

This presentation premiered at WaterSmart Innovations

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BREAKING THROUGH BARRIERS TO TURF REPLACEMENT ON LARGE LANDSCAPES

WATERSMART INNOVATIONS
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Environmental
Incentives 




**San Diego County
Water Authority**
Our Region's Trusted
Water Leader

WHY ARE WE HERE?

Deliver insights from a new San Diego program breaking down barriers to turf replacement that can be applied in your own communities

Session Outline

- Introduce the stacked incentive model and large landscape opportunity
- Describe Landscape Optimization Service results
- Share insights from experience

Session Bottom line

1. Technical assistance is the key ingredient
2. 5 simple numbers drive the Go / No-Go Decision
3. “Prototype, test, and adjust” rather than “design it right the first time”

STACKED BENEFITS OF SUSTAINABLE LANDSCAPES



Water Use Reduction



Dry Weather Flow Reduction



Wet Weather Flow Reduction



Bacteria Load Reduction



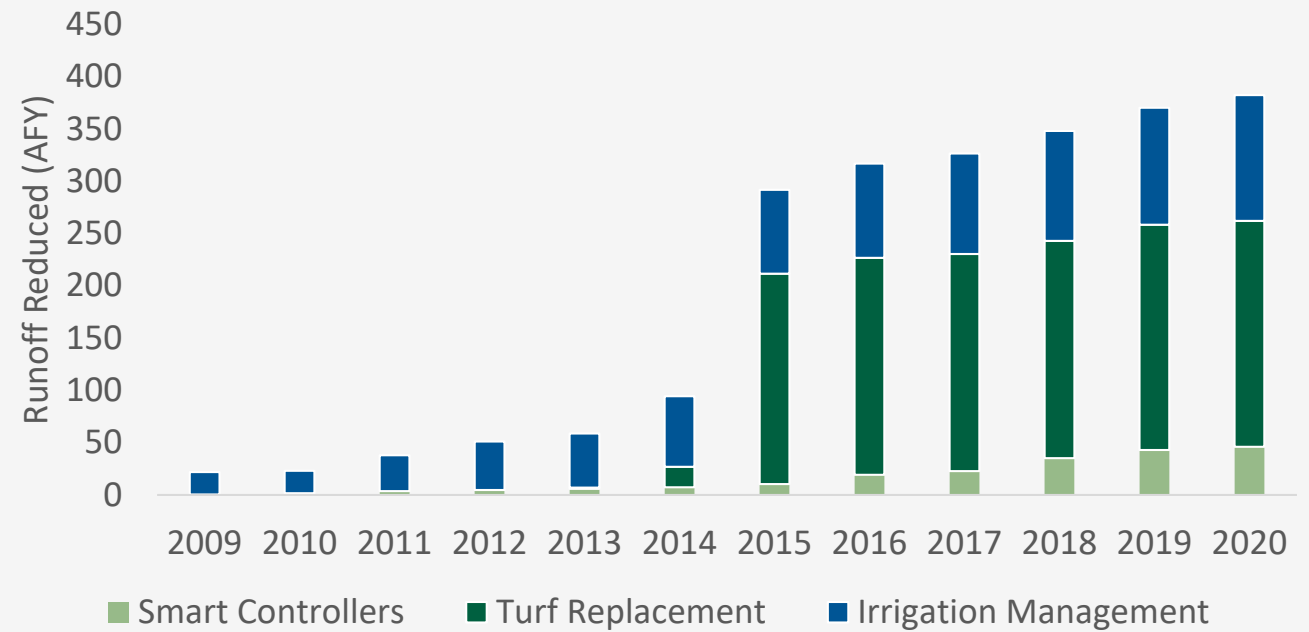
Nitrogen Removal



Phosphorus Removal




SDCWA Program Water Quality Benefits

Accumulated Annual Dry Weather Runoff Benefits

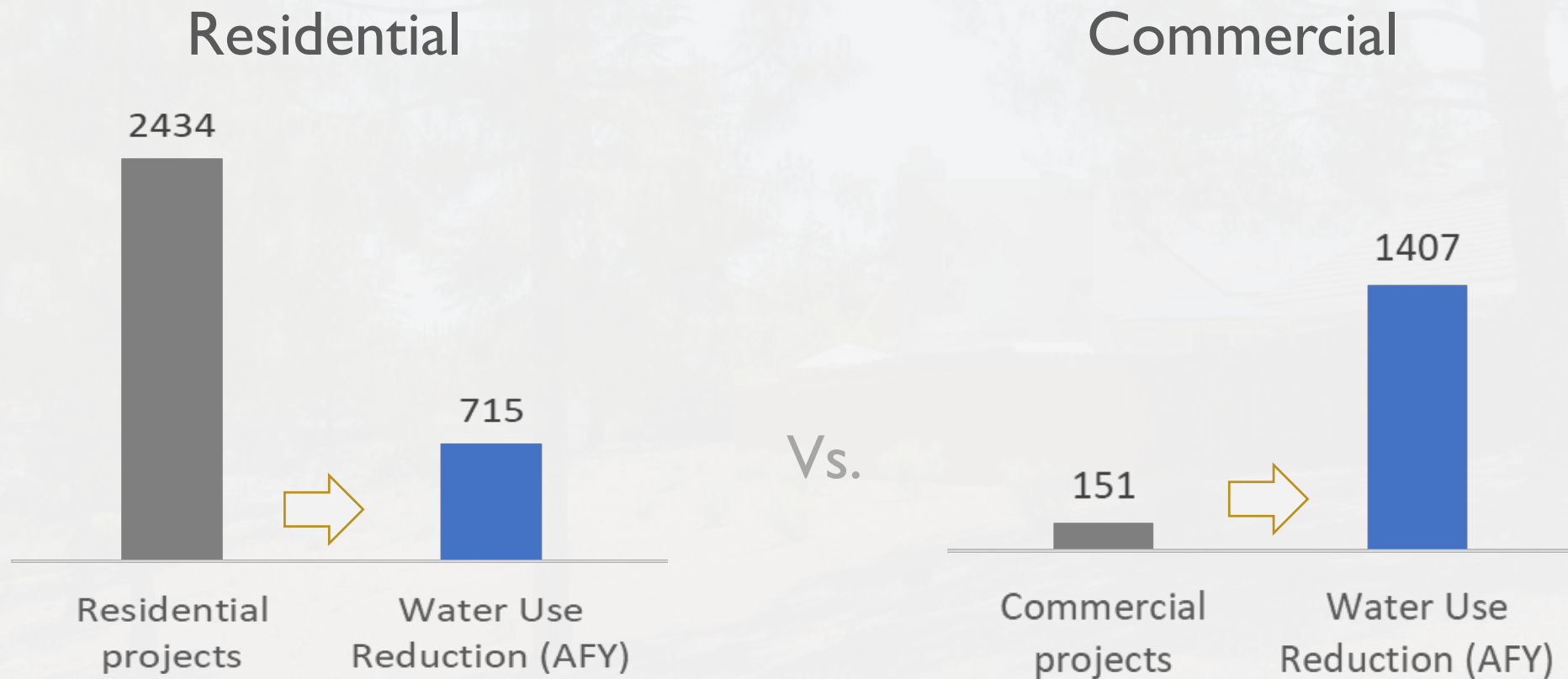


COUNTY OF SAN DIEGO WATERSCAPE REBATE PROGRAM

Stacked Incentives in SD County for Residential, Commercial, and Agricultural Customers

Program				TOTAL
Turf Replacement	\$2/ sq. ft	\$1/ sq. ft.	\$1/ sq. ft.	\$4/sq. ft.
Weather-Based Irrigation Controllers	\$35/station		\$25/station	\$60/station
Rain Barrels	\$35/barrel		\$30/barrel	\$65/barrel
Cisterns	\$250-\$350/cistern		\$100/cistern	Up to \$450/cistern
Agricultural Irrigation Efficiency Program		Up to \$5,000/grower	Matched funding to support more projects	Up to \$5,000/grower
Rain-Saving Landscape Features and Containers			\$0.75 - \$2.25/gallon stored	Up to \$2,100/property

LARGE LANDSCAPES ARE THE NEXT FRONTIER



Implemented Projects in San Diego County: 2012 - 2020

DEMONSTRATION PROJECT RESULTS

800 home HOA in Spring Valley, San Diego - Replaced turf grass and upgraded controllers



**37,000 sq. ft.
transformed**

**91% of project
costs covered
by rebates**

**75% estimated
reduction in
water use**

**Estimated HOA cost
savings of \$200,000
over 10 years**

**Nearly 1 AF dry
weather flow
reduced**

TECHNICAL ASSISTANCE
TO IDENTIFY AND
COMPLETE TURF
REPLACEMENT AND
LANDSCAPE IMPROVEMENT
PROJECTS

UP TO \$4/SQ FT OF TURF
GRASS REPLACED

50% OFF STORMWATER
FEATURE COSTS

HELP OBTAINING
ADDITIONAL REBATES FOR
WATER EFFICIENCY
DEVICES

LANDSCAPE OPTIMIZATION SERVICE

ELIGIBLE PROPERTIES
MUST REPLACE AT
LEAST 10,000 SQ. FT
OF TURF

Funding Partners



Implementing Partners



I. TECHNICAL ASSISTANCE IS THE KEY INGREDIENT



Build understanding of value and create forward motion



Seamlessly deliver programs and integrate incentives for customers



Reduce risk for landscapers and build their capacity



2. 5 SIMPLE NUMBERS DRIVE THE DECISION

91%

Percent of project covered by rebates

\$13,200

Owner cost AFTER rebates

1.75 years

Average payback period

\$200,000

Estimated irrigation cost savings over 10 years

2.2 million

Estimated number of gallons saved annually



3. PROTOTYPE, TEST, AND ADJUST



Prototype quickly to avoid overplanning



Get feedback from users and adapt in real-time



Scale up successful elements through incremental expansion



THE FUTURE OF THE SAN DIEGO PROGRAM

- Scale up with additional investments (\$4-6MM annually across program)
- Refine technical assistance offering via 13 additional projects this year
- Boost supply chain capability through incentives, education, and pay for performance



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