

WaterWise Landscape Rebate Program

Resolution No. 20240307-022

Austin Water Oversight Committee | May 9, 2024

Kevin Kluge, Water Conservation Division Manager
Amy Petri, Public Information Office Division Manager

Austin
WATER



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.



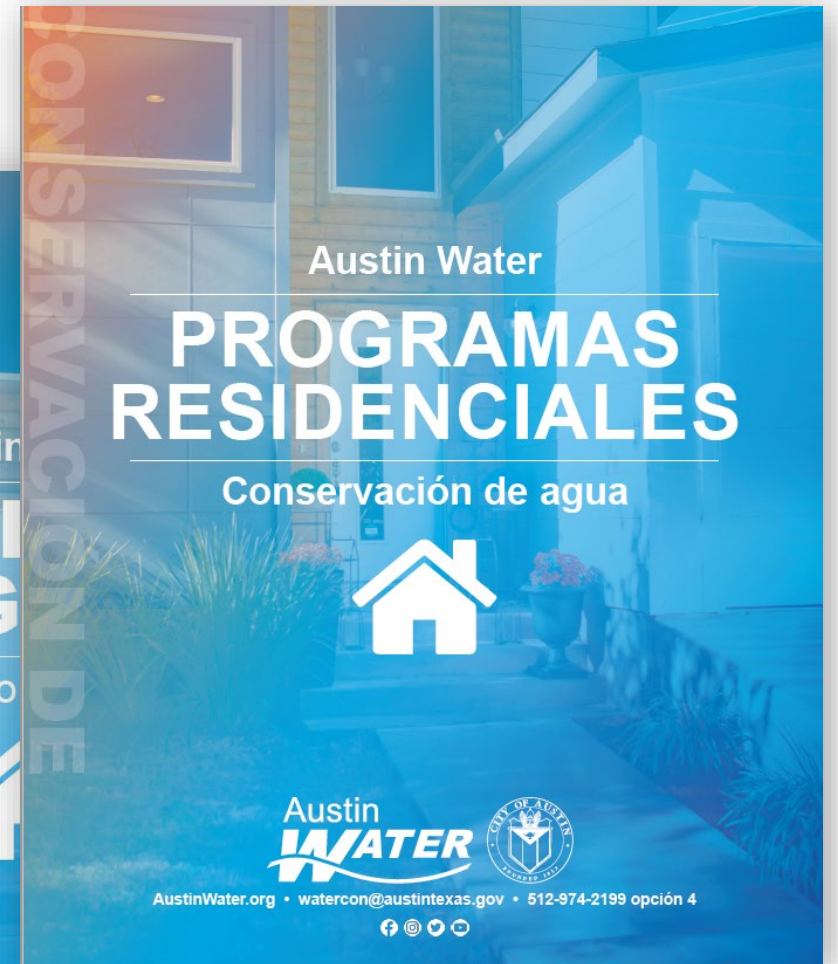
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Raise awareness about the WaterWise Landscape rebate program by:

- 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.

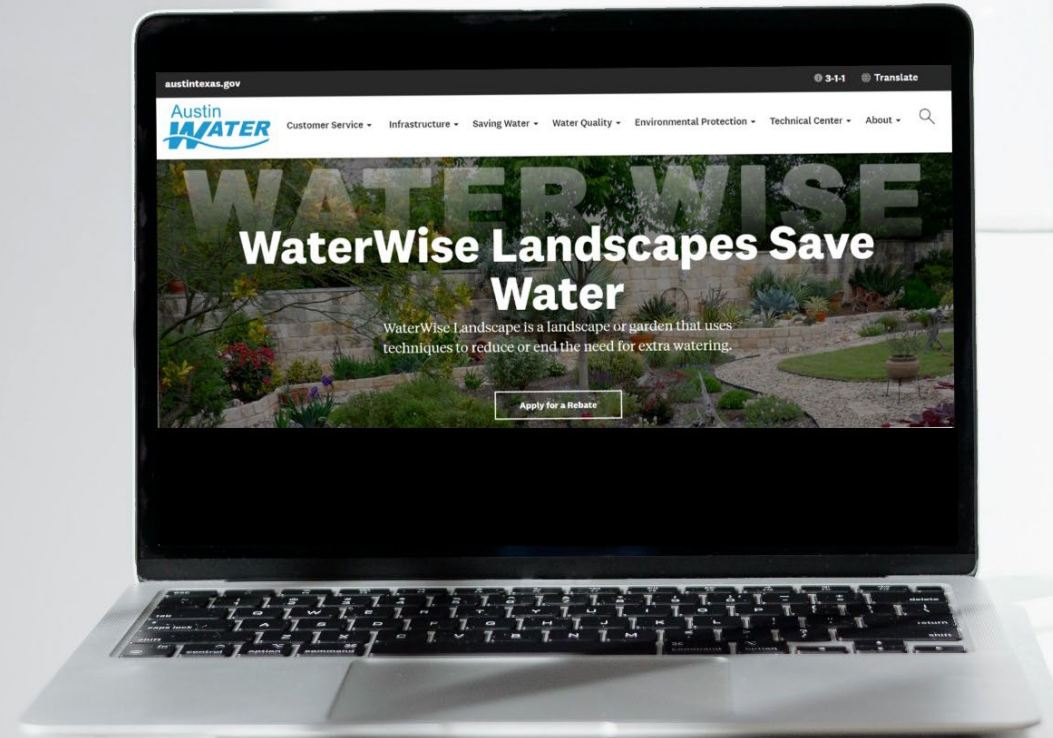
Educational Materials

- 💧 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

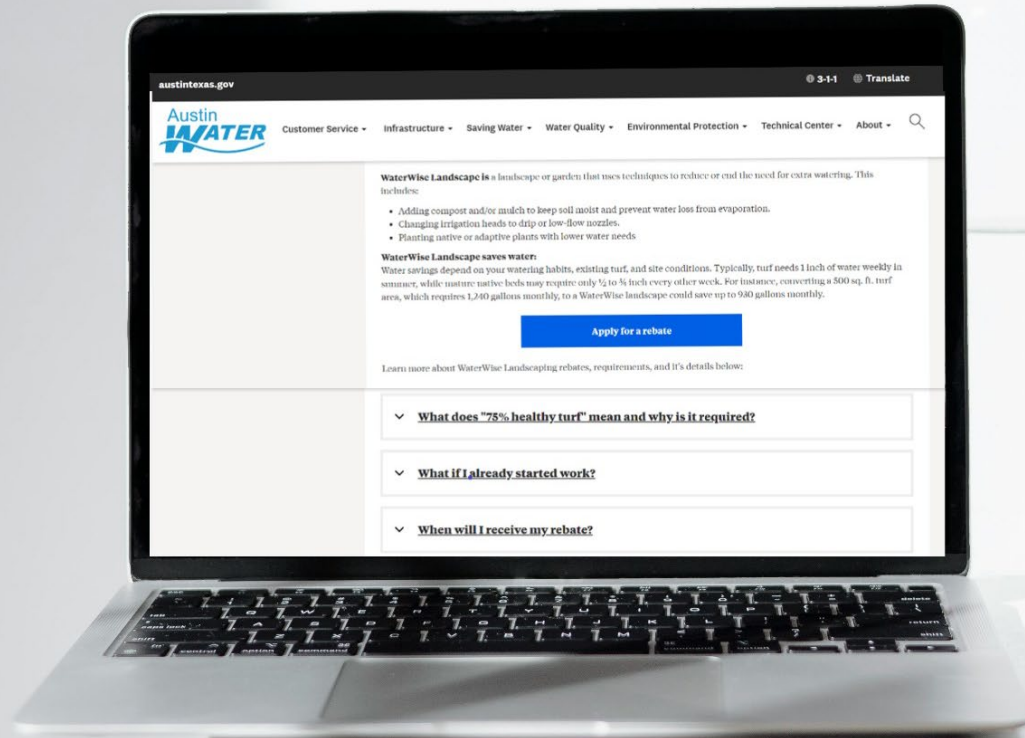


Website Resources

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



Website Resources



^ **Residential Rebates**

To request a paper or PDF copy of an individual rebate application, please contact 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 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



Advertisements



WaterWise LANDSCAPES

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



Austin WATER
austinwater.org



Paisajes WaterWise

REEMBOLSOS POR CONSERVACIÓN DEL PAISAJE

Reembolso por paisajismo inteligente

- Combine mantillo, abono y aireación central para ahorrar \$120 y mantener el agua en su jardín.
- Reemplace el césped con plantas nativas para obtener un reembolso de hasta \$3,000.

Reembolso por mejora de riego

- Obtenga hasta \$1,000 de reembolso por mejorar la eficiencia en su sistema de riego.

Reembolso de paisaje pluvial

- Residentes y escuelas pueden instalar elementos de paisaje como bermas, terrazas, cunetas, jardines de lluvia y pavimento poroso para conservar la eficiencia del agua de lluvia. Ahorre \$0.50 por pie cuadrado convertido (100 pies cuadrados mínimo), con reembolsos de hasta \$1,500 por propiedad.

Reembolso por recolección de lluvia

- Reciba 50 centavos el galón por sistemas no presurizados y \$1 el galón por sistemas presurizados, o 50% del costo del equipo, lo que sea más bajo. *Reembolso máximo de \$5,000.*



Advertisements



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

Austin
WATER

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**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

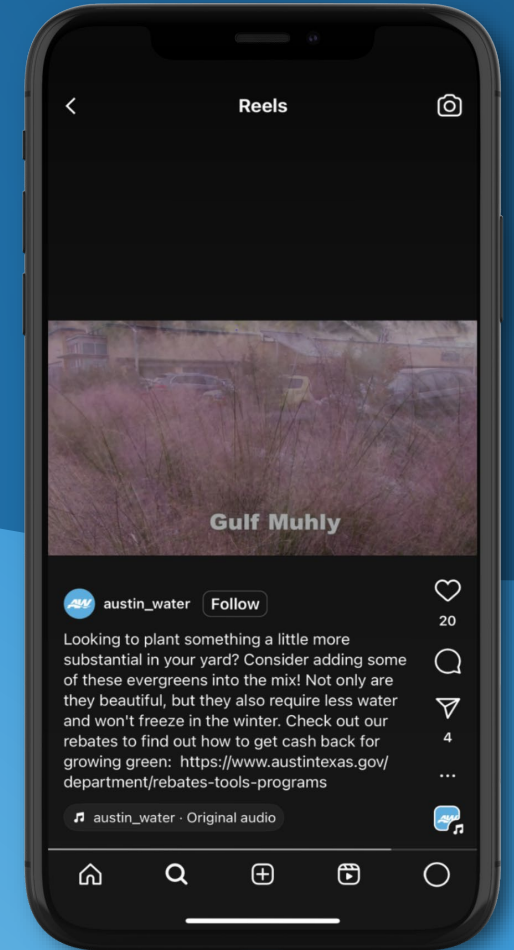
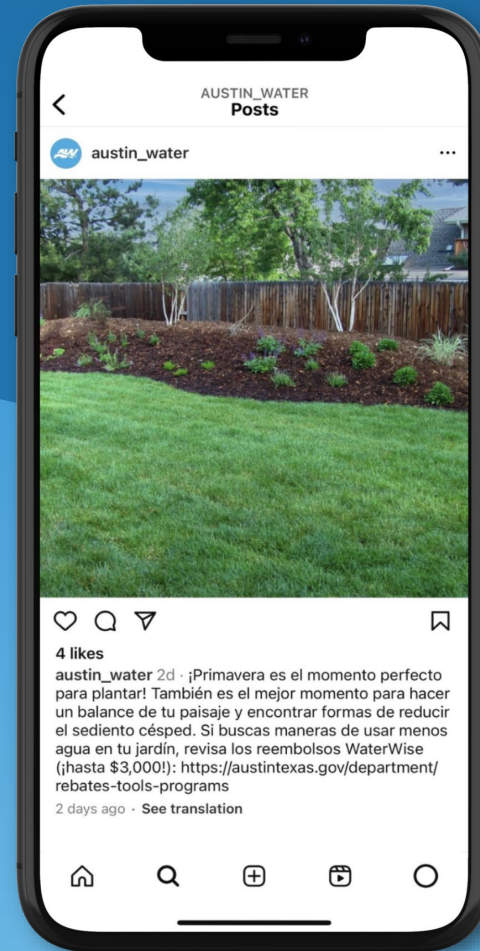
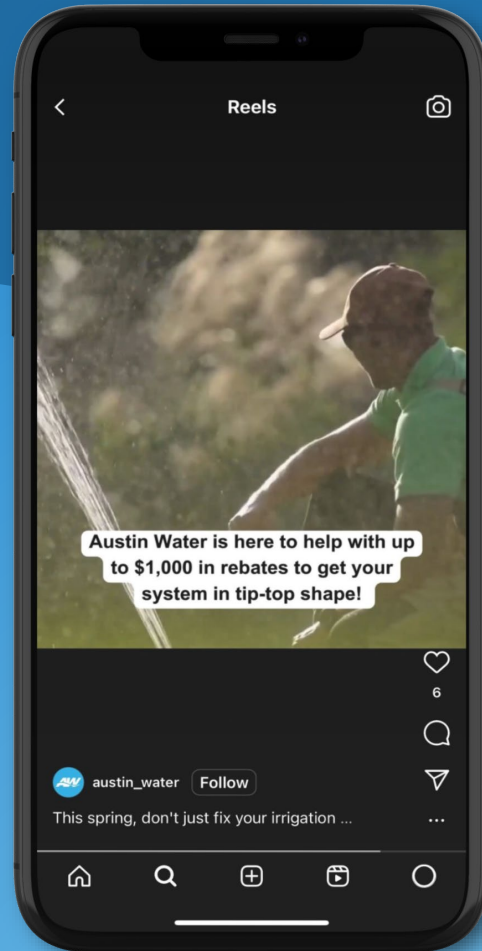
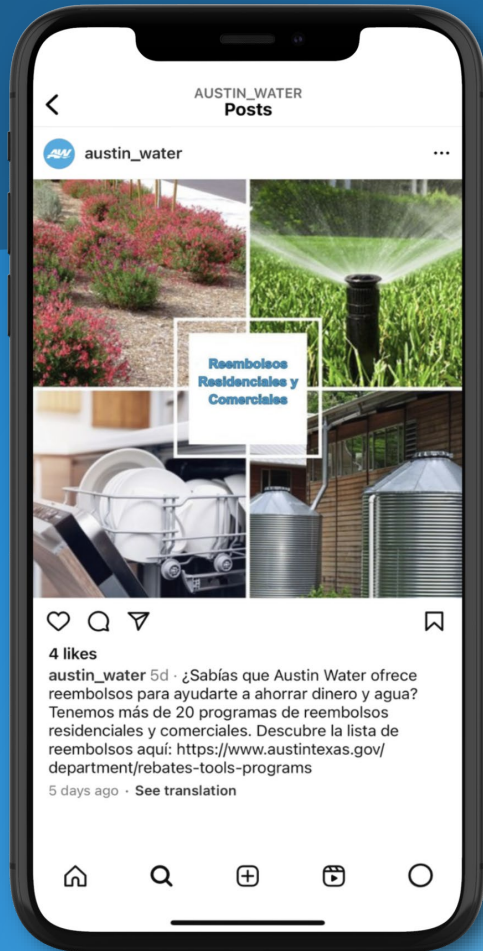
💧 Social Media

💧 Paid Content

💧 Lunch & Learn Sessions

💧 Media Release

Additional Communication





Campaign Results

APRIL – JUNE:

- 💧 20 Events / Lunch & Learns
- 💧 ~1,300 web page visits with 12 interactions per visit
- 💧 4 million ad impressions
- 💧 12,086 reached on social platforms
- 💧 6 rebate applications received in April



Questions?

