

Peer to Peer 
Connect. Collaborate. Grow.

TURF REMOVAL DIRECT INSTALL PROGRAM: SUCCESSES AND CHALLENGES



CALIFORNIA DEPARTMENT OF
WATER RESOURCES



bewaterwise.com[®]
FOR WATER-SAVING TIPS & REBATES



TURF REMOVAL DIRECT INSTALL PROGRAM: SUCCESSIONS & CHALLENGES



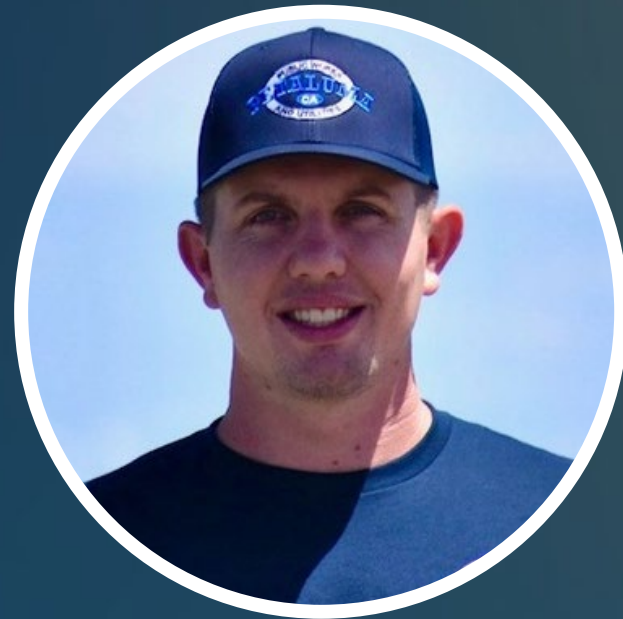
Moderator: Janett Robledo
East Valley Water District



Dani Morgutia
CalWEP



Regina Hirsch
Watershed Progressive



Ryan Dunbar
City of Petaluma



Emily Nodal
Daily Acts



Terrence McCarthy
Los Angeles Department of
Water & Power

Building the Implementation Pathway for Scalable Landscape Transformation

Outreach and Technical Assistance Project



CALIFORNIA
WATER EFFICIENCY
PARTNERSHIP

A Chapter of the Alliance *for* Water Efficiency



Supporting Landscape Transformations



► Why this Work?

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- Turf replacement is one of the largest water savings opportunities in California
- Climate pressure is increasing the urgency
- Aridification and long-term supply constraints require maximizing urban water efficiency
- Landscape transformation goes beyond installation
- Long-term success depends on proper design, plant selection, and ongoing maintenance

► CalWEP's Role

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- Agencies and public often lack the tools, guidance, and capacity to sustain these landscapes
- CalWEP's role: bridge the gap between installation and long-term success
- Providing tools, resources, and coordination to help scale effective landscape transformation statewide
- Serves as a statewide convener and connector



Our Work

1 Capturing Lessons Learned

2 Expanding Native Plant Resources

3 Landscape Maintenance Tools

4 Water Agency Capacity Building

Deliverables



Planning with Watershed Progressive	Expand Native Plant Resources	Outreach and Landscape Maintenance Technical Assistance Tools	Capacity Building
<ul style="list-style-type: none"> • Kickoff and Coordination Planning 	<ul style="list-style-type: none"> • City/County Plant Lists on CalScape 	<ul style="list-style-type: none"> • Tool Framework 	<ul style="list-style-type: none"> • 5 Engagement Workshops
<ul style="list-style-type: none"> • Strategies for Program Implementation 	<ul style="list-style-type: none"> • Outreach to Nurseries 	<ul style="list-style-type: none"> • Integration of resources (CalScape) 	<ul style="list-style-type: none"> • 11 Case Studies of Best Practices
<ul style="list-style-type: none"> • Draft Report - Key Findings 	<ul style="list-style-type: none"> • Native Plant Substitution Resources 	<ul style="list-style-type: none"> • Seasonal Maintenance Reminders 	<ul style="list-style-type: none"> • Priority Area Implementation
<ul style="list-style-type: none"> • Final Report - Key Findings 	<ul style="list-style-type: none"> • CalScape API - garden maintenance guidelines, public facing toolkits, maintenance tools, user experience upgrades, Spanish translation 	<ul style="list-style-type: none"> • Final Tools (& in Spanish) 	<ul style="list-style-type: none"> • 18 Workshops and Trainings

CLIMATE RESILIENT LANDSCAPE TRANSFORMATION PILOT PROJECT



**CAPACITY BUILDING . ENGAGEMENT . RESOURCE SHARING
DIRECT INSTALL . TRAINING . MONITORING . CASE STUDIES**



DWR LANDSCAPE TRANSFORMATION: CLIMATE RESILIENT LANDSCAPES PILOT PROGRAM

In collaboration with Watershed Progressive, Department of Water Resources (DWR) is launching an innovative “Landscape Transformation” Pilot Program. The direct-to-install program accelerates funding to frontline communities that experience the “first and worst” consequences of climate change, and must be prioritized for climate resilience. Underserved and tribal communities often bear a disproportionate burden of environmental issues, including increased vulnerability to climate-related impacts. As a key water conservation strategy, replacing commercial turf and residential lawns with low water use, multi-benefit landscapes can be expensive and challenging to frontline communities who often lack financial resources. The Landscape Transformation Pilot Program will transform landscapes in five frontline communities by providing hands-on assistance as well as deliver water-efficient landscaper training, foster workforce development, facilitate workshops, and provide community outreach to plan and install climate-resilient landscapes at no cost to the communities.





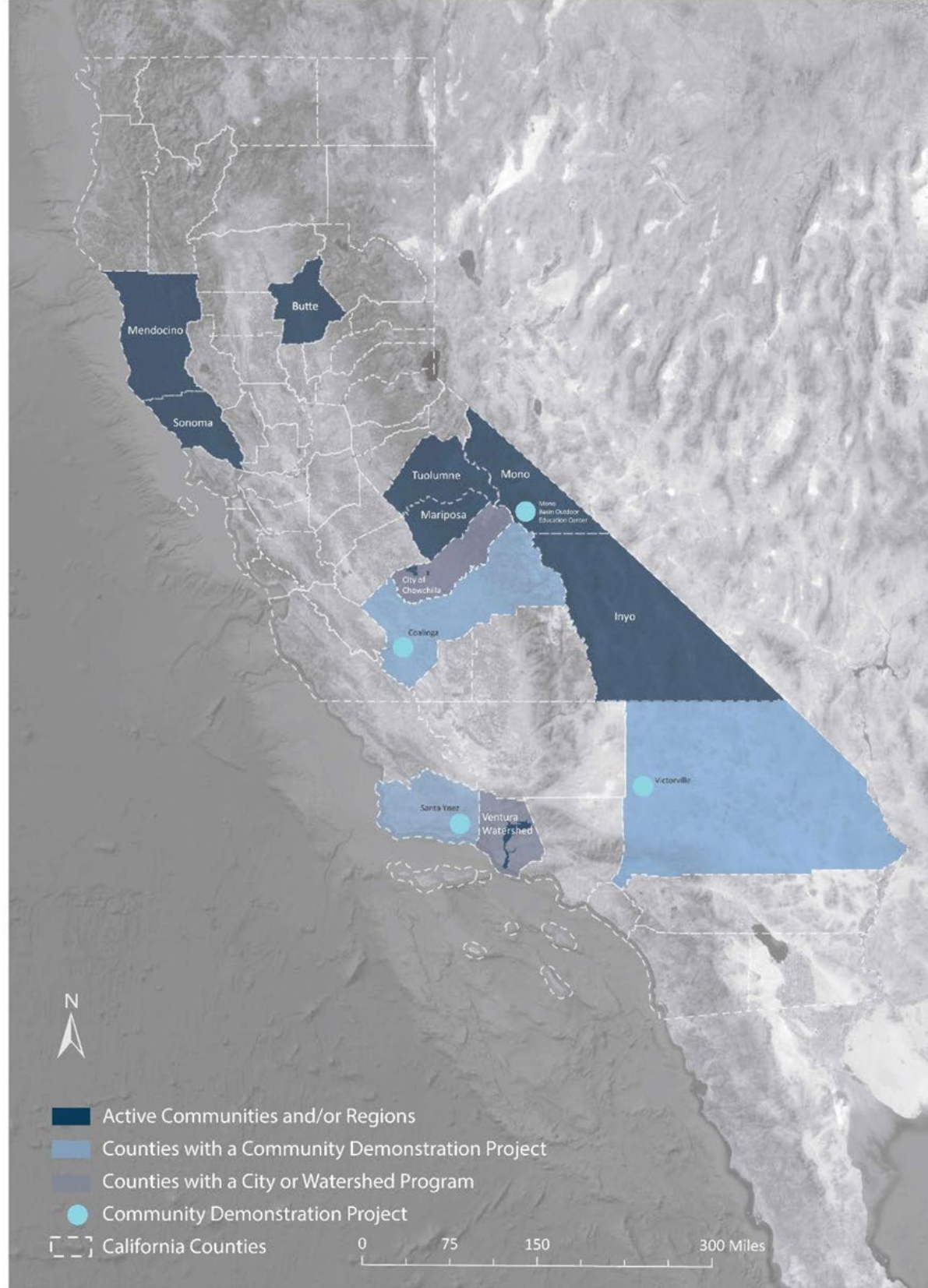
Over the next two years, the Landscape Transformation Project will provide for applicants:

- A full site assessment, including site roadmap
- Provide design and installation for turf transformations
- Helps connect to additional funding/solutions for fire, flows, shade, food, habitat and more
- CII, Residential, Mixed Use eligible





CALIFORNIA LANDSCAPE TRANSFORMATION PILOT





DWR Landscape Transformation Pilot

Estimated Impacts



Approved Applicants



256

24 Concept Plans



14

Homes



3

Schools



2

Parks



5

Community Sites

23 Designed Projects



682,500

Turf Transformed
square feet



411,200

Habitat Enhanced
square feet



9

Assessed for Fire Resilience
sites



17,395,100

Water Conserved
gallons per year



119,600

Water Quality Improvement
gallons per storm



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Thank you!



Turf Removal Direct Install Collaboration in Petaluma

Ryan Dunbar ,
City of Petaluma

Emily Nodal ,
Daily Acts



City of Petaluma: Mulch Madness Program



What is it?

Mulch Madness is a free turf conversion program for qualified City of Petaluma water customers.

What is included?

Free:

- Cardboard
- Compost
- Mulch
- Drip Irrigation Conversion Kit
- Master Gardener Consultation



Daily Acts & The City of Petaluma

	2024	2025
Total sites approved	34 sites	21 sites
Total sqft approved	40,454 sq ft	22,934 sq ft
Daily Acts LRP Sites	7 sites	7 sites
Daily Acts LRP sq ft	8,357 sq ft	8,099 sq ft
% Mulch Madness Sites	21% of sq ft	35% of sq ft



Daily Acts Organization



Mission

Inspire transformative action that creates connected, equitable, and climate -resilient communities.

Values & Principles

Reverence | *Start with Your Heart*

Ripples | *Be the Change*

Relations | *Nurture Community*

Resilience | *Persevere with Joy*



Petaluma Land Resilience Partnership (LRP) Pilot



Petaluma LRP Projects & Impacts

125 SITE ASSESSMENTS & CONCEPT DESIGNS

RESULTING IN:

62 PROJECTS INSTALLED AT:



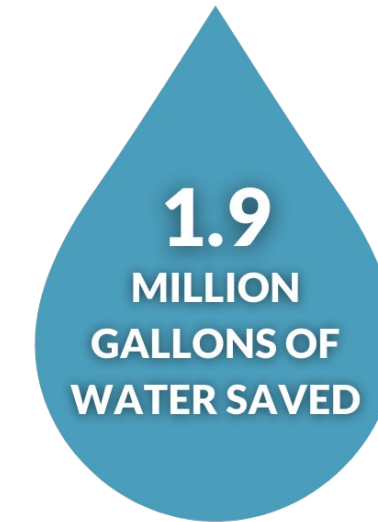
3 Schools



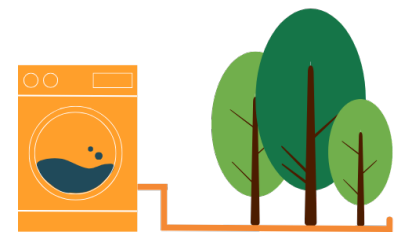
3 Parks



56 Homes



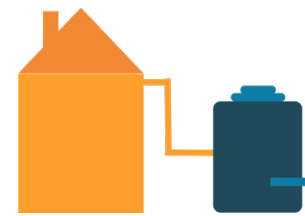
INCLUDING:



29 Greywater
Systems



25 Lawn
Conversions



10 Rain
Tanks



8 Rain
Gardens



Mulch Madness Program supported this!



Project Example: La Tercera School

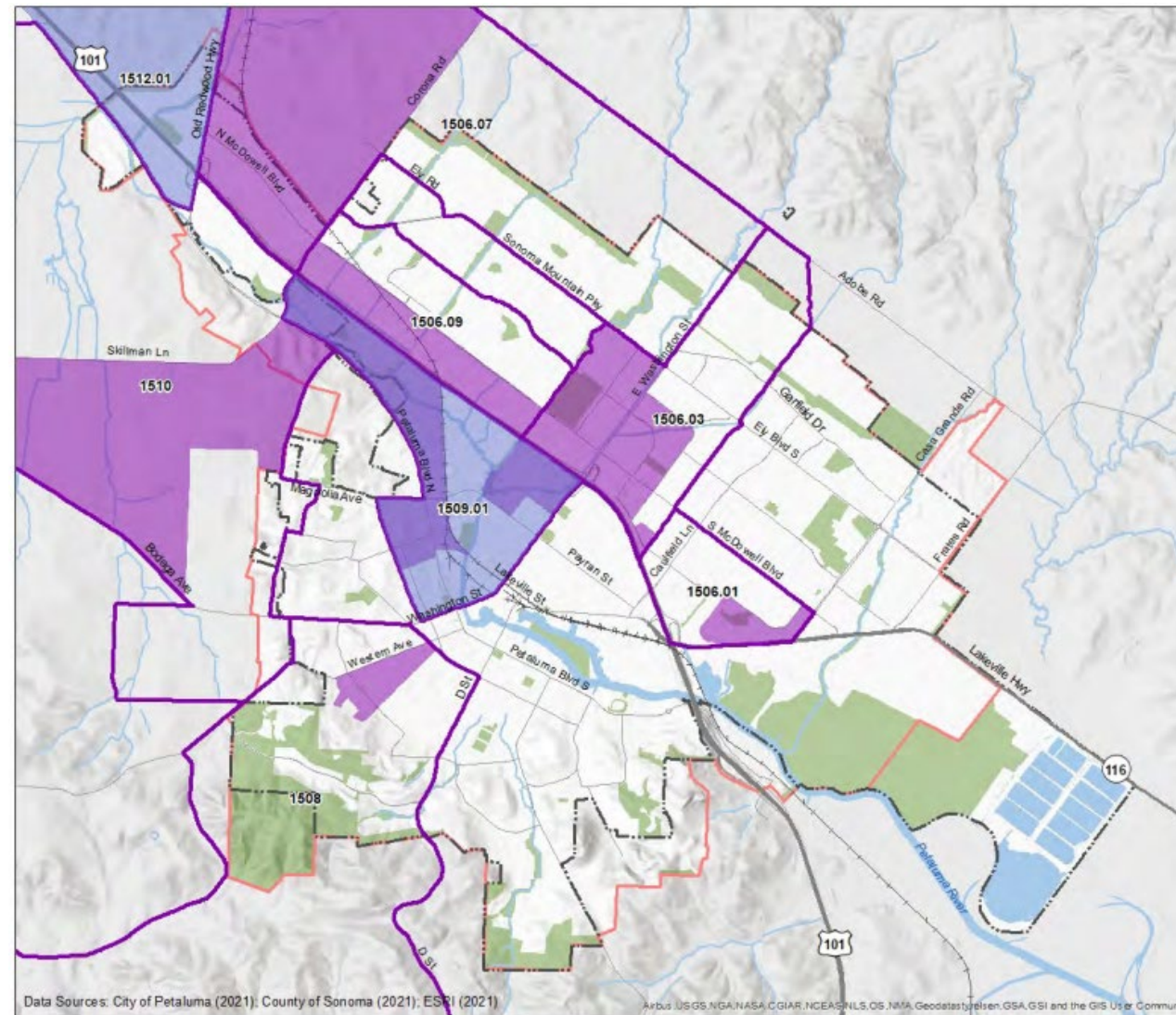


Lawn transformation, rain garden, and rain tanks at La Tercera Elementary School, which enrolls 37% economically disadvantaged students.



Equitable Access

- Listen and evaluate needs of community
- Equity as a goal and guide to successful implementation
- Improving Access
 - Partner with trusted groups
 - Free design support
 - Sliding -scale material costs
- 48% of projects within or adjacent to a DAC



Low-Income Areas

- Low-Income Census Tracts
- Low-Income Block Groups
- Census Tracts with Low Income Block Groups

- City Limit
- Urban Growth Boundary / Sphere of Influence
- Water
- Parks / Open Space
- Railway
- Freeway
- Major Streets

0 0.25 0.5 1 Miles



Government & Non-Government Collaboration



Trusted partnerships are key to program success and longevity!





LANDSCAPE EFFICIENCY ASSISTANCE PROGRAM

Terrence McCarthy
Manager of Water Resources Policy
LADWP Water Resources Division





Program Overview

- Single-family residential customer in Disadvantaged Communities (DAC)
- Customer participation based
- Turf Replacement **OR** High-Efficiency Sprinkler Nozzle Upgrade
- Grant funded through December 31, 2026



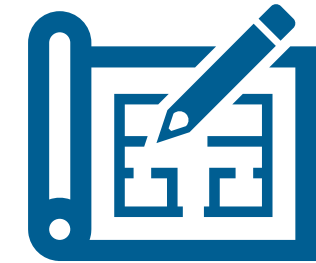
Program Development



**GOAL: ELIMINATE
FINANCIAL BARRIERS
OF TURF REPLACEMENT**



Same guidelines as the Turf Replacement Program



Streamline design using 12 different design templates



Review applications and inspect projects in-house

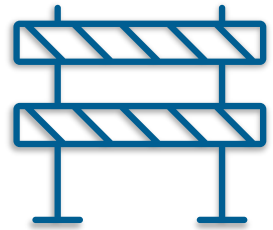


Execute as-needed construction contracts

Customer Experience



Challenges & Lessons Learned



Barriers to participation



Outreach to DAC



Contract Scope Limitations



Grant funding deadline



Los Angeles Department of Water & Power

Our Water-Wise Garden Was **FREE!**

See if you also qualify.



LADWP.com/LEAP



Los Angeles Department of Water & Power

Programa de Asistencia para la Eficiencia del Paisajismo

Obtenga una Transformación GRATIS* de su Jardín al Estilo California Friendly®

LADWP se encarga del trabajo:

- Retiro de Césped e Instalación de Paisajismo California Friendly
- Diseños Profesional de Paisajismo
- Instalación de Riego Eficiente

La actualización del sistema de riego de alta eficiencia también está disponible en lugar de reemplazo de césped.

Los fondos del programa son limitados. La participación de los clientes se realiza por orden de llegada.

* Solo Clientes Elegibles. Visite el enlace para determinar si califica.



Solicite en línea:
ladwp.com/JardinGratis

¿Necesita una solicitud en papel?
Llame al 1-800-544-4498, presione 5



PANEL DISCUSSION



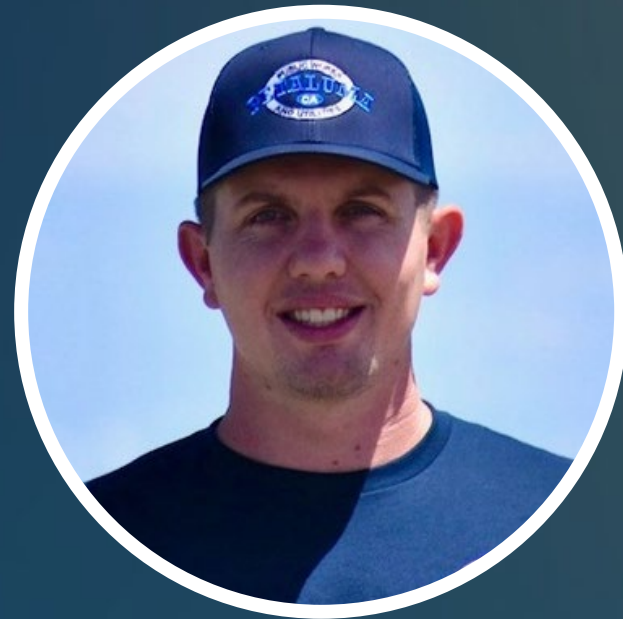
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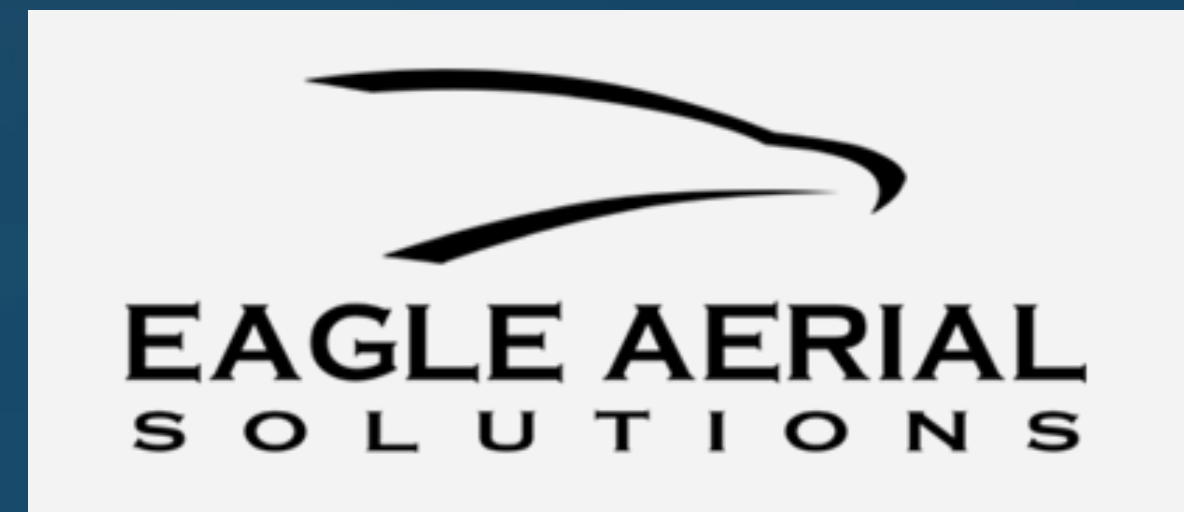
Terrence McCarthy
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Add in Regina's slide

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JOIN US FOR THE NETWORKING RECEPTION

Sponsored by Eagle Aerial Solutions



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