



JORDAN VALLEY WATER
CONSERVANCY DISTRICT

“Flip Your Strip” Park Strip Lawn Conversion Program

MEMBER AGENCY “TURN-KEY” WATER CONSERVATION PROGRAM

Member Agency Grant Assistance Background

For several years, Jordan Valley Water Conservancy District (JVWCD) has offered water conservation grants to its Member Agencies as part of ongoing efforts to provide an adequate drinking water supply and to promote efficient water use within its service area. Under this program, eligible Member Agencies can access \$50,000 or more, to assist in funding meaningful water conservation related activities, projects, and programs.

To make this grant opportunity more accessible, JVWCD has developed a series of “turn-key” water conservation programs. All the guidelines and requirements for these programs are predesigned, allowing Member Agencies to choose which programs are most appropriate for their service areas. Larger scale implementation of these programs will bring greater economies of scale and because they have already been vetted by the JVWCD staff and Board, the application and approval process will be streamlined.

Program Overview

Park strips are one of the largest water wasters in a residential landscape because they are so hot and narrow. Overhead spray sprinklers are inefficient in areas less than 8’ wide. Park strips are also one of the easiest places to begin the transition to a more Utah-friendly landscape because they require minimal landscape design and are usually on their own sprinkler zone. A typical family uses between 7,000 to 10,000 gallons of water per year on their park strips.

A cash rebate of \$1.00 per square foot is available to residential customers who convert the landscaping in their park strips from lawn to a water-efficient design. Program participants who attend a free park strip class will receive \$1.25 per square foot of grass removed and replaced with water-efficient landscaping.

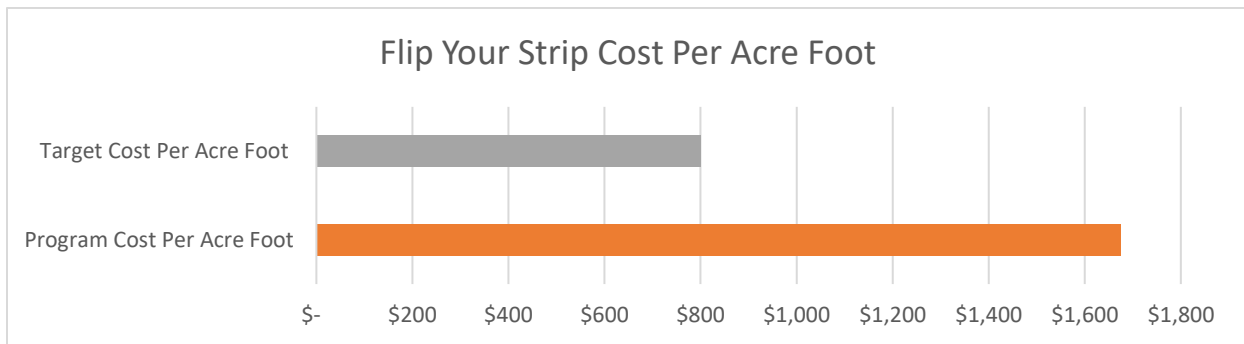
Program Process

- Participant checks www.UtahWaterSavers.com to apply online, verify eligibility, check deadlines and to ensure funds are available.
- JVWCD will contact eligible participants to schedule a mandatory pre-conversion site visit.
- Participant signs a Program Agreement with an authorized representative at the pre-conversion site visit.
- Participant may attend a free park strip class at JVWCD Education Center prior to completion of the park strip conversion project to receive additional rebate amount.
- Participant calls to schedule a final site visit after conversion is complete.
- Participant receives a rebate check in the mail.



Cost Effectiveness and Water Savings

The chart below uses a capital recovery analysis over a 20-year period with 4.5% annual interest. Program costs include the rebate amount and program administration fees (staff time, vehicle costs, scheduling, application processing, check processing, mailing, etc.).



Grant Funding Estimates

Conversion Volume	Administration Fees	Rebate Fees	Total Cost
25	\$ 776	\$ 10,938	\$ 11,714
50	\$ 1,552	\$ 21,875	\$ 23,427
75	\$ 2,328	\$ 32,813	\$ 35,141
100	\$ 3,104	\$ 43,750	\$ 46,854
125	\$ 3,880	\$ 54,688	\$ 58,568
150	\$ 4,656	\$ 65,625	\$ 70,281

JVWCD Responsibilities

JVWCD will apply Member Agency grant funds to the “Total Cost” found in the “Grant Funding Estimates” table based on the volume selected by the Member Agency. JVWCD will administer all aspects of the program, except for any related promotional costs. It requires no cost sharing commitment from the Member Agency. Following the program period, JVWCD will provide a final report to the Member Agency which will include the total number of rebates and the name, address, and water service account number for the participants.

Member Agency Responsibilities

Member Agencies must select the number of rebates to process as part of the program for a one-year period. The Member Agency can choose to include a customized letter from its agency with the rebate by providing digital versions of approved logos if desired.

Promotion

The Member Agency will be responsible for promoting the turn-key programs to its service area or target customers. JVWCD will create digital bill stuffers that can be used by the Member Agency, with a customizable location for the Member Agency logo. Member Agencies will be responsible for



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promotional printing costs as they are not included as part of the estimated costs for the program. In addition, Member Agencies will be responsible for all other costs and resources needed for the promotion of turn-key programs.

Per Capita Water Use

The Member Agency must provide per capita water information from the year 2000 through the current year, or most recent year that information is available.

Data Sharing

During the online application process, participants will provide their name, address and account number. They will agree to share their water use information. The Member Agency must agree to provide historical, current, and future water use information for program participants to help JWVCD perform, assess, validate, and improve the programs.

Timeline

To ensure budget funds and Board approval, the program will run during JWVCD's fiscal year beginning on July 1 and end on June 30 of the next year.

Program Requirements and Restrictions

- Participant must be a residential customer within the participating Member Agency's service area.
- Participant's park strip must be completely landscaped with living, well-maintained lawn at the time of the pre-conversion site visit.
- Participant shall remove all lawn in the park strip and replace it with water-efficient landscaping using drip irrigation.
- All lawn shall be removed and converted to at least 60% living plant cover at maturity. Plants shall not exceed 24 inches at maturity.
- Converted park strips shall be watered by a drip irrigation system equipped with a filter, pressure regulator, and emitters.
- Converted park strips shall be covered by at least 3 inches of mulch permeable to water and air.
- Flip Your Strip rebates cannot be combined with park strip incentives or rewards from other water conservation programs offered by JWVCD.
- Participant will be advised to not remove any park strip trees as part of the conversion, but doing so will not disqualify them from receiving a rebate.
- Any conversion necessary to comply with a governmental code or policy relating to landscape design standards is ineligible.
- Participant must complete the park strip conversion and notify JWVCD within 10 months of signing the Agreement.
- Participant must sustain the park strip conversion and never reinstall lawn for as long as they own the home.



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- Participant must comply with all applicable laws, policies, codes, ordinances and covenants regarding the park strip landscape.
- Participant waives and releases JWVCD and the Member Agency and their contractors or agents from any and all claims and causes of action arising out of the installation and use of devices pursuant to this program.

Agreement Exhibit Information

Project Description: The Flip Your Strip program allows JWVCD to offer residential customers in the Member Agency’s service area \$1.00 per square foot to convert the landscaping in their park strips from lawn to a water-efficient design. Program participants who attend a free park strip class will receive \$1.25 per square foot.

Services Offered by JWVCD:

- Create customizable bill stuffer templates that can optionally be used by the Member Agency to promote the program.
- Supply a website that allows participants to apply for the program and track status of the application.
- Contact eligible participants and schedule a mandatory pre-conversion site visit.
- Offer regular park strip education courses at the Education Center in West Jordan.
- Perform pre-conversion site visit. Take pictures of the existing park strip and measure the total square feet. Ensure park strip meets all eligibility requirements and that the park strip currently has lawn and is being watered with an overhead spray sprinkler system.
- Execute an agreement with participants to ensure program requirements are met and sustained.
- Perform a final site visit. Take pictures of the new park strip and verify removal of lawn, drip irrigation, plants, and surface treatments.
- Send participants a check in the mail based on converted square feet.
- Send a final report to Member Agency with all conversion projects completed in its service area.

Member Agency Responsibilities

- Send JWVCD approved digital logos.
- Promote program in its service area to generate sufficient interest.
- Provide JWVCD with per capita water use information since 2000.
- Provide JWVCD with participants contact and water use information before the pre-conversion site visit.

Project Information

Number of Rebates: _____

Estimated Program Cost: _____

Program Start Date: _____

Program End Date: _____



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