

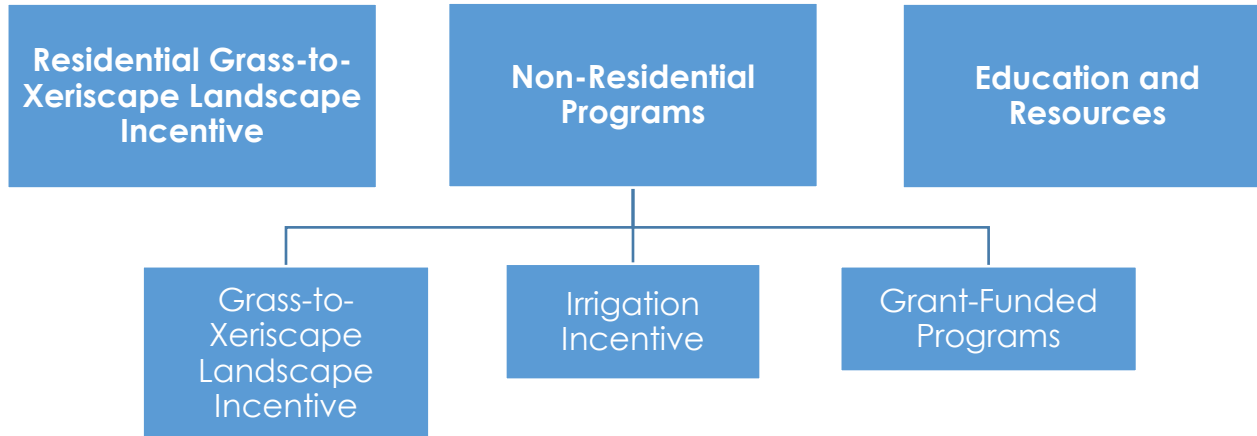
mesa·az

# CLIMATE ACTION PLAN

For a Sustainable Community

Scott Bouchie, Energy and Sustainability Director  
Lauren Whittaker, Environmental Programs Supervisor  
Becky Zusy, Conservation Coordinator

# Water Conservation Programs



CITY OF MESA CLIMATE ACTION PLAN: FOR A SUSTAINABLE COMMUNITY

# Who are Non-Residential Customers?

- HOAs
- Apartments
- Churches
- Businesses
- Non-profits



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# Non-Residential Irrigation Equipment Incentives

## Program Highlights

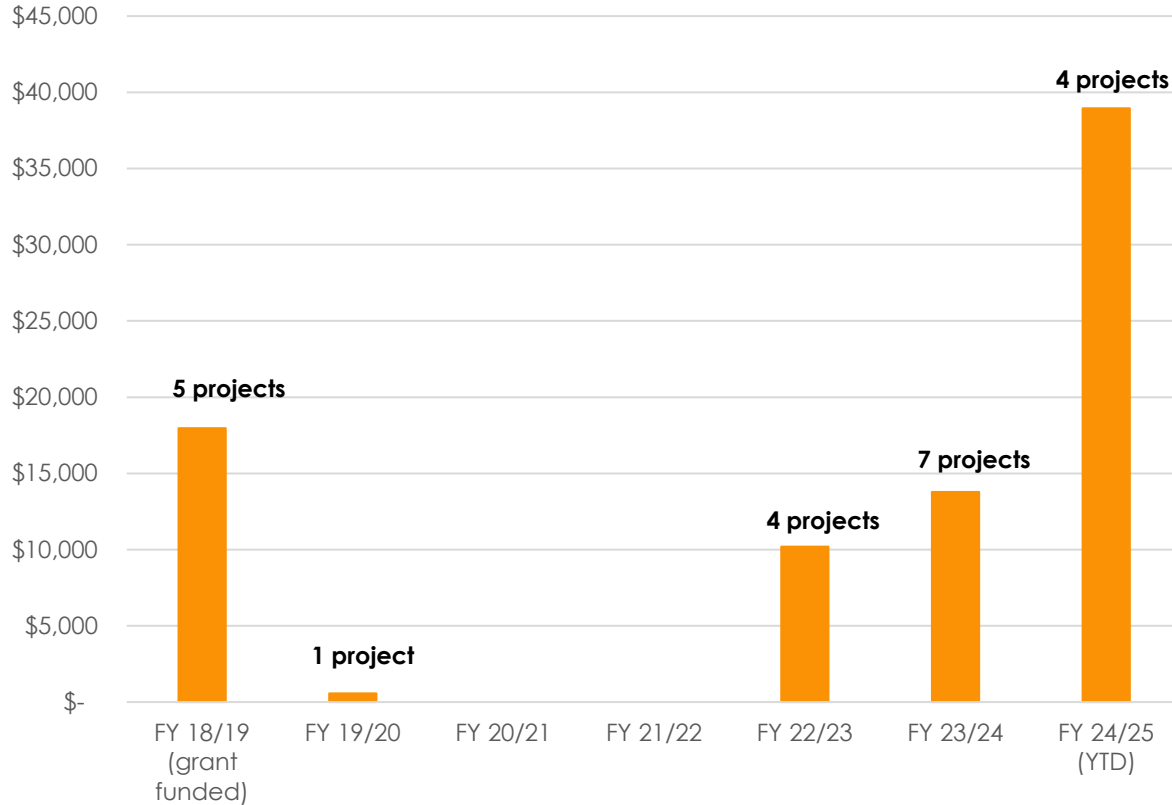
- Maximum incentive of \$12,500
  - 2018 – 2019: Bureau of Reclamation grant funded
  - 2019 – present: City funded
  - April 2024: Increased incentive maximum to \$20,000
  - October 2024: Reduced incentive maximum to \$10,000
- 
- Cumulative savings: 68,000,000 gallons (209 acre feet)
  - Expected annual savings from 2024 projects: 13,400,000 gallons (41 a.f.)
  - Estimated savings between 15 – 22% of annual landscape water per site



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# Non-Residential Irrigation Incentives

Incentives Distributed



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# Non-Residential Grass-to-Xeriscape Landscape Incentive

Years	Funding Source	Incentive Min/Max	Completed Projects
2010 - 2018	Bureau of Reclamation grant funding	\$5,000/\$10,000	25
2019 – 2023	City of Mesa	\$5,000/\$10,000	3

## Summary 2010 - 2023

- Estimated cumulative savings: **88,200,000 gallons** (270 acre feet)
- More than **422,000 square feet** of grass removed (10 acres)
- **28** customers completed conversions

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# WIFA Funding for Non-Residential Customers and Water Conservation

Grass-to-Xeriscape  
Landscape  
Incentives  
**\$710,000\***

Waterfluence  
Water  
Management  
Platform for  
HOAs  
**\$118,800**

Landscape  
Assessments for  
HOAs  
**\$87,500\***

*\*January 2025 approved shift in categories*

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# WIFA-Funded Non-Residential Grass-to-Xeriscape Landscape Incentive

- Up to \$50,000
- \$2/square foot of grass removed
- Assumed 25 gallons/square foot annual savings
- 50% required low-water-use plant canopy coverage to replace living grass





# Advertising Methods

- Webinar
- Multiple direct emails and calls
- Newsletter articles, including Next Mesa DSD newsletter, Community Engagement, Chamber of Commerce, and Together in Service (Faith-Based)
- Social media posts
- Direct mail dual-sided flyer with incentives and overseeing messaging to all landscape meter customers



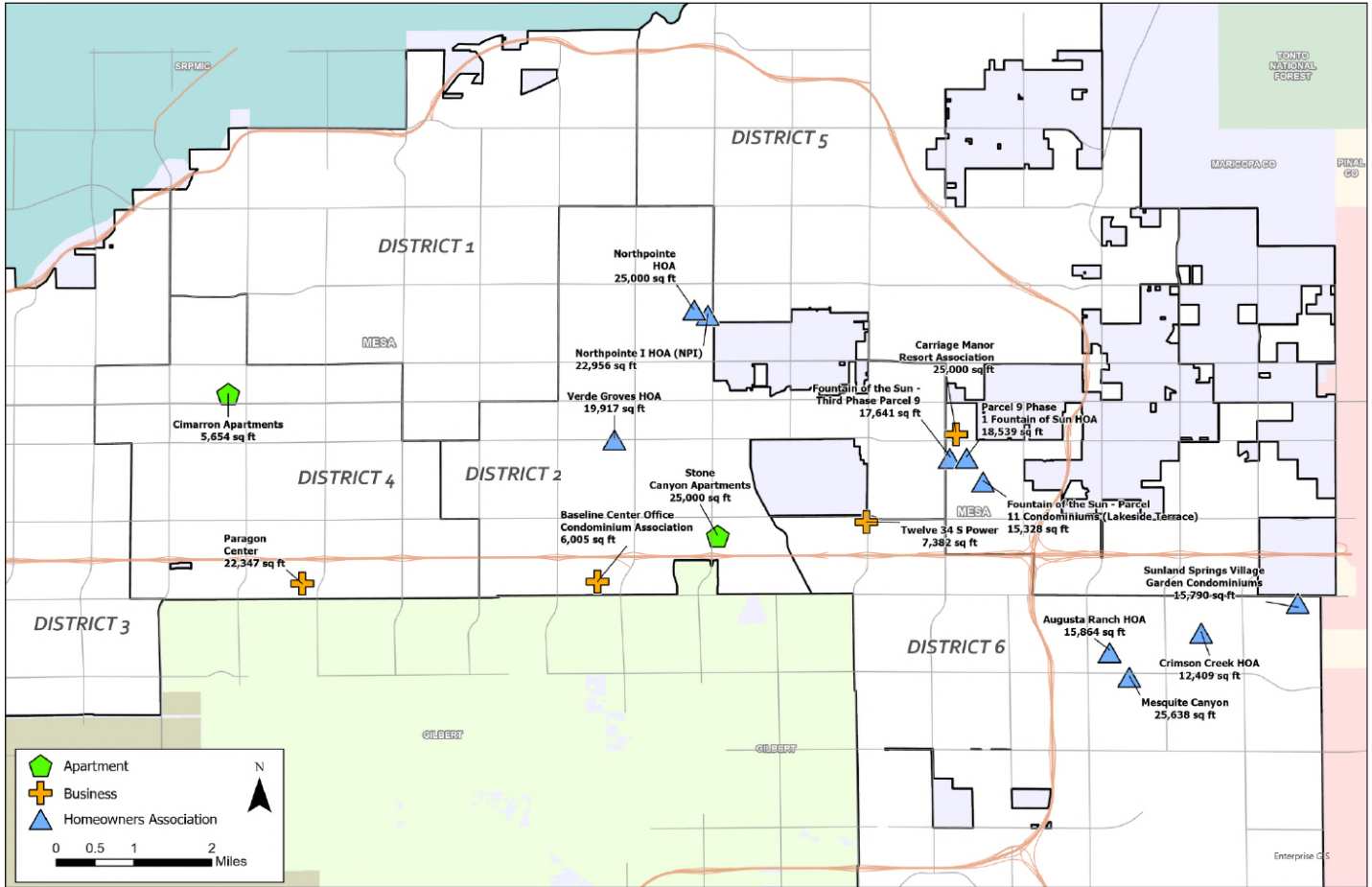
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# WIFA 2024 Funding Results

- 10 months to obligate nearly all funds
- **17 customers**
- Average of \$33,000/incentive
- Estimated annual savings: **7,000,000 gallons** (21.5 acre feet)
- Anticipated 5 year cumulative savings: **105,000,000 gallons** (325 acre feet)
- 282,000 square feet of grass removed (6.5 acres)

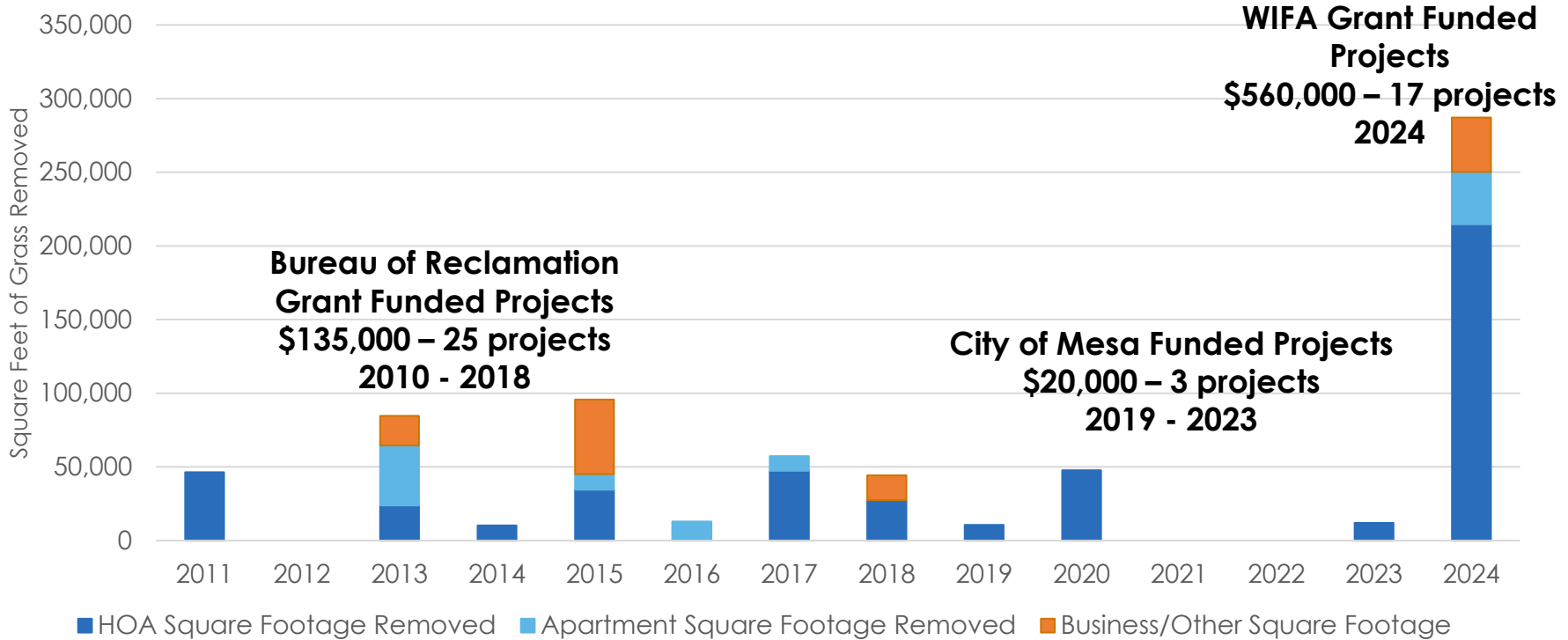


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# WIFA Funded Grass-to- Xeriscape Projects

# Non-Residential Grass-to-Xeriscape Landscape Incentive Program Square Footage Removed by Sector



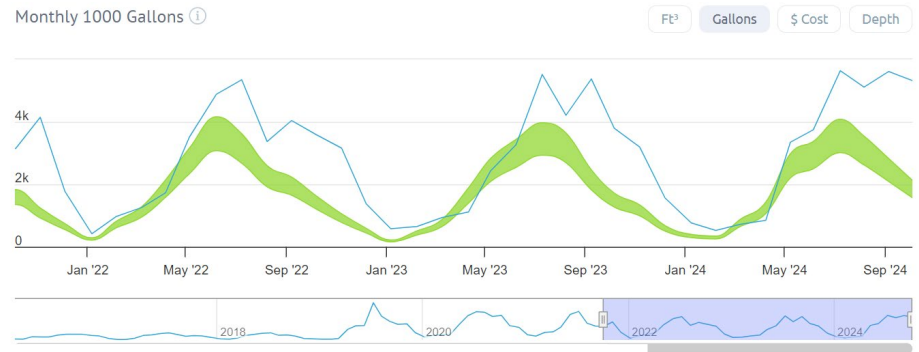
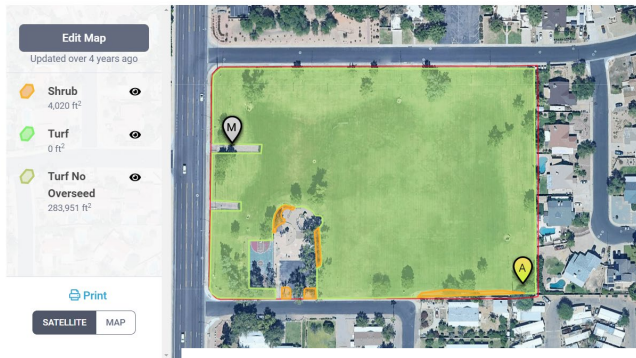
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# Non-Residential WIFA Grant Funded Upcoming Programs

## Waterfluence (\$118,500)

- Early spring 2025
- Available for ~450 HOAs with dedicated landscape meters
- Landscape maps for each
- Individual water use recommendations vs actual monthly water use
- Anticipated annual savings of 40,000,000 gallons (125 acre-feet)



# Non-Residential WIFA Grant Funded Upcoming Programs

## Landscape Assessments (\$87,000)

- Summer 2025
- Targeting 40-50 most inefficient HOA water users via Waterfluence
- Professional landscape company standardized report for achieving savings
- Goal of five percent (5%) savings or nearly 13,000,000 gallons annually (39 acre-feet)



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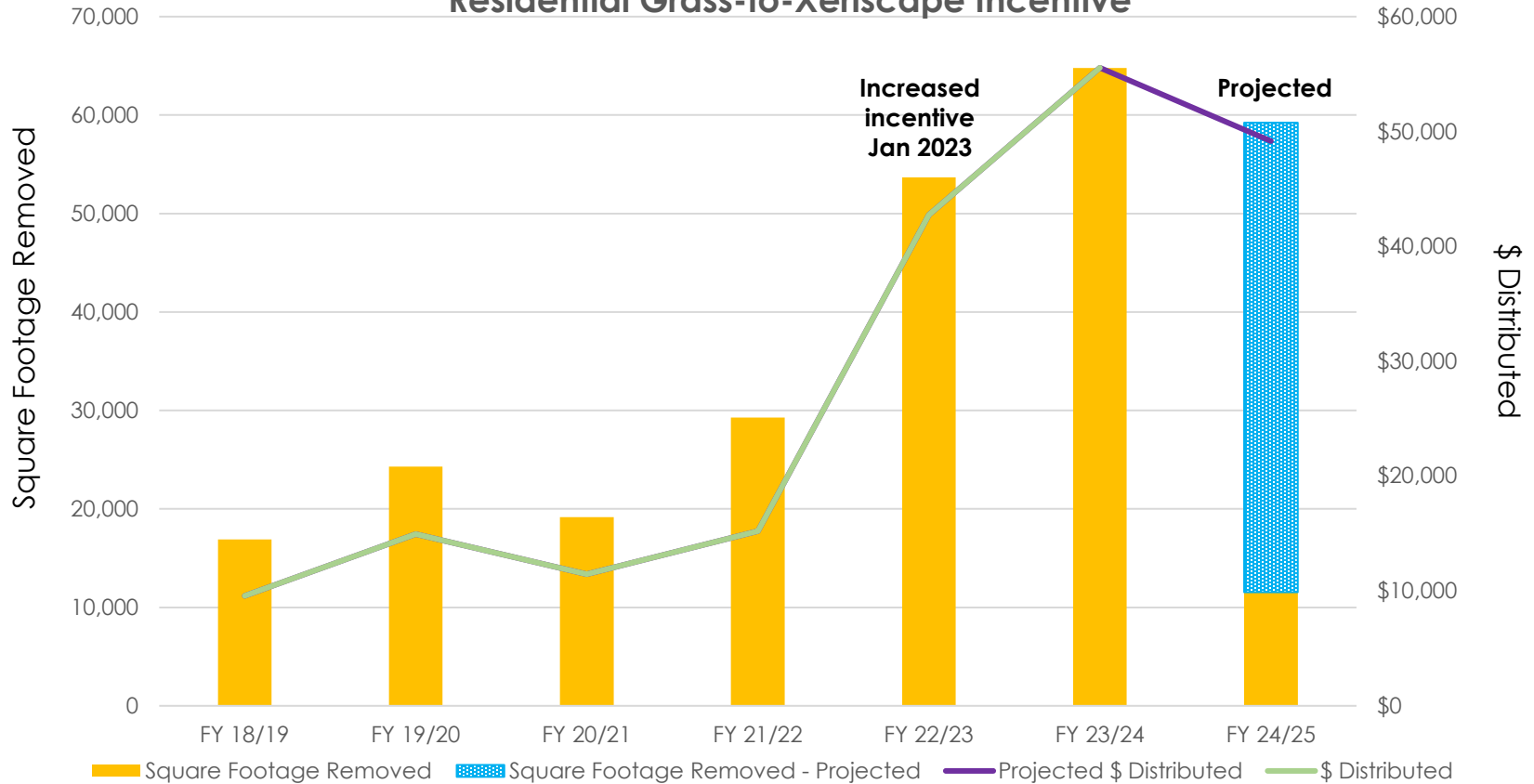
# Residential Grass-to-Xeriscape

- City-funded program
- \$15,000 in funding annually for 5 years from SRP
- 50% low-water-use plant canopy requirement
- Tree bonus for adding trees
- Assumed 25 gallons/square foot annual savings



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# Residential Grass-to-Xeriscape Incentive





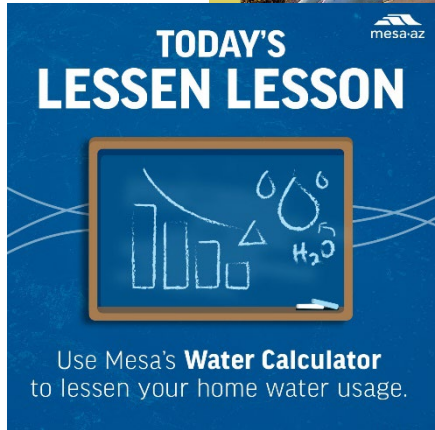
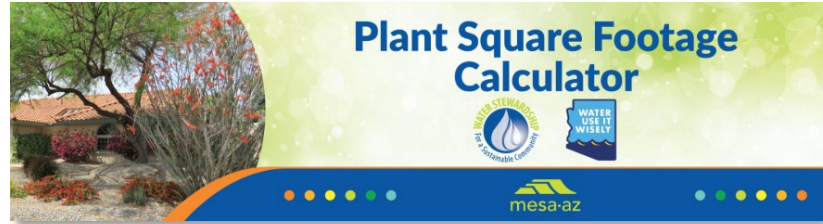
# Residential Results By the Numbers

- Since 2007, more than **600 homes** have completed their conversions
- More than **575,000 square feet** of grass have been removed (10.7 acres)
- Estimated cumulative savings of **142,000,000 gallons** of water (435 acre feet)
- Since 2019, **230 trees** have been planted



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# Educational Tools and Resources





# Questions?

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[MESAAZ.GOV/CLIMATEACTION](https://mesaaz.gov/climateaction)

