

MOTION ENERGY & ENVIRONMENT

Governor Brown recently announced that the State of California would enforce its first-ever mandatory water use reduction of 25% due to an historic low Sierra Ice Pack level compounding years of ongoing drought. Mandatory turf removal requirements are also a part of this effort for their potential to reduce outdoor watering.

The LADWP has had a Turf Removal and Rebate program in place since 2009. In October 2014, Mayor Garcetti directed DWP to increase the rebate to \$3.75 per square foot, which greatly increased public interest and resulted in a many-fold increase in rebate applications. The on-going seriousness of the drought has generated continually greater participation in the program, to the extent that the City has now rebated 14 million square feet of turf with at least another 8 million square feet to be replaced and rebated by summer.


The public acceptance of this program has placed Los Angeles as a true leader in the state's drought response. A beautiful, California Friendly landscape is on its way to replacing a water thirsty front lawn.

In driving this important cultural change, it is critical that the Turf program be actively managed and able to successfully handle the increasing level of public interest.

I THEREFORE MOVE that in order to ensure the continued success of the program, the Department of Water & Power is requested to report back to Council in 30 days on its efforts to:

- Increase outreach efforts on the Turf Replacement program to better establish this program throughout all parts of the City; and
- Increase the support resources available to customers for landscape design and plant availability; and
- Ensure that adequate staff is available to process rebate requests, assist customers, and prevent any delays or bottlenecks that might discourage the public's participation or slow the rate of turf replacement; and
- Maintain funding for rebates in the Turf Replacement program sufficient to ensure a high level of participation; and
- Make billing and water consumption data available to vendors, with customer authorization, to expedite the processing of rebates and allow easy evaluation of a customer's water conservation savings

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