



One Water Committee

# Conservation Program Update

Item 6a

June 28, 2022

# Conservation Program Expenditures

## FYs 2020/21 & 2021/22 <sup>(1)</sup>

	Paid <sup>(2)</sup>	Committed <sup>(3)</sup>
Regional Devices	\$7.1M	\$7.7M
Member Agency Administered	\$3.3M	\$6.2M
Turf Replacement	\$15.6M	\$18.0M
Advertising	\$0.5M	\$4.1M
Other	\$2.7M	\$1.2M
<b>TOTAL</b>	<b>\$29.2M</b>	<b>\$37.2M</b>

(1) The Conservation Program biennial expenditure authorization was \$86M and expected expenditures for rate setting purposes were \$50M.

(2) As of 7/1/2020 – 4/30/2022.

(3) Committed dollars as of May 10, 2022.

Conservation  
Program  
Activity  
FYs 2020/21 &  
2021/22



**Turf Replacement Rebates:**

April: 535,660 ft<sup>2</sup> removed

**FY2020/21-FY2021/22: 7,946,895 ft<sup>2</sup> removed**



**Clothes Washers:**

April: 800 units rebated

**FY2020/21-FY2021/22: 29,971 units rebated**

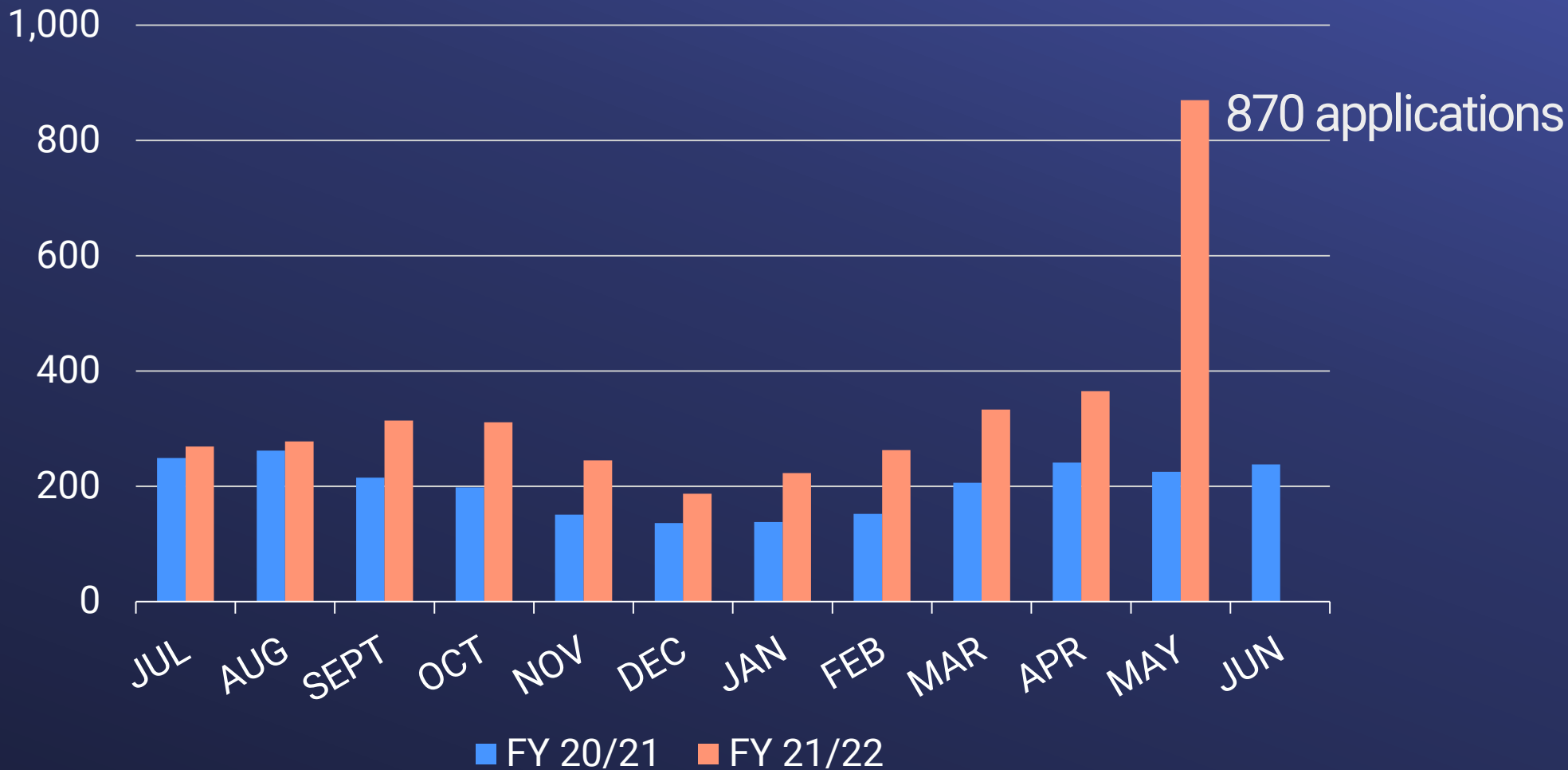


**Sprinkler Nozzles:**

April: 404 units rebated

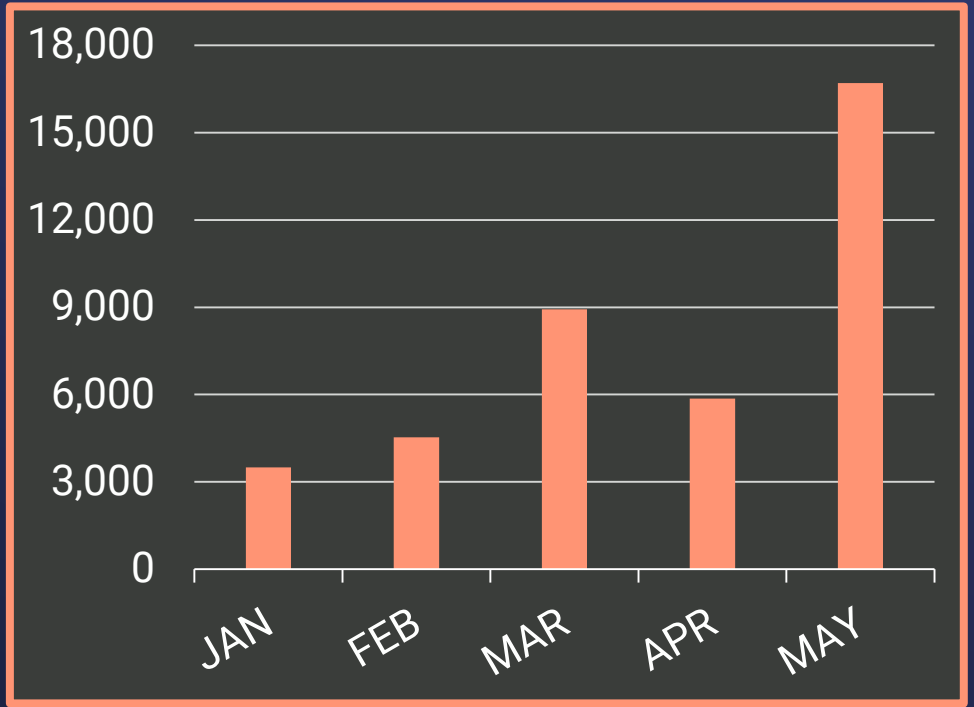
**FY2020/21-FY2021/22: 54,781 units rebated**

# Residential & Commercial/Industrial/Institutional Turf Replacement Program Applications

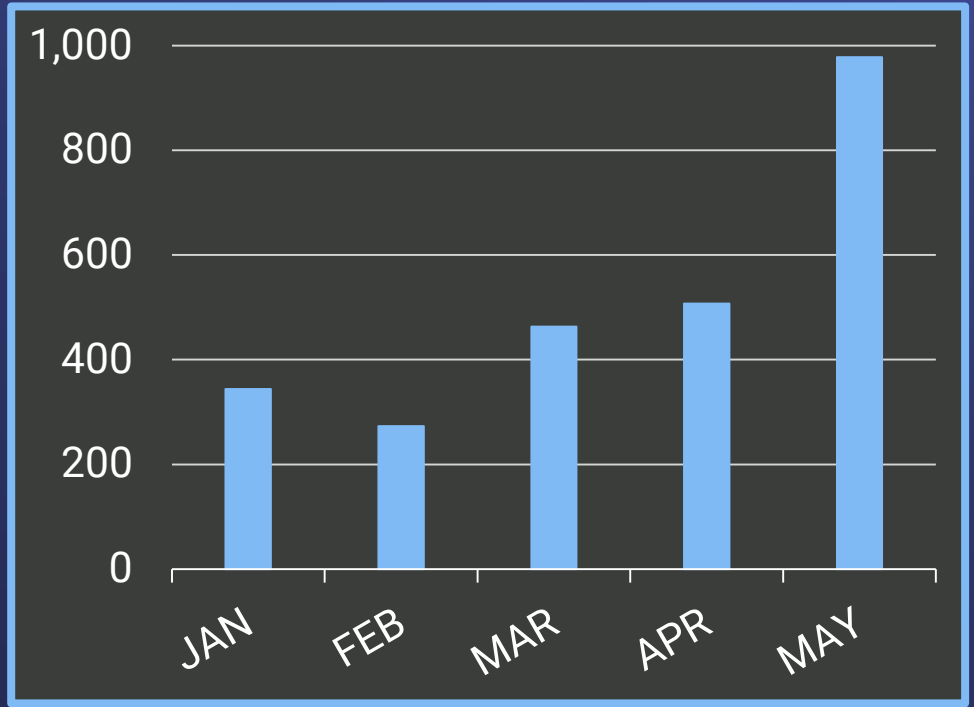


# SoCal WaterSmart Call & Chat Activity Both Up

## Call Volume



## Chat Volume



# Turf Multiplier Effect & Reversion Studies

## Turf Multiplier & Reversion Studies

Metropolitan conducted two studies to answer questions related to the turf replacement rebate program

**Multiplier effect:** How many additional homes converted landscaping as a result of living near sites that participated in the rebate program?

**Reversion rate:** How many sites converted back to turf after receiving a rebate?

# Multiplier Effect Study

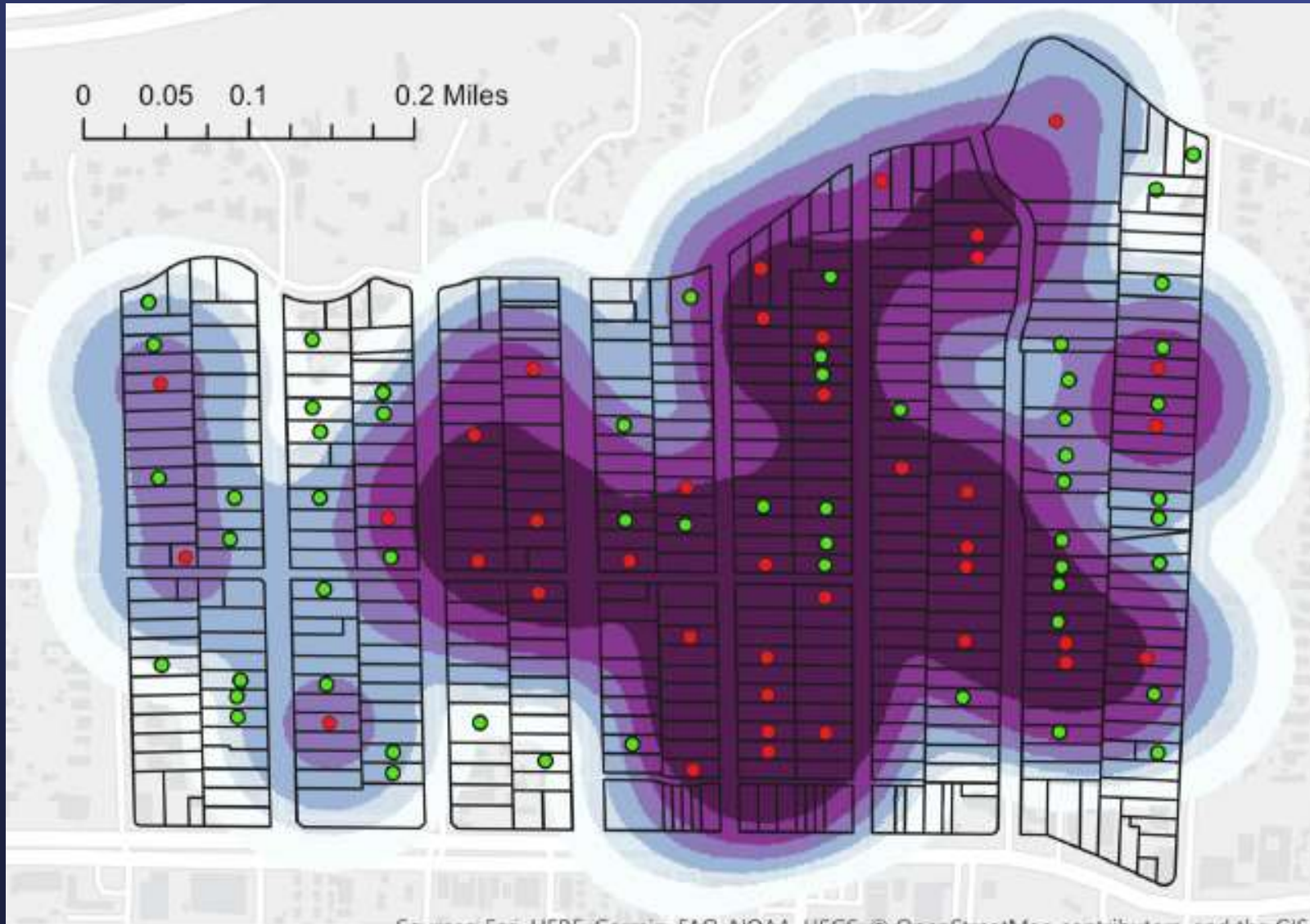


# Multiplier Effect Study Areas

- 20 areas with an average 360 parcels
- Three areas chosen with no rebate participants (blue dots)
- Additional areas in Irvine Ranch Water District analyzed for comparison



# Sample Study Area



- Red dots: rebate program participants
- Green dots: non-participants
- Darker color higher concentration of program participants

# Turf Multiplier Study Results

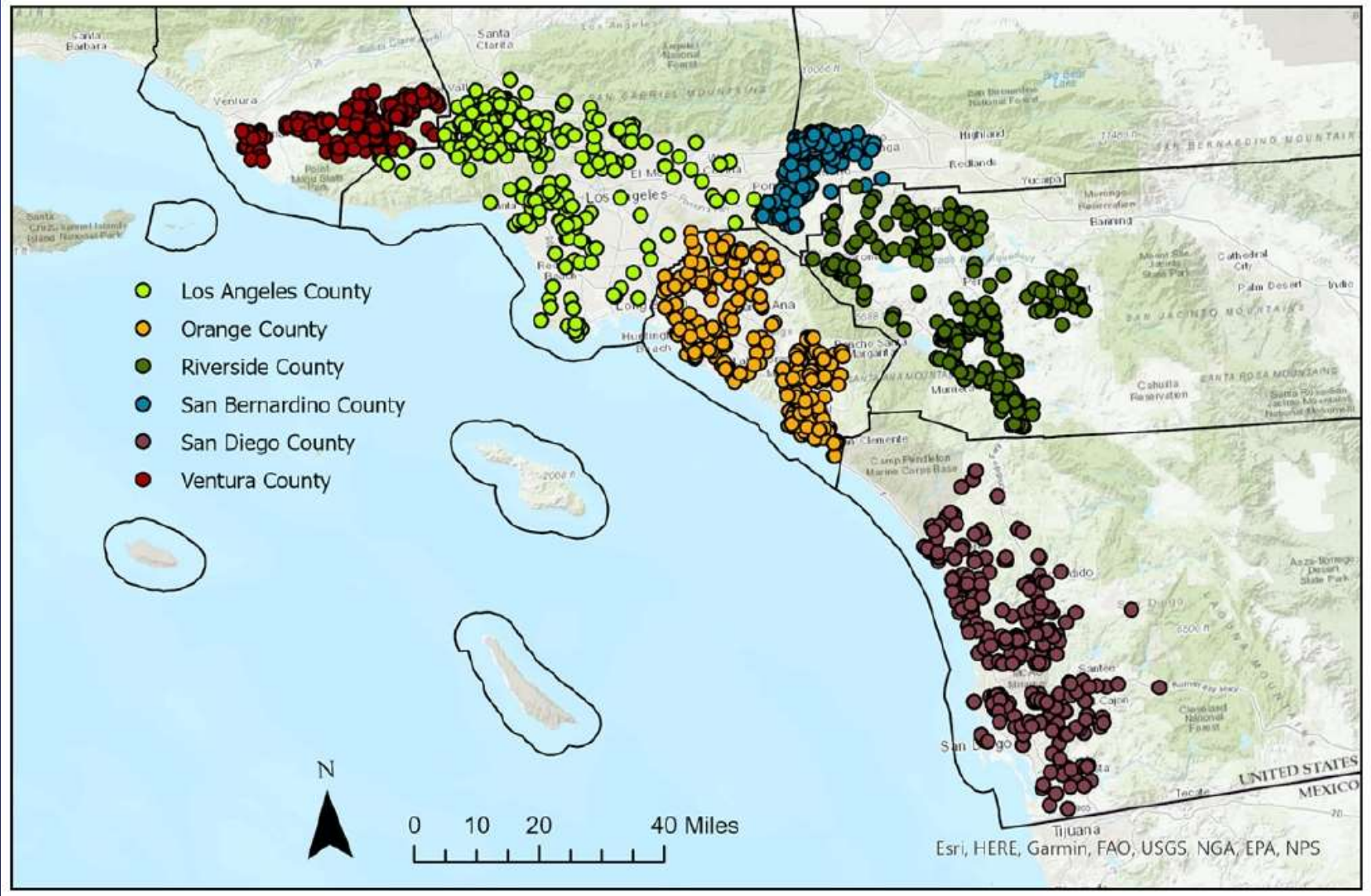
For every 100 turf rebate participants, **an additional 132 parcels converted their turf** because of the program.

# Turf Reversion Study

# Turf Reversion Study Overview

- Analyzed more than 2,000 rebate participant parcels
- Considered factors influencing reversions (age of home, sale status)
- Turf replacement rebate program participants between 2014-2018
- Looked at minor & major reversions
- Random sampling with 99% confidence level in the results

# Turf Reversion Study Sites



# Turf Reversion Study Results

- Less than 4% of sites reverted to turf
- Majority only partial reversions
- One factor is home sales
  - Half of the reversions occurred before or after the home is sold
  - 9 out of 10 homes sold kept their California Friendly® landscaping

# In Conclusion

Combined results of the multiplier effect and turf reversion studies have an **overall positive affect on landscape conversion.**

+132% Multiplier effect

- 4% Reversion back to turf

**+128% net positive**



## Next Steps

- Continue observation of the 2014-2018 program participants over time
- Perform similar analysis of participating and non-participating sites in the new landscape transformation program 2018-2020

