

# Changing the Residential Landscape: What are we learning?

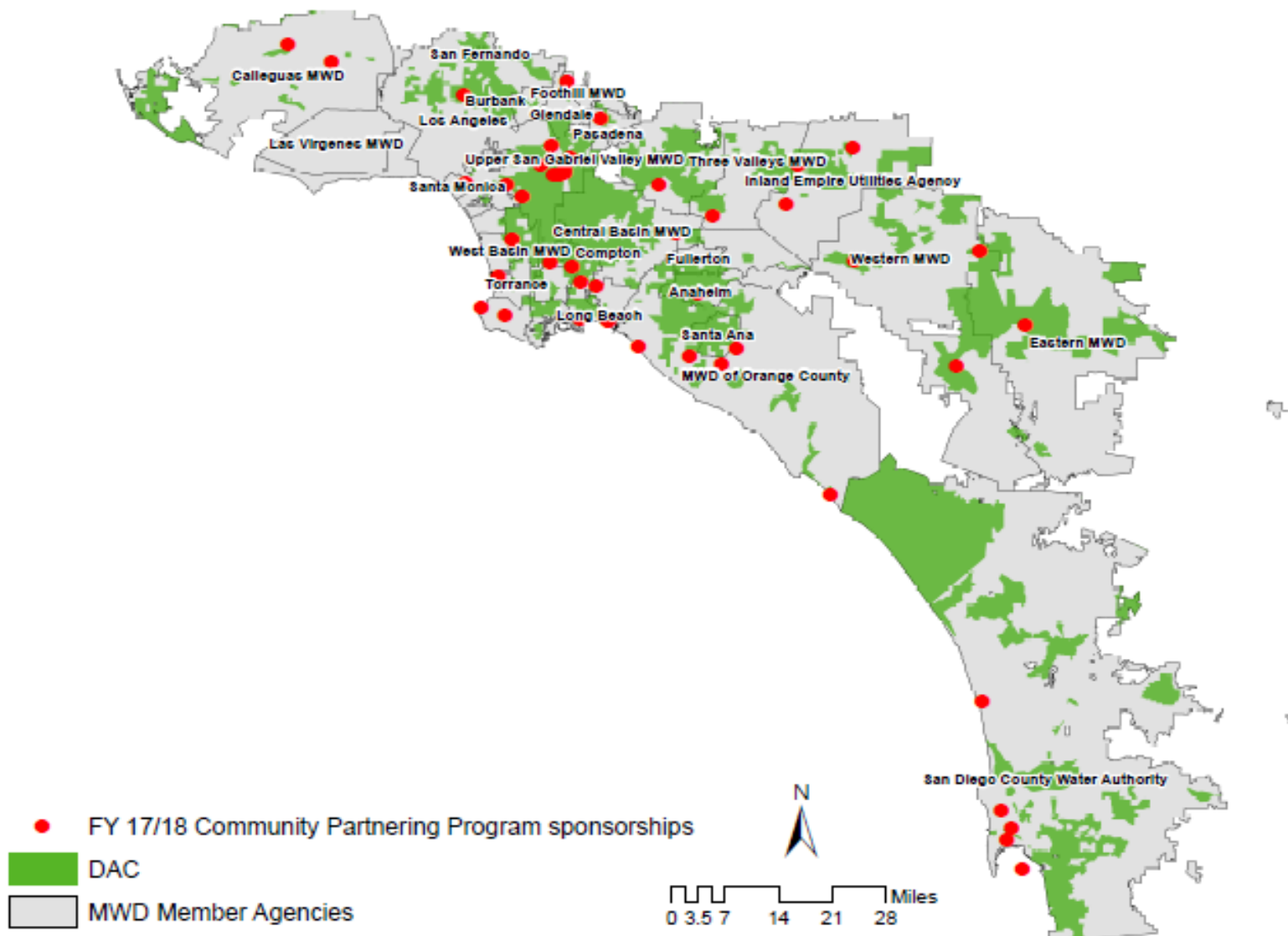
Moderated by: Lisa Cuellar, CalWEP

Krista Reger, Metropolitan Water District

Maureen Erbeznik, Consultant

Ian Achimore, Santa Ana Watershed Project Authority

Clover Rogers, Jurupa Community Services District



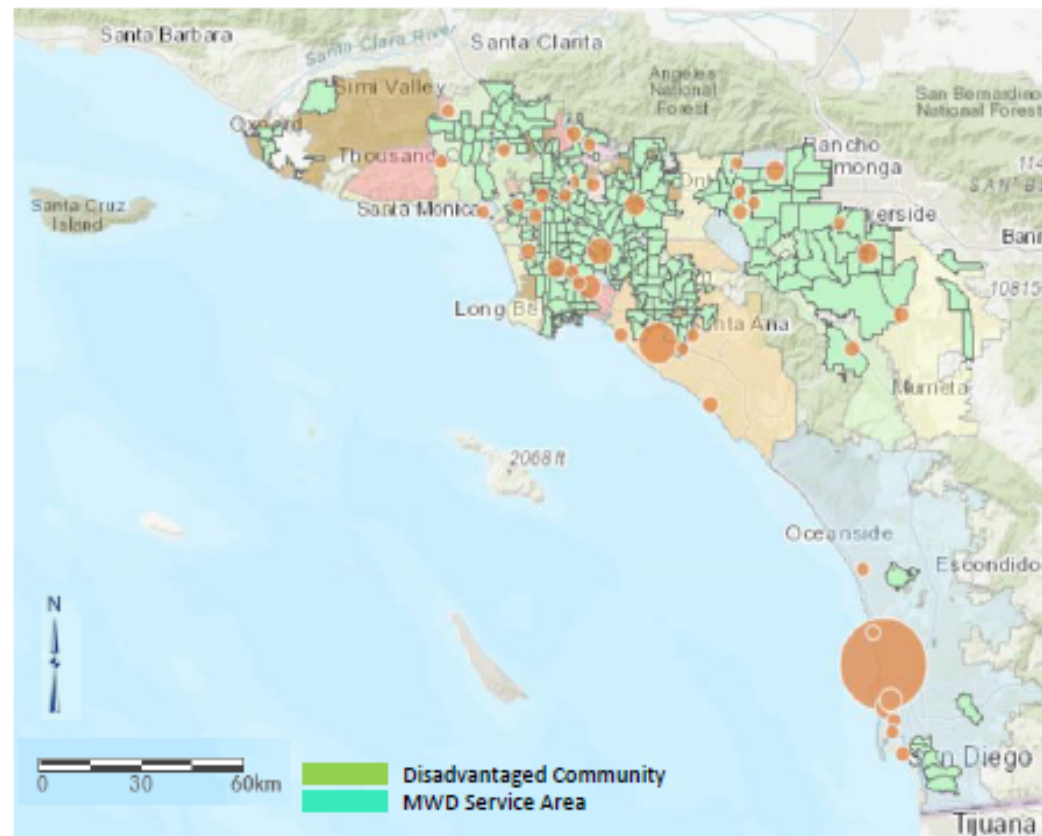
# MWD DAC Programs and Outreach

- Regional Program
  - Grant Opportunities
  - Community Partnering Program (CPP) sponsorship (\$2000 grants) of water conservation and water-use efficiency programs and activities.
    - Environmental groups, water resources or watershed programs, public policy water conferences, native plant gardens, environmental education programs are all participants
    - Typically 50 sponsorships per fiscal year
- Local Programs
  - Member agency assistance for local programs
  - City of Pasadena “Under One Roof” program
  - Long Beach Water Department DIG program

# Disadvantaged Community Zip Codes and Community Grants July 2017 – June 2018

**45%** of the \$100,000 in  
annual grants reached  
disadvantaged communities

**29%** of the 64,605  
Community Partnering  
Program-sponsored event  
participants were in  
disadvantaged communities







# AWE Outdoor Water Savings Research Initiative: *Landscape Transformation Study*

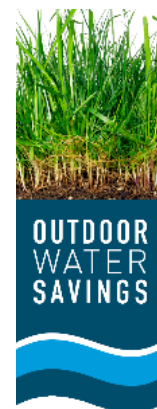
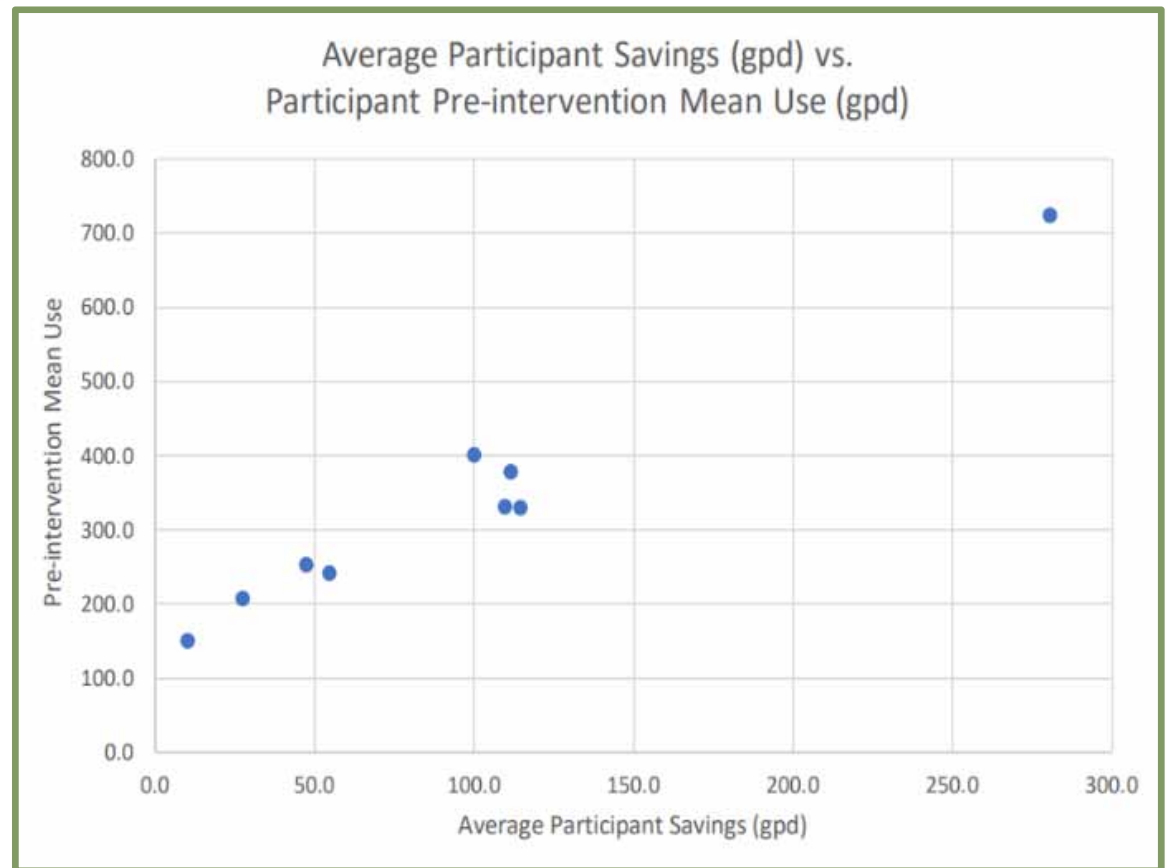


Photo credit: Vicki Anderson


All programs, of every type,  
generated meaningful  
water savings

Average participant water  
savings ranged from **7%**  
(Outreach & Support) to  
**39%** (Cash for Grass)

Higher pre-intervention  
water use was associated  
with higher savings



## TIME TO EDUCATE CONSUMERS



Consumers are  
generally  
disconnected from  
their outdoor water  
use

**53%**

believe they use **10-30 percent** of their water outdoors. (Truth: Most use **30 to 60 percent**)

**41%**

believe they own water-efficient sprinklers (Truth: **less than 20%** of equipment sold is efficient)

**56%**

believe they have a smart controller (**31%** are interested in getting one)

**92%**

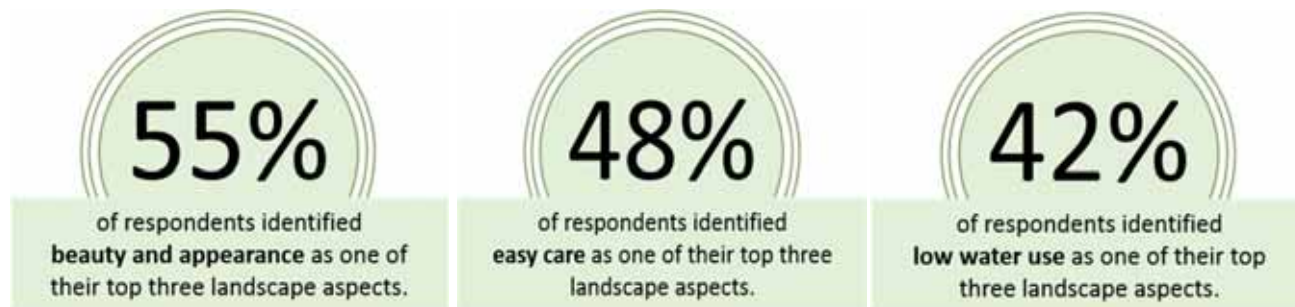
state they have a timer on their system; about **25%** say they adjust based on season and weather; **89%** say they check regularly for leaks



**They want  
landscapes that  
are beautiful, easy,  
and water-  
efficient.**

**Beauty** doesn't  
necessarily mean  
all green, all the  
time.

Beauty is important, but nearly half of respondents also wanted their landscapes to be water-conscious – indicating awareness is growing.



**87%** would like  
trees and shrubs



**79%** would like  
flowers



**73%** would like an  
entertaining space



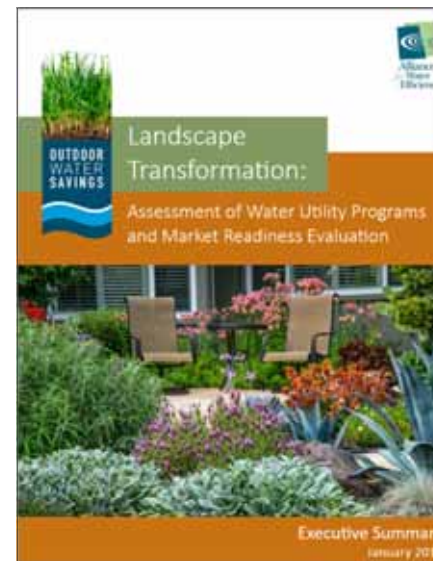
**69%** would like  
lawn



# Learn More

Visit [www.allianceforwaterefficiency.org](http://www.allianceforwaterefficiency.org) to access:

- Executive Summary
- Impact Analysis Report
  - **Member Version** with Expanded Program Descriptions
- Process Evaluation Report
  - **Member Version** with Expanded Program Descriptions
- Fact Sheet: Making the Case for Landscape Transformation (Member-Only)
- Infographic
- More to come!



## Santa Ana Watershed Project Authority (SAWPA)

- Joint Powers Authority (JPA) established in 1974.
  - Five members agencies are special districts (below).
  - Implements projects related to water quality, watershed health, water supply and water use efficiency.
- SAWPA's service area, the Santa Ana River Watershed, has approximately 70 retail water agencies





# Grant Application

- Indoor retrofits (toilets, water heaters, etc.) scope developed with county-wide partners
- Outdoor retrofits (turf removal drought tolerant install) scope developed with retail and wholesale water agencies.
- Qualifying census tracts: CalEnviroScreen 2.0 score of 76% or higher.
- Used water savings benefits for turf removal based on analysis by Municipal Water District of Orange County
- Referenced SoCalGas's *Energy Savings Assistance Program* with the California Public Utilities Commission





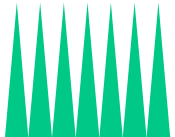




# Implementation



- Indoor retrofit customers qualified under a separate qualification process (based on income)



- Consultant and nonprofit team implemented outdoor retrofits





# Before and After



**WE CAN**

Water Energy Community  
Action Network







# Implementation



**WE CAN**

Water Energy Community  
Action Network





# Implementation



**WE CAN**

Water Energy Community  
Action Network





# Panelist Q & A

