



Good morning {Audience for Presentation}.....

I'm {Insert Presenter's Name},.

I'm going to speak to you today about LADWPs turf removal program and our efforts to transform Los Angeles in to a California Friendly Landscape.

- State and Local Motivations
- Turf Rebate Program Success
- California Friendly Landscaping Resources
- Future Plans

Los Angeles **LA** Department of Water & Power

## CASH IN YOUR LAWN

REBATE \$1.75 per sq. ft.

**LADWP will pay you to remove your turf and go California Friendly!\***

The LADWP California Friendly® Landscape Incentive Program provides residential and commercial customers with cash incentives for replacing traditional lawns with water-wise landscaping. In place of thirsty and high maintenance turf, go in California-Friendly® plants, mulch and permeable pathways to save money while conserving water. On a metered rate system, residential customers can receive \$1.75 per square foot for up to 1,200 square feet. Commercial customers can receive \$2 per square foot for the first 10,000 square foot area, and \$1.50 for the next 10,000-43,260 square feet.

Pre-approvals are required before starting a project. For guidelines, visit [www.LADWP.com/CF](http://www.LADWP.com/CF)

\*Funding from the state. Rebate amount may vary by project. ©2013



- LADWPs' turf removal program is important in meeting the Governor and Mayor's targets
- In response to the continuing drought conditions, Mayor Garcetti issued Executive Directive #5 on October 14, 2014
- The directive issues a list of action items to residents and City Departments to accomplish, including reduce the City's gallons per capita per day by 20% by 2017
- Mayor Garcetti's directive called on City departments to convert all ornamental turf to California Friendly landscapes
- This complemented Governor Brown's April 2015 announcement to replace 50 million square feet of lawns

throughout the state with California Friendly landscapes

**Residential**

Project Minimum Size (Sq. Ft.)	Project Maximum Size (Sq. Ft.)	Rebate Amount per Square Foot
250	1,500	\$1.75



**Commercial/Multifamily/  
Government**

Project Minimum Size (Sq. Ft.)	Project Maximum Size (Sq. Ft.)	Rebate Amount per Square Foot
250	10,000	\$1.00
10,001	43,560	\$0.50

Rebates are cumulative. Example: A 12,000 Sq. Ft. project would receive a rebate of \$11,000 (\$1.00 x 10,000 Sq. Ft. + \$0.50 x 2,000 Sq. Ft.)



- LADWP initiated the turf removal program in 2009 after consulting with utilities in Las Vegas about their turf removal program
- The amount of the rebate has increased over time with \$3.75 being the highest amount offered to residential customers
- The program has been very successful locally since we had the highest rebate offered to customers
- In July 2015, LADWP was notified that MWD had reserved all available funds and would no longer be contributing \$2 of the \$3.75 sq. ft. available to LADWP customers.
- Subsequently, LADWP decided to continue to provide a rebate to residential and commercial customers at a lower rebate amount ([REFER TO GRAPHIC](#))
- Nonetheless, we have mad significant changes to the landscape of Los Angeles by transforming government, commercial and residential properties in to California Friendly landscapes



- Per Mayor Garcetti's directive all City departments are converting their ornamental turf to California Friendly landscapes
- Since 2011, 45 LADWP facilities have had California Friendly landscapes installed
- 23 of these facilities were installed in the 15-16 FY resulting in 348,806 sf of turf removed
- In total, 742,138 sf of California Friendly landscape has been installed since 2011

## Community Partnerships



- City departments and LADWP staff have used these installation projects as educational opportunities for vocation training and community involvement
- Non-profit organizations, such as Los Angeles Conservation Corp, Neighborhood Council sustainability committees and concerned citizens have partnered with LADWP, City departments and elected officials to participate in installation activities
- Note: CM Bonin at DS-56 (top left), CM LaBonge at Fire Station 35 (bottom left), LACC (bottom right)



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## LADWP Demonstration Garden

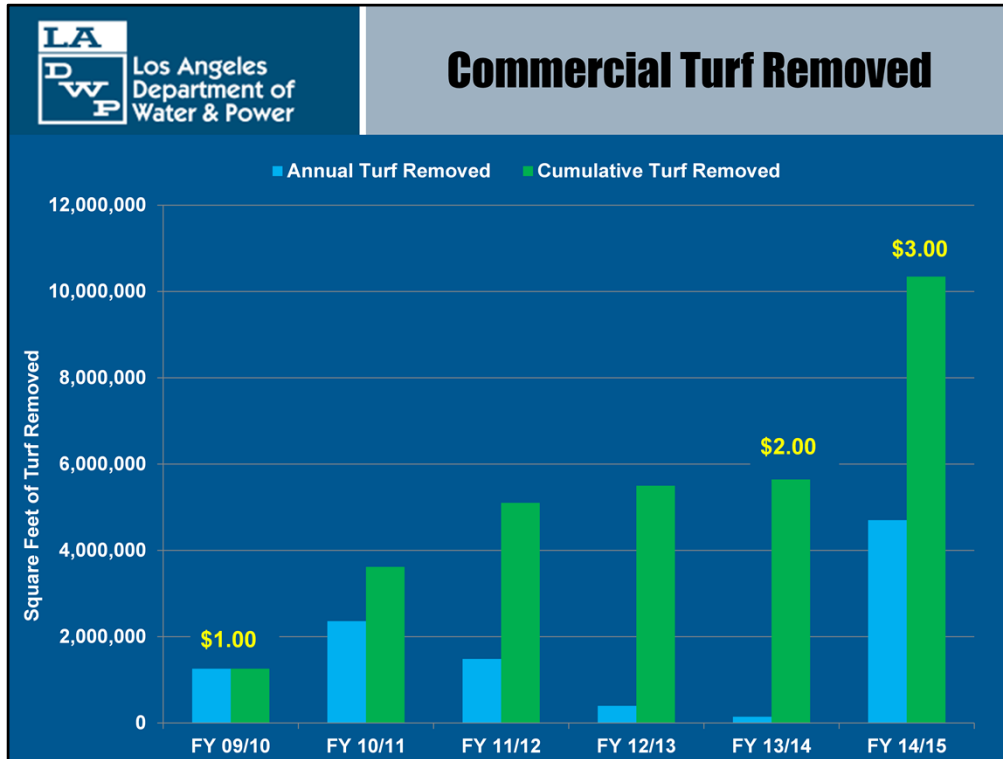


- In July 2015, LADWP completed construction of a new California Friendly Demonstration Garden in front of the John Ferraro Building
- It showcases two garden styles: Mediterranean and Southwest style
- The gardens include native and California Friendly shrubs, ornamental grasses, succulents, groundcovers and trees
- Both gardens promote efficient water use by incorporating drip irrigation and the use of mulch
- There is interpretive signage at street level and in each garden about the benefits of using California Friendly plants
- Visitors can use a smart phone to scan a QR code that opens



the garden website on a browser on their phone

- The website lists the 50+ plants located in the garden
- Visitors without a smart phone can dial a landline number and hear an audio tour of the garden
- We will soon be upgrading our temporary plant signage to permanent signage that includes QR codes that open our California Friendly Landscape website where visitors can learn more about individual plants



- This graph shows the Commercial Turf Removal Program's annual turf removed along with the cumulative total since the Program started in July 2009.
- Early submissions for the commercial rebate program were typically large scale projects submitted by companies that had the capital to invest in large landscape projects
- As the rebate increased to \$3.00 in July 2014, the larger incentive allowed medium and smaller sized businesses to participate in the program
- During the FY 14-15, 10.3 million sq ft of turf was removed from commercial customers.

## West Los Angeles Veterans Administration



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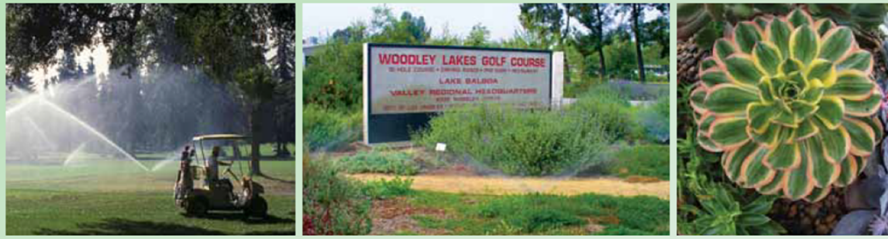


- One of the largest participants, and early adopter, in the commercial program was the Veterans Affairs Greater Los Angeles Healthcare System (VAGLAHS) in Westwood.
- The VA converted 7.5-acres of turf that resulted in a savings of about 8.1 million gallons per year.
- All of the work was completed by veterans and is part of a bigger effort by the VA to train veterans in skills necessary for future job placement.

### GOLF INDUSTRY WATER CONSERVATION TASK FORCE

# Keeping The Green in L.A.'s Golf Courses While Saving Water Too

Successful Collaboration Between LADWP and Golf Industry Results in 20% Water Conservation at 35 Los Angeles Golf Courses



- The golf industry contacted LADWP's Water Conservation Group with their concerns weeks after the Emergency Water Conservation Ordinance was passed in June 2009.
- Representatives of the golf industry and LADWP met monthly to discuss implementing mutually beneficial changes that saved water and satisfied the golf industry's concerns
- Key activities and accomplishments included:
  - Amending the ordinance to allow golf to water down greens and tee areas during normally restricted daytime hours
  - Instituting an "Alternative Means of Compliance" that would exempt golf from the normal water days and times if they stay within an assigned budget
  - Developing an agreed upon methodology to assign budgets and LADWP began monitoring consumption on a monthly basis to make sure budgets were met

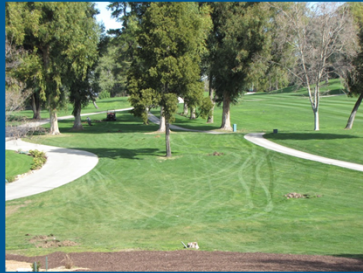
- Hosting a training to all the golf courses on ordinance compliance, planning for drought situations and methods on how to conserve water on the golf courses
- Sharing lessons learned such as mitigating plant “die-off”, turf kill methods, successful plantings, and grade issues
- Planning a two-day training course for Golf Course Certification Irrigation Auditor
- Collecting sufficient data from the affected 35 golf courses to document that the golf industry in Los Angeles is an efficient steward of the region’s water resources
- Ultimately, the 35 golf courses under LADWP’s jurisdiction managed to reduce their water consumption by more than 20% while still providing playable, viable golf courses to their customers to maintain revenues
- TIP: Identify opportunities to create industry partnerships; these partnerships can promote internal information sharing and greater acceptance of requests for industry changes; early adopters become change advocates



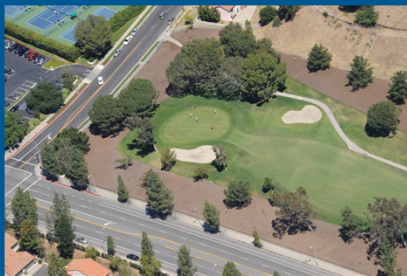
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## Golf Course Conversions

BEFORE

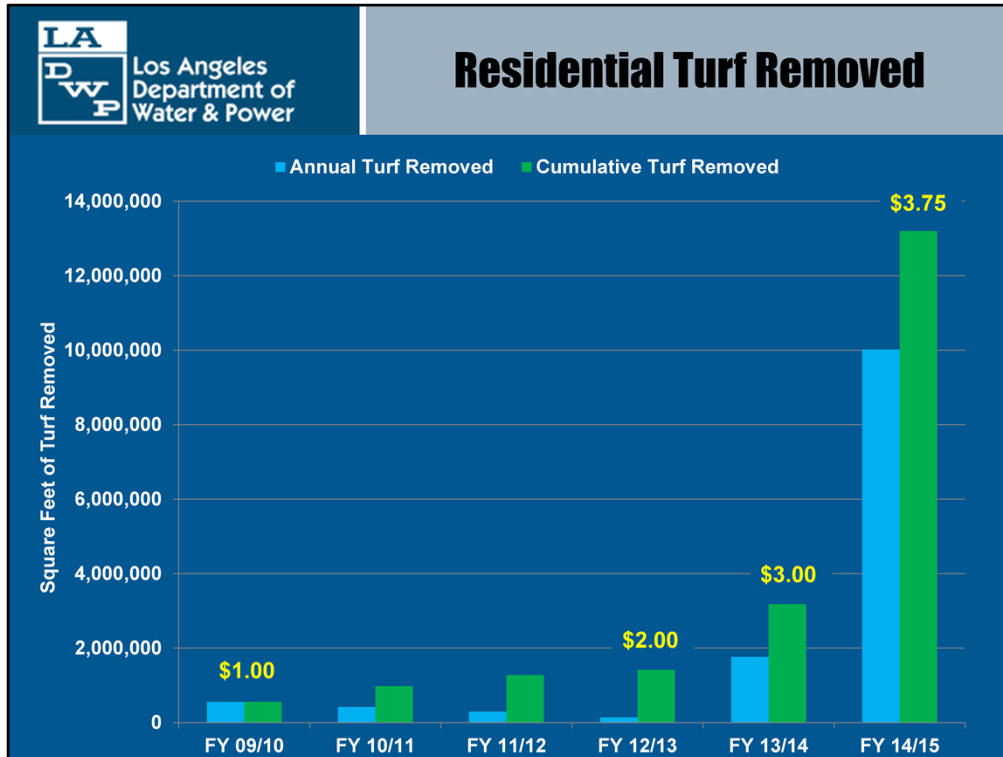


AFTER



As a result of the work started with the Golf Industry Task Force

- Nine courses have completed a turf removal project
- Over 4.8 million sq ft of turf have been removed with over \$6.1 million in rebates paid



- This graph shows the Residential Turf Removal Program's annual turf removed along with the cumulative total since the Program started in July 2009.
- To encourage increased customer participation, throughout the years LADWP has increased the turf removal incentive multiple times.
  - In FY09/10, LADWP started the Residential Turf Removal Program at \$1/sq ft.
  - The Residential Turf Removal rebate was further increased \$2 in April 2013, and \$3 in May 2014.
  - In response to the drought, the Residential Turf Removal rebate was again increased on November 1, 2014 to \$3.75/sq ft.
- Thanks in part to our generous rebate amount but also to our aggressive turf removal, we have seen tremendous growth in

the Residential Turf Removal Program over the last few years

- Staff attributed a 10 fold increase in applications submitted to the increased media campaign launched in 2013
- Last fiscal year we set a record of 1.8 million square feet of residential turf removed.
- We ended the FY 14-15 with 13.2 million square feet of turf grass removed from residential customers.
- To date, LADWP customers (including commercial) have replaced over 23.5 million square feet of turf, saving over 850 million gallons of water per year.
- We project that we will replace a total of 25 million square feet of turf by end of this year; that's half of the Governor's goal of 50 million square feet that he set for the entire State.

#### Turf Rebate History

July 2009 - \$1

July 2012 - \$1.50

April 2013 - \$2

May 2014 - \$3

Nov. 2014 - \$3.75





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## Residential Turf Removal Projects



- With 40-60% of potable water used for outdoor irrigation, residential customers hold the greatest water conservation potential
- In addition to offering a rebate for turf removal and California Friendly installation, LADWP has partnered with City departments to mitigate and streamline the approval process for certain conversions
- LADWP staff worked with Bureau of Street Services to update the parkway guidelines to mitigate a previously arduous permit process
- LADWP had also previously published and paid for reproduction of the former guidelines
- LADWP staff also partnered with Bureau of Engineering to develop standards for the installation of artificial turf thereby reducing permit costs



- Throughout the drought, LADWP has been aggressively promoting the turf removal program.
- We ran a focused conservation media campaign which focused on Cash in Your Lawn in fall 2013.
  - Cash in Your Lawn was advertised on a variety of media such as TV, radio, print, bus signage, movie theaters, and social media
- In response to the current drought, for FY14/15 we increased our Water Conservation Outreach budget from \$2 million to \$4 million.
- Key messages included our three days a week watering, tips to save water, and the rebate for residential turf removal.
- Our turned our turf removal projects in to marketing opportunities, by placing signs that indicated they were being converted to a California Friendly garden
- And on April 9<sup>th</sup>, the new “Save the Drop” Water Conservation Outreach Campaign was launched
  - This campaign is a partnership between LADWP and the Mayor’s Office and will concentrate on outdoor watering

restrictions and the residential turf removal rebate.

- Outreach materials will include new PSAs, radio spots and campaign palm cards
- The first PSA included narration from Steve Carrell and was scored by the musician Moby



- Customers that are interested in the turf removal rebate are encouraged to participate in our educational workshop
  - LADWP offers a free 3 hour residential California Friendly Landscape Training class
  - Classes cover the benefits of using California friendly plants, water efficient irrigation and gardening best practices (i.e., hydrozones, mulching)
  - Classes are held in downtown LA and in Van Nuys once a month
- Following the classroom training, customers have been invited to attend our Hands on Workshops; this was a pilot program where customers learned how to remove turf, sheet mulching and install a rain barrel
- LADWP also initiated a partnership with Sanitation at Lopez Canyon Educational Center where LADWP staff join Sanitation staff once a month to share the benefits of composting and using California Friendly plants to mutual customers



- LADWP recognizes that customers may find it cost prohibitive to hire a landscape architect so we strive to provide a variety of landscaping resources
- In October 2014, we launched our California Friendly Landscape website (shown on the left)
  - Customers can take virtual tours of California friendly gardens based on garden types or sections of a yard (see upper right picture)
  - Customers can also perform a guided plant search based on plant or site attributes (bottom right)



- Customers can also manage their preferred plant lists in personalized reports that include hydrozone info, plant detail information, and pictures
- The reports are printable so a customer can take these reports to a nursery as a “shopping list”





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## New Normal – Vision for future Los Angeles Landscaping



- In the future we plan on:
  - Expanding a partnership with Home Depot to promote California Friendly plants during the planting season in store
  - Establish contracts to transition the Hands On Workshops from a pilot to a permanent program
  - Establish a contract to provide training and educational outreach targeting residential and commercial customers, landscaping service providers and gardening organizations
- This is what we hope to become the New Normal – A vision for the city's residential and commercial landscaping
- We can have water-efficient landscaping that is both beautiful and climate appropriate
- With that, I'd like to invite questions?