

City of Glendale Water Conservation Programs for HOAs and Businesses

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Glendale Water Services

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Overview

- Non-residential Landscape Rebate program
- New Water Conservation Partner program

how much **water** will you save?

The average conversion to **Xeriscape** can save **50%** or more on your outdoor water use!

a 15 x 15 foot grass area watered with 3/4 inch of H₂O =

105 gallons per watering!

(that's 7900 gallons per year!)

The infographic features a blue water drop at the top, a central illustration of a lawnmower on a green lawn, and various water-related icons like a faucet, a leaf, and a flower.



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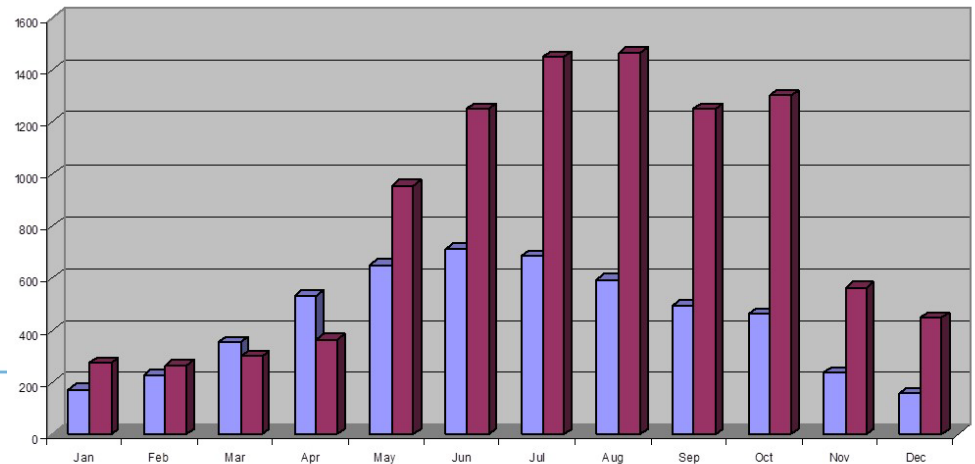
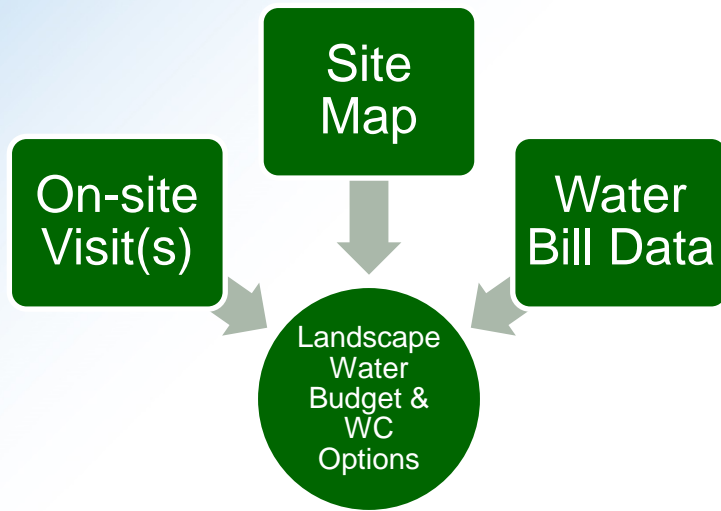
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Direct Assistance for Non-Residential Customers

- Council-approved in 2005.
- Multi-family, HOA's, and businesses.
- Up to **\$3,000** cost/share for grass removal.
 - **\$1,500** for completion of the Water Budgeting program and **\$150 per 1,000** square feet of grass converted (to non-grass landscape).
- A property is permitted one application per fiscal year.

Landscape Water Budgeting Program



Landscape Rebate Program Criteria

- The organization applying for the rebate must participate in the **Water Budgeting Program**.
- At least **1,000** square feet of turf must be removed.
(Applicant must provide proof of existing turf through an on-site inspection prior to construction).
- Removed grass area will be landscaped.
(Bare, unplanted soil and artificial turf is unacceptable)
- An application must be submitted along with three estimates of the work to be completed and a signed resolution from the board.
- W-9 Form



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Landscape Rebate Program Policy

ER Policy # ER-06 – Landscape Rebate Program

City of Glendale
Water Services Department
Environmental Resources Policies

Policy Number: ER-06
Title: Landscape Rebate Program
Effective Date: NEED TO ENTER DATE UPON SIGNATURE
Revisions: 2016
Contact: Water Services Department, Environmental Resources Group



PURPOSE: The Landscape Rebate Program provides Glendale water customers with a financial incentive to reduce their landscape water by replacing water-intensive lawns with desert-adapted plants. The rebate is one of the City's demand management strategies for a long-term reduction in outdoor water use.

APPLICATION: The Landscape Rebate Program policy applies to residential and non-residential properties within the City of Glendale Water Service area.

BACKGROUND: The Landscape Rebate Program was initially adopted by the City Council on January 28, 1986. Under this program, residential water customers received a flat rebate amount of \$100 for converting over 50 percent of the total landscaping area to non-grass. On June 28, 2005, the City Council approved two updates to the Landscape Rebate Program: 1) a greater financial incentive (up to \$750) to residential water customers for converting grass to desert-adapted plants and 2) a new landscape rebate (up to \$3,000) for non-residential water customers for participating in the City's water budgeting program and for converting grass to xeriscape.

- Defines the program and eligibility.
- Allows for periodic review and updates.
- Describes internal and external program duties.

Landscape Rebate Program By the Numbers

Since 2005:

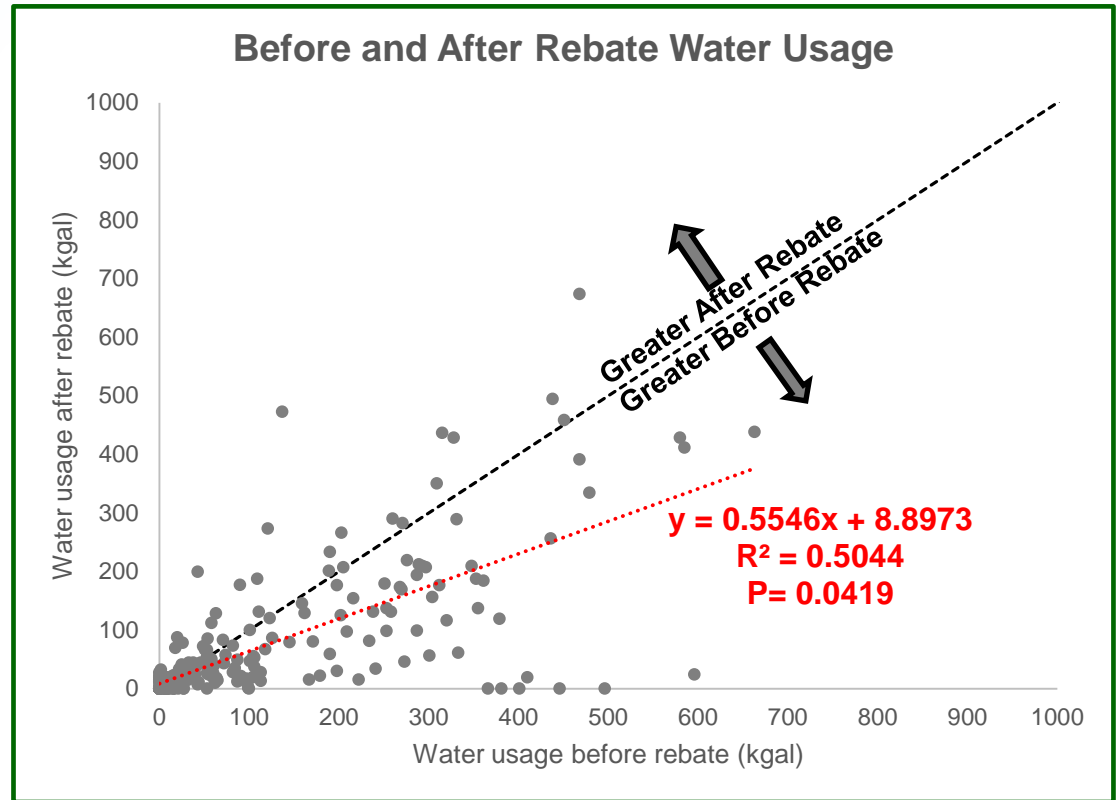
- **254,557** square feet of turf removed or **5.8** acres.
- **34** non-residential landscape rebates* administered by the City.
- *10 HOA's applied for more than one rebate.



Is the Landscape Rebate Program Working?

Analysis of water usage 12 months before and 12 months after the rebate for 9 HOA's (outdoor meters):

- Water usage is statistically lower after a rebate is issued.



Total Gallons Saved

8,072,000



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Is the Landscape Rebate Program Working?


Analysis of water usage 36 months before and 36 months after the rebate for 16 HOA's (outdoor and combined meters).

Total Gallons Saved
12,692,520

Marketing

- Glendale HOA Academy
- Glendale Parks Play Guide
- Water Bill Newsletter
- City Website & Social Media
- Fliers
- Rack Cards
- Annual Clean & Green Newsletter

City of Glendale
Residential Landscape Rebate
Glendale Conservation and Sustainable Living Division



Embrace the Desert

Top 3 Reasons to Take Out Your Grass

1. Get a Rebate - residential customers can receive a rebate from \$150 to \$750 depending on the amount of grass converted to a desert-friendly yard.
2. Save Water - Grass uses 2/3 more water than a desert-adapted yard.

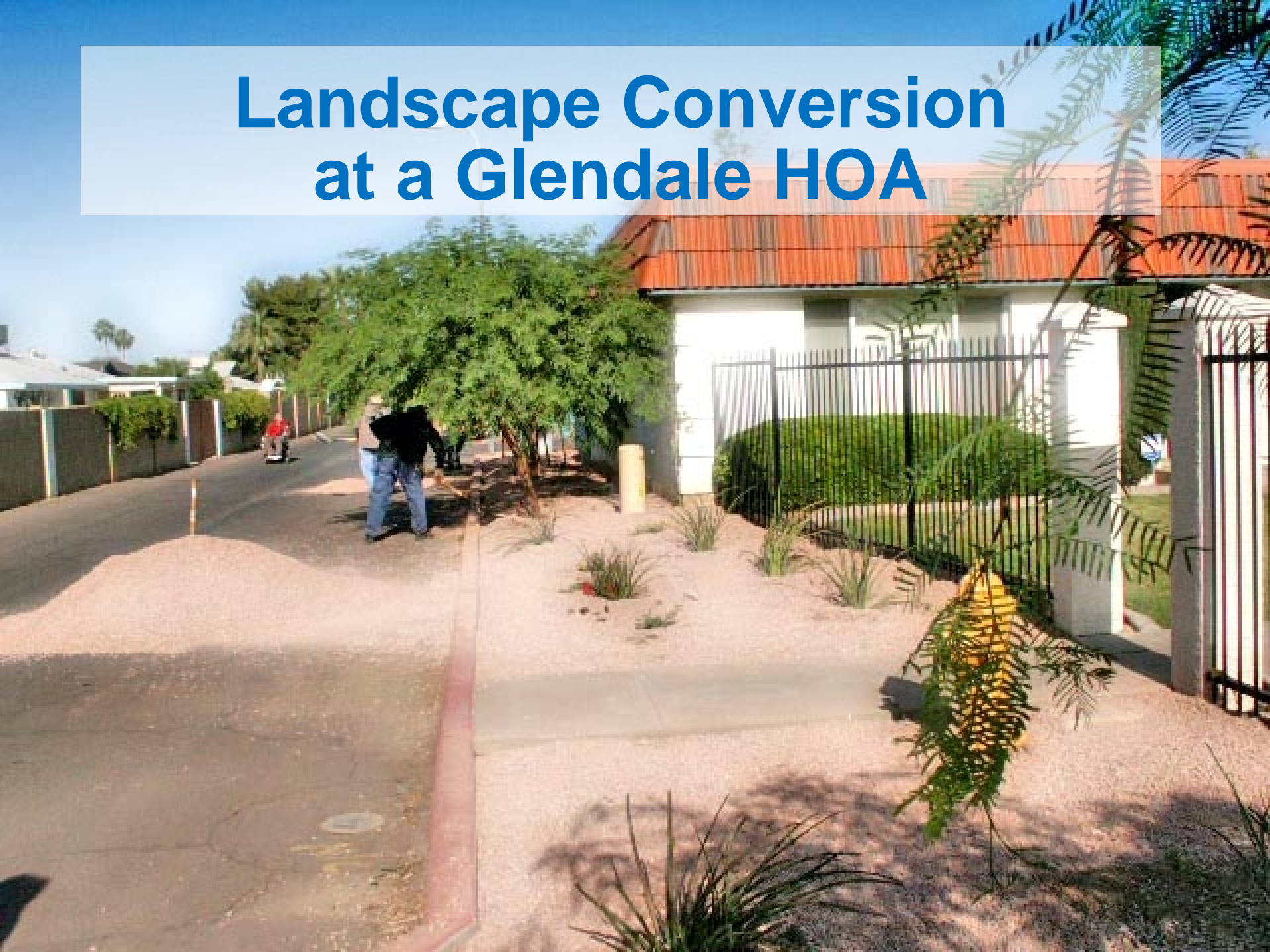


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Landscape Conversion at a Glendale HOA



In the News

Arizona Republic
October 28, 2015



Keeping the desert away

PART 1



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In the News

Water conservation effort pays off for townhouse HOA

Glendale Daily Star

July 9, 2014

Tatreau said, “Between the city and Kachina Management (the HOA’s property management firm), we’re keeping a monthly graph. In 2014, we have reduced considerably (the amount of water usage) than in 2013.



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Glendale Water Conservation Partner Program

- Partnership between City and commercial customers to improve water efficiency.
- Build off the success of our current non-residential landscape rebate program.
- Identify cost-effective ways to improve water efficiency.
- Recognize customers for their leadership in the community.
- Help customers be prepared for possible drought stages.



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Community Partners

- Participating in the Arizona Municipal Water Users Association's Commercial Programs committee.
- Partnering with graduate students at the ASU Morrison Institute for Public Policy.



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Program Development

Objectives:

- Provide Glendale with analyses and recommendations on how to:
 - Promote water conservation for CII customers.
 - Formulate a water savings recognition component for CII participants.
 - Encourage potential CII customer participation in Glendale's commercial program.
 - Build long-term relationships between CII customers and the City of Glendale.

Arizona Examples

- Research other cities with water conservation programs that target commercial customers.

- Do they offer incentives?
- How do they market the program?
- What works and what doesn't work?
- Where do they find the greatest ROI?



Town of Gilbert
www.gilbertaz.gov



City of Tucson
www.tucsonaz.gov

Commercial Resources

Alliance for Water Efficiency

www.allianceforwaterefficiency.org/CII-tips.aspx



EPA WaterSense

www3.epa.gov/watersense/commercial/



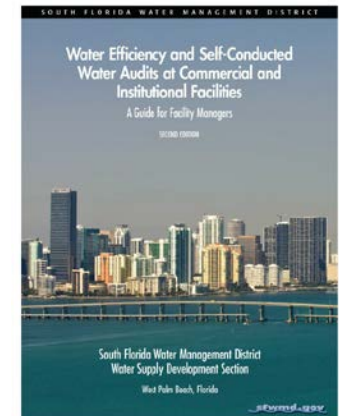
EPA Energy Star

<https://www.energystar.gov/buildings>



South Florida Water Management District

www.sfwmd.gov/sites/default/files/documents/water_efficiency_improvement_self_assess_guide.pdf



Thank you!

Questions?

