



## Media Advisory

June 25, 2015

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### DWR to Hold Public Meeting Webinar on Turf Replacement Initiative

**SACRAMENTO** — In response to California's continuing drought and the Governor's April 1 drought executive order, the Department of Water Resources (DWR) invites the public to a July 2 meeting to comment on the design of a statewide initiative, in partnership with local agencies, to collectively replace 50 million square feet of lawns and ornamental turf with drought tolerant landscapes.

**WHO:** DWR's Water Use & Efficiency Branch

**WHAT:** Proposed Turf Replacement Initiative

**WHEN:** Thursday, July 2, 2015, 1:00-3:00 P.M.

**WHERE:** **Center for Collaborative Policy**

**815 S Street, First Floor**

**Sacramento, CA**

**WHY:** Learn more about the Turf Replacement Initiative, which has three components:

- 1. Residential.** Turf removal and replacement efforts implemented through rebates that go either directly to homeowners or to a licensed contractor assigned by a homeowner to receive the rebate.
- 2. Commercial, Industrial and Institutional.** Turf removal and replacement efforts targeting government and commercial sites in the underserved communities of the San Joaquin Valley, to be conducted in partnership with the California Conservation Corps (CCC).
- 3. Campaign to Promote Drought-Tolerant Landscapes.** A Department-led statewide campaign to promote the conversion of lawns to low-water-use landscapes, implemented in partnership with regional and local water agencies.

**Webinar Registration:** <https://attendee.gotowebinar.com/register/4401537827816111874>

Comments can be submitted by July 10, 2015 via email to [Sasha.Brownlee@water.ca.gov](mailto:Sasha.Brownlee@water.ca.gov) or mailed to Department of Water Resources, Water Use and Efficiency Branch, P.O. Box 942836, Sacramento, CA 94236-0001.

For more information on this program, including documents for this meeting, visit <http://www.water.ca.gov/turf/>

California has been dealing with the effects of drought for four years. To learn about all the actions the state has taken to manage our water system and cope with the impacts of the drought, *visit* [saveourwater.com](http://saveourwater.com).

