



July 13, 2018

Kevin Reidy & Ben Wade  
Office of Water Conservation and Drought Planning Section  
Colorado Water Conservation Board  
1313 Sherman St, Room 721  
Denver, CO 80203

Dear Mr. Reidy & Mr. Wade,

Resource Central is happy to report that we have successfully completed Task 3 of the Turf Removal and Replacement Pilot Project. This Task includes the recruitment and processing of up to 20 homeowners with the goal of providing them a given incentive as they undergo a turf removal project. More details of these deliverables are included with this letter as attachments outlined below.

- Attachment 1: Task 3 Summary and findings
- Attachment 2 and 3: Sample marketing email of incentive
- Attachment 4: Sample completed intake form for customer
- Attachment 5: Draft Participant Survey

The next step of the project will include implementation of turf removal with Colorado homeowners and analysis and findings related to each incentive.

Please contact us with any feedback or questions.

Sincerely,

Kate Larson  
Program Director: Water & Energy  
[KLarson@resourcecentral.org](mailto:KLarson@resourcecentral.org)

Resource Central  
2639 Spruce Street  
Boulder, CO 80302  
303-999-3820

## TURF REMOVAL AND REPLACEMENT PILOT PROJECT: PROGRESS REPORT

July 13, 2018

### TASK 3 SUMMARY AND FINDINGS

The goal of Task 3 was for Resource Central to select up to 20 homeowners per given program design outlined in Task 2 of the grant. Our original plan was to require all participants to start by receiving a Slow the Flow sprinkler inspection funded by one of Resource Central's water provider partners; however, as the program grew in participants thanks to Walton Family Foundation's additional financial contributions and the timeline was shifted from fall planting to spring planting, it was determined that a different pool of people would need to be used. A key factor in this decision is that Slow the Flow appointments occur during the summer (June-August) and we needed commitments from homeowners prior to the 2018 planting season. Around this same time, Resource Central engaged Patricia A. Aloise-Young, a professor at Colorado State University in the department of Applied Social and Health Psychology, to provide study design guidance and analysis assistance. Based on Patricia's recommendation, Resource Central decided to utilize a list of 10,000 homeowners who have previously engaged in our Garden In A Box pilot and signed up to receive a monthly newsletter about the program.

Once this list was selected it was broken up into 5 customer groups and each one was offered a different incentive: physical turf removal, sprinkler conversion, Garden In A Box, a landscape consultation, and the final option let residents choose between all four. Samples of the initial email that was sent to each group can be viewed as Attachment 2 and 3. Those individuals who viewed the email and expressed interest were sent an intake form which required them to provide details about their proposed project and a site drawing. Metrics on email response rate and final program admittance is below.

Incentive	Emails Sent	Expressed Initial Interest	Response Rate	Returned Intake Form and Accepted into Program
Garden In A Box	2500	49	2.0%	9
Sprinkler Conversion	2500	33	1.3%	11
Physical Turf Removal	2500	59	2.4%	13
Landscape Design & Consultation	2500	42	1.7%	10
All Incentive	1000	31	3.1%	14



A Resource Central staff member reviewed each application, including the provided “before” photos and either accepted or rejected participants. A sample of the information that homeowners were required to return can be found as Attachment 4. At the end of the intake process, there were 57 people in total that committed to the program.

A final goal of Task 3 was to create surveys that assess the participant’s progress, challenges, and successes as program is being implemented. Both internally and externally Resource Central has gathered many data points of what is difficult for participants, our program staff, and vendors. These learnings will be documented in our final report as we evaluate the incentives against each other. Additionally, in an effort to get clear and relevant findings Resource Central has been working with Patricia Aloise-Young. Together we have drafted a final participant survey, Attachment 5, that will be sent out in early August. We also have scheduled two focus groups in August, one with a group of participants that received an incentive and removed turf, and an additional one with individuals that did not participate in the program. Patricia will also assist with post survey analysis in an effort to have the most statistically relevant results as possible.

Key findings for Resource Central from Task 3 include information regarding participants preferences on incentives demined through our marketing efforts. We found that the response rate was higher when people were given a choice of incentives rather than assigned one. Building on this, we did not see a large variation in the actual incentive they selected, it was just the initial response rate. This leads up to believe that people like the appearance of options and there is not a one size fits all turf removal solution for homeowners.

An additional finding is that even when seemingly compelling incentives are offered, the response rate was lower than we expected. At the beginning of the project, we were concerned with having too many interested homeowners, but had to send marketing emails to 2,500 individuals per incentive to reach our goal of at least 10 homes participating through each category. While further conclusions will be drawn as we move into the reporting phase of our project, initial thoughts are that there is not a latent demand for turf removal, and while incentives can help spur action, there are still significant challenges and barriers for homeowners including lack of financial resources, time, or physical ability. It would seem that more needs to be done to remove these barriers and in addition marketing or educational campaigns can contribute to creating a culture where change feels more imperative for homeowners.

#### POTENTIAL NEED FOR REVISIONS TO THE SCOPE OF WORK AND TIMELINES

Resource Central is currently on track to meet all deadlines for the project as originally scoped. There will be small differences in the survey and market research portion of the project, due to engaging with CSU to provide study design assistance. We will be doing more work with the homeowners following the turf removal to understand their motivations and challenges. These findings will be included in the final report.



# RESOURCE central

CONSERVATION MADE EASY

## Garden In A Box eNews

## Special Offer

Greetings!

As a Garden In A Box eNews subscriber, we are inviting you to participate in an exciting new pilot program brought to you by Resource Central.

It's simple; identify 200+ square feet of maintained turf-grass in your yard (about the size of a one car garage) and commit to replacing it with xeric (low water) plants. Resource Central will then remove and dispose of the grass...  
For FREE!!!

This project is part of a grant-funded initiative hoping to learn from homeowners about the barriers and benefits of turf-grass removal in the hopes of better serving Colorado residents. Don't worry, all your information will be kept confidential but your experience, will help others save water and money on their landscapes!



## Water-Wise Landscape Transformations

### The Big Picture



**Did You Know?** The lawn is your household's biggest water consumer. When watered and maintained effectively, replacing your lawn with Xeriscape can reduce your outdoor water use by up to 60%! Converting even a small portion of your turf to Xeriscape has huge potential for water savings.

## Do I Qualify?

### Ask Yourself the Following Questions:

1. Do you live in the Front Range region of Colorado?
2. Are you willing to remove 200 - 500 square feet of turf-grass and replace it with xeric (low-water) plants?
3. Is your lawn mostly healthy, green, watered, cared for, and mowed regularly? In other words, is it maintained?
4. Can you commit to finishing this project by June 25th, 2018?

If you answered "YES" to all of these questions, then you are eligible to participate!

## Ready to Learn More & Apply?

### Follow These Simple Steps:

#### Remove - Replace - Save

1. Email [TurfRemoval@ResourceCentral.org](mailto:TurfRemoval@ResourceCentral.org) with "Physical Turf Removal" in the subject line.
2. We will respond with an application and program details within the next few business days.
3. Complete and submit the application by or before **Friday, March 23rd**.
4. Once approved, we'll schedule your turf removal appointment!

\*Projects MUST be completed by June 25th, 2018\*



\*Participation is limited to 50 households, apply today!\*

Questions? Call us at 303-999-3820 ext. 221

### More About Resource Central:

This pilot program is brought to you by Resource Central with the support of the Colorado Water Conservation Board and the Walton Family Foundation. Resource Central empowers 65,000 community members annually to protect our non-renewable resources and to live more sustainably. To learn more about the ways Resource Central puts conservation into action, please visit [www.ResourceCentral.org](http://www.ResourceCentral.org).



[www.ResourceCentral.org](http://www.ResourceCentral.org)





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It's simple; identify 200+ square feet of maintained turf-grass in your yard (about the size of a one car garage) and commit to replacing it with xeric (low water) plants. Resource Central will provide your choice of one of the following incentive options... For FREE!!!

- \* Professional Landscape Consultation and Design
- \* Physical Turf Removal
- \* Sprinkler Conversion
- \* Garden In A Box

This project is part of a grant-funded initiative hoping to learn from homeowners about the barriers and benefits of turf-grass removal in the hopes of better serving Colorado residents. Don't worry, all your information will be kept confidential but your experience, will help others save water and money on their landscapes!



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4. Can you commit to finishing this project by June 25th, 2018?

If you answered "YES" to all of these questions, then you are eligible to participate!

## Ready to Learn More & Apply?

### Follow These Simple Steps:

#### Remove - Replace - Save

1. Email [TurfRemoval@ResourceCentral.org](mailto:TurfRemoval@ResourceCentral.org) with "Pilot Program" in the subject line.
2. We will respond with an application and program details within the next few business days.
3. Complete and submit the application by or before **Friday, March 23rd**.
4. Once approved, we'll schedule the incentive option that you selected!

\*Projects MUST be completed by June 25th, 2018\*



\*Participation is limited to 50 households, apply today!\*

Questions? Call us at 303-999-3820 ext. 221

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[www.ResourceCentral.org](http://www.ResourceCentral.org)



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## PURPOSE

Resource Central's Turf Removal and Replacement Pilot Project provides residents with information, tools and resources to incentivize water conservation. Eligible and approved homeowners that remove 200 sq. ft. or more of turf-grass will receive an agreed upon incentive with the understanding that they will be willing and able to perform all other tasks related to the project. The goal of this program is to generate long-term water savings.

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## INCENTIVE OPTION

**Garden In A Box Plant Material** – Participants will receive a Garden in a Box, plant by number map and plant and care guide. The largest garden options fills 400 square feet.

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## REQUIREMENTS

- **All participants must be located in the Front Range region of Colorado.**
  - **Remove at least 200 sq. ft. or more of maintained turf** and replace with xeric (low-water) plants.
    - **Maintained Turf IS:** an area that is mostly healthy, green, watered, cared for, and mowed regularly. In general, it is an area that you enjoy and would feel comfortable “showing-off” to your neighbors.
  - **Before, During and After photos required.**
    - **Before photos:** depicting the proposed and maintained replacement area (200 sq. ft. or more). **Due on or before Friday, March 23rd.**
    - **During photos:** depicting the replacement area (200 sq. ft. or more) that no longer has grass and is ready to be planted. **Due on or before Monday, May 7<sup>th</sup>.**
    - **After photos:** depicting the completed replacement area (200 sq. ft. or more) with the new xeric garden installed and mulched. **Due on or before Monday, June 25<sup>th</sup>.**
    - **All landscape photos:** must be taken in color, must be current and must be taken from the same point of view.
  - **Landscape Design:** Please sketch your landscape to the best of your abilities and mark the proposed replacement area(s) with the dimensions. Please be as accurate and clear as possible. Refer to the example landscape design for guidance.
  - **Mulch** is required on all exposed soil surfaces.
    - Examples of mulch include: organic material (i.e. cypress mulch, pine & cedar bark) or wood chips.
  - **Homeowners' Association (HOA) Residents**
    - All participants that live within an HOA must receive a letter of approval from their HOA and submit it with this application.
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### APPLICATION CHECKLIST

- ☒ Completed and signed **Intake Form**.
  - ☒ **Landscape design** - Sketch your landscape to the best of your abilities and mark the proposed replacement area(s) with the dimensions. Please be as accurate and clear as possible.
  - ☒ **Current and color photos** of the area(s) where you plan to remove turf.
  - ☒ If applicable, **HOA letter of approval**.
  - ☒ Review **"Turf Removal 101"** and **"How to Remove Turf"** documents sent in follow up email.
- 

### INTAKE FORM SUBMISSION PROCESS

- Email your intake form, landscape design, and "Before" photos to [TurfRemoval@ResourceCentral.org](mailto:TurfRemoval@ResourceCentral.org) **on or before Friday, March 23rd**.
  - Resource Central will review your intake form and send a status update by or before **Monday, April 2nd**.
  - Do not begin work on your landscape until you've received approval.
- 

### INTAKE FORM

#### APPLICANT INFORMATION:

1. Property Owner First Name: Alanna
2. Property Owner Last Name: Brake
3. Primary Phone Number: 970-402-6803
4. Primary Email: alanna.b.riley@gmail.com

#### APPLICANT ADDRESS:

Address: 111 Roosevelt Ave  
City: Loveland ZIP: 80537

#### DESCRIBE AREA(S) OF PROPOSED WATER-EFFICIENT LANDSCAPE PROJECT:

1. Is the proposed turf replacement area currently being irrigated and maintained? Yes No (circle one)
  2. What is the total area of turf being converted to xeric landscape? 400 sq. ft.
  3. Describe how the turf is currently being irrigated?  
Both hand watering and (poorly designed) automated sprinkler system
- 

4. Location: (Please check all that apply)

☐ Front Yard

☐ Back Yard

☐ Parkway

☒ Other (please describe): Side yard

5. Type of irrigation system:

☒ In-ground automatic sprinkler system

☒ Manual operation (i.e. hand watering, hose attachment, etc.)

☐ Other (please describe): \_\_\_\_\_

6. What type of irrigation controller do you use? (Please check all that apply)

☒ Automatic Controller

☐ Smart Controller

☐ None

☐ Other (please describe): \_\_\_\_\_

7. Do you live in an HOA? Yes/ No (circle one)

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### PROGRAM REQUIREMENTS

1. Applications will be awarded on a first-come, first-served basis and only if all requirements of the program have been met.
2. Replacement area(s) must be covered with existing, live turf-grass being irrigated with potable water at the time the application is approved. Areas irrigated with well water are not eligible. Bare earth areas are not eligible.
3. Work may not be started until Participant is notified of application approval.
4. All Projects are subject to inspection. Participants will forfeit Program materials and rebates if they do not provide site access to the inspector in a timely manner, or if the Participant fails to resolve any significant compliance issues noted as a result of the inspection.
5. Participant accepts full and exclusive responsibility for any costs related to the Project, without recourse to Resource Central. Participant assumes all risk and liability for their Projects.
6. By participating in the Program, Participant waives and releases Resource Central, its contractors, partners and representatives, from any and all claims and causes of action arising out of the replacement of turf and/or purchase, installation or use of the devices purchased in connection with this Program.
7. The Affidavit of Lawful Presence as set forth in Title 24, Article 76.5 CRS is not required for this program as its purpose is not to provide assistance for personal or family needs i.e. a "public benefit" but to incentivize residents to conserve water by providing water utility bill rebates.


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### SIGNATURE REQUIRED

I, the undersigned, have read and understand the conditions of eligibility for this program as stated in the Program Requirements. The free material is conditioned upon my compliance with its terms and with the terms required by Resource Central. I understand an inspection may be required by Resource Central to verify proper installation of xeric plants. I also understand by participating in the Program, I waive and release Resource Central, its contractors, partners and representatives from any and all claims and causes of action arising out of the replacement of turf and/or purchase, installation or use of the devices purchased in connection with this Program. Resource Central is not liable or responsible for any act or omission of any contractor whatsoever. The free material is subject to availability of funds and may be changed or discontinued without notice.

**HOMEOWNER MUST PRINT NAME, SIGN AND DATE:** I have read and agree to the program guidelines and conditions.

FULL NAME Alanna Brake

SIGNATURE 

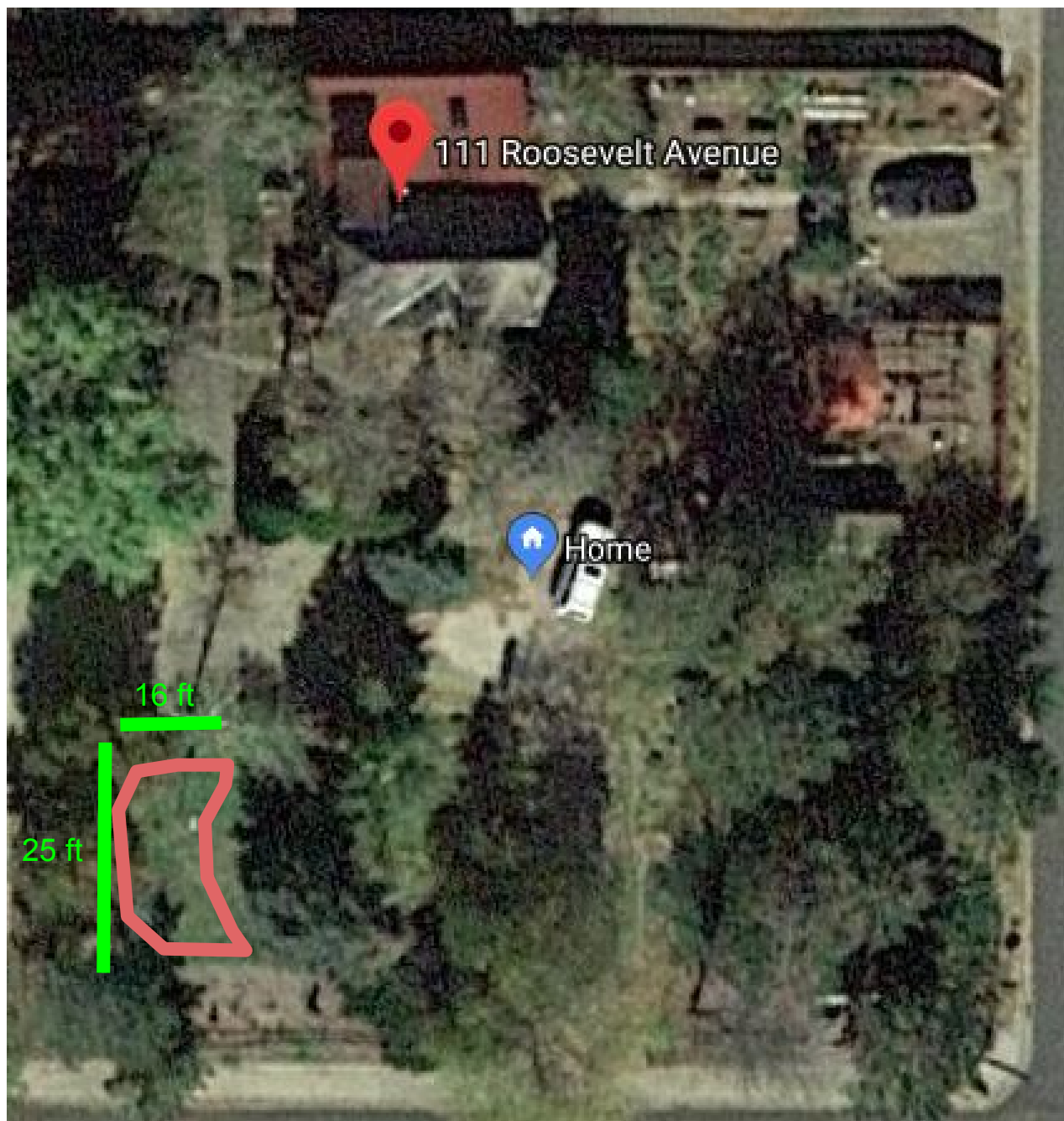
DATE 2.4.18

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### Thank you for your interest in water conservation!

Please be sure to thoroughly read this application. If you have any questions **after fully reviewing this form**, then call 303-999-3820 x221 or email [TurfRemoval@ResourceCentral.org](mailto:TurfRemoval@ResourceCentral.org)





















## Draft Survey to Program Participants

Please begin by telling us a little about your home.

Does the property where you live have a front yard with a grass lawn?

y/n

Does the property where you live have a back yard with a grass lawn?

y/n

Who has primary responsibility for maintaining your yard?

- Self
- Spouse, partner or other household resident
- Friend/family member not living in the household
- Lawn service or gardener
- Other (text box)

How do you water the grass in your yard? (mark all that apply)

- By hand with a hose
- A manual sprinkler attached to a hose and moved around the yard
- Manual in-ground sprinkler system
- Automatic sprinkler (programmed to turn on/off)
- Automatic sprinkler (not programmed, but turned on/off manually)
- Automatic sprinkler (with a weather-based control that automatically turn off when it rains)
- Drip irrigation system
- Other (text box)

How often do you typically water your grass lawn in the summer?

- Never
- Less than once a week
- Once a week
- Twice a week
- Every other day



- Daily

Next, we have some questions about water-wise landscaping.

When you think of water-wise landscaping, what comes to mind? (mark all that apply)

- Flowers
- Grass lawns
- Trees
- Vegetable gardens
- Cactus
- Native plants
- Gravel/rocks
- Rain barrels
- Mulch
- I'm not sure
- Other (text box)

Water-wise landscapes use less water than traditional grass lawns. They can include native and climate appropriate plants and shrubs, mulched and rocked areas, and hardscaped areas such as patios and walkways.

In your front yard would you prefer to have an all grass lawn or some water-wise landscaping?

Slider from all grass lawn ----- some water-wise landscaping

In your back yard would you prefer to have an all grass lawn or some water-wise landscaping?

Slider from all grass lawn ----- some water-wise landscaping

Below is a list of possible benefits to replacing grass lawns with water-wise landscapes. Please tell us how much you agree with each statement about **replacing part of your grass lawn with water-wise landscapes**

[scale is 1 strongly disagree 5 strongly agree]

- I'd spend less time maintaining my yard
- My home would be more attractive
- It could increase the value of my home
- I'd create a habitat for wildlife
- I'd save water
- My neighbors would compliment me on my yard
- I'd help the environment
- I'd save money on my water bill

Which of these is the **most important reason** to you personally for replacing part of your grass lawn with water-wise landscaping?

- I'd spend less time maintaining my yard

- My home would be more attractive
- It could increase the value of my home
- I'd create a habitat for wildlife
- I'd save water
- My neighbors would compliment me on my yard
- I'd help the environment
- I'd save money on my water bill

Below is a list of possible reasons for NOT replacing grass lawns with water-wise landscapes. Please tell us how much you agree with each statement about **replacing part of your grass lawn with water-wise landscapes**

[scale is 1 strongly disagree 5 strongly agree]

- It could decrease the value of my home
- It's very costly
- It's difficult to find a good contractor to do the work
- I don't have the skills or knowledge to maintain a water-wise landscape
- I don't know what types of plants to use instead
- It takes too much time to remove and replace lawn myself
- I don't know where to start
- I have other home improvement projects that are more important
- I need a place for my kids and pets to play
- My yard would look different from my neighbors'

Which of these is the most important reason to you personally for NOT replacing part of your grass lawn with water-wise landscaping?

- It could decrease the value of my home
- It's very costly
- It's difficult to find a good contractor to do the work
- I don't have the skills or knowledge to maintain a water-wise landscape
- I don't know what types of plants to use instead
- It takes too much time to remove and replace lawn myself
- I don't know where to start
- I have other home improvement projects that are more important
- I need a place for my kids and pets to play
- My yard would look different from my neighbors'

In the next six months, how likely is it that you will replace a portion of the grass lawn in your front yard with a water-wise landscape?

[definitely will not; probably will not; probably will; definitely will; I already have]



In the next six months, how likely is it that you will replace a portion of the grass lawn in your back yard with a water-wise landscape?

[definitely will not; probably will not; probably will; definitely will; I already have]

How many of the homes in your neighborhood would you estimate have water-wise landscaping?

[none, a few, about half, most, all]

Does your Home Owner's Association encourage or discourage water-wise landscaping?

[1 to 5 strongly discourage to strongly encourage; not sure]

If you wanted to replace your front grass lawn with water-wise landscaping where would you go for information? (mark all that apply)

- Neighbors
- Friends, family or co-workers who do not live in your neighborhood
- Club members (text box)
- Online resources
- Gardening or landscape professionals
- Water department at my utility or city
- Home Improvement Store (e.g., Home Depot, Lowes)
- Other (text box)

In the past year, has your household participated in an incentive programs related to water-wise landscaping? (mark all that apply)

- Turf removal
- Irrigation upgrades
- Rain barrels
- Landscape design
- Other (text box)

These last questions are for classification purposes only.

Who pays the water bill for your household?

- Self
- Spouse, partner or other household resident
- Landlord
- Home Owner's Association
- Other (text box)

Please tell us about yourself in this last set of questions.

Using your best guess, approximately how many gallons of water does your household use, on average, during summer months? A rough estimate is fine.

(text fill? Drop down?)

Of that total amount, what percentage would you estimate is for outdoor usage?

(text fill? Drop down?)

How important is water conservation to you personally?

[from not at all to extremely important]

Approximately how long have you lived in Colorado?

(text fill? Drop down?)

How long have you lived at your current address?

(text fill? Drop down?)

Including yourself, how many people live in your household?

Drop down

Are there children under 18 living in your home?

y/n

Do you rent or own the home where you live?

Rent/own

In what year were you born?

Drop down

What is your gender?

- Female
- Male
- Prefer not to answer
- Prefer to self-describe (text box)

Is your annual household income more or less than \$50,000?

More/less

If you're interested in receiving information about rebates and other programs to support water-wise landscapes, please provide your preferred contact information.

Postal address

Email

Phone





July 18, 2018

Kevin Reidy & Ben Wade  
Office of Water Conservation and Drought Planning Section  
Colorado Water Conservation Board  
1313 Sherman St, Room 721  
Denver, CO 80203

Dear Mr. Reidy & Mr. Wade,

Resource Central is happy to report that we have successfully completed Task 4 of the Turf Removal and Replacement Pilot Project. This Task includes the implementation of 20 turf removal projects in partnership with homeowners across the Front Range. Each homeowner received an incentive outlined in previous Tasks. More details on these deliverables are included with this letter as attachments outlined below.

- Attachment 1: Task 4 Summary and Findings
- Attachment 2: Participant Details
- Attachment 3: Project Highlights (sample set of homeowner projects)
- Attachment 4: Task 4 Billing Summary

The next step of the project will include focus groups, participant surveys, and analysis of findings.

Please contact us with any feedback or questions.

Sincerely,

Kate Larson  
Program Director: Water & Energy  
[KLarson@resourcecentral.org](mailto:KLarson@resourcecentral.org)

Resource Central  
2639 Spruce Street  
Boulder, CO 80302  
303-999-3820



## TURF REMOVAL AND REPLACEMENT PILOT PROJECT: PROGRESS REPORT

July 18, 2018

### TASK 4 SUMMARY AND FINDINGS

The goal of Task 4 is to work with homeowners across the Front Range to implement turf removal projects in an effort to learn which incentive is most effective at spurring action. In previous tasks of this grant Resource Central identified four incentives that removed key barriers to landscape change including physical turf removal, sprinkler system conversion, plant material through Garden In A Box, and landscape design.

As outlined in the progress report for Task 3, Resource Central recruited 57 individuals who agreed to remove 200 sq. ft. or more of their lawn and replace it with low-water plants. For the purposes of this report and given that a few projects are still ongoing, we will report on the 20 homes that were originally scoped as a part of the grant, information on all participants will be provided in our final report. Through funding provided by CWCB, 8 participated in the program during the fall of 2017 and another 12 participated during the spring/summer of 2018. Full details on each project can be viewed in Attachment 2.

Each incentive provided Resource Central with a unique challenge in implementation. Our staff researched best practices and available resources in an effort to find the most efficient, cost effective way to deliver the product or service to the homeowner. Below is a summary of how each incentive was put into practice.

**Physical Turf Removal:** In the fall of 2017, Resource Central partnered with two landscape companies to provide this service for 3 homeowners. This was a challenge as there are limited businesses that were willing to take on a project of this size. After evaluating the cost and difficulties of working with these companies, Resource Central staff made the decision to perform this incentive in house by renting a sod cutter for the projects in the spring of 2018. Using our in-house technicians and field employees, Resource Central performed 5 turf removal projects over 5 days.

**Sprinkler System Conversion:** Due to the specialized knowledge and skills required for irrigation systems, Resource Central hired a landscape design and installation firm to perform this work. The landscaper performed an initial inspection of the irrigation system ensuring that the home was a good candidate for the service and that the conversion would take place on an entire irrigation zone(s). The irrigation specialist then scheduled a follow-up in which the work was accomplished. Thus far, only one participant that received this incentive has completed their project, additional projects will be included in the final report.





**Garden In A Box Plant Material:** Resource Central's Garden In A Box program provides pre-planned, water-wise garden kits to homeowners throughout the Front Range. In the context of this program, participants received 400 sq. ft. worth of plant material, a plant-by-number design, planting and care instructions. These gardens were provided at a variety of scheduled pick-ups, once the homeowner showed proof that the turf has been removed through submitting an image of their conversion area without any grass to Resource Central staff.

**Landscape Design:** This is another highly specialized option, therefore we hired a professional landscape design company to complete all of the projects that fell under this incentive. Each participant received a one hour landscape consultation at their home. During this time, the landscape designer identified the ideal area for conversion and learned about the participants unique landscaping needs and aesthetic. After the consultation, the designer created a custom design and plant list. Out of the 18 people who received a landscape consultation and design, none have completed their project thus far. These projects will be outlined in the final report.

A sampling of projects is included as Attachment 3.

While Resource Central will have more significant findings after surveying and hosting focus groups, we did learn important information regarding the implementation of these turf removal projects during the work on this task. Each of the incentives had unique difficulties some of which were expected and others were not. A few challenges included the physical strain on staff (physical turf removal) and difficulty working on a set timeline with vendors (sprinkler conversion and landscape design). By far the easiest on the implantation side was the Garden In A Box incentive, as it takes advantage of economies of scale by integrating with an existing and established program.

Participants who received the Garden In A Box and turf removal incentive options seem to have the highest likelihood of a timely project completion. For Garden In A Box, we believe this is due to the fact that the participant must complete the most challenging part of the project *before* receiving their free plant materials. Once the participant receives their garden, there is a short window of time to plant it. For the turf removal incentive, we believe participants are likely to finish the conversion quickly because we take care of the hardest part of the project. Once the turf is removed, the participant simply needs to amend their soil and plant the garden.

Another observation is that the sprinkler conversion option has the highest "opt-out" rate. Of the 11 individuals that submitted sprinkler conversion applications, only 7 followed through with the program. This could be due to several factors including the fact that this is the most complicated option to coordinate and complete. The participant must meet with the irrigation specialist twice, remove grass from the area specified by the specialist and their irrigation system must be in good working order. These factors require a lot of communication between the participant, program coordinator and irrigation specialist. These added complications could be frustrating and/or discouraging to program participants.



The goal in the next phase of the process will be to weigh the ease of implementation against the homeowners perceived benefits, costs, and completion rates.

#### POTENTIAL NEED FOR REVISIONS TO THE SCOPE OF WORK AND TIMELINES

Resource Central is currently on track to meet all deadlines for the project as originally scoped. As noted previously there will be small differences in the survey and market research portion of the project, due to engaging with CSU to provide study design assistance. We will be doing more work with the homeowners following the turf removal to understand their motivations and challenges. These findings will be included in the final report.



Season	Incentive Option	First Name	Last Name
Fall 2017	Garden In A Box	Dale	Bolen
		Mary Beth	Harwood
		Jason	Vickers
	Turf Removal	Vincent & Stephanie	Basile
		Steve	McDermott
		Bob	Rosenblatt
	Sprinkler Conversion	Diane	Adler
		Jennifer	Scollon
Spring 2018	Garden In A Box	Heather + Daniel	Anthone
		Alanna	Brake
		Jody + Henry	Gardiner
		Natalie	Gorak
		Karen	Hamilton
		Peter	Vitale
	Turf Removal	Rebekkah & Adam	Beeco
		Karla	Holt
		Brianne	Markowski
		Camille	Moore
		Tracy	Sanner
	Sprinkler Conversion	Robin	Mohlenkamp

City	Sq. Ft. Converted
Thornton	360
Longmont	390
Thornton	350
Longmont	544
Highlands Ranch	235
Highlands Ranch	400
Longmont	493
Thornton	237
Arvada	400
Loveland	400
Greenwood Village	400
Lakewood	200
Littleton	300
Boulder	400
Loveland	235
Denver	520
Longmont	476
Denver	395
Arvada	500
Westminster	480

## Project Highlights

### GARDEN IN A BOX INCENTIVE OPTION

#### **Heather & Daniel Anthone – Arvada, Spring 2018**

- Area Converted: 400 sq. ft.
- Potential Water Saved Per Year: 4,000 gal.
- Potential Lifetime Water Saved: 29,000 gal.



#### **Karen Hamilton – Littleton, Spring 2018**

- Area Converted: 300 sq. ft.
- Potential Water Saved Per Year: 3,000 gal.
- Potential Lifetime Water Saved: 22,000 gal.





[TURF REMOVAL INCENTIVE OPTION](#)

**Vincent & Stephanie Basile – Longmont, Fall 2017**

- Area Converted: 544 sq. ft.
- Potential Water Saved Per Year: 5,500 gal.
- Potential Lifetime Water Saved: 40,000 gal.



**Camille Moore – Denver, Spring 2018**

- Area Converted: 395
- Potential Water Saved Per Year: 4,000 gal.
- Potential Lifetime Water Saved: 29,000 gal.



SPRINKLER CONVERSION INCENTIVE OPTION

**Robin Mohlenkamp – Westminster, Spring 2018**

- Area Converted: 480 sq. ft.
- Potential Water Saved Per Year: 5,000 gal.
- Potential Lifetime Water Saved: 35,000 gal.

