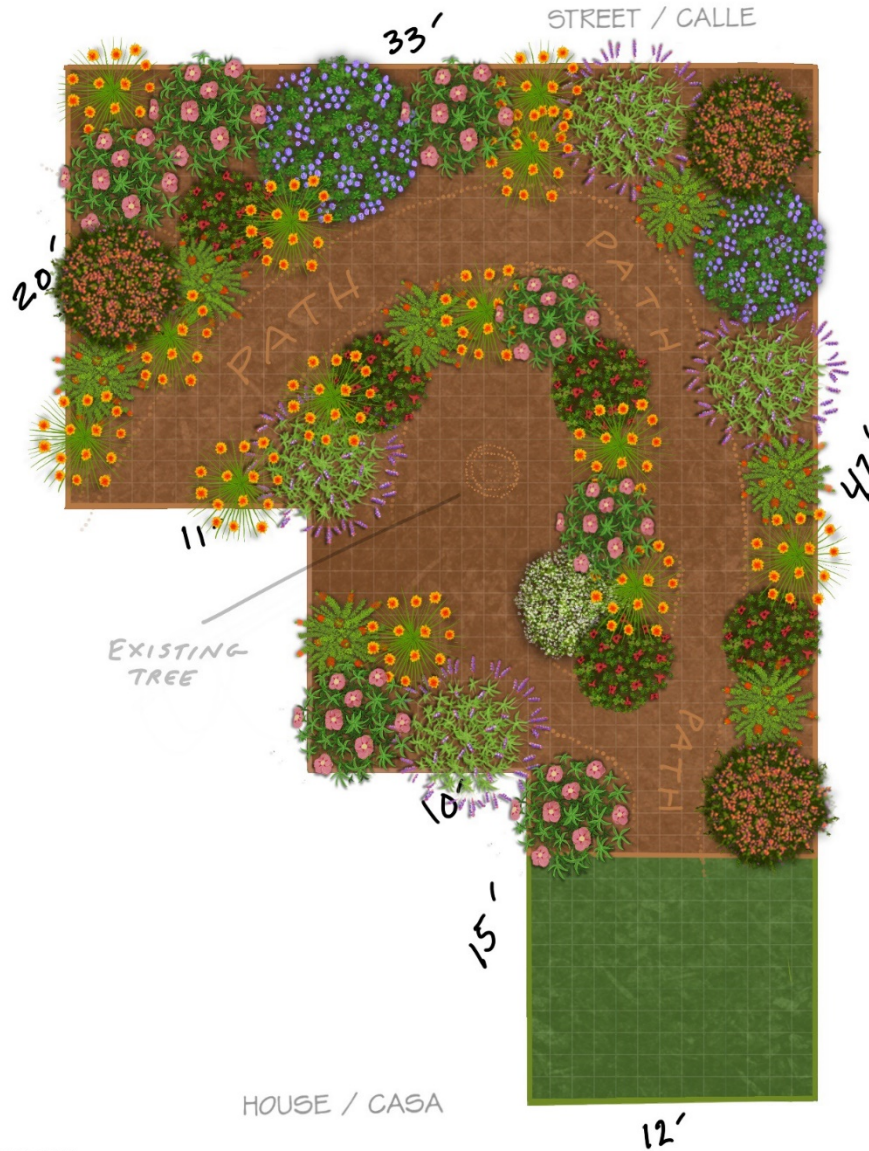
- Community training workshops for landscape maintenance
- Bi-lingual maintenance manuals for homeowners

What didn't go as planned?


Registration – Project Design – Installation – Follow up







PLANT LIST

- | | | |
|---|----|------------------|
|  | 13 | RED HOT POKER |
|  | 7 | ORCHID ROCKROSE |
|  | 6 | BOTTLE BRUSH |
|  | 3 | LANTANA "SUNSET" |
|  | 4 | MEXICAN SAGE |
|  | 5 | SNAPDRAGON |
|  | 2 | CONCHA |
|  | 1 | BUCKWHEAT |

GARDEN DESIGN

JURO94



EcoTechServices, Inc.



How did we adjust?

Registration – Project Design – Installation – Follow up







WE CAN be
Water & Energy Smart
Please encourage the girl
while we dig our part



 **WE CAN be**
Water & Energy Smart
Please secure the dirt
while we do our part!


The best parts?

Customer Service – Teamwork – Economy of Scale







WE CAN be
Water Wiser Energy Smarter
Please don't use the water
waste and the energy

3369



Next time?

Program Design – Client Communication – Landscape Options





500
PARKING
May 15 - 16, 2014





SURVEY GOALS:

- CUSTOMER FEEDBACK
- IDENTIFY AND ADDRESS MAINTENANCE ISSUES
- INSIGHTS FOR PROGRAM IMPROVEMENTS



CUSTOMER FEEDBACK

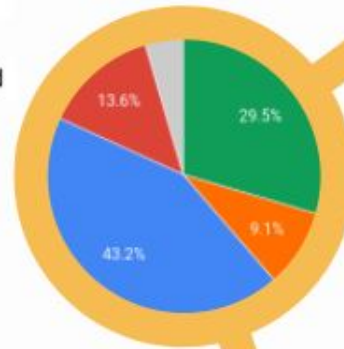
- Very Satisfied
- Somewhat Satisfied
- About Average
- Somewhat Unsatisfied
- Very Unsatisfied

"1,000x better than turf!"

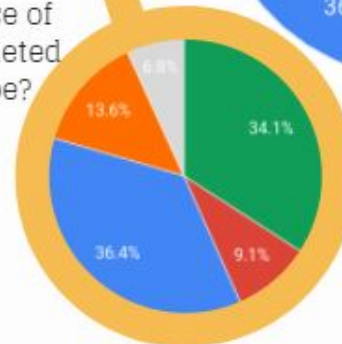
"Would be happy if they could convert more turf to drought-tolerant landscaping."

"Maintenance training and information on plants would be a nice addition."

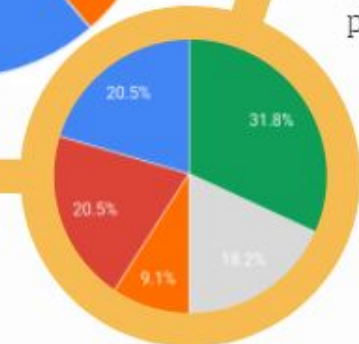
How satisfied were you with the project installation?



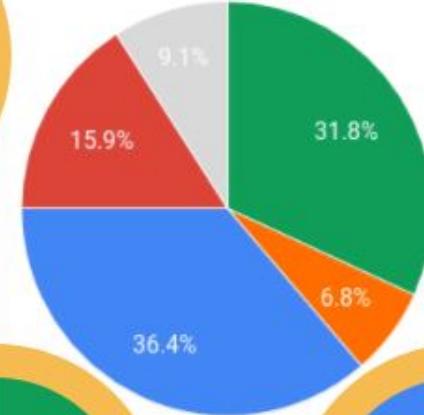
How satisfied are you with the appearance of your completed landscape?



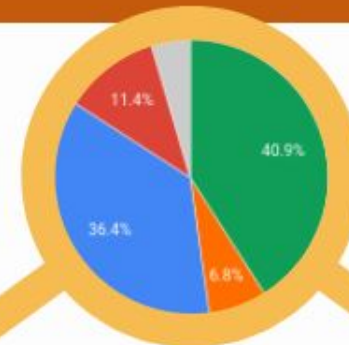
How satisfied are you with the maintenance of your completed landscape?



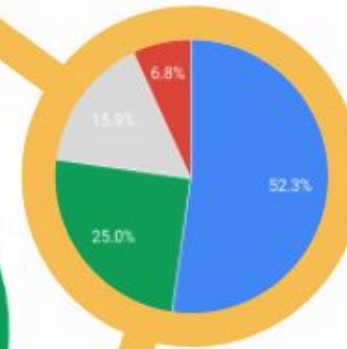
Overall Satisfaction?



How satisfied are you with the project design?



Were you satisfied with the project personnel?





Governor's Office of
Planning and Research

Best Practice Pilot Program (BP3)



Helping Local Communities Conserve: The Water–Energy Community Action Network

Governor's Office of Planning and Research
Best Practice Pilot Program

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Mike Antos, Watershed Manager

Santa Ana Watershed Project Authority, CivicSpark Sponsor



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Thank you!

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