



In Partial Fulfillment of the Requirements for the Degree of

Master of Science
Jonathan Russo

Will present his scientific paper

**Predicting Participation in the Las Vegas Water Smart
Landscaping (WSL) Program**

Abstract

The Southern Nevada Water Authority has employed numerous methods to reduce water use. They have created educational, regulatory, and incentive-based programs all in the name of water conservation. This is one of the reasons the SNWA is considered a model water management organization. In this paper I will be looking at one particular program, the Water Smart Landscaping program. The WSL is a voluntary program that offers a rebate for the replacement of grass turf with xeric landscaping. There are numerous attributes that play a role in a household's choice to participate. This study's purpose is to identify household structure, socio-economic, and spatial characteristics of participants and examine how they affect a household's willingness to participate over different rebate values. In order to do this I created a two-stage regression model. For the first stage I used a linear probability model (LPM) with school zone fixed-effects, followed by a 2nd stage LPM. Then I utilize the result of this model to show how these variables interact and affect the probability of a household to enroll in the program.

Friday, April 6, 2018
2:00pm
WGHL, 481

Faculty, students, and the general public are invited.

Supervisory Committee:
Dr. Joshua Abbott, chair
Dr. Christa Brelsford, member
Dr. Kelli Larson, member