"Ditch the Lawn, Save Our Coast" Native Plant Rebate Program

Prepared for: Costa Linda Water District Leadership

Date: October 28, 2025

Program Snapshot *(based on average Costa Linda home with 2,500 sq. ft. of lawn)*

Item	Value
Rebate per home	**$7,500**
Turf removal	2,500 sq ft @ **$3/sq ft**
Target	500 homes in high-runoff zones (Year 1)
Total Year 1 Cost	**$3,750,000**

Water Savings (Per Home)

Metric	Value
Turf water use	30,000 gal / 2,500 sq ft
Native plant use	4,500 gal (85% less)
Annual savings	**25,500 gal**

10-Year Impact (500 Homes)

Outcome	Value
Total water saved	25.5 million gallons
Direct water value	$76,500 (@ $3/1,000 gal)
District cost recovery	~2% of investment

*Water value = $3 per 1,000 gal (conservative)

True Long-Term ROI: Reduced District Burden

The real return isn't just water value — it's avoided infrastructure & emergency costs:

Benefit	Impact
Lower demand on supply system	Reduced pumping, storage, and pipeline strain
Lower treatment costs	50% less runoff → less stormwater processing
Fewer drought interventions	Smaller emergency reserves, trucking, restrictions
Rate stability	Avoids future rate hikes from scarcity
Regulatory compliance	Meets state runoff & conservation mandates

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Break-even in operations: ~3–5 years
Permanent turf removal = permanent savings

Recommendation

Approve $3.75M pilot — a **strategic investment in resilience**.

We spend once to **permanently eliminate 1.25M sq ft of high-demand turf**, delivering:

- **25.5M gallons saved**
- **Runoff reduction**: 50% per yard → cleaner coast
- **Reduced infrastructure load**
- **Cleaner coast, lower risk, stable rates**

Prepared by: Scott Hogan

Dashboard: https://tinyurl.com/Tableau-Native-Plants | **Flyer:** (Attached)

Costa Linda Water District

Costa Linda Water District
Nativescape
Rebate Program

Serving the fictional town of Costa Linda since 2025

Ditch the Lawn

and swap it out for smarter landscaping

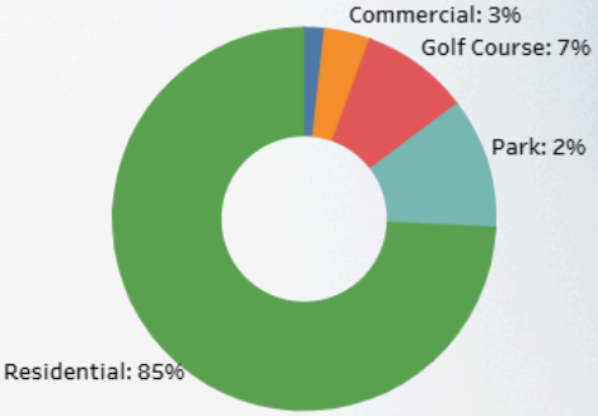
WHY MAKE THE SWITCH TO NATIVE PLANTS?

- 60–80% less water used
- 30-60% reduction in water bill
- 50% less runoff to ocean
- Supports the environment and provides food for pollinators.

GET UP TO $15,000 REBATE!

Replace up to 5,000 sq. ft. of turf at $3 per sq. ft. with a maximum of up to $15,000 for qualifying projects. The total rebate is determined by the square footage of grass removed.

Costa Linda Outdoor Water Use Breakdown by Zone Type



Homes use 65% of outdoor water
→ Swap lawn for natives plants = 85% less water

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