

**RESOLUTION NO. 20240307-022**

**WHEREAS**, the City has experienced extreme weather events, such as severe drought, heat, and forest fires, and recognizes the need to reduce detrimental negative consequences on its citizens; and

**WHEREAS**, Lake Travis, the City's main fresh water source, is at 35% capacity; and

**WHEREAS**, the City acknowledges the importance of conserving water resources in the face of increasing population growth and potential future water scarcity; and

**WHEREAS**, over 4.5 billion gallons of water is used by Americans collectively for landscaping annually; and

**WHEREAS**, the Environmental Protection Agency estimates that half of water used in landscaping is wasted due to poor irrigation methods; and

**WHEREAS**, using native plants and soils can reduce water use for landscaping; and

**WHEREAS**, xeriscaping is a landscaping technique that promotes water-efficient plants and irrigation practices; and

**WHEREAS**, Austin Water has incorporated xeriscaping principles in its WaterWise program; and

**WHEREAS**, Austin Water's WaterWise Landscape rebate was increased in 2023 from thirty cents per square foot to one dollar per square foot; **NOW, THEREFORE**,

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

The City Manager is directed to create an educational campaign for Austin Water's rebate programs that raises public awareness of the WaterWise Landscape rebate by, among other things:

- Providing educational materials to the public that demonstrate the benefits of the WaterWise program; and
- Creating a dedicated section on the City's website with resources, guides, and interactive tools to help residents plan and execute their xeriscaping projects effectively; and
- Using multilingual and accessible multimedia advertisement; and
- Any additional communication methods required for connecting with communities outside the reach and scope of traditional advertising mediums.

**BE IT FURTHER RESOLVED:**

The City Manager shall determine and recommend revisions to City Code regarding building standards that encourage or incentivize more drought-tolerant or sustainable landscaping in new development or redevelopment.

**BE IT FURTHER RESOLVED:**

The City Manager is directed to return to the City Council with a report on efforts to meet the above directives no later than April 4, 2024.

**ADOPTED:** March 7, 2024

**ATTEST:**

  
Myrna Rios  
City Clerk