

Lawn Replacement Program (LRP) Transformation Overview





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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 Lawn Replacement Program

- 3 Incentives
 - Turf conversion: \$2/sqft (max. \$5,000)
 - Drip conversion: \$0.50/sqft (max. \$750)
 - Design assistance: \$150
- Requirements
 - Must be living grass, no artificial turf, 50% plant coverage at maturity, pre- and post-inspection
 - External: HOA, city permitting
- Supporting Material/Resources
 - Hottest 30 Plant Guide
 - Gardening Classes
 - WaterSmart Workshop
 - santaclaritagardens.com

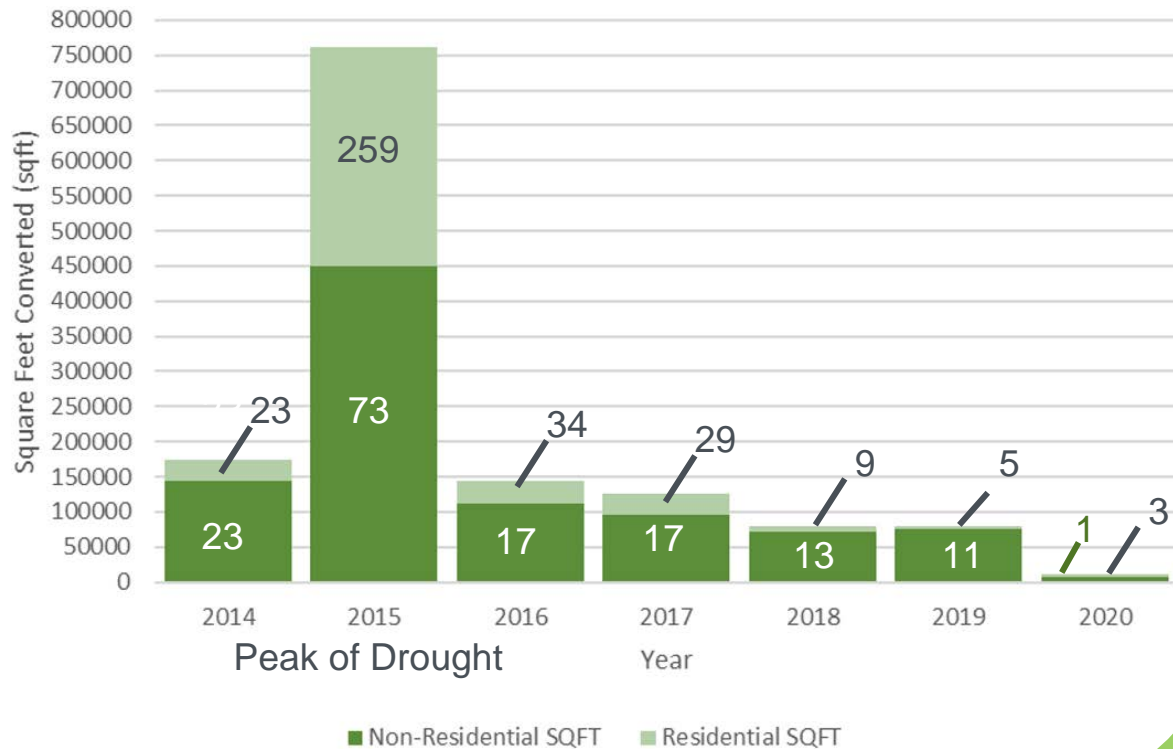


Toyon
Heteromeles arbutifolia

Participation



Residential and Non-Residential LRP Participation

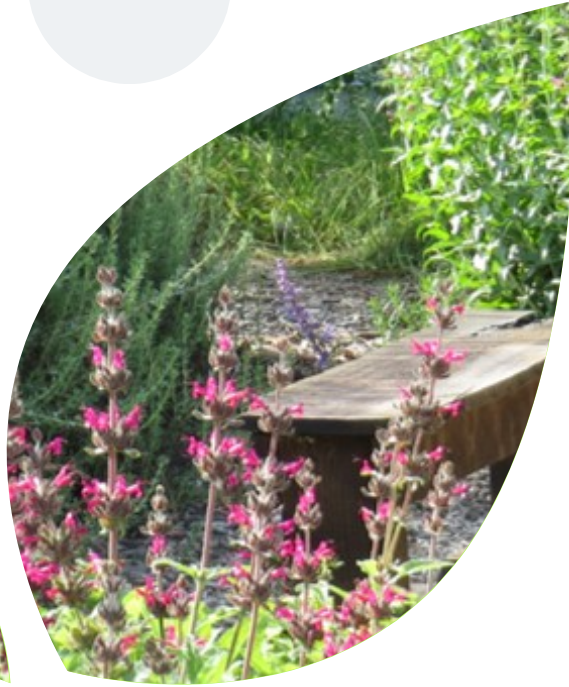


Sticky Monkey Flower
Mimulus aurantiacus



2. LRP Evaluation Overview

Western Redbud
Cercis occidentalis



Scope

- External environmental scan
- Supply chain analysis
- Customer questionnaires
- Findings report

Hummingbird Sage
Salvia spathacea

External Environmental Study



Best in class programs:

- Balance program requirements
- Provide personalized support
 - specifically design support
- Integrate supply chain
- Target market
- Make the process easy
- Offer choices
- Motivate by incentivizing

Supply Chain Analysis

Contractor Interviews

- Contractors need support tools & marketing resources to sell
- Want to be on certified list
- Interested in training
- Like option to be paid directly

Local Nursery Interviews

- Plant availability at local nurseries is an issue
- Plants are not labeled
- Confusion regarding native plants
- Interested in cooperative marketing

Customer Questionnaires



LANDSCAPE QUALITY

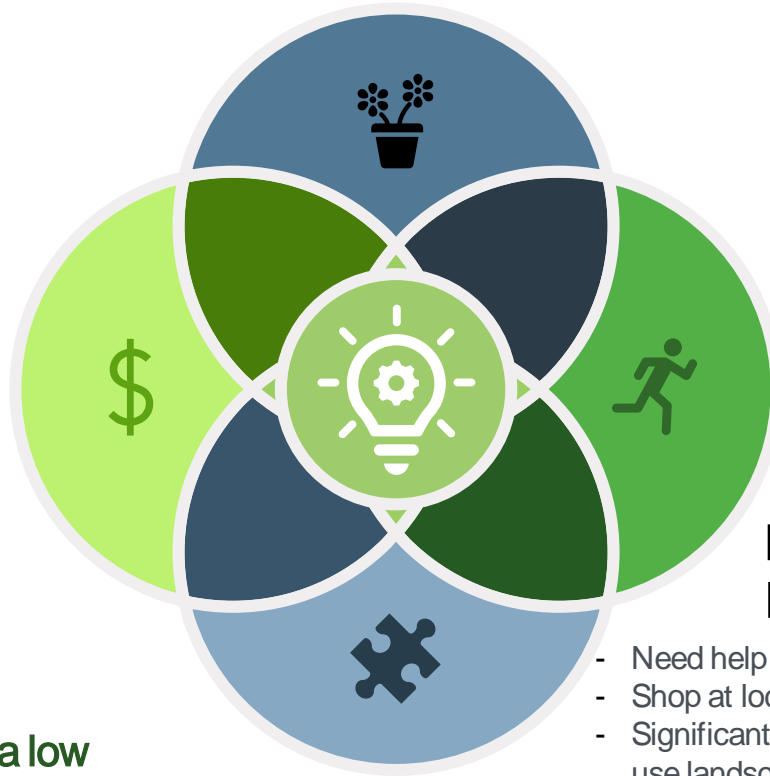
Beauty & appearance = most important



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





3. Recommendations & Vision

Woolly Bluecurls
Trichostema lanatum

Recommendations

Landscape Utility & Quality

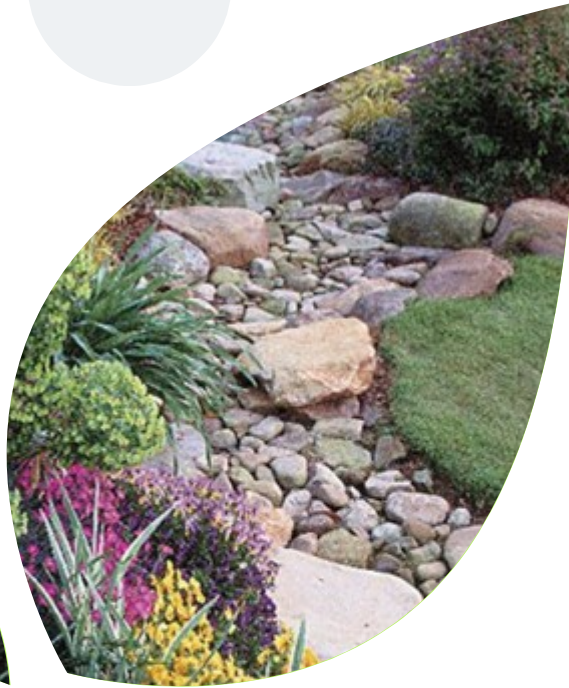
- Rebrand and market new LRP
- Increase customer engagement

Cost

- Increase Lawn Replacement & Drip Rebates
 - Bonus Rebate Structure
 - Water retention features or majority native plants

Knowledge & Resources

- Supply chain partnerships
 - Nurseries, contractors, landscape designers (style guides/templates)
- Community partnerships
 - Example houses & tours, HOAs



Expand Plant Guide

- Current plant guide:
 - 3 SCV native plants
- Emphasis on native and California-friendly plants
- Non-invasives
- Promote biodiversity and habitat for local wildlife



Common Yarrow
Achillea millefolium

Vision

- New LRP implementation
- Market transformation
 - Water efficient irrigation equipment
 - Native plants
- 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





4. Committee Feedback

Coffeeberry
Rhamnus californica

Committee Feedback



Lawn Replacement Program

- Analysis
- Increased Rebates
 - Bonus Structure

Plant Guide

- More natives
- Promotes local biodiversity

Vision

- Supply Chain Partnerships
- Market Transformation
- Community Partnerships



5. Path Forward

Blue-Eyed Grass
Syrinchium bellum



Proposed Path Forward

1. Finalize LRP analysis
2. Action Plan & Schedule
3. Committee and board approval
4. Implementation

Deer Grass

Muhlenbergia rigens



Thank You!

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