The background features several green circles of varying sizes and three leaf-shaped cutouts. The largest leaf cutout shows a garden with a stone path, various plants, and a sun flare. Two smaller leaf cutouts show close-ups of garden beds with yellow flowers and stone steps.

Lawn Replacement Program (LRP) Transformation— Proposed Implementation Plan





Goal

SCV Water Conservation staff is seeking approval from the Board of Directors to modify the existing Lawn Replacement Program (LRP) and to implement supplemental pilot programs.



Milestones

1. Current Lawn Replacement Program
2. LRP Evaluation Overview
3. Proposed Implementation Plan
4. Staff Recommendation

Red Flowering Currant
Ribes sanguineum



1. Current Lawn Replacement Program

Coast Sunflower/Coast Encelia
Encelia californica

Why have a Lawn Replacement Program



- Aligns with SCV Water Strategic Plan
- Critical to successful compliance with new state water conservation mandates (AB 1668 & SB 606)
- Lawns comprise a significant portion of plant use in the Valley
- Is a cost-effective conservation measure
- Reduces plant watering needs by 40-60%
- Reduces frequency and propensity for irrigation runoff
- Improved outcomes and impacts on water quality
- Positive impacts to local biodiversity

Current Residential Lawn Replacement Program

●○ 3 Incentives

- Turf conversion: \$2/sqft (max. \$5,000)
- Drip conversion: \$0.50/sqft (max. \$750)
- Design assistance: \$150

●○ Requirements

- Only front yards, must be living grass, no artificial turf, 50% plant coverage at maturity, pre and postinspection
- External: HOA, city permitting (MWEL0)

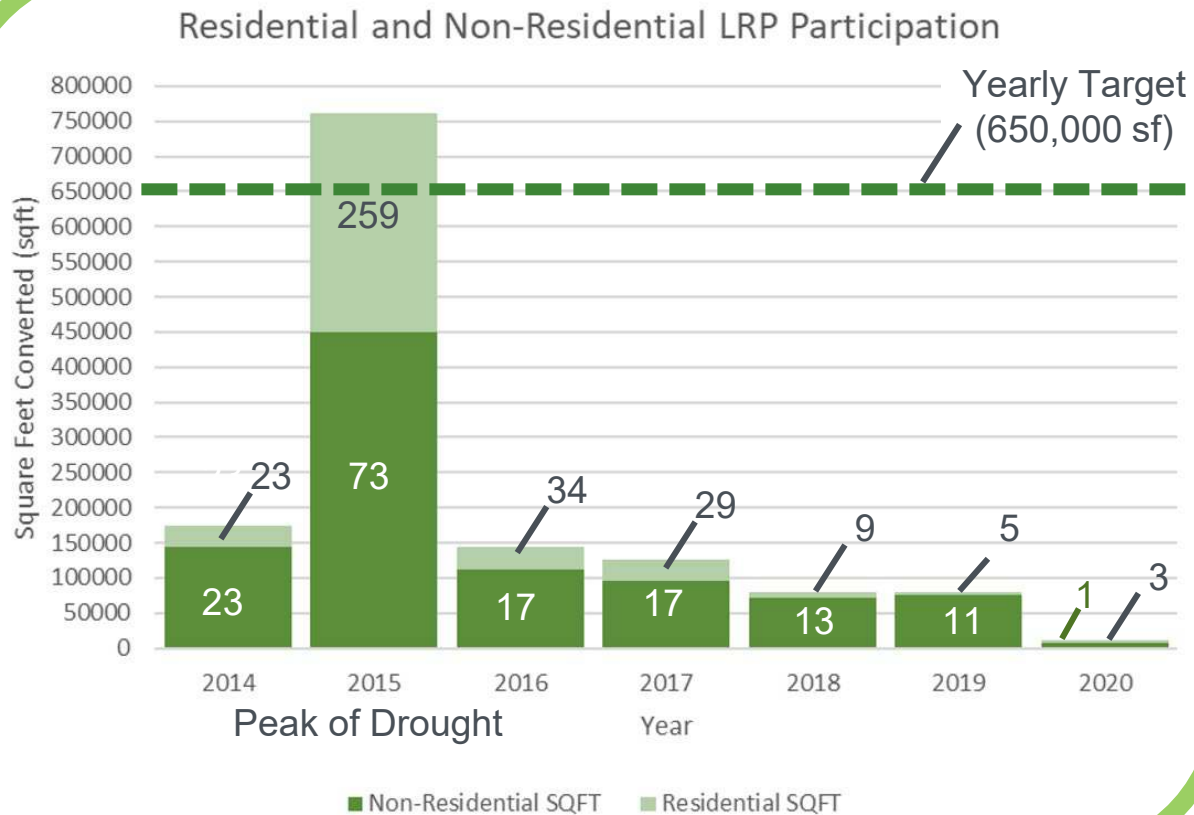
●○ Supporting Material/Resources

- Hottest 30 Plant Guide
- Gardening Classes
- WaterSmart Workshop
- santaclaritagardens.com



Toyon
Heteromeles arbutifolia

Participation



Sticky Monkey Flower
Mimulus aurantiacus



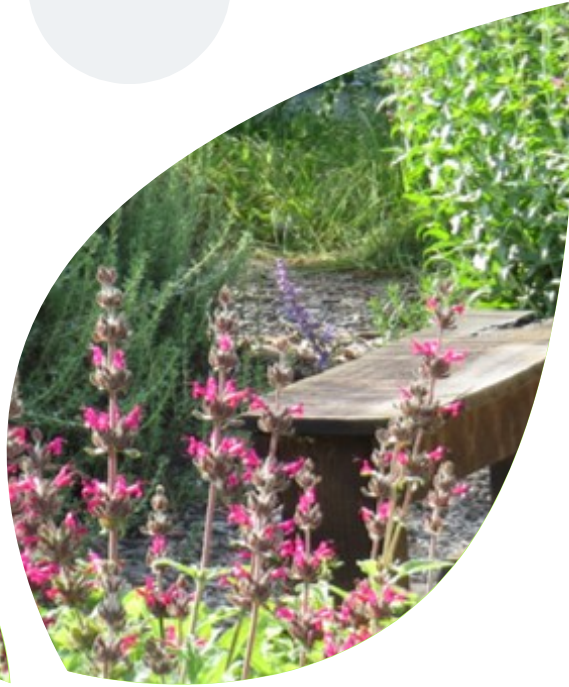
2. LRP Evaluation Overview

Western Redbud
Cercis occidentalis

Scope

- External environmental scan
- Supply chain analysis
- Post-LRP checkups
- Customer questionnaires
- Findings report with recommendations

Hummingbird Sage
9 *Salvia pathacea*



Customer Questionnaires

Survey Responses: 1,760

Participants: 19

Interested: 215

Non-participants: 1,526



LANDSCAPE QUALITY (%)

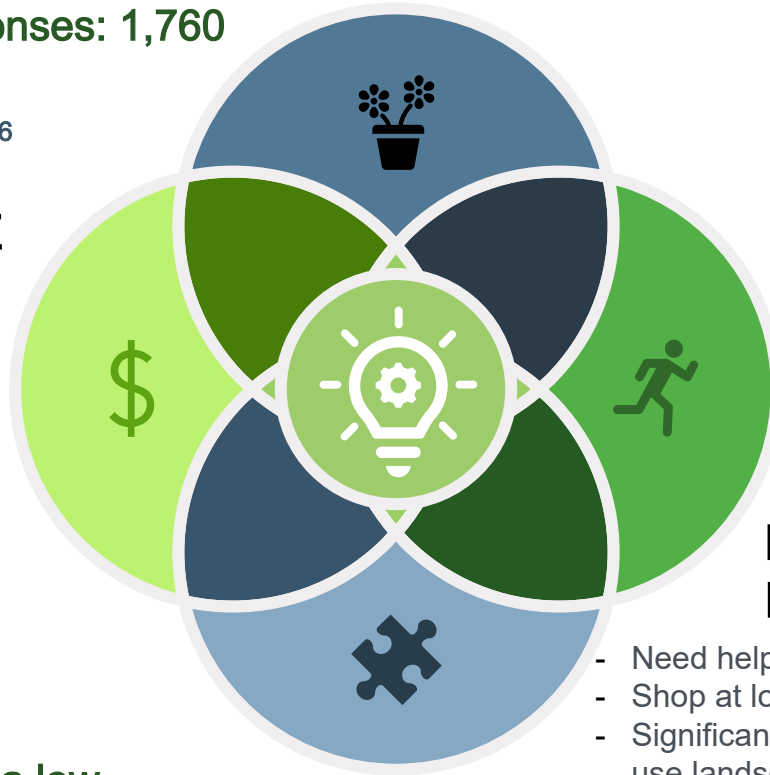
Beauty & appearance = most important



COST

Concerned about high cost

Majority of customers think a low water use landscape can be beautiful!



LANDSCAPE UTILITY



Place for children & pets to play = 2nd highest priority

KNOWLEDGE & RESOURCES



- Need help with design
- Shop at local nurseries
- Significant number think low water use landscape means cactus, gravel, and fake lawn
- Majority of customers did not know about LRP



LRP Evaluation Recommendations



REBRAND

- Beauty & utility
- Personalized outreach
- Demonstration

INCREASE INCENTIVES

- Increase base \$
- Bonus incentives
- Contractor direct



KNOWLEDGE & RESOURCES

- New website
- Design assistance
- CA-friendly plant guide

PARTNERSHIPS & COLLABORATION

Integrate:

- Contractors
- Designers
- Nurseries





3. Proposed Implementation Plan

Yellow Monkey Flower
Mimulus guttatus 'Yellow'

Inputs

Consumers, green industry, and supply chain support and participation in programs and stakeholder groups.

Sufficient agency efforts (staff, financial, material, technical) to lead, implement, and monitor program.

Sufficient external technical assistance to support program implementation.

Activities

Actions to encourage community to seek support and achieve common goals.

Activities to increase awareness, education, and value.

Activities to connect customers, stakeholders, supply chain, and service providers.

Activities to access support, tools, information, and program participation.

Activities to develop evaluation, verification, and performance monitoring and management.

Outputs

Enact strategic communication and engagement.

Rebrand program and support materials.

Modify program specifications to increase flexibility.

Devise local and regional program support resources.

Increase ease of use and program accessibility.

Develop tools for user access and program management.

Implement performance management system.

Outcomes

Stakeholder partnerships and collaboration to support market transformation.

Builds consumer-centric, credible, and consistent branding.

Increases customer participation and develops supporting industry.

Incorporates best-in-class design practices for resource-efficient sustainable landscapes.

Increases management effectiveness and efficiency.

Achieves agency's goals and state conservation mandates.

Impact

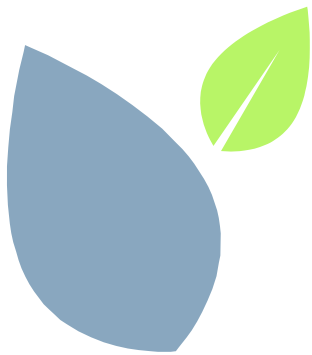
Improved Long-Term Community Sustainability for SCV

SCV Water Planned Activity

(Programs, Projects, Leadership)

Intended Results

(Community, Consumer, Agency, Industry)

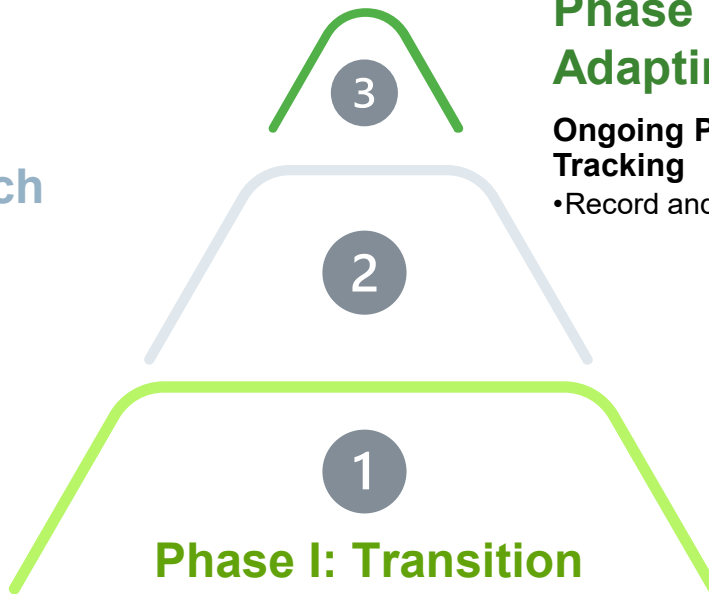


Proposed Implementation Plan

Phase II: Launch

Marketing Push

- Include LRP in Drought messaging



Phase III: Monitoring & Adapting

Ongoing Program Performance Tracking

- Record and consider all participant feedback

Phase I: Transition

Rebrand LRP

- New name & logo
- New program parameters
- Update rebate website & workflow
- Expand plant guide

Engage with the Supply Chain

- Contractors
- Nurseries
- Designers

Compile social proof

- Demonstration Gardens
- Garden Tours



Supporting Materials & Resources

Expansions:

- Add California-friendly plant guide
- Improved plant selection tool on website
- Garden design “templates” with plant lists
- Example gardens & testimonials
- Lists of LRP-trained landscape contractors, designers, & nurseries
- Care sheet for customers with tips for their new landscape

Maintain:

- Gardening Classes
- WaterSmart Workshop
- santaclaritagardens.com



Proposed Program Requirements

Suggested Requirements

- Allow partial lawn removal projects
- Allow projects to be completed in phases
 - Full zones (at least 50% turf grass)
 - Decrease minimum project size to 100 sf (parkways)
 - Max. project size: 2,500 sf per phase (up to 5,000sf/yr)
 - Maximum total rebate (all phases): 20,000 sf
- Allow front yard & backyard projects
- Allow HE nozzles (req. smart controller & pressure reg.)
- Cannot convert landscape back within 10 years

Maintained Requirements:

- Must be living grass
- At least 50% plant coverage at maturity
- No artificial turf
- Pre- and postinspection



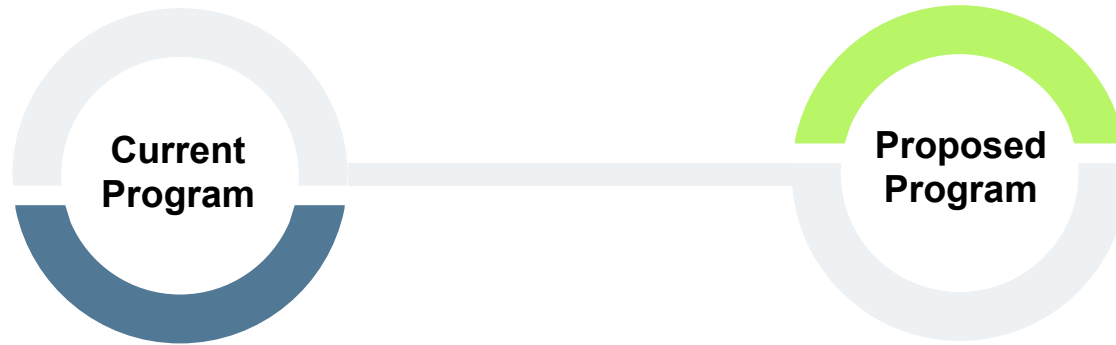
Additional Pilot Programs



- Water Retention Features (rain garden, bioswal, terracing)
 - \$0.50/sf
 - Sf of feature, Max. 2,500 sf
- Sheet Mulching
 - \$0.50/sf
 - Sf of feature, Max. 2,500 sf
- Bee Hotel & Owl Box
 - Up to \$50/each
 - Limit 1 each per customer
- Rain Barrel
 - Up to \$75 each (not to exceed actual cost)
 - Limit 2 per customer



Proposed Rebate Values



Turf	\$2/sf	\$3/sf
	Max. 2,500 sf	Max. 2,500 sf
Drip	\$0.50/sf	\$0.75/sf
	Max. 1,500 sf	Max. 2,500 sf
Design Assistance	\$150	\$250
	\$0.06/sf	\$0.10/sf
Bonus Rebate	-	\$0.50/sf - majority (>50%) CA native plants
Est. Savings (%)	57%	69%
Maximum LRP Rebate	\$5,900	Base: \$9,625
		With Bonus: \$10,875
Pros	Status quo, no change required	Increased accessibility and sustainable participation, rebate structure promotes smart practices
Cons	Participation w/ current parameters is low	Lower cost-benefit (still >1.0)

4. Staff Recommendation

SCV Water Conservation staff is seeking approval from the Board of Directors to modify the existing Lawn Replacement Program (LRP) and to implement supplemental pilot programs.





Thank You!

Matthew S. Dickens, MPA (Sustainability Manager)

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