

**CITY OF PEORIA, ARIZONA
COUNCIL COMMUNICATIONS**

CC: 16C
Amend No. _____

Date prepared: September 16, 2010

Council Meeting Date: October 19, 2010

TO: Carl Swenson, City Manager
THROUGH: Susan K. Thorpe, Deputy City Manager *SCT*
FROM: William Mattingly, Public Works-Utilities Director *WJM*
SUBJECT: Approve modifications to the Water Conservation Rebate Program

RECOMMENDATION:

Discussion and possible action to approve modifications to the water conservation rebate program to strengthen awareness and promote greater water conservation. No new funding is requested at this time.

SUMMARY:

On July 1, 2003, the water conservation rebate program was implemented with funding of \$50,000 for Xeriscape conversion and hot water recirculators. The program originally allowed for 400 rebates to be awarded to City water and/or sewer customers who installed a hot water recirculator in their home or converted high water use landscaping to low water use landscaping (Xeriscape). The rebate funds were distributed within eight months of program inception. In response, City Council approved additional funding in April 2004, which allowed the program to continue distributing rebates through the end of the fiscal year. In FY2005, the irrigation timer was added to the program and the Xeriscape conversion rebate was modified with tiered amounts and plant material. Rebate program funds were increased to \$65,000 in FY2007.

Since the program's inception in FY2004 the rebate program has generated an estimated annual water savings of 31.2 million gallons of water per year. This includes the following items:

	Total Number of Rebates	Water Saved per Year (gallons)
Hot Water Recirculators	1,600	11,700,000
Xeriscape Conversions	300	18,000,000
High Efficiency Toilets	250	1,500,000
Total		31,200,000

CITY CLERK USE ONLY:

- Consent Agenda
- Carry Over to Date: _____
- Approved
- Unfinished Business (Date heard previous: _____)
- New Business
- Public Hearing: No Action Taken

ORD. # _____ RES. # _____
 LCON# _____ LIC. # _____
 Action Date: _____

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Water Conservation Program
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In an ongoing effort to enhance public awareness and promote greater water conservation, staff has evaluated the types of rebates currently offered and recommends the following modifications to the program:

1. Increase the value of existing Xeriscape rebate

It is proposed to increase the allowable area for replacement and to increase the allowable rebate amount according to the attached schedule A. It is anticipated that this will provide a greater incentive for turf conversion by Homeowners' Associations. In addition, artificial turf will not be included in the rebate program.

2. Increase the value of the high efficiency toilet (HET) rebate

It is proposed to increase the rebate from \$75 to \$100 for customers who replace high water use toilets with an Environmental Protection Agency WaterSense toilet. In addition, customers will be allowed credit for up to three toilets.

3. Increase the maximum rebate for irrigation timer/controller to \$250

It is proposed to increase the maximum rebate from \$30 up to \$250 not to exceed the actual rebate price. The purpose of this change is to incent customers to purchase smart irrigation controllers, which reduce outdoor water use up to 30 percent and reduce over-watering by automatically adjusting irrigation run times in response to environmental changes such as temperature, rain and wind.

Residents may find information about these new programs at conserve.peoriaaz.gov or by contacting the Public Works-Utilities Department at 623-773-7286. Special events, free classes, advertisements and press releases will be utilized to help promote the City's enhanced rebate program.

ATTACHMENT: Schedule A – Xeriscape Conversion Proposal

CONTACT: Leeann Spahos, Environmental Coordinator, x7993

Schedule A: Xeriscape Conversion Proposal

Square Rebate Footage	Current Rebate with 25% plant material	Proposed Rebate with 25% plant material	Current Rebate with 50% plant material	Proposed with 50% plant material
500-999	\$75	\$90	\$195	\$225
1,000-1,499	\$125	\$150	\$325	\$375
1,500-1,999	\$175	\$210	\$455	\$525
2,000-2,499	\$225	\$270	\$585	\$675
2,500+	\$275	N/A	\$715	N/A
2,500-2,999 (new)	N/A	\$330	N/A	\$825
3,000-3,999 (new)	N/A	\$420	N/A	\$1050
4,000-4,999 (new)	N/A	\$540	N/A	\$1350
5,000+ (new)	N/A	\$660	N/A	\$1650