

# Lawn Replacement Program (LRP) Transformation— Proposed Implementation Plan





# Table of Contents

1. Current Program Parameters
2. LRP Evaluation Overview
3. Mission & Vision
4. Proposed Implementation Plan
5. Committee Feedback
6. Path Forward

# Why have a Lawn Replacement Program



## **Turf Grass**

Crop coefficient (Kc): 0.70

Higher water needs

Increased runoff and waste

Monoculture



## **Water Efficient Landscaping**

Crop coefficient (Kc): 0.30

Requires 40-60% less water

Decreased runoff

Water quality benefits

More biodiverse



# 1. Current Program Parameters

Coast Sunflower/Coast Encelia  
*Encelia californica*

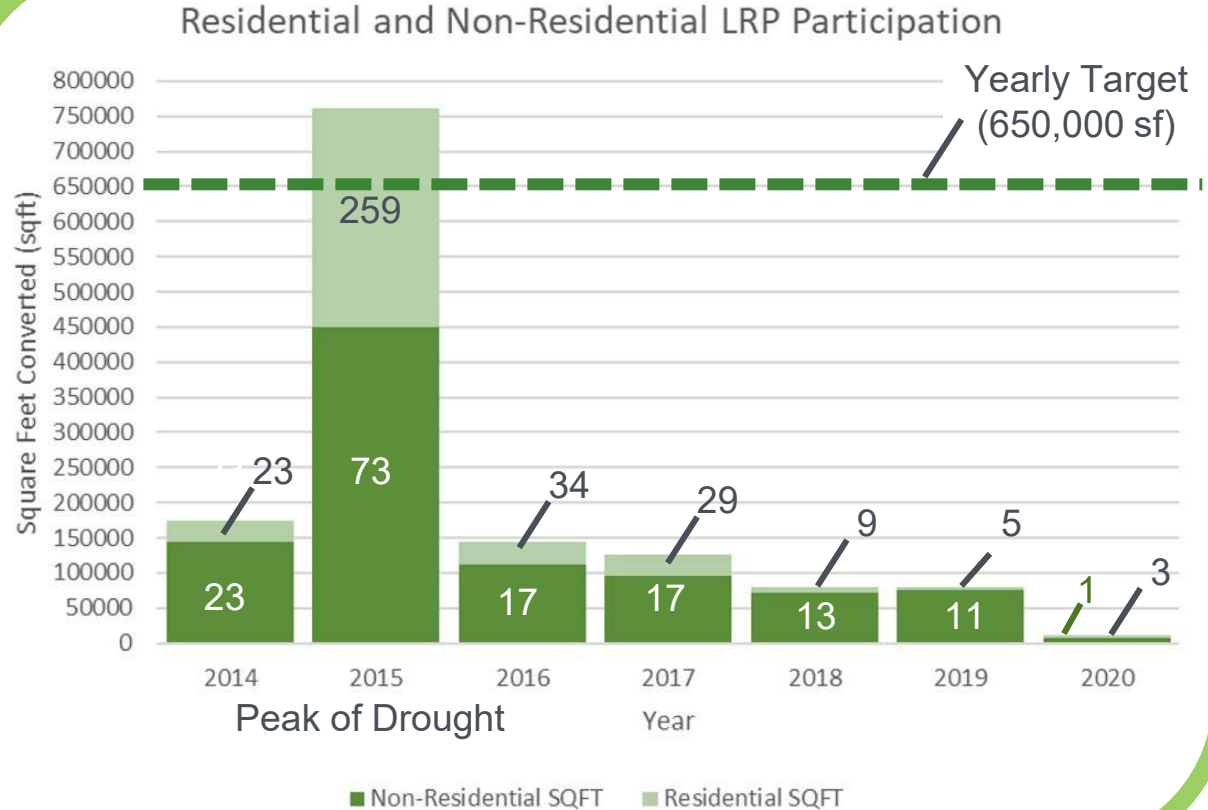
# Current Residential Lawn Replacement Program

- 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](http://santaclaritagardens.com)



Toyon  
*Heteromeles arbutifolia*

# Participation



Sticky Monkey Flower  
*Mimulus aurantiacus*



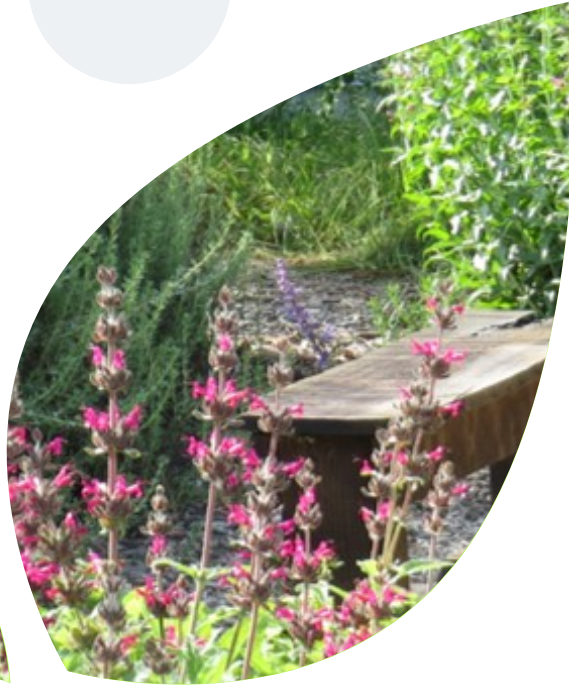
## 2. LRP Evaluation Overview

Western Redbud  
*Cercis occidentalis*

# Scope

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

Hummingbird Sage  
8 *Salvia pathacea*





# External Environmental Study



## Best-in-class programs:

- Balance program requirements
- Provide personalized support
  - specifically design support
- Integrate supply chain
- Use targeted marketing
- Make the process easy
- Offer choices
- Motivate by incentivizing
- Adaptable

White Sage  
*Salvia piana*

# Customer Questionnaires

Survey Responses: 1,760

Participants: 19

Interested: 215

Non-participants: 1,526



## LANDSCAPE QUALITY (%)

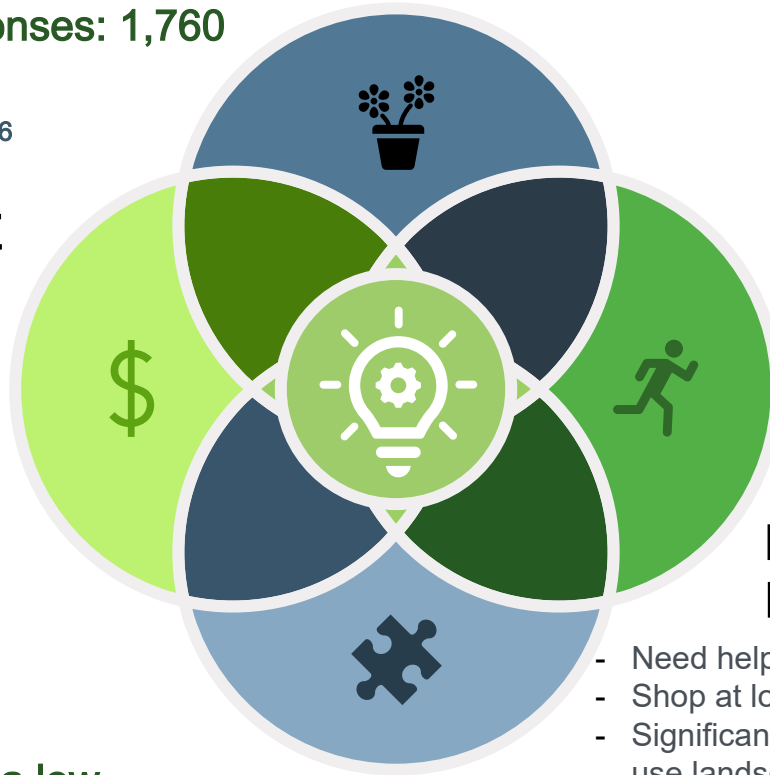
Beauty & appearance = most important



## 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 = 2<sup>nd</sup> 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



# Supply Chain Analysis

## Contractor Interviews (9 interviews)

- Cash flow challenges
- Few marketing opportunities
- Gaps in education & training
- Limited benefits of professional certification

## Local Nursery Interviews (5 interviews)

- Limited plant availability
- Plants not labeled
- Confusion regarding native plants
- Minimal industry partnership & collaboration opportunities



Sugar Bush  
*Rhus ovata*

# Post-LRP Project Checkups

- March 2021- drive-by checkups
- 259 residential & 56 commercial sites

## Findings:

- Commercial
  - 100% projects still in place
  - 68% increased converted project area
- Residential
  - 98% projects still in place
  - 98% had healthy landscapes
  - 92% had neighbors within eyesight that had low-water use designs (cascading effect)



# 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. Mission & Vision

Woolly Bluecurls  
*Trichostema lanatum*

# Mission & Vision

## MISSION

- To help customers achieve their water efficiency goals and establish sustainable water efficiency habits

## VISION

- Market transformation
  - Native & climate appropriate plants
  - Water efficient irrigation equipment
- Demonstration gardens
  - Conservatory Garden remodel
  - Bridgeport Pocket Park & others
- New web page
  - Improved process & workflow for customers & staff
  - New resources incl. plant list tool
- Building partnerships in the community



## 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

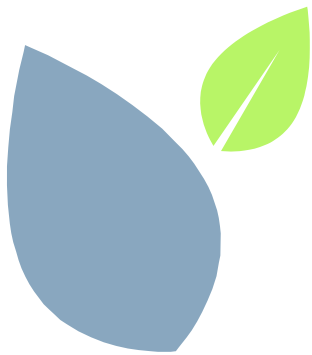
(Community, Consumer, Agency, Industry)





# 4. Proposed Implementation Plan

Yellow Monkey Flower  
*Mimulus guttatus* 'Yellow'

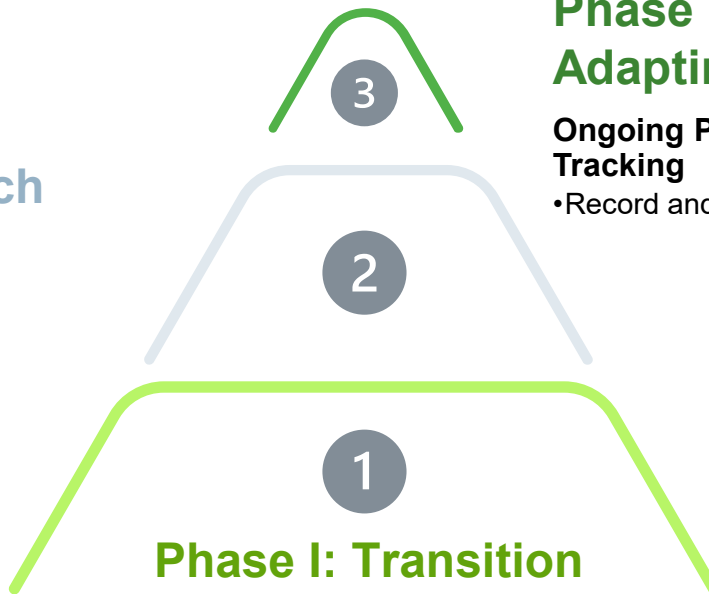


# Proposed Implementation Plan

## 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](http://santaclaritagardens.com)



# Proposed Program Requirements

## Suggested Requirements

- Allow partial lawn removal projects
- Allow projects to be completed in phases
  - Full zones
  - Decrease minimum project size to 100 (parkways)
  - Max project size: 2,500 sf per phase (up to 5,000 sf)
  - 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 post-inspection



# Proposed Rebate Values

**Option A**  
No Change

**Option B**  
Increase Design  
Assistance,  
Increase Drip sf

**Option C**  
Increase Turf  
Rebate & Add  
Bonus Rebates

**Option D**  
Increase Drip  
Rebate

Turf	\$2/sf	\$2/sf	\$3/sf	\$3/sf
	Max. 2,500 sf	Max. 2,500 sf	Max. 2,500 sf	Max. 2,500 sf
Drip	\$0.50/sf	\$0.50/sf	\$0.50/sf	\$0.75/sf
	Max. 1,500 sf	Max. 2,500 sf	Max. 2,500 sf	Max. 2,500 sf
Design Assistance	\$150	\$250	\$250	\$250
	\$0.06/sf	\$0.10/sf	\$0.10/sf	\$0.10/sf
Bonus Rebates	-	-	\$0.50/sf - majority (>50%) CA native plants	\$0.50/sf - majority (>50%) CA native plants
	-	-	\$50 for bee hotel or owl box (1 ea.)	\$50 for bee hotel or owl box (1 ea.)
Est. Savings (%)	57%	57%	69%	69%
Maximum LRP Rebate	\$5,900	\$6,500	Base: \$9,000	Base: \$9,625
			With Bonus: \$10,350	With Bonus: \$10,975
Pros	Status quo, no change required	Increased drip rebate available, additional design assistance	Promotes healthy & sustainable landscapes	Increased accessibility and sustainable participation, rebate structure promotes smart practices
Cons	Participation w/ current parameters is low	Only incentivizes those with drip projects larger than 1,500 sf	Base incentive rates too low	Lower cost-benefit (still >1.0)



# 5. Committee Feedback

Common Yarrow  
*Achillea millefolium*

# Committee Feedback



## Proposed Implementation Plan

- Phase I-Transition
  - Rebrand LRP
  - Engage with supply chain
  - Compile social proof
  - New Program Parameters
- Phase II-Launch
  - Marketing
- Phase III-Monitoring & Adapting
  - Ongoing Program Analysis

## Vision

- Supply Chain Partnerships
- Market Transformation
- Community Partnerships



## 6. Path Forward

Blue-eyed Grass  
*Sisyrinchium bellum*





# Proposed Path Forward

1. Synthesize committee feedback
2. Finalize Implementation Plan
3. Develop Action Plan
4. Implement Phase + Transition
5. Implement Phase II Launch
6. Implement Phase III Monitoring & Adapting

Deer Grass

25 *Muhlenbergia*



# Thank You!

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