City of Glendale Water Conservation Programs for HOAs and Businesses

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Overview

• Non-residential Landscape Rebate program
• New Water Conservation Partner program
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 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
Landscape Rebate Program Policy

- 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.

\[ y = 0.5546x + 8.8973 \]

\[ R^2 = 0.5044 \]

\[ P = 0.0419 \]

**Total Gallons Saved**

8,072,000
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).

<table>
<thead>
<tr>
<th>Total Gallons Saved</th>
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<td><strong>12,692,520</strong></td>
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Marketing

• Glendale HOA Academy
• Glendale Parks Play Guide
• Water Bill Newsletter
• City Website & Social Media
• Fliers
• Rack Cards
• Annual Clean & Green Newsletter
Landscape Conversion at a Glendale HOA
Is Phoenix area's long love affair with grass waning?

A CENTURY AGO, PHOENIX SOLD ITSELF AS A LUSH, GREEN OASIS. NOW, RESIDENTS ARE BEGINNING TO EMBRACE THE DESERT.

Keeping the desert away

PART 1
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.”
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.
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.
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.

Source: ASU Morrison Institute for Public Policy, DeBolske Graduate Course on Local Government, 2016-2017
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
Thank you!

Questions?