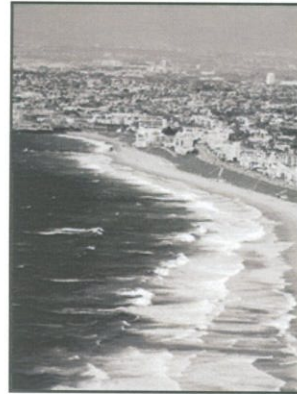


Large Landscape Conservation/Runoff Reduction Management and Education Program



In Partnership with:
Department of Water Resources
Surfrider Foundation
South Bay Energy Savings Center

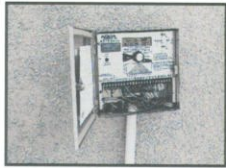


Program Information

- Awarded funding in Prop. 50- IRWMP Program
- Total Project Costs: \$2,833,630
- State Award: \$1,200,000 (42%)
- Time period: 4 years (2008-2011)

Program Components

- 1,117 Centralized Irrigation Controllers
- 40 Ocean-Friendly Workshop Classes
- 10 Demonstration Gardens
- 1,350 Residential Irrigation Controller Rebates



Centralized Irrigation Controllers

- Managed by a centralized management location system
- Reduces dry-weather runoff by up to 70%
- Reduces water supply demand through conservation



Locations

- Targeted Landscape Sites (1 acre or greater):
 - Schools
 - Parks
 - Home Owner Associations
 - Business Parks
 - Facility Landscapes
 - Street Medians
 - Residents
- 1,117 total controllers
- 2 Run-off Devices



Ocean-Friendly Workshops/Classes

- 40 total in South Bay cities and Malibu/Topanga
- Curriculum developed and conducted by professional landscape trainers
- Approx. 50 people per class
- Sites throughout service area



Ocean-Friendly Demonstration Gardens

- Provide “real-life” examples of the plants and irrigation systems that will be taught in the workshops
- Provide information on weather-based irrigation controllers (rebates), native plants, garden designs, and irrigation system “tune-ups”
- Increase public awareness about the water supply and water quality issues
- To motivate the public to develop similar water-efficient gardens
- 10 total gardens



Rebates

- 1,350 residential irrigation controllers rebates
- Marketed through landscape classes and website



Marketing Materials

Workshops/Classes

- Flyers
- Letters to top residential water users
- Newspaper ads
- Packet of information



Residential Rebates

- Design rebate brochure

Demonstration Gardens

- Signage

Funding

- Metropolitan
 - \$80/residential rebate
 - \$630/commercial controller
 - \$811,710
- West Basin
 - \$821,920
- DWR
 - \$1,200,000

USBR: \$300K

Customer Agencies

Total Project Cost: \$2,833,630
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Responsibilities

(West Basin will provide oversight on all activities)

Surfrider Foundation

- Demonstration Gardens
 - Landscape Architect
 - Landscape designs/plant materials
 - Budget
 - Site Locations
 - Plant signage
 - Photos of sites
- Workshop Classes
 - Work with Module developer
 - Provide volunteers
 - Locate sites

South Bay Energy Savings Center

- Workshop classes
 - Market program to South Bay residents (classes and rebates)
 - Contact cities for a list of the top residential water users
 - Send letters to top residential water users
 - Locating sites to conduct classes (in coordination with Surfrider)
 - Manage collateral (flyers, newspaper ads)