

# AWE Outdoor Water Savings Research Initiative: *Sustainable Landscape Program Guide*



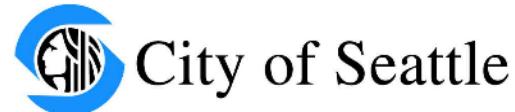
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## LANDSCAPE TRANSFORMATION STUDY: 2018 ANALYTICS REPORT

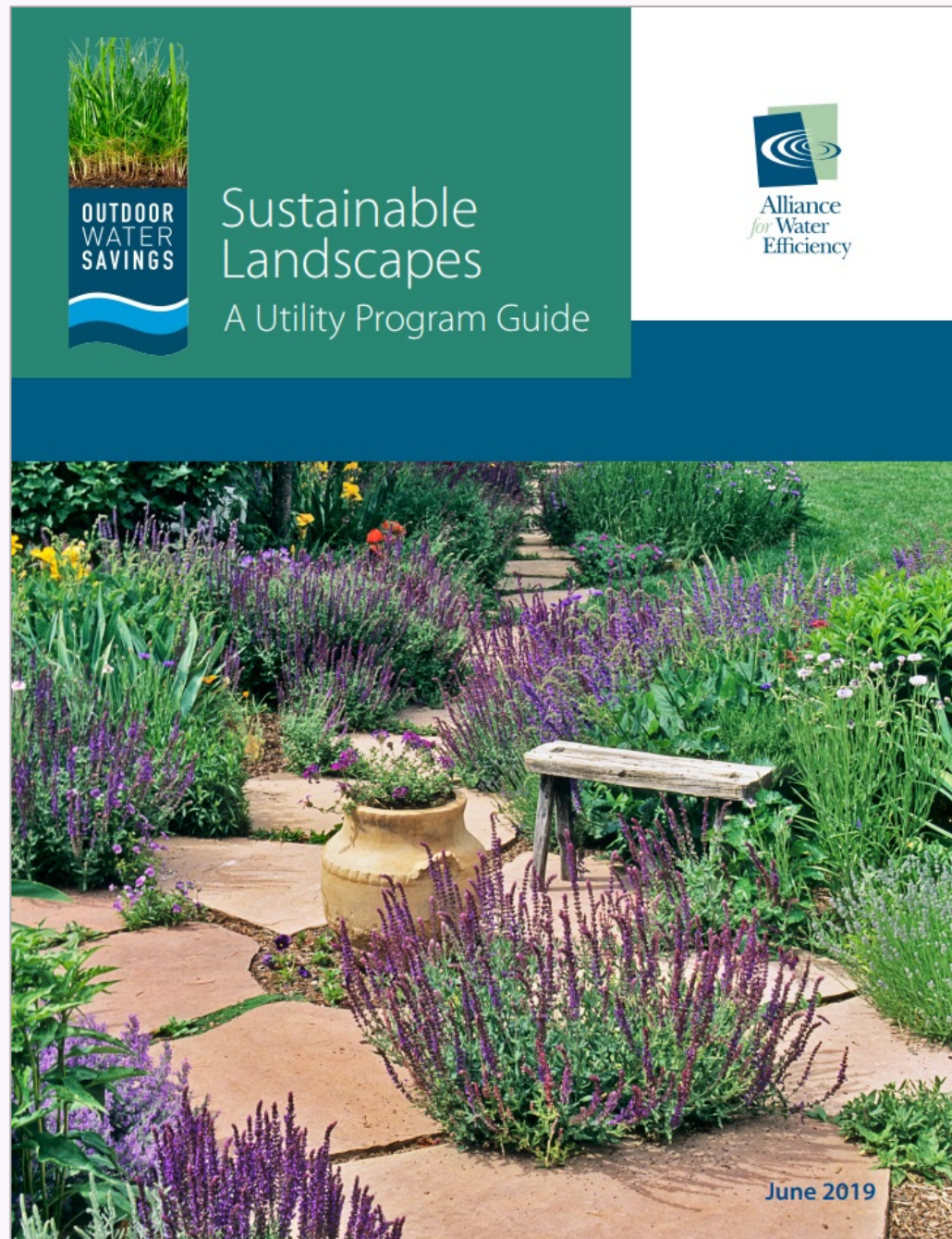
### Chapter 4: Program Descriptions

#### Overview

Fourteen water utility programs were submitted for review; with water utilities looking for suggestions and feedback on design effectiveness. The programs fall into four categories:

1. Per Square Foot Incentives for Lawn Removal
2. Irrigation Equipment Incentives
3. Site Consultations (Audits)
4. Free Sheet Mulching Materials

The fourteen water utilities span from the low rainfall and drought areas of California, Nevada and Texas, to the moderately high rainfall regions of City of Guelph and the region of Peel, to the temperate marine weather of Seattle. The program designs range as well, with varying levels of incentives, customer support and rules/ requirements. Due to these factors the programs are not statistically comparable. For the purposes of this study, we have identified general barriers and opportunities that crossed the boundaries of most programs. Table 4.1 provides an overview of the program names, and types of program by utility. The following pages are basic overviews of the fourteen programs to provide the reader with key program elements.<sup>7</sup>



- AWE/CalWEP members only product
- Members will receive online access as well as hard copy

# Audience

Create first  
program

Revitalize  
existing  
programs

Add to suite of  
programs



## Sustainable Landscapes

A Utility Program Guide



# Guide Layout

- Two major sections: General Considerations and specific Program Design Considerations
- Featured Programs

# General Considerations

- Goal-setting
- Staffing
- Partners
- Timing



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# General Considerations: Communication



Photo by AnnieSpratt on [Pixabay](#)

- Terminology
- Area-specific messaging
- Outreach



BeWaterWise  
@bewaterwise20

This Valentine's Day get the gift you really want ... water-saving rebates from [bewaterwise.com](https://bewaterwise.com)  
#HappyValentinesDay



Austin Water  
@AustinWater

Don't get caught in the rain! ☔ Install a rainwater harvesting system and reduce the amount of paid water you use. Let us help you with up to \$5,000 in rebates! Apply now: [ow.ly/eKKf30oiE7B](https://ow.ly/eKKf30oiE7B) #ATXH2O #ATXWX #ATX



# General Considerations: Financial



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- \$30,000 - \$10 million: budgets vary widely!
- Freeridership
- Cost-effectiveness

# Program Design

- Turf Replacement
- Rebates and Incentives
- Free Materials
- Education



Photo by Vicki Anderson

# Program Design: Turf Replacement



Photo by Erin Kinney on [Flickr](#) (CC BY-NC-ND 2.0)

- Financial Incentive
- Requirement: Customer education
- Requirement: Landscape plan, plant list
- Landscape elements
- Pre/post-program inspection

# Featured Program: Water Smart Landscapes

## Southern Nevada Water Authority

You don't want to chase your tail.  
You don't want to create a  
landscape transformation rebate  
program if your community hasn't  
done anything to change the way  
your community landscapes  
development.

Doug Bennett, Conservation Manager,  
Southern Nevada Water Authority

- \$3/ft<sup>2</sup>
- Generally require at least 400 ft<sup>2</sup> of healthy lawn be replaced
- AWE Landscape Transformation study found a 38.8 percent reduction in water demand
- Persistent, increasing savings

# Featured Program: WaterSaver Irrigation Efficiency Rebates San Antonio Water System

- Rebates offered after in-person consultation; vary based on type of work completed
- 2018 program savings estimate: 30 million gallons per year



Photo Source: [Garden Style San Antonio](#)

# Featured Program:

## WaterSaver Irrigation Efficiency Rebates

San Antonio Water System

You can shame people and you can get a response, but if you want long-term cooperation, I'd rather have them be proud of something than ashamed of something.

Karen Guz, Director of Water Conservation,  
San Antonio Water System



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A Utility Program Guide



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# Stay tuned!



# SMART IRRIGATION MARKETPLACE

Welcome to AWE's Smart Irrigation  
Marketplace

Browse for program design resources,  
product offerings, professional  
assistance, educational content and  
more to enhance your outdoor  
efficiency programs!

<https://smartirrigationmarketplace.selz.com/>