

# WaterWise Landscape Rebate Program

Resolution No. 20240307-022

**Austin Water Oversight Committee | May 9, 2024**

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# WaterWise Landscape Rebates

- 💧 Helps residents convert healthy turf grass to native/adapted plant beds.
- 💧 Native/adapted plant beds use half as much water as traditional turf grass in the summer months.
- 💧 The current rebate offers \$100 per 100 square feet converted (min. 500 square feet – max. 3,000 square feet).
- 💧 The City of Austin does not incentivize the conversion to gravel or artificial turf lawns.

# Resolution No. 20240307-022

**Raise awareness about the WaterWise Landscape rebate program by:**

- 💧 Providing educational materials that demonstrate the benefits of the WaterWise program.
- 💧 Creating a dedicated space on the City's website with resources, guides, and tools.
- 💧 Using multilingual and accessible multimedia advertisements.
- 💧 Providing additional communication methods beyond traditional advertising mediums.

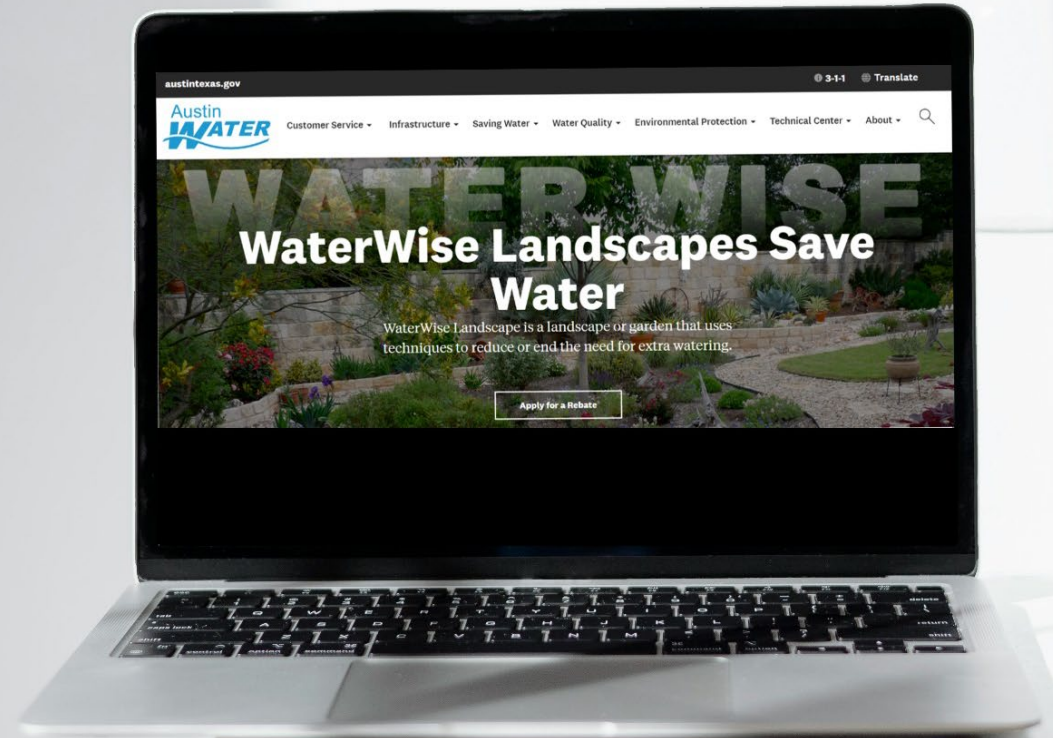
# Educational Materials

- 💧 Residential Rebates Guide
- 💧 Watershed Protection's Grow Green Guides
- 💧 Community Events
  - 10 events in March and April
  - 8 more events scheduled for May and June



# Website Resources

- 💧 Landing page links
- 💧 Enhanced navigation and graphics
- 💧 Improved online application
- 💧 Chat feature to answer customer questions



## ^ **Residential Rebates**

To request a paper or PDF copy of an individual rebate application, please contact [watercon@austintexas.gov](mailto:watercon@austintexas.gov) or 512-974-2199 option 4. / Para pedir una copia física o un PDF de una aplicación de reembolso, por favor contacte [watercon@austintexas.gov](mailto:watercon@austintexas.gov) o 512-974-2199 opción 4.

### **Landscape Rebates**



**WaterWise Landscape**  
Up to \$3,000 to convert turf grass to native bed.



**Landscape Survival Tools**  
Combine mulch, compost, and core aeration for a \$120 saving.



**WaterWise Rainscape**  
Use landscape features to retain rainwater. Receive a rebate of \$0.50 per square foot converted (100 sq. ft. minimum), up to \$1500 per property.



**Rainwater Harvesting**  
Up to \$5,000 per site, based on rainwater storage capacity.

### **Irrigation Rebates**



**Irrigation Upgrade**  
Up to \$1,000 in rebates for improving your irrigation system's water efficiency





**Watering Timer**  
Up to \$40 for hose timers.



**Laundry to Landscape**  
Up to \$150 to reuse laundry graywater to water landscape

# Website Resources



Customer Service ▾ Infrastructure ▾ Saving Water ▾ Water Quality ▾ Environmental Protection ▾ Technical Center ▾ About ▾ 

**WaterWise Landscape** is a landscape or garden that uses techniques to reduce or end the need for extra watering. This includes:

- Adding compost and/or mulch to keep soil moist and prevent water loss from evaporation.
- Changing irrigation heads to drip or low-flow nozzles.
- Planting native or adaptive plants with lower water needs

**WaterWise Landscape saves water:**  
Water savings depend on your watering habits, existing turf, and site conditions. Typically, turf needs 1 inch of water weekly in summer, while mature native beds may require only ½ to ¾ inch every other week. For instance, converting a 500 sq. ft. turf area, which requires 1,240 gallons monthly, to a WaterWise landscape could save up to 930 gallons monthly.

Apply for a rebate

Learn more about WaterWise Landscaping rebates, requirements, and it's details below:

▾ **What does "75% healthy turf" mean and why is it required?**

▾ **What if I already started work?**

▾ **When will I receive my rebate?**

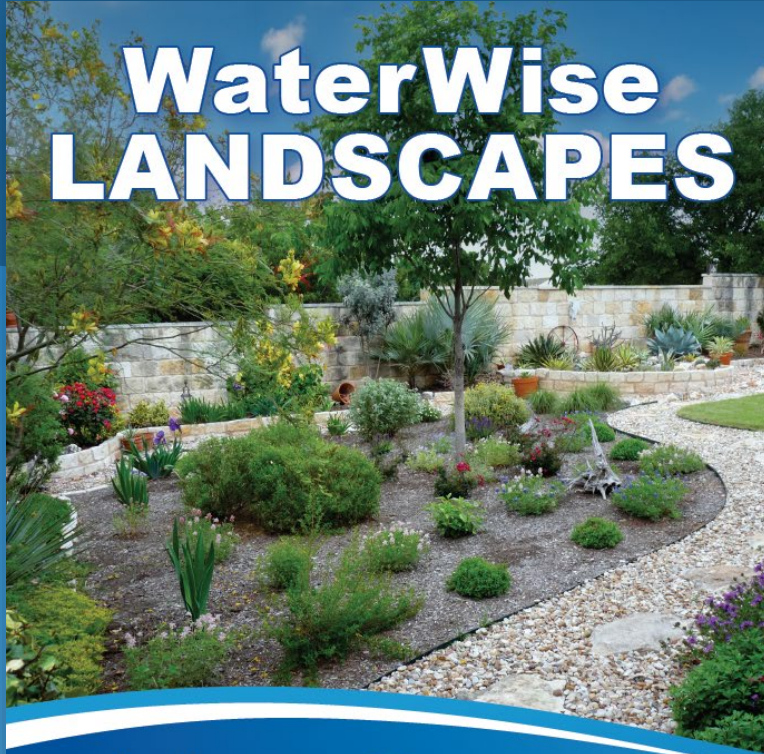
▾ **How do I remove turf grass and what should I do afterwards?**

▾ **What is solarization?**



# Advertisements

## WaterWise LANDSCAPES



Austin  
**WATER**  
austinwater.org



## Landscape Conservation Rebates

### WaterWise Landscape Rebate

- ◆ Combine mulch, compost, and core aeration for a **\$120 Savings**, keeping water on your yard.
- ◆ Replace turf with native plants for up to **\$3,000 in rebates**.

### Irrigation Upgrade Rebate

- ◆ Get up to **\$1,000 in rebates** for improving your irrigation system's water efficiency.

### WaterWise Rainscape Rebate

- ◆ Residential customers and schools can install landscape features like berms, terraces, swales, rain gardens, and porous pavement to retain rainwater efficiently. **Save \$0.50** per square foot converted (100 sq. ft. minimum), with rebates up to **\$1500 per property**.

### Rainwater Harvesting Rebate

- ◆ Receive **50 cents per gallon** for non-pressurized systems and **\$1 per gallon** for pressurized systems, or 50% of equipment costs, whichever is lower. **Maximum rebate is \$5,000.**

Conservation Rebates, Tools, Tips,  
and more at [Austinwater.org](http://Austinwater.org)





# Advertisements



**WaterWise  
LANDSCAPE  
CONSERVATION  
Rebates, Tools,  
Tips, and more**

Austin  
**WATER**

[Learn More](#)



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CONSERVATION  
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Tips, and more**

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**WATER**

[Click to Save](#)



**WaterWise LANDSCAPE  
CONSERVATION Rebates,  
Tools, Tips, and more**







## Save money, water through Austin Water's WaterWise Landscape Rebate program

Sponsored by: [Austin Water](#)



Residents in Austin can help conserve water, save money and have a beautiful lawn by participating in [Austin Water's](#) WaterWise landscape rebate program.

"What we're trying to do is incentivize the removal of turf grass, which uses a lot of water, and [encourage residents to] replace it with native plant beds," Conservation Program Coordinator Christopher Charles said.

Residents who participate in the program receive a rebate for replacing their turf grass with native plants, such as Texas sage, lantana, salvia, mountain laurel and agave plants.

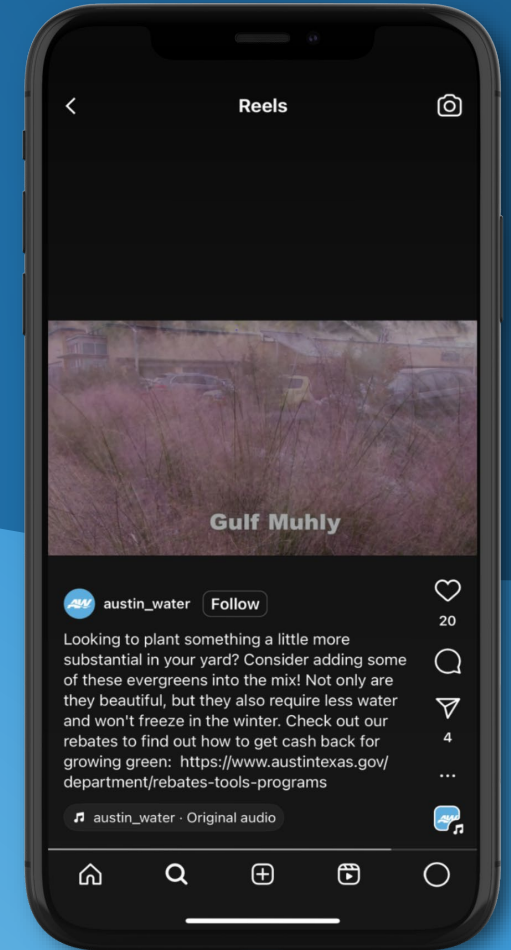
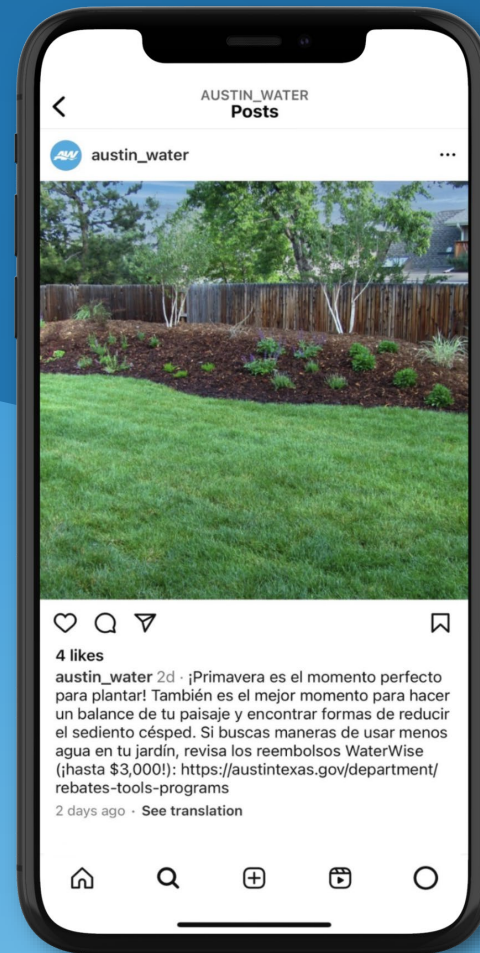
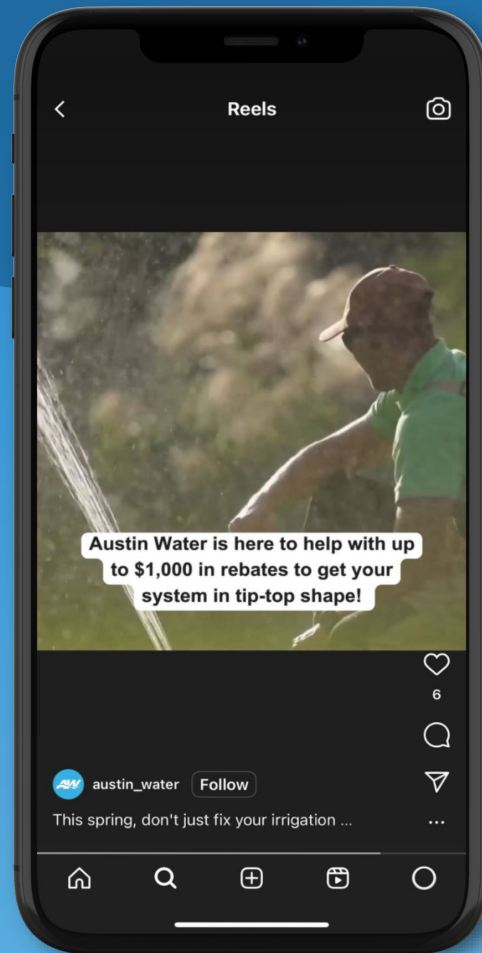
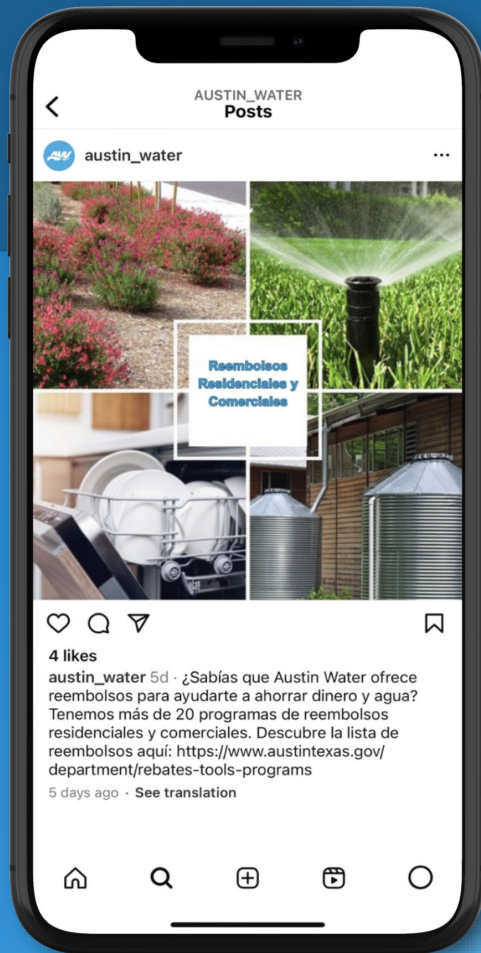
### How it works

Residents will [fill out an application online](#) and send in their site plan measurements and photos of their current grass condition. After removing the existing grass and planting the new plants, they can submit final photos and receipts to Austin Water. Residents will be reimbursed \$1 per square foot up to \$3,000.

# Additional Communication

- 💧 Social Media
- 💧 Paid Content
- 💧 Lunch & Learn Sessions
- 💧 Media Release

# Additional Communication





# Educational Campaign Results

- 💧 Community Events / Lunch & Learns: **20 attended or planned**
- 💧 Web pages: **~1,300 unique visits** with an average of 12 interactions per page
- 💧 Advertising: **4 million impressions** (expected)
- 💧 Social media engagement: **12,086 reached** (to date)
- 💧 **6 WaterWise Rebate applications** received in April



# Questions?

