

# City of Santa Rosa Water–Use Efficiency Program & Other Resources

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# City of Santa Rosa Water–Use Efficiency Program

- ▶ Program Started in 1990
- ▶ Sustainable Water Savings–1.5 Billion Gallons per Year
- ▶ 50,000 Toilets Upgraded
- ▶ Over 2 Million sq ft of Lawn Removed



# WUE Program Services

- ▶ Rebates & Incentives
- ▶ Residential/Commercial Check-ups
  - Indoor & Outdoor
  - Free Hardware
- ▶ Outreach & Education
  - Public Events
  - Free Workshops
  - Free Literature
  - Website
- ▶ Tools
  - Turf-Time



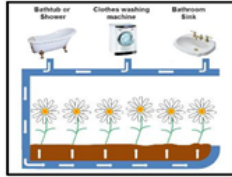
# WUE Rebates and Incentives

## ► Residential and Commercial



### "Green Exchange" Rebate Program

Receive a rebate for removing turf or improving the efficiency of your irrigation system.



### Graywater ReUse Rebate

Reuse your graywater on your landscape and receive a rebate.



### Multi-Family Water Survey

A free onsite water analysis with recommendations and free hardware



### Sustained Reduction Rebate

Earn a rebate of \$200 per 1,000 gallons of sustained monthly savings.



### Best Available Technologies Incentive

Receive a reduction in sewer demand fees for laundromats and restaurants who apply the best available technologies at their new site.



### Water Use Survey and Analysis

This is a free onsite analysis of both indoor and outdoor water use.



### Rainwater Harvesting Rebate

Get a rebate for capturing rainwater and reusing it on your landscape.



### Sustained Reduction Rebate

Earn a rebate of \$200 per 1,000 gallons of sustained monthly savings.



### Water-Use Efficiency Check up Program

This is a free onsite analysis of both indoor and outdoor water use.



### Water Management Rebate

This rebate is for dedicated irrigation accounts that manage their water below a specific water budget.



### Service Split Incentive

Receive money for installing a separate meter for irrigation use.



### High-Efficiency Clothes Washer Rebate

Replace a top-loading clothes washer with a qualifying high-efficiency clothes washer and receive a rebate.

# Green Exchange Rebate

- ▶ Irrigation Efficiency Upgrades
  - \$100 max – residential
  - \$1,000 max (per meter) – commercial
- ▶ Cash for Grass
  - \$0.50/sq. ft
  - 500 sqft max – residential
  - 5,000 sqft max (per meter)–commercial
- ▶ Pre inspection or workshop
- ▶ Post inspection
- ▶ \$\$ upon installation completion



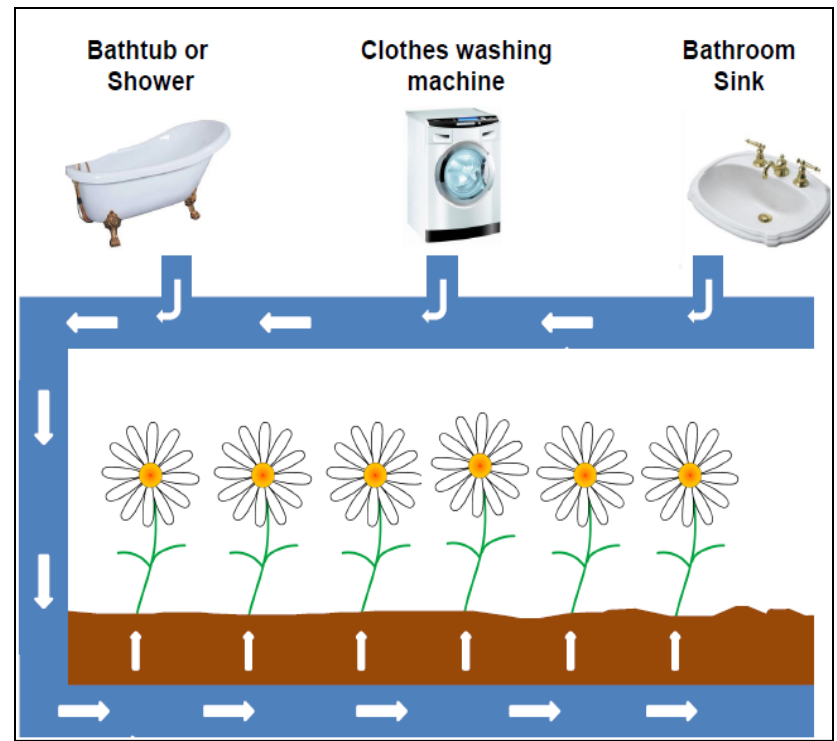
# Rainwater Harvesting Rebate

- ▶ **\$0.25 per gallon of storage**
  - Up to peak month (July) site
  - Cost of materials only
- ▶ **Backflow required for some systems**
  - Systems with pumps, pressurization, electrical power or controls, potable water connections
  - Plumbing permit needed
  - Requires annual testing
- ▶ **Pre & post inspection**
- ▶ **Check for any permits required by Building Dept.**



# Graywater Reuse Rebate

- ▶ \$75 per fixture
  - Laundry to Landscape Workshops
- ▶ Engineered System
  - \$200 for every 1,000 gallons of monthly savings
    - Building Permit
    - Design Plans



# Landscape Water Management Return on Investment Calculator

- ▶ Business tool to help you sell landscape upgrades that save water
- ▶ Improve your water management skills
- ▶ Free 3hr training required: [wue@srcity.org](mailto:wue@srcity.org)

| Financial Summary Results            |              |                      |                            |                  |                   |                       |                             |             |
|--------------------------------------|--------------|----------------------|----------------------------|------------------|-------------------|-----------------------|-----------------------------|-------------|
|                                      | Project Cost | Annual Water Savings | Annual Maintenance Savings | Years to Payback | Net Present Value | Annual Rate of Return | Annual Units of Water Saved | % Reduction |
| Summary of All Upgrades (no rebates) | \$ 41,000    | \$ 5,431             | \$ 1,500                   | 6                | \$ 35,362         | 16.2%                 | 771                         | 66%         |
| Summary of All Upgrades (rebates)    | \$ 35,000    | \$ 5,431             | \$ 1,500                   | 5                | \$ 41,362         | 20.3%                 | 771                         | 66%         |

# Russian River-Friendly Landscaping



Download the Guidelines at:  
[www.rrwatershed.org/RRFLG](http://www.rrwatershed.org/RRFLG)

# Qualified Water Efficient Landscaper Training (QWEL)

- ▶ 20 hours of education focused on:
  - Water efficient principles
  - Irrigation systems and landscape design
  - Proper plant selection for our climate
- ▶ QWEL Basic English
  - June 3–21 Sebastopol, CA
  - September 2–27 Santa Rosa, CA
- ▶ Register online at [www.qwel.net](http://www.qwel.net)



# Other Resources

- ▶ Irrigation Stores
- ▶ Nurseries
- ▶ Irrigation Association: [www.irrigation.org](http://www.irrigation.org)
- ▶ California Landscape Contractors Association: [www.clca.org](http://www.clca.org)
- ▶ US EPA WaterSense: [www.epa.gov/watersense/](http://www.epa.gov/watersense/)
- ▶ CalRecycle (compost/mulch producers): [www.calrecycle.ca.gov/organics](http://www.calrecycle.ca.gov/organics)

# Help us Save!

- ▶ Participate in Our Programs:  
[www.srcity.org/wue](http://www.srcity.org/wue)
  - Call (707) 543-3985
  - Demo Gardens: 69 Stony Circle
- ▶ Contact Your Local Utility to Learn About Their Programs

The screenshot shows the 'WATER-USE EFFICIENCY' page of the City of Santa Rosa website. The header includes the city logo and navigation tabs: HOME, VISITORS, RESIDENTS, BUSINESS, GOVERNMENT, and DEPARTMENTS. A sidebar on the left lists 'Water-Use Efficiency Links' such as Irrigation Controllers, Landscape Standards, MySantaRosa, Rebates - Business, Rebates - Residential, Turf-Time, Water Conservation Policies, Water Saving Tips, Water Shortage, and Water Supply Planning. The main content area features a photo of a garden, a search bar, and a 'Links of Interest' section with a pie chart titled '2013 Water Rates'. A large text box states 'OVER 1,465,351,947 GALLONS SAVED ANNUALLY' with a link for a breakdown. A 'Connect With Us' section includes Facebook and Twitter links. A 'Watering Index' section shows a 50% index for the week. A 'WATER-USE EFFICIENCY NEWS' section mentions 'STONY CIRCLE LAWN CONVERSION - PHASE II' and 'It Once was Lawn and Now it's Gone!'. The footer of the page mentions 'City staff has completed its work on the...'