Localscapes
Overview

Executive Water Finance Board
June 11, 2019
What we will discuss

1. Background
2. Why Localscapes was created
3. What is Localscapes (5 steps)
4. Cost comparisons
5. Partner, rebate, and incentive programs
6. Next steps
JVWCD Population History and Projections

50% Increase

Long-term water conservation

Behavioral Conservation

Structural Conservation
What do Utahns think about water use?

Are you familiar with how much **MONEY** you spend on water?
- Yes: 63%
- No: 37%

Are you familiar with how much **WATER** you use each month?
- Yes: 30%
- No: 70%
How do they perceive their use compares?

- 53% of respondents perceive themselves as being average in their water use.
- 35% think they use less than average.
- Only 12% think they use more than average.
Where do Utahns think water conservation should come from?

54% agree or strongly agree that there is more their household could do to reduce indoor water use.

Only 38% agreed that there is more their household could do to reduce outdoor water use.
Landscape extremes
Xeriscapes suffer a perception problem

Believes xeriscapes are only weeds and rocks
Believes xeriscapes offer no places for kids and activities
Believes xeriscapes have no curb appeal “cold” and “unfriendly”
Believes xeriscapes are BORING!

Results from 2014 Conservation Focus Group Study
Bottlenecks to an efficient landscape
What Utahns Want from their Landscapes

- Designed for Utah
- Better Curb Appeal
- Easy to Understand
- Improved Functionality
- Lower Maintenance
- Simplified Irrigation
- Water Efficient
- Any Budget
Follow these steps to start your own plan:

5 Elements of a Landscape

Localscapes
Localscapes.com
Increases Curb Appeal
Reduces maintenance

Localscapes graduate, new home landscape installation
Simplifies irrigation

Localscapes graduate, new home landscape installation
Improves function

Localscapes graduate, complete yard renovation
Save 130,000 gallons per year

196,250* gallons per season

64,766 gallons per season

* Typical use of 40” of water per season on a quarter acre lot, applied with automatic sprinklers
Cost Comparison Example

The study compared the costs of a traditional landscape and a Localscape for the same 0.22 acre property

Example assumptions:
• The landscape plans were designed to show what it would take to get from a traditional landscape to a Localscape. Many of the design aesthetics, materials, and plants are shared between both plans.
• It is from the perspective of a single homeowner for an entire yard.
• The homeowner has a fixed budget for landscaping costs.
• The homeowner received 3 contractor bids and determined the cost of a DIY project.
## Bid Results

<table>
<thead>
<tr>
<th>Bidder</th>
<th>Traditional Landscape</th>
<th>Localscape</th>
<th>Cost Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contractor A</td>
<td>$16,300</td>
<td>$18,300</td>
<td>$2,000</td>
</tr>
<tr>
<td>Contractor B</td>
<td>$15,679</td>
<td>$17,577</td>
<td>$1,898</td>
</tr>
<tr>
<td>Contractor C</td>
<td>$23,300</td>
<td>$25,840</td>
<td>$2,540</td>
</tr>
<tr>
<td>DIY</td>
<td>$6,052</td>
<td>$7,925</td>
<td>$1,873</td>
</tr>
</tbody>
</table>
Planning a landscaping project? You may qualify for Localscapes Rewards!
Reward for Localscape Plan

Total reward to the homeowner: $2,030.77

10% of reward to the designer: $203.08
   Estimated designer fees: $1,000
   ~20% of total fees

90% of reward to the contractor: $1,827.69
   Estimated contractor fees: $18,000
   ~10% of total fees

*Reward amounts vary depending on the size of the project and the estimated water savings

Project size: 6,990 ft$^2$ (0.22 acre lot)
Lawn area: 1,958 ft$^2$
Planting bed area: 4,088 ft$^2$
Hardscape area: 944 ft$^2$
For Contractors and Landscape Professionals:

Earn cash rewards for helping your clients!

Localscapes partners receive a cash incentive for every client who participates in Localscapes Rewards on UtahWaterSavers.com. Landscapes must be located in a participating area to qualify.

Become a partner to receive the following benefits:

- A 10% match of your client's cash reward every time you design a Localscape for Localscapes Rewards.
- A 90% match of your client's cash reward every time you install a Localscape approved for Localscapes Rewards.
- A listing on the Localscapes website.
- Ability to use the Localscapes “Official Partner” brand to promote your services.

Become a partner today by emailing:
info@localscapes.com
### Growing partner network

<table>
<thead>
<tr>
<th>Partner Type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Founding</td>
<td>5</td>
</tr>
<tr>
<td>Agency / Educational</td>
<td>3</td>
</tr>
<tr>
<td>Professional</td>
<td>31</td>
</tr>
<tr>
<td>Retail</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>49</strong></td>
</tr>
</tbody>
</table>

- **Aspen Landscape Design**
- **Barefoot Gardens Utah**
- **Pendleton Design Management**
- **Celestial Landscapes**
- **Central Utah Water Conservation District**
- **Chanshare**
- **Chill Selections**
- **Coy Custom Designs**
- **Deseret Nursery Perennials Farm**
- **Silver Sage**
- **Saltscapes**
- **Classic Sprinklers**
- **Gardens West**
- **South Jordan**
- **Boston Scientific**
- **Donner**
- **Rockscapes**
- **Mott’s Landscaping and Maintenance**
- **NatureScapes**
- **Glover Garden Design**
- **Gro Wild Design**
- **Jordan Valley Water Conservation District**
- **Inspired by Nature**
- **Grounds Maintenance Services, Inc.**
- **Urban Garden Company**
- **Four Square Landscaping**
- **Garrett**
- **Secret Garden Design**
- **KUED**
- **McCuire’s Garden Center**
- **KUED**
- **Millburn Landscapes**
- **Mallburn Landscape**
- **Willard Bay Gardens**
- **Mowrily Farms**
- **Urban Garden Company**
- **Willow Bay Gardens**
- **Wags Mountain View Landscape and Maintenance**
- **Klinsman Lawns**
- **Deseret Nursery Perennial Farm**
- **Silver Sage**
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- **Classic Sprinklers**
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Next steps

Where can Localscapes help

- Public perception
- Marketing and promotion
- Landscape ordinances
- Funding assistance
Localscapes

Landscape for where you live.