



CITY OF VENTURA

NEWS RELEASE

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Ventura offers Water Wi\$e Incentive Program with rebates to help homeowners save money and reduce water use, applications available Sept. 14

The City of Ventura is proud to announce that Ventura Water will open the application period for its popular Water Wi\$e Incentive Program on September 14. A large number of applications are expected based on the success of last year's program which provided rebates to approximately 330 Ventura homeowner and businesses who replaced grassy lawns with water-efficient landscaping. Visit www.removeyourturf.com or call (866) 983-9232 for more information about the City of Ventura's Water Wi\$e Incentive Program.

The Water Wise Incentive program offers rebates of \$2 per square foot of turf removed for eligible residential projects. Homeowners may receive up to a \$3,200 rebate per home. Commercial properties or homeowner associations may receive up to \$6,400. All rebates will be accepted on a first come first served basis and will be subject to terms and conditions as well as available funding.

New components to this year's program include an online application portal that automates every aspect of the participant's experience, offering weather based irrigation controllers (WBICs) to qualified applicants, and free high efficiency sprinkler nozzles through a web administered voucher program accessed by visiting www.freesprinklernozzles.com.

Since the program's inception in July 2015, approximately 357,000 square-feet of turf have been removed in the city of Ventura, yielding a water savings of approximately 50 acre-feet per year. Over a 20-year period, projects completed under the program so far could result in up to 1,000 acre-feet of water savings.

"The appeal of water efficient landscapes isn't just for times of water shortage. Our community is undergoing lifestyle transformations that result in a more sustainable way of life for a southern California city that depends solely on 100% local water resources," says Shana Epstein, General Manager of Ventura Water.

This release is available on the City of Ventura website, www.cityofventura.net. ###