

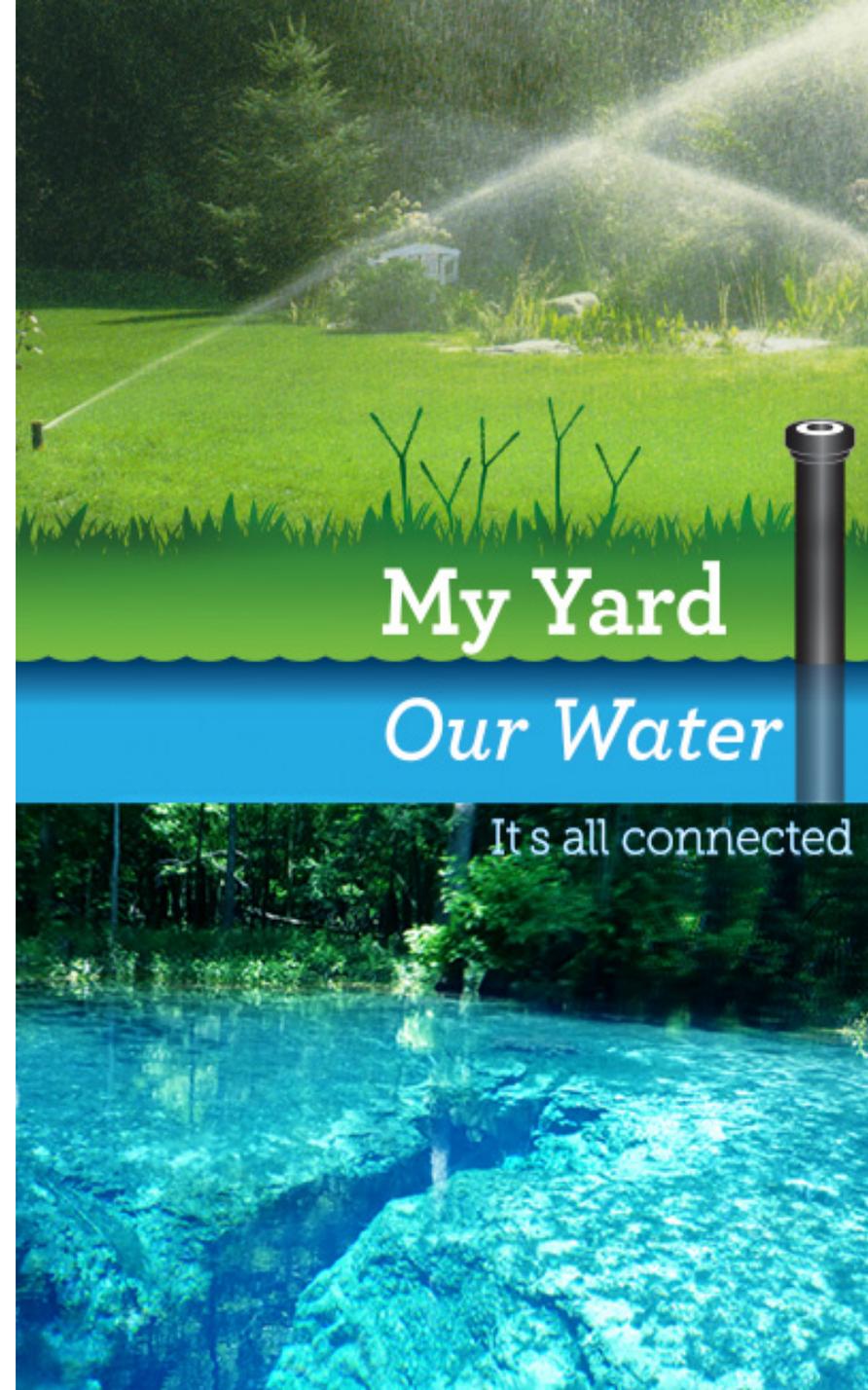


Alachua County's Turf SWAP Landscaping Retrofit Program

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Alachua County Environmental Protection Department



Local Landscape Irrigation Water Use

There are at least 14,000 landscape irrigation systems within Alachua County

Average daily water use in newer homes:

- 💧 358 gallons- with irrigation system
- 💧 190 gallons- without irrigation

(Source: UF PREC)



~90% of new homes (in Gainesville Regional Utilities service area) have irrigation systems

Alachua County Landscaping Strategies

- Reducing Irrigation and Fertilizer Use (Regulatory)
 - Irrigation Efficiency Design Code
 - Irrigation Restrictions
 - Fertilizer Code
 - HOA FFL Code
- Shifting Landscaping Paradigm (Education)
 - Facebook Marketing
 - Television Commercials and Billboards
 - Turf SWAP Rebate Program



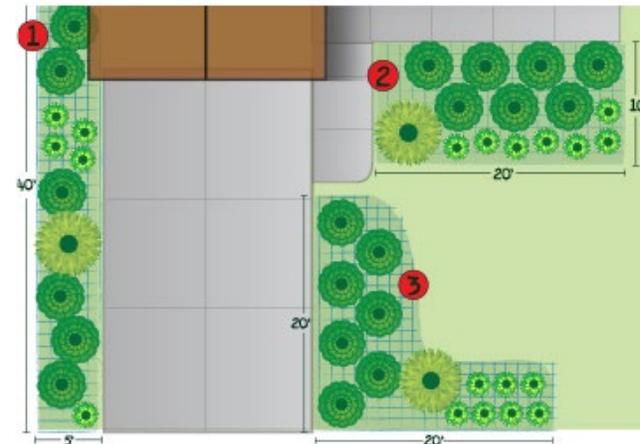
Turf SWAP Program Goals

- Reduce the area of irrigated turf
 - Reduce nitrogen (fertilizer) pollution
 - Reduce outdoor water use
 - Promote Florida Friendly Landscaping™



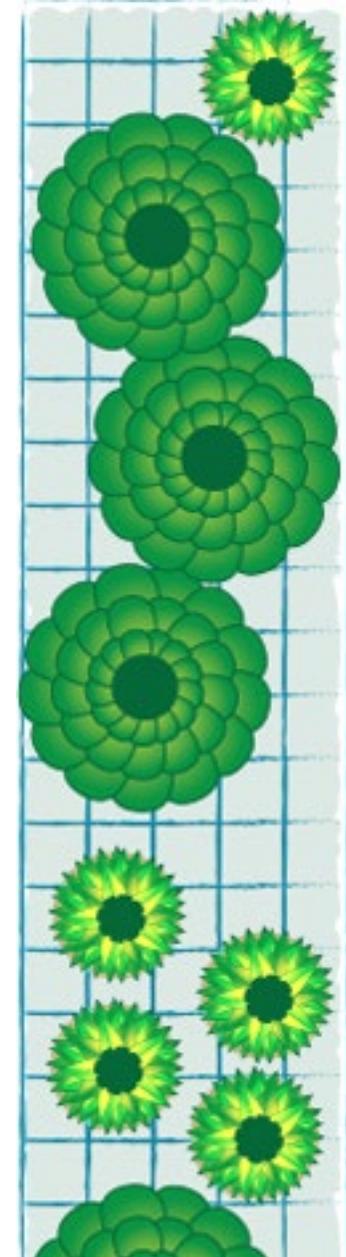
Turf SWAP Pilot Project

- Targeted 6 neighborhoods
 - Offered free mulch, generic landscaping plans, discounted plants and labor, Master Gardener advice
- 142 people expressed interest
- 33 completed SWAP
- Funded by the Gainesville Clean Water Partnership



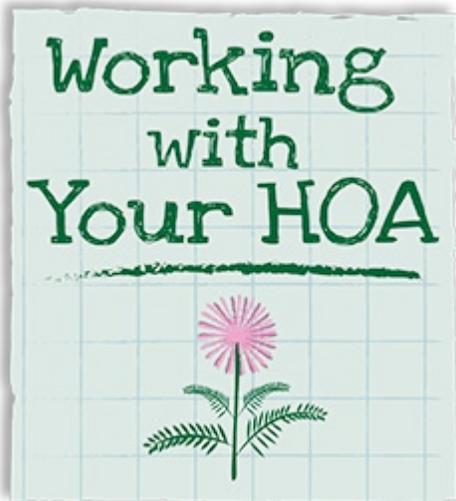
What Did We Learn?

- Interviews
 - Why didn't you complete (barriers)?
 - Not enough money
 - Why did you complete (benefits)?
 - Having a hard time with my grass
 - Protect our water



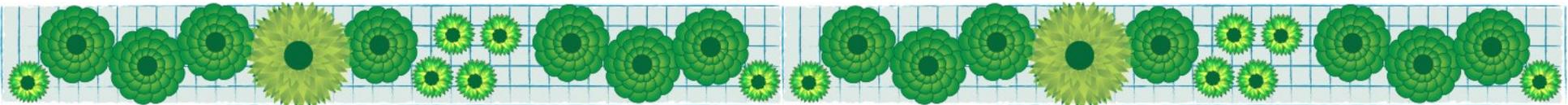
Turf SWAP Program 2.0

- \$300,000 cost share funding
(Springs Protection- SJRWMD, SRWMD, FDEP)
 - 50% rebate, up to \$2,000, per property
 - Open to residential, commercial, and HOAs within Alachua County



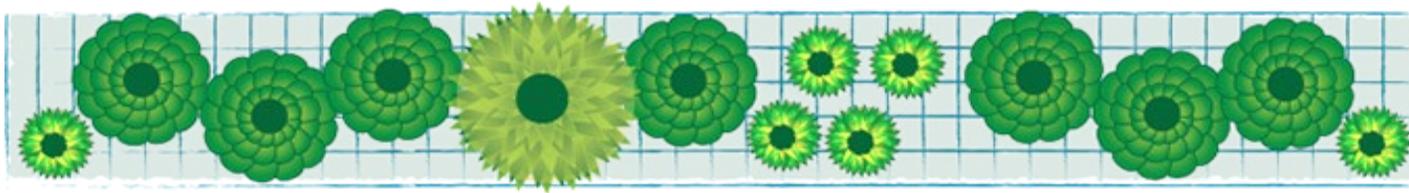
Marketing

- Facebook posts and ads (~\$1,500)
- Two videos (internal)
- NPR Radio Ad (\$2,000)
- Gainesville Sun Ad (\$1,200)
- Press Releases
- Tabling Events
- Yard Signs (~\$475)
- GRU cross marketing



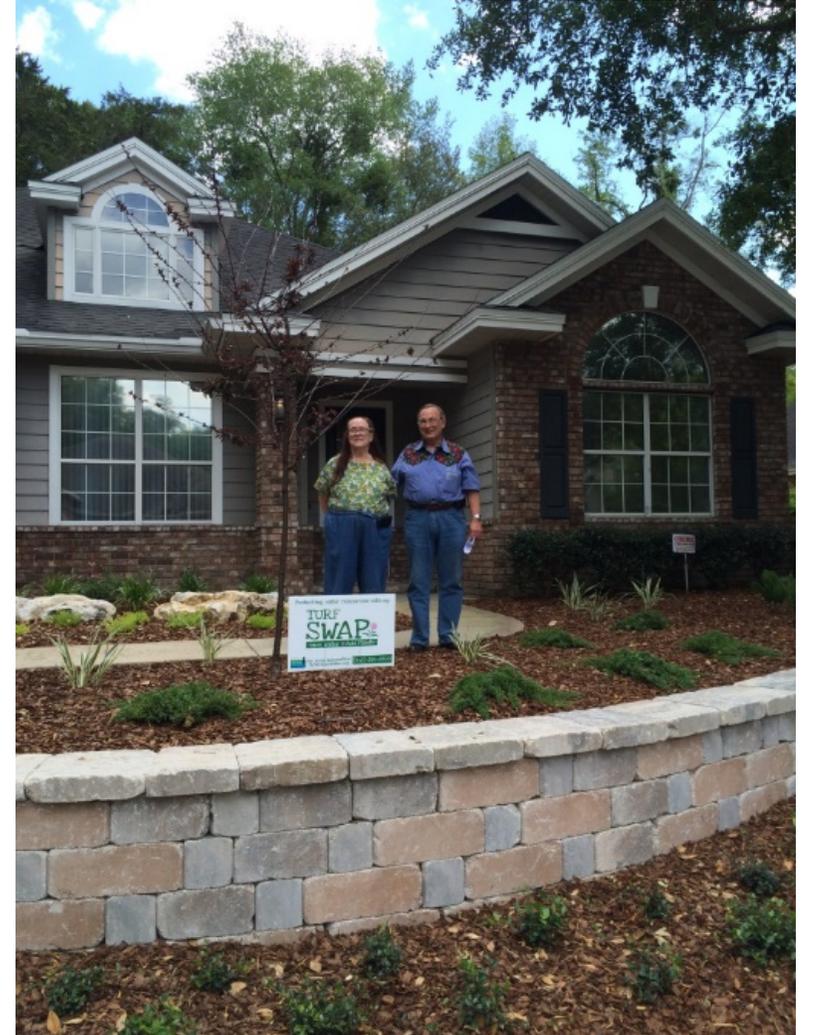
How it works

- Visit MyYardOurWater.org
- Work with a SWAP Shop to design landscape
- SWAP Shop removes high volume irrigation and installs Florida Friendly Landscaping
- Submit application, W9, and invoice
- Schedule post site visit



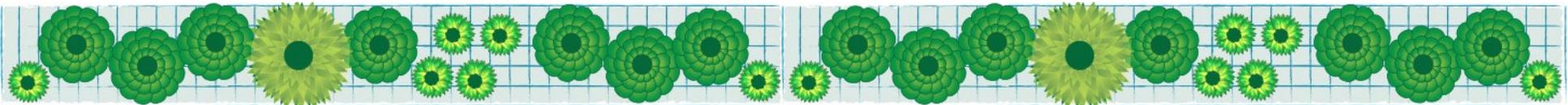
Results

- 135 participants
- 1,901 irrigation heads removed
- More than 400,000 ft² high volume irrigation removed
- ~16 million gallons per year potential savings (estimated based on flow rates/avg run times and irrigation restrictions)



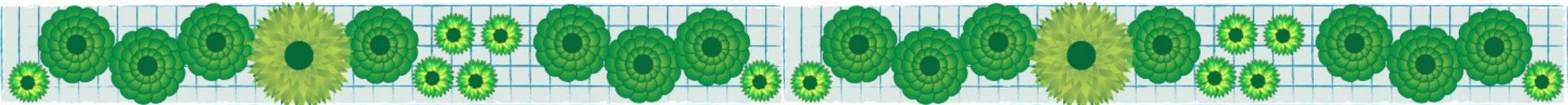
Water use Data/H2OSAV

- Comparing pre and post water use for participants with GRU water using H2OSAV tool
 - GRU Cost share project
 - H2OSAV, “Water Savings, Analytics & Verification”
 - Promote/quantify water conservation programs
 - Provide data clearinghouse for expanded research



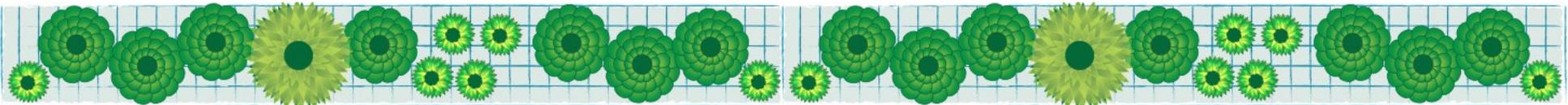
Turf SWAP Water use Data/H2OSAV

- Need to allow for plant establishment period
 - Currently set at one year
- Only 29 residential sites currently have post plant establishment status and ≥ 6 months data
 - Savings measured from this data set was 200 gallons per household per month (median)
- May see the trend change as the data set becomes more robust



Highlights

- Rebate boosted program participation
- While one HOA was a barrier to the program, some promoted the program to residents
- Site visits with homeowners allowed for outreach about landscaping practices
- Improved our relationships with landscaping companies and raised professionalism
- Good partnership with FFL and Master Gardeners







Protecting water resources with my
TURF SWAP
Save Water + Add Plants
For more information: (520) 294-6500









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www.turfswap.com

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Contact Information

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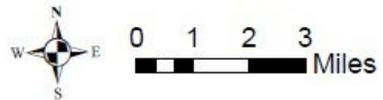
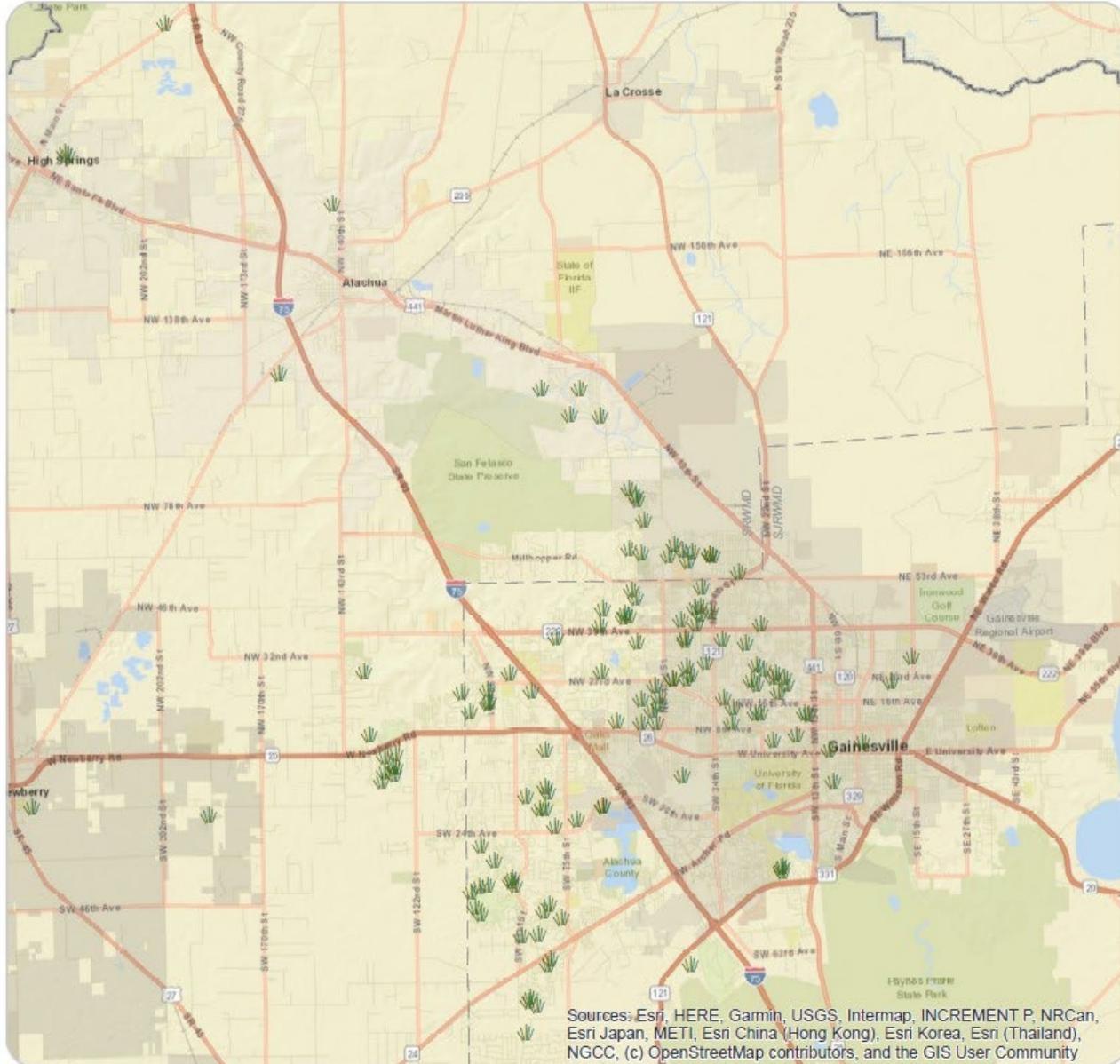
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www.MyYardOurWater.org

www.AlachuaCountyWater.org

Turf Swap Rebate Program (Client Location)



- Turf Swap Location
- Water Management District

Alachua County, FL



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