2015
Turf Replacement Initiative

Meeting & Webinar to Receive Public Input

Thursday July 2, 2015
1:00 to 3:00 pm

Water Use and Efficiency Branch
Division of Statewide Integrated Water Management

Webinar Guidelines

- This meeting is being recorded
- All participants have been muted
- You will have an opportunity to ask clarifying questions during the presentation.
- There will be a longer comment period at the end of the presentation.
- Participants may comment or ask questions verbally or in writing

Verbal Participation

To verbally comment or question, click the **raise hands** function

By raising your hand,

- You will be placed into the queue
- You will be called on and unmuted in order

After speaking, please lower your hand by clicking on the “raise hand” button again.

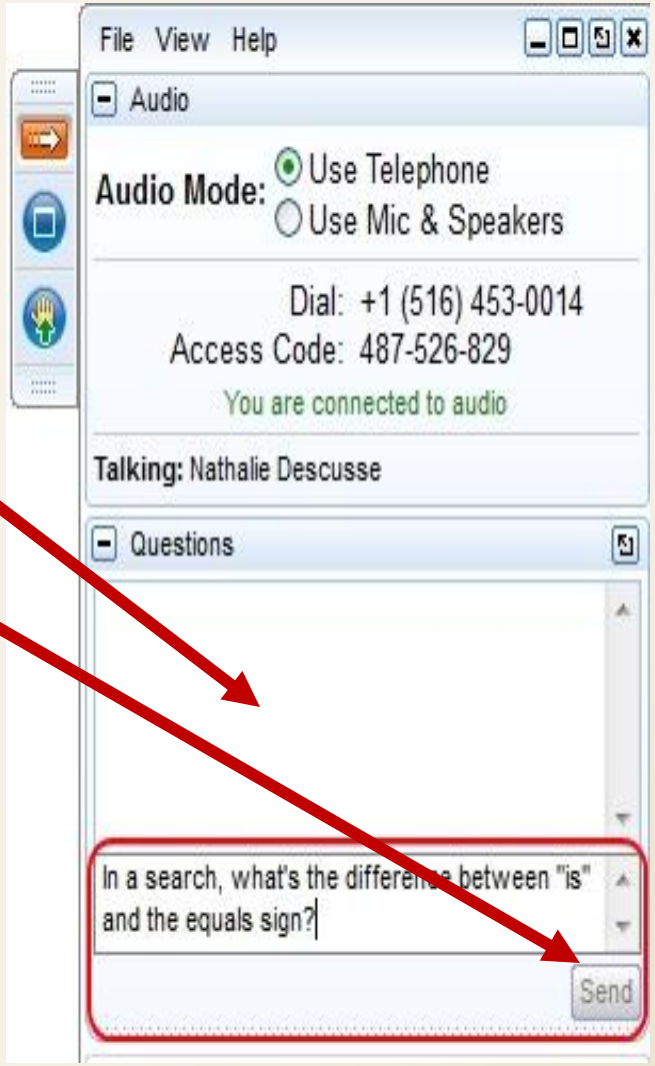
Written Participation

To submit comments or questions in writing, type your comment or question into the box

Then, click send

Questions and comments will be read by the facilitation team.

Comments not addressed, due to time constraint, will be provided to DWR.



Meeting Agenda

1:00 to 1:10	Welcome, Introductions, Agenda Review, Meeting Format	Tania Carlone, CCP
1:10 to 1:20	Opening Remarks and Background	Kent Frame, DWR
1:20 to 2:00	Initiative Programs • Residential Rebates • Commercial, Industrial and Institutional (CII) • Statewide Campaign Timeline	 Jodi Evans, DWR Toni Pezzetti, DWR Toni Pezzetti, DWR Kent Frame, DWR
2:00 to 2:55	Comment Period and Summary of Comments	Tania Carlone, CCP
2:55 to 3:00	Wrap-up and closing remarks	Kent Frame, DWR

The Turf Replacement Initiative website is:
www.water.ca.gov/turf/

The Initiative Guidelines are posted here

Meeting Objectives

- Describe Turf Replacement Initiative programmatic components
- Receive public comment on the Initiative
- Answer questions of clarification

Your comments will be used to refine planning and implementing the Turf Replacement Initiative

Turf Initiative Overview

- Implements Directive Three of Governor Brown's April 1, 2015 Executive Order (B-29-15)
- Financed primarily by Prop 1 water use efficiency funds (Ch 7, Sec 79746)

Turf Initiative Programs

1. Residential Rebates and Contractor-Direct Rebates
2. Commercial, Industrial and Institutional (CII) Installations
3. Statewide Campaign To Promote Drought Tolerant Landscapes

- Integrated
- Implemented concurrently

Interface with Existing Programs

- The State's program will complement existing programs
- There are dozens of existing, very successful programs throughout the state

Funding Overview Plan

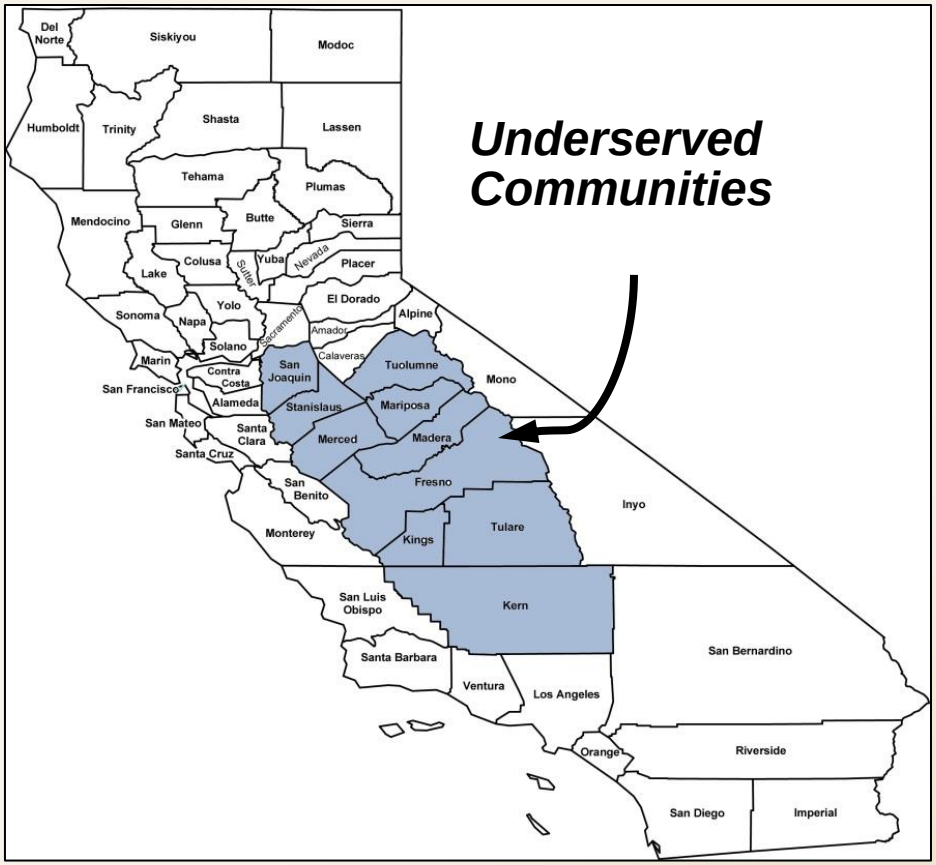
- $25 million for rebates focusing on underserved communities
  - $10M residential turf rebates for San Joaquin Valley underserved counties
  - $12M residential turf rebates for the remainder of the state
  - $3M for CII facilities, teaming with California Conservation Corps
- Statewide Campaign funding to come from other sources

Disadvantaged Communities

- Referred to as DACs
- Census tracts with an annual median household income (MHI) that is less than 80 percent of the Statewide annual MHI (PRC Section 75005(g))
- Prop 1 funds are required to direct at least 10% funding towards DACs

Underserved Communities

These San Joaquin Valley counties have a high percentage of underserved communities impacted by the drought



Questions???

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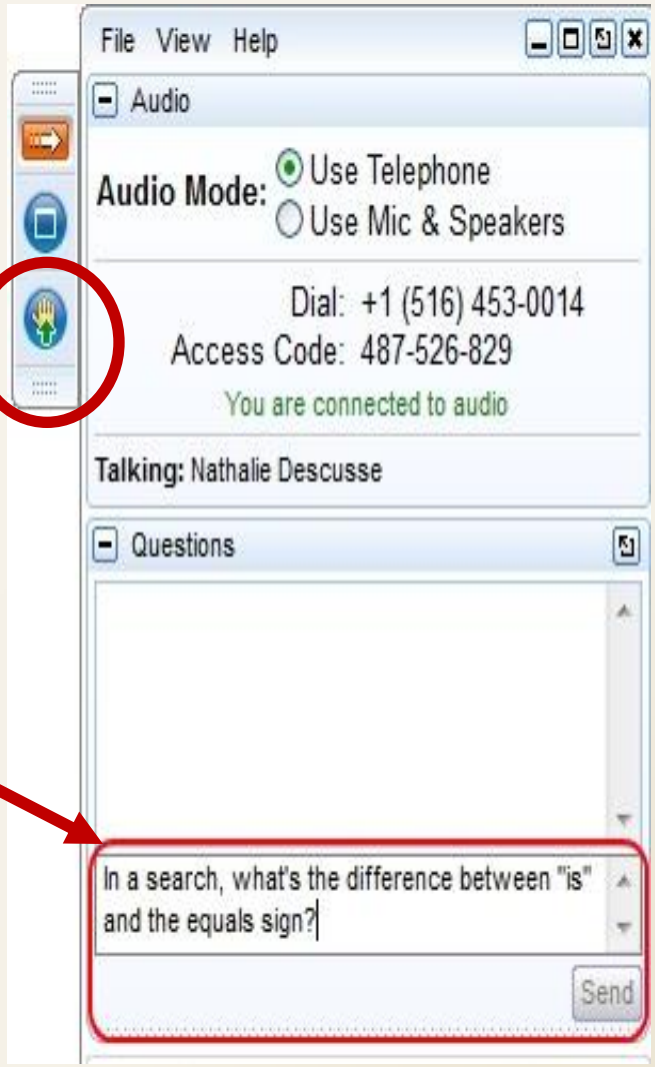
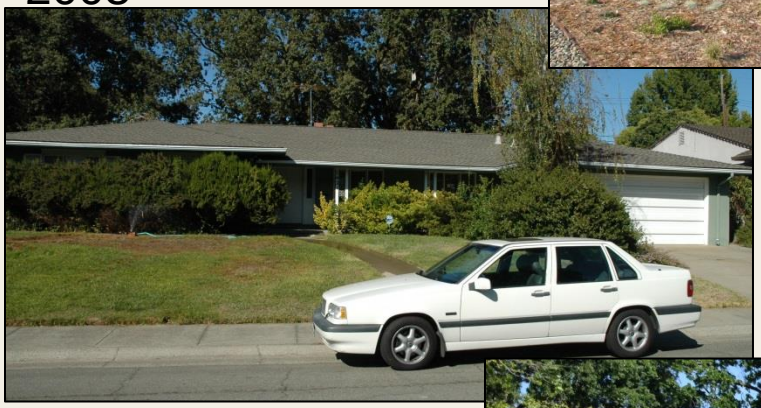


To ask a clarifying question in writing, type the question in the box and click send

Program 1:
Residential Turf Replacement

2006

2005

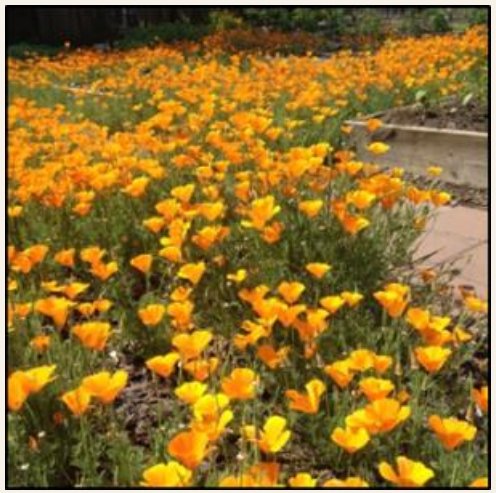


2007

2015

Program Administration

- DWR to contract with EGIA for residential and contractor-direct rebates
- EGIA will certify eligible contractors
- Local agencies may partner with DWR through EGIA



Program Administration, con't

- Rebates on first-come, first-serve basis
- Applications available in August
- A link to the application will be available on the Turf Replacement Initiative webpage

www.water.ca.gov/turf/

Residential Rebate Caps

- Rebates of $2 per square foot of replaced turf
- Capped at 1,000 square feet
- Maximum rebate of $2,000 per household
- Applicants may also receive a rebate from local water agencies, possibly with a total cap

Rebate Specifications

See the Initiative Guidelines, Attachment A:
www.water.ca.gov/turf/

- Turf may be alive or dead, but bare earth areas not eligible for rebates
- Turf removal methods not specified
- Plants must be low water use, drought-tolerant, or California Native plants
- Must include at least one tree, existing or new

Rebate Specifications, con't.

- Mulch on all exposed soil surfaces

- Decks, patios, and structures not allowed as rebated portion of landscape
- Paving stones, pavers, and brick patios with permeable grouting allowed

Rebate Specifications, con't.

- Drip irrigation, micro-spray, or hand watering only

- Artificial turf is not eligible for rebate
- Must complete project within 90 days

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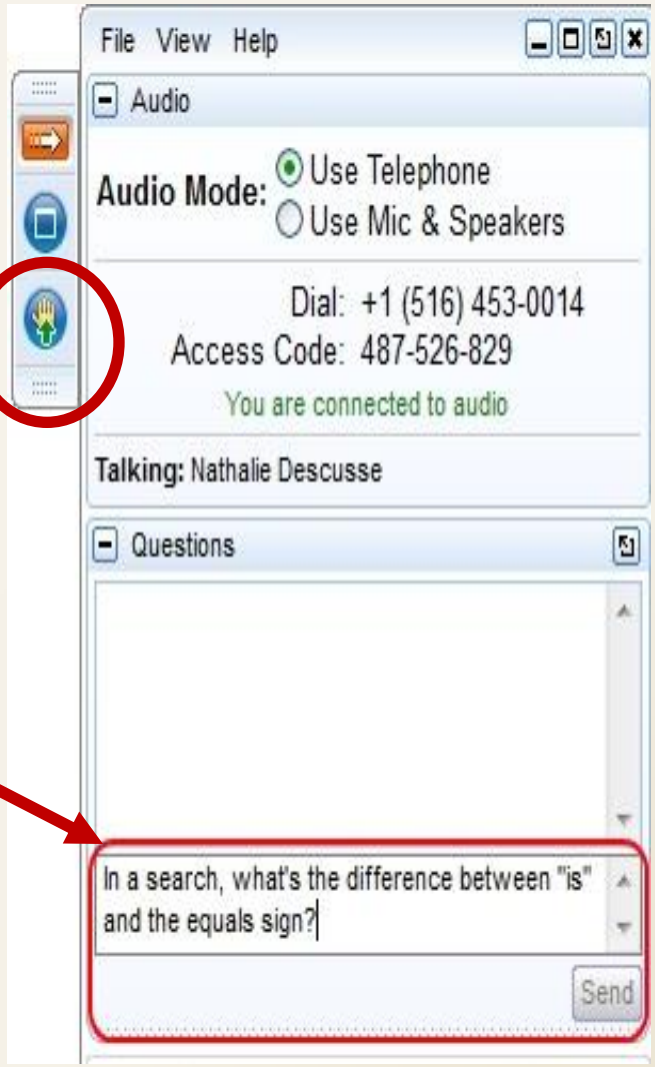

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Program 2: Commercial, Industrial and Institutional Turf Replacement

Santa Rosa Press Democrat

Santa Rosa City Hall Proposed Re-landscaping

Santa Rosa Press Democrat

CII Program Overview

- Targets underserved counties
- Targets conversion of public spaces
- For DACs, may be able to provide most of the components to complete a project
- Partnering with California Conservation Corps

CCC removing turf in the City of Corona

City of Corona

Potential Project Partners

Outreach to counties is expected to begin next week to:

- School districts
- City and county governments
- Water agencies
- Integrated Regional Water Management groups

Planned Approach

- Total number of projects will depend on the size of projects submitted
- Interested parties will submit to DWR a letter of interest, including a description of the project
- Projects will be prioritized based on benefit to the community and potential to provide water conservation educational opportunity

Questions???

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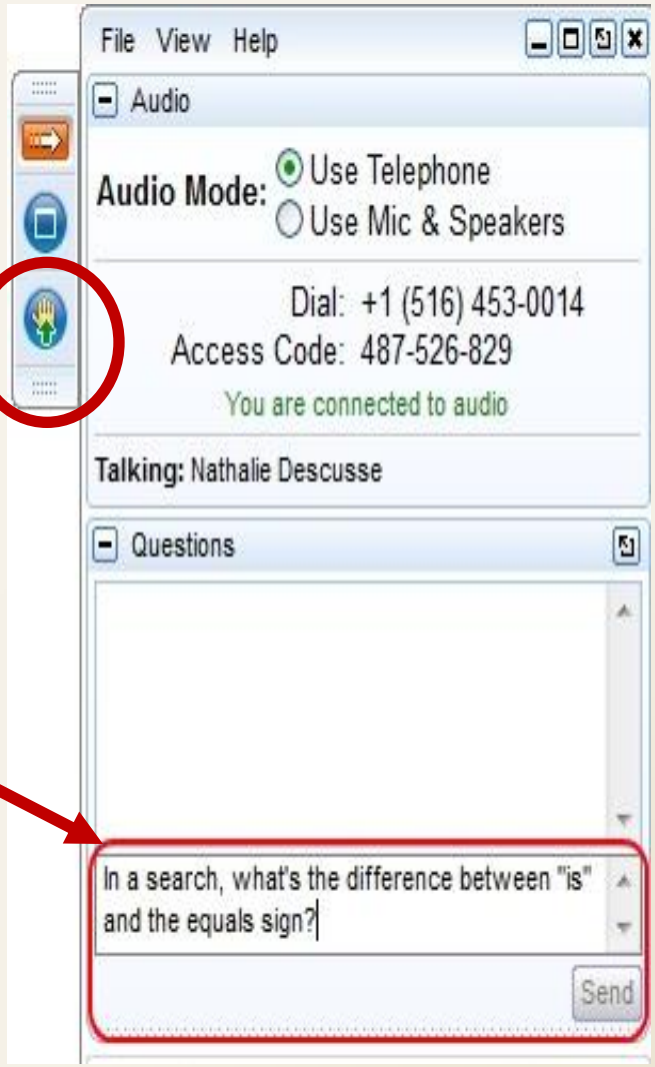

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Program 3:
Statewide Campaign

CALIFORNIA natural resources AGENCY

STATE OF CALIFORNIA ENERGY COMMISSION

DEPARTMENT OF WATER RESOURCES STATE OF CALIFORNIA

Planned Approach

- Implement concurrently with both the Residential Rebate and the CII programs
- Communicates
  - Benefits and importance of converting lawn to water-efficient landscapes
  - Lawn conversion guidance and tools
  - Residential rebate information

Planned Approach, con't

- Partnering with Ca Energy Commission other State, regional, and local agencies, non-profits and other entities
- Specific activities will include outreach, community engagement and technical support for public participation at landscape conversion events

Questions???

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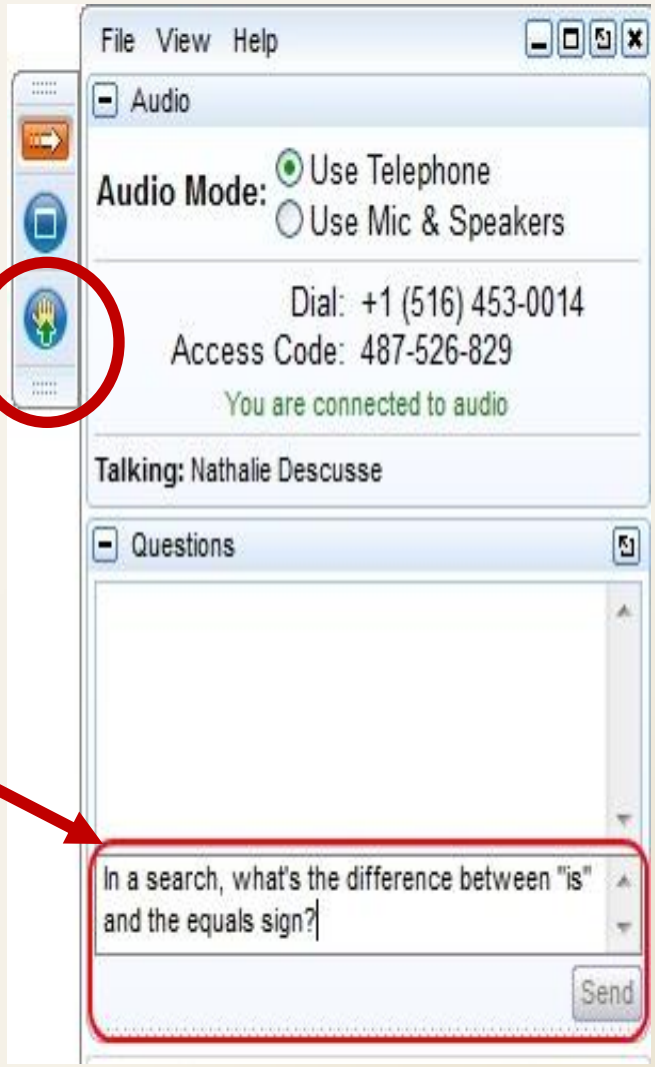


To ask a clarifying question in writing, type the question in the box and click send

Schedule Overview

July

- Receive Initiative comments
- Complete Initiative planning
- Begin Statewide Campaign (con't through initiative)
- CII: Initiate outreach and begin receiving interest letters

Aug

- RES: Begin receiving rebate applications
- CII: Begin CII projects

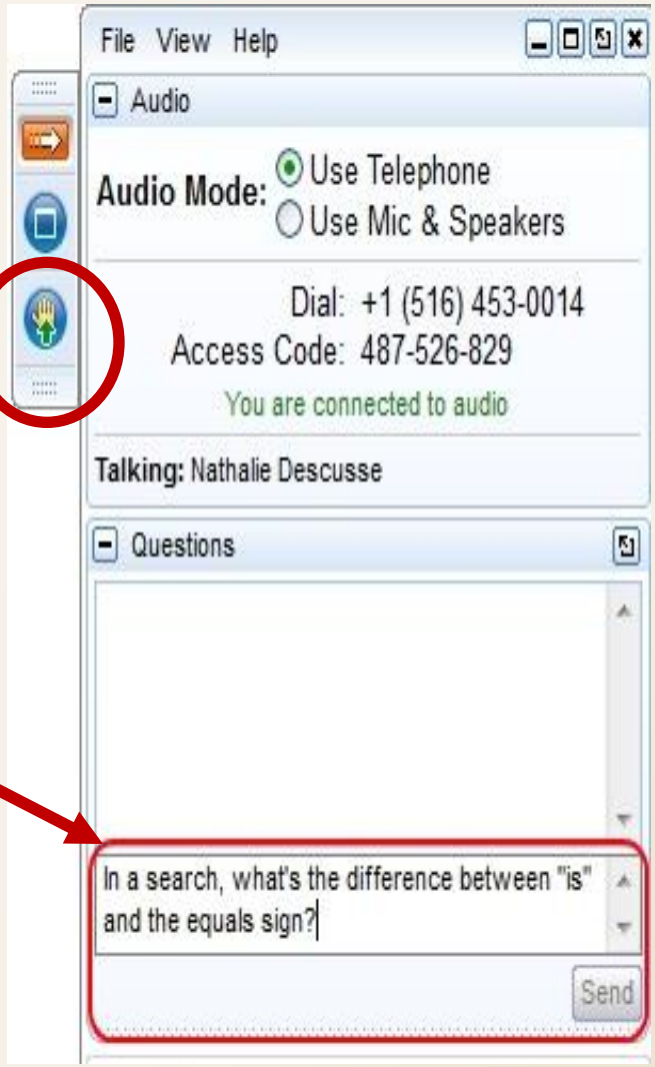
Sept

- RES: First rebates expected to be available
- RES: Continue rebates until funds exhausted
- CII: Continue CII projects, planned for 1 year

Comments Period

To verbally comment or ask a question, click the **raise hands** function

To make a comment or ask a question in writing, type the question in the box and click send



Post Meeting Comments

Will be accepted until COB July 10

- Written submittal

  Sasha Brownlee
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  Water Use and Efficiency Branch
  P.O. Box 942836
  Sacramento, CA 94236-0001

- Electronic submittal

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To be added to the e-mail list to receive notifications of significant program events, send your name and e-mail to Sasha

Thank you for your input and participation