



MEMORANDUM

DATE: April 25, 2025
TO: Sustainability Framework Advisory Committee
FROM: Shelby Robertson, Conservation Program Coordinator
SUBJECT: Water Conservation Update
Fiscal Year 2024-2025

WaterWise Incentive Program

The City of Denton Water Utilities and Sustainability staff collaborated to implement the new WaterWise Incentive Program. This program currently contains Irrigation Evaluations, rebates for Irrigation Controllers, Sprinkler Tune-Ups, Turf Buy-Back, and Rain Gardens incentives.

Irrigation Evaluations are a free service that helps residents identify necessary repairs, opportunities to upgrade, and how to set their system to the year-round irrigation schedule. The Irrigation Controller Rebate covers 100% of the cost, up to \$300, for residents to update their irrigation controller to an EPA Watersense® controller. The Sprinkler Tune-Up Rebate pays residents \$100 to hire a licensed irrigator for a sprinkler system tune-up. The Rain Garden Rebate pays residents \$5.00 per square foot for converting established turf to native, water-efficient plants. The Turf Buy-Back program pays residents to reduce turf area while creating a sustainable landscape. Residents can receive \$5.00 per square foot for the first 2,500 square feet converted (minimum 400 sq. ft. required) and \$3.50 per square foot for additional conversions up to 10,000 square feet.

Water Conservation Outreach

The Sustainability division manages outreach and social media for water conservation topics. During the Fiscal Year 24-25, Sustainability staff provided water conservation classes, such as Turf Lawn Alternatives, DIY Rainwater Harvesting, and Native Landscape Design.

In Turf Lawn Alternatives, residents learn how to switch turf grass for drought-tolerant landscaping, including native plants and grasses. Residents leave the class with new knowledge on the benefits these turf alternatives can have on their landscape and water bill.

In DIY Rainwater Harvesting, residents learn how to collect and utilize rainwater to reduce irrigation use. During the class participants will build a rain barrel to take home. This workshop is free for Denton residents.

OUR CORE VALUES

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility

In Native Landscape Design, residents learn how to use native plants to create a sustainable outdoor space, reducing water consumption, lowering maintenance needs, increasing biodiversity, and supporting local wildlife.

Total Events for First Half Fiscal Year 2024-2025:

October 1, 2024 - March 31, 2025		
Class	Number of Events	Total Attendance
Turf Lawn Alternatives	2	68
DIY Rainwater Harvesting	1	18
Where Does Our Water Come From? (Ages 6-11)	1	7
Sprinkler Spruce Up	1	2