



New Conservation Coordinator Training

Landscape Programs

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Brought to you by:



MADDAUS
WATER
MANAGEMENT



CALIFORNIA
WATER EFFICIENCY
PARTNERSHIP

Welcome!

- Feel free to turn on your camera.
- Stay muted until it is your turn to talk.
- Have a question or comment? Type it into the chat box or wait until it's discussion time to use your microphone!





Agenda

History of BMPs and Purpose of Guides

Overview of the Guides

Tour of Landscape Guides

Member Spotlight: Metropolitan District of So. California

CalWEP Landscape Conversion Criteria Tool

Guide Tips & Tricks

Discussion



From California Urban Water Conservation Council BMPs to CalWEP Implementation Guides



1991

Memorandum of Understanding Regarding Urban Water Conservation in California



BMPs

14 BMPs identified in the MOU.



LATE

1990'S/EARLY 2000'S

CWWCC Committees developed BMP specific handbooks



2008

CWWCC updates the BMPs - includes broader approach for water savings and efficiency



2021

Online dynamic resource for conservation coordinators

IMPLEMENTATION GUIDES

Search All Guides

SEARCH



Commercial, Industrial, and
Institutional



Education and Outreach



Landscape



Residential



Utility Operations



calwep.org/guide



LANDSCAPE GUIDES

Search Landscape Guides

SEARCH

LIVE DEMO

www.calwep.org

*Requires a MyCalWEP login



Salvey and Audits






Sustainable Landscaping



Water Budgets






Poll Questions!

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1. Which best describes the status of your turf rebate program?
 - We are dusting off our turf rebate program for re-launch.
 - We're about to launch our FIRST turf rebate program.
 - We're seasoned veterans of turf rebate programs.
 - We're curious about turf rebate programs, but currently do not offer them.
 - Our agency does not offer a turf rebate program at this time.
 - Other – Type in Zoom Chat



Poll Questions!

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2. Regarding turf rebates, I'm looking to . . .
- Conduct targeted outreach to large CII customers
 - Conduct targeted outreach to residential customers
 - Adapt our program to include a water harvesting component
 - Launch a direct install lawn-to-garden program
 - Continue running our turf rebate program as is, it's working great!
 - Get some assistance on launching a turf rebate program
 - Other – Type in Zoom Chat

Member Spotlight:

MWD's Turf Replacement Program



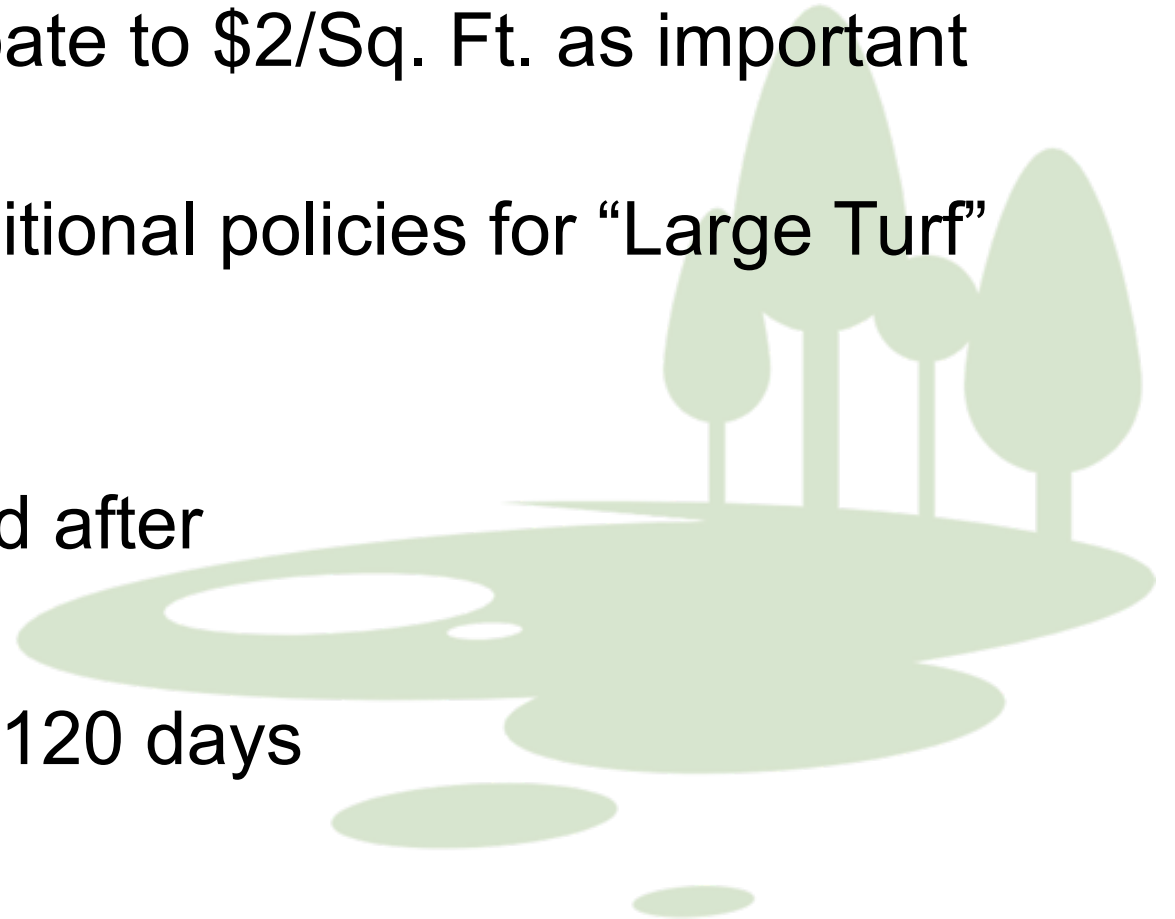
History of Turf Removal Program

- Member Agency Administered program in 2008
- Initially \$0.30/Sq. Ft.
- Increased to \$1/Sq. Ft. with grant funds in 2011
- Board approved maintaining rebate at \$1 when grants ended in 2013



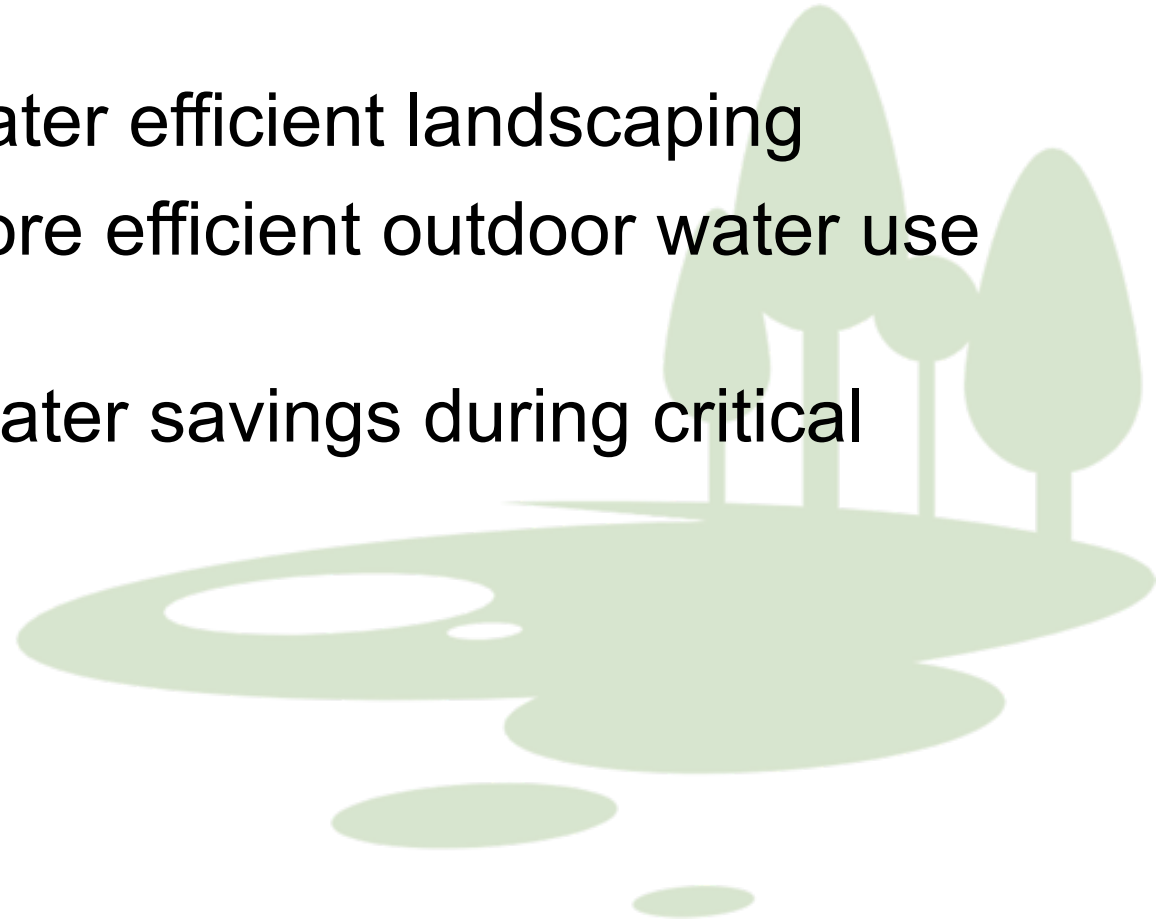
Regional Turf Removal Program

- January 2014 - Launched
- May 2014 - Board increased rebate to \$2/Sq. Ft. as important drought response
- July 2014 – Staff implement additional policies for “Large Turf” reservations over \$100,000
- Detailed site maps
- MWD site inspections before and after
- Rebates limited to project costs
- Allowance for reservations over 120 days



Turf Removal Program Objectives

- Accelerate the region's ability to comply with 20% water use reduction by 2020
- Increase public awareness of water efficient landscaping
- Transform the market toward more efficient outdoor water use practices
- Act as an option for increased water savings during critical drought periods



Budget Growth





Landscape Transformation Program

- Multi-pronged approach to maximize water utilization and conservation
- Plant density requirements
- Incorporates watershed components to capture runoff
- Water efficient irrigation

NEW!

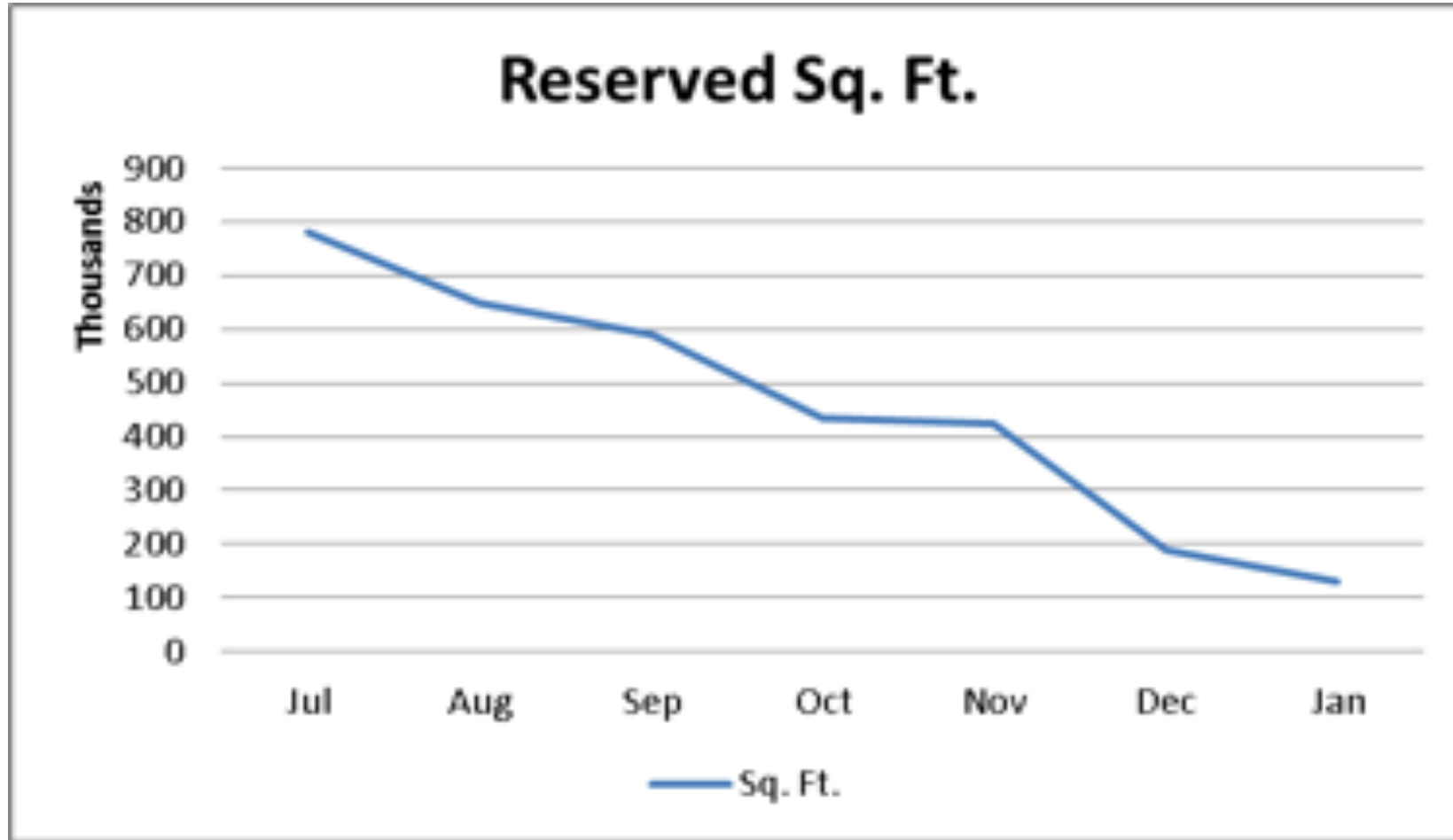
LANDSCAPE TRANSFORMATION PROGRAM
COMING SOON!

Replace your existing lawn with a drought-resistant landscape and receive a rebate. Click below to find out more.

[Learn More](#)

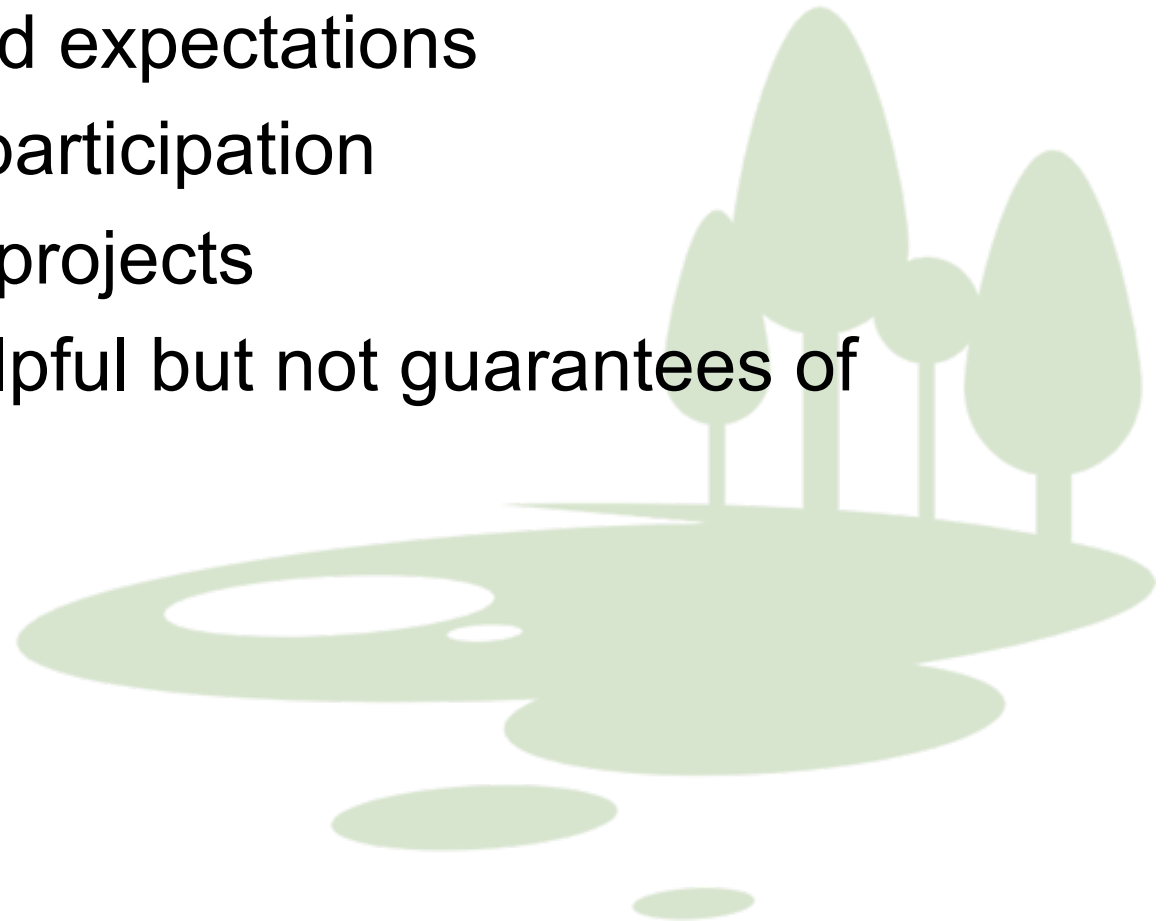
socalwatersmart.com

Program Activity



How do I know when to change my program?

- Clearly define program goals and expectations
- Ease of implementation v. high participation
- Quality of projects v. quantity of projects
- Marketing and resources are helpful but not guarantees of success
- **FEEDBACK!**



Success or Failure?

- Program Goals
 - Water Savings
 - Sustainability
- Expectation v. Reality
 - Drought v. Non-drought periods
 - Budget
 - Application numbers
- Marketing



Member Agency and Participant Feedback

- Per sq. ft. incentive
 - Not enough to motivate customers to action
- Maximum square footage
 - Does not allow for full yard conversions
 - Limits mid-size commercial conversions
- Five plants per 100 sq. ft.
 - Expensive and difficult to achieve
- Requiring front yards first
 - Confusion in areas without traditional front yards
- Name of the program
 - Can be confusing to customers



Turf Replacement Program

- Decrease plant density requirement
- Increase square footage and incentive amount
- Name change
- Kept stormwater capture requirement
- Increased promotion of CA natives and organic materials



Contact Information

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More Poll Questions!

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3. Which of the following outdoor programs does your agency have?
- Outdoor survey
 - Giveaways (Landscape materials)
 - Leak notification
 - Turf replacement
 - Smart weather based irrigation controller
 - Other – Type in Zoom Chat






More Poll Questions!

4. Which is the most popular outdoor program? (select one)

- Outdoor survey
 - Giveaways (Landscape materials)
 - Leak notification
 - Turf replacement
 - Smart weather based irrigation controller
 - Other – Type in Zoom Chat
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More Poll Questions!

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5. What outdoor education programs/outreach do you provide to your residential customers?
- Provide them a water budget
 - Show them your demonstration garden
 - Post on social media
 - Hold classes on various topics
 - Hold various events (e.g. home shows, community events)
 - None of the above

Engaging with the Implementation Guides



Adding your example programs and asking questions




Implementation Guides Tips and Tricks!



Easy navigation

Leave a comment



Got the perfect program to add or have a suggestion? Email Linda Vo
(linda@calwep.org)



These guides are living documents; we're constantly updating them!

Outdoor Landscape Surveys

Site Management

Marketing

Landscape Contractor
Coordination

Resources

| Survey Implementation

Resources

Contractors Versus In-
House Staffing

Surveys Versus Audits

Resources

Technical How-Tos

Final Product

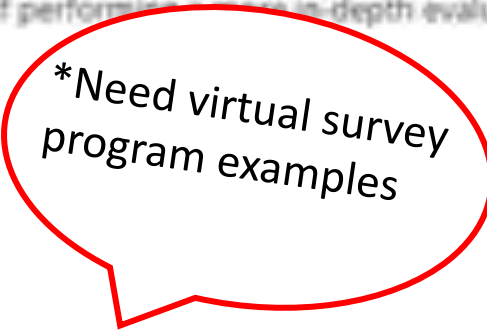
Monitoring and Tracking Data

Program Costs

Survey Implementation

Field activities performed for a standard water survey typically include these five basic elements:

1. Measuring irrigated landscape area, preferably by plant type (aka individual hydrozones linked to a single irrigation valve);
2. Performing irrigation system check and noting any issues such as broken/leaking heads, high-pressure, overspray, etc.;
3. Performing distribution uniformity analysis of sprinkler system (if performing a more in-depth evaluation, typically referred to as an "audit");
4. Calculating irrigation schedules; and
5. Providing a survey report and information packet to customers.



**Need virtual survey
program examples*

Resources

- [UC Davis California Center for Urban Horticulture "Measuring Distribution Uniformity and Calculating Run Time"](#)
- Ewing video: ["How to Perform a Landscape Irrigation Audit"](#)

CalWEP's Turf Rebate Program Design Tool: *Landscape Conversion Criteria Tool*

- Assist turf rebate program managers **design** effective and progressive **rebate criteria**.
- Offers a “**menu**” of program criteria that advances from “Initial steps” to “Leading Progress”.
- Content has been **refreshed in 2020** with input from an industry expert as well as select CalWEP member agencies representing diverse areas of the state, and who have overseen landscape conversion programs.
- Access on MyCalWEP or the Landscape Programs Implementation Guide. Here's how . . .

LANDSCAPE TOOL SERIES

Third Edition June 2020
LANDSCAPE CONVERSION CRITERIA TOOL
A SPECTRUM APPROACH TO TURF REBATE PROGRAM CRITERIA

Tool Description & Purpose

The Conversion Criteria Tool is a matrix structured to help turf rebate program managers design effective and progressive rebate criteria. The tool presents a spectrum of criteria options that allow program managers flexibility in program design while working towards increasingly sustainable and functional landscape conversions that leverage multi-benefit¹.

The matrix was intended to be flexible:

1. Criteria options are organized by landscape category (e.g., water, plants, surfaces, etc.).
2. The spectrum provided is a 'menu' pick and choose the options that best suit your agency.

How to Use

Program managers should use the matrix as a tool to inform rebate criteria design. The tool's spectrum of rebate criteria should be used to achieve steps towards advancing not only water savings, but also the many benefits of sustainable landscaping.

Managers should pick and choose from each landscape category as desired. Criteria columns are graduated from 'Initial Steps' to 'Leading Progress' but are not necessarily intended to be adopted wholesale, nor are they dependent on other criteria in the same column for functionality.

Site-specific geography and climate should be weighed carefully when analyzing criteria options. In some cases, there may be regional exceptions to the generally progressive order of criteria from singular benefit → multi benefit.

Notes

Most enforcement options are listed as "visual inspection". There are several options for visually inspecting a landscape. The most obvious and labor intensive is to conduct an in-person site visit. However, the most convenient include requiring the applicant to upload digital images from start to finish (i.e. pre-installation, in process, and post-installation) or enabling virtual audits for applicants with access to WiFi enabled portable devices like tablets or smart phones, or any combination of these approaches.

This third version of the matrix, released in 2020, includes updates provided by CalWEP members who oversee landscape conversion program across the state. The tool's original content was developed by the former California Urban Water Conservation Council's Landscape Committee. The Committee was comprised of landscape experts from public, private, and non-profit sectors. Committee participants included water agency program managers, irrigation experts, landscape designers and architects, environmental advocates, horticulturists, ecologists, irrigation equipment manufacturers, environmental regulators, and state agency representatives. The matrix was developed through a consensus-seeking process. All perspectives were considered carefully, though compromise was necessary to create an end product that was useful under current rebate program realities.

The tool is to be used as a guide, and it does not represent any binding legal or regulatory standards.

¹ Sustainable Landscapes Following the watershed approach are beautiful, living landscapes that can generate a broad range of benefits that transcend water savings to include cost, maintenance time, and energy savings; emissions, stormwater and irrigation runoff, greenhouse, and pesticide and herbicide reductions; water quality, wildlife habitat, soil health, and quality of life improvements; proliferation of native and climate appropriate plants; and urban beautification.

Third Edition June 2020
DEVELOPED BY: CALIFORNIA WATER EFFICIENCY PARTNERSHIP

LANDSCAPE CONVERSION CRITERIA TOOL 1



Discussion




- What outdoor programs does your agency offer?
- How have your incentive programs changed with COVID?
- What landscape programs have your agency done successfully?
- Are there certain landscape programs that your agency is struggling with?
- What landscape programs are your agency looking to launch?
- Are you looking to innovate/modify your program?
- What else would you like to see in the Landscape Implementation Guide?








Even More Poll Questions!

6. As a conservation coordinator, where would you like to expand your training/knowledge?

- Utility operations
 - Residential programs
 - Landscape
 - Education and Outreach
 - Commercial programs
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Even More Poll Questions!

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7. How would you like the trainings to be conducted?
- All day training, touching on all topics
 - Half day training, touching on all topics
 - Recorded case study spotlights (utility examples by topic)
 - Short video online training
 - Half day training on individual topics



Thank You!

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California Water Efficiency Partnership

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Metropolitan Water District of Southern California

