



# Proposed Action to Increase Activity in the Landscape Transformation Program

Conservation and Local Resources Committee

Item 9-3

January 8, 2019

# Landscape Transformation Program

- Board authorized \$17M annual budget in April 2018; launched July 2018
- Funds available from Water Stewardship Fund to absorb up to \$50M in applications, if needed
- \$2M in applications\* with participation expected to remain low during winter months
- Staff sought feedback from Member Agencies and program participants

\*as of 12/6/18

# Member Agency and Participant Feedback

- Per sq. ft. incentive
  - Not enough to motivate customers to action
- Maximum square footage
  - Does not allow for full yard conversions
  - Limits mid-size commercial conversions
- Five plants per 100 sq. ft.
  - Expensive and difficult to achieve
- Requiring front yards first
  - Confusion in areas without traditional front yards
- Name of the program
  - Can be confusing to customers



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# Proposed Program Changes

|                                   | Current                  | Proposed                 |
|-----------------------------------|--------------------------|--------------------------|
| Incentive Amount                  | \$1 per sq. ft.          | \$2 per sq. ft.          |
| Square Foot Maximum – Residential | 1,500                    | 5,000                    |
| Square Foot Maximum - Commercial  | 10,000                   | 50,000                   |
| Plant Density                     | 5 plants per 100 sq. ft. | 3 plants per 100 sq. ft. |

# Proposed Program Changes (cont.)

- Removal of front yard first requirement
- Consider reverting to prior program name
  - “Turf Removal Program”
  - Aligns with popularity of previous program

# All Program Controls Will Continue

- Program ends at \$50M application level
- Maximum square footage on all projects
- Minimum number of plants required
- Sustainability feature required
- Pre and Post Inspections on all CII projects and on set number of Residential projects

# Board Feedback

- Incentive amount increase
- Square foot maximum increase
- Decrease in plant density
- Front yard first requirement change
- Change name to Turf Removal Program



# Next Steps

- Incorporate Committee Feedback
- Solicit feedback from Member Agencies at Member Agency Managers Meeting
- Bring proposed changes to Water Planning & Stewardship Committee for action in February
- Monitor activity and report results to the Board

