

## **SUSTAINABILITY AND TRANSPORTATION COMMITTEE**

March 9, 2023

The Sustainability and Transportation Committee of the City of Mesa met in the lower-level meeting room of the Council Chambers, 57 East 1st Street, on March 9, 2023, at 8:36 a.m.

### **COMMITTEE PRESENT**

Alicia Goforth, Chairperson  
Francisco Heredia  
Jennifer Duff

### **COMMITTEE ABSENT**

None

### **STAFF PRESENT**

Candace Cannistraro  
Marc Heirshberg  
Holly Moseley  
Bill Taebel

Chairperson Goforth conducted a roll call.

#### **1. Items from citizens present.**

There were no items from citizens present.

#### **2-a. Hear a presentation, discuss, and provide an update on Mesa's Shared Use Path system.**

Transportation Department Director RJ Zeder introduced Engineering Supervisor Sabine King and Deputy Transportation Director Erik Guderian, and displayed a PowerPoint presentation.  
**(See Attachment 1)**

Mr. Guderian provided an overview of the current active transportation network and future projects. He described the two different types of infrastructure and costs for bicyclists and pedestrian use, most of which are built along Salt River Project (SRP) canals and the Arizona Department of Transportation (ADOT) right-of-way. He explained that complete streets are wider sidewalk systems to accommodate pedestrian traffic or higher-level bike lanes. He added the cost of the projects varies based on the type of improvements and changes to curb lines. (See Pages 2 and 3 of Attachment 1)

In response to multiple questions from Chairperson Goforth, Mr. Guderian responded that the Shared Use Paths are paved; however, the City has many unpaved pathways which are not under the City's jurisdiction for maintenance. He explained by law, SRP's canals are required to be open for recreational use since SRP has the right through the Bureau of Reclamation. He stated the City has chosen to use paved pathways in order to benefit all users, as well as its accessibility for individuals with disabilities.

Mr. Zeder clarified that the large variance in pricing is due to the assessment of underground improvements, including the possibility of curb line changes or drain changes to the storm

system. He emphasized that the stadium connector, which connects two baseball stadiums, was a substantial capital project due to the need to lay curbs in the street.

In response to a question posed by Chairperson Goforth, Mr. Zeder affirmed that moving a curb narrows the road and is costly. He described a small project without changing a curb in which a separate bike lane was constructed with plastic delineators at a lower cost.

Mr. Guderian presented a map illustrating the existing networks of projects and their locations. He shared the City was able to make the connections due to the 2020 Bond Initiative, and the Mesa Moves Bond program. He added the City was able to set aside \$20 million for active transportation projects, which have specifically concentrated on the eastern canal. He discussed upcoming projects and studies to determine the best way to connect bicyclists and pedestrians in Downtown Mesa. He noted the results of the study will be brought back to Council for consideration. (See Page 4 of Attachment 1)

In response to multiple questions from Chairperson Goforth, Mr. Guderian responded that the eastern canal relates to the Roosevelt Water Conservation District (RWCD) canal. He explained in the past, the RWCD did not allow any pathways along their canal but after recent discussions, the RWCD will allow it.

Mr. Guderian discussed the future networks and the development of the Active Transportation Network. He mentioned some of the upcoming projects are to create a loop around Mesa using the 202 freeway system, north/south connections along the canals, and east/west connections within the central part of Mesa. He stated studies have been conducted to determine other connection locations in Mesa. He referenced a map illustrating future signal locations for safer crossings at the canals. (See Page 5 of Attachment 1)

In response to a question from Chairperson Goforth, Mr. Zeder stated the City's goal in the eastern canal is to have signalized crossing locations where the canal crosses the arterial street.

In response to multiple questions posed by Chairperson Goforth, Mr. Zeder commented the City has not been able to reach an agreement regarding the Central Arizona Project (CAP) canal due to requirements that are beyond the bounds of Mesa's project. He reported the City prioritizes opportunities for building based on the need and the availability of funds. He elaborated the Mesa Gateway path is expected to connect with existing paths in Gilbert, as well as neighboring cities, allowing individuals to ride beyond the borders of Mesa. He explained that the long-term vision may be 20 years or longer and depends on the availability of funding and partners allowing further expansion.

Discussion ensued relative to the Shared Use Paths system, funding, partnerships, impact fees, collector streets, and the future network.

Chairperson Goforth thanked staff for the presentation.

2-b. Hear a presentation, discuss, and provide an update on the Transportation Master Plan.

Transportation Department Director RJ Zeder introduced Engineering Supervisor Sabine King and Deputy Transportation Director Erik Guderian, and displayed a PowerPoint presentation. **(See Attachment 2)**

Ms. King provided an overview of the Transportation Master Plan (TMP) and the resources utilized. She explained Mesa will be fully developed by 2050, and the City will have the opportunity to review whether Mesa has any additional capacity for vehicles and how to utilize that extra space in right-of-ways to benefit other users. (See Page 2 of Attachment 2)

Ms. King reviewed a variety of sources from which the TMP receives information and the impact on funds and future developments. She mentioned that every 10 years the TMP is updated due to changes and growth in the city. (See Pages 3 through 5 of Attachment 2)

Ms. King compared the TMPs for 2040 and 2050 for a comprehensive overview. She mentioned the focus is on data collection and she requested that everyone complete a survey and participate in outreach efforts, which can have a significant impact on the future. She stated the 2050 plan will be coordinated with other groups within the city. (See Page 6 of Attachment 2)

In response to a question posed by Chairperson Goforth, Mr. Guderian stated the Transportation Department wants to continue with a complete streets concept to accommodate pedestrians, bicycles, and vehicles on the streets. He advised the City will take into account the context of the surrounding land use and the location and determine options available.

In response to a question from Chairperson Goforth, Mr. Zeder clarified that the use of a street must be determined by its context, and a six-lane arterial street is able to accommodate all users. He explained despite the City's desire to accommodate all users, some areas will have a higher vehicle use, and other areas will have greater pedestrians or bicycle use.

Ms. King presented a map showing the study network for Mesa's city limits. She explained the Transportation Department is reviewing key local streets and neighborhoods to determine connectivity with Mesa's network in order to accommodate all users. (See Page 7 of Attachment 2)

Ms. King discussed the key deliverables and outcomes of the TMP. She stated complete street principles and connectivity should be applied throughout the entire network; and the Transportation Department should ensure that all different elements, neighborhood feedback, and input are reviewed and incorporated into the model that the City is developing when determining project priorities. She emphasized the ultimate objective is to integrate the General Plan and Transit Plan to create a connected multimodal transportation plan. (See Page 8 of Attachment 2)

Ms. King summarized the study schedule for the Transportation Plan update. She explained the existing and future conditions assessment is based on data from the General Plan, Maricopa Association of Government, as well as traffic volumes and data collection. She indicated in order to receive the necessary feedback, a strong emphasis is placed on community engagement throughout all the phases. (See Page 9 of Attachment 2)

In response to a question from Committeemember Heredia, Ms. King responded that part of the Transportation Plan is dedicated to researching future technologies and operations.

In response to a question posed by Committeemember Heredia, Vamshi Yellisetty, consultant with Kittelson & Associates, stated that the City engages with various stakeholders as part of each phase of outreach. He explained the emerging technology providers and vendors are

invited to join the City of Mesa (COM) to collaborate and the COM incorporates the information into their future planning.

In response to a question from Committeemember Duff, Mr. Zeder reported that the Transportation Department has two employees who are heavily involved in the review of development plans daily.

Committeemember Duff stressed the importance of mobile hubs, walkable areas, and transportation connections in the city.

Chairperson Goforth thanked staff for the presentation.

2-c. Hear a presentation, discuss, and provide an update on the Transit Master Plan.

Transit Services Director Jodi Sorrell displayed a PowerPoint presentation on updates to the Transit Master Plan. She explained that transit improves the quality of life and reduces traffic congestion; one bus replaces 30-35 cars from the road. She added there is a social equity benefit that provides economic growth in the development occurring in Downtown, much of which is the result of the light rail construction project that brought light rail to Downtown and ensures a sustainable future for the COM. She noted Valley Metro is considering electric and hydrogen powered buses for the future to promote sustainability in a variety of ways. **(See Attachment 3)**

Ms. Sorrell reviewed the timeline for the Transit Master Plan and noted that half of Mesa's community has a robust transit system. She explained the various transit options considered for some parts of the city based on their needs. (See Page 2 of Attachment 3)

Ms. Sorrell reported the Transit Department has been involved with community outreach, and one of the major components of the plan is geared for the youth. She pointed out high school and college students have been identified as the prime target audience for the Transit Master Plan. (See Page 3 of Attachment 3)

Ms. Sorrell discussed the key takeaways from the leadership interviews for making the existing network as productive as possible. She commented on the usage of feedback from the public survey and encouraged participation from residents. (See Pages 4 and 5 of Attachment 3)

Ms. Sorrell reported Pinnacle Prevention is a nonprofit organization based in Chandler and received a Maricopa County Public Health grant to connect individuals to food deserts in the area. She mentioned the City is partnering with Pinnacle Prevention to share information to ensure the success of both projects. (See Page 6 of Attachment 3)

Ms. Sorrell shared the current conditions of the transit system and the bus operator survey. She commented the results will be forwarded to the team in charge of the TMP. She summarized the feedback from bus drivers and included the next steps to finalizing the Transit Master Plan. She provided a link for a transit rider survey. (See Pages 7 through 10 of Attachment 3)

In response to a question from Chairperson Goforth, Ms. Sorrell remarked she met with Pinnacle Prevention and identified other nonprofit organizations the City should contact.



In response to a question posed by Committeemember Heredia, Ms. Sorrell advised that the City intends to identify additional opportunities for a potential microtransit system, and discussed a demonstration circulator project that provided access to a community without bus service. She mentioned the idea is to operate within an eight-foot square mile that connects into a regional system. She stated the Superstition Springs Transit Center is Mesa's largest transit center. She pointed out that a component of the Transit Master Plan for East Mesa will be to identify emerging markets that would be appropriate for transit and a funding source, as well as identify areas that would benefit from a microtransit system.

Chairperson Goforth thanked staff for the presentation.

2-d. Hear a presentation, discuss, and provide an update on the Grass-to-Xeriscape program.

Energy Resources and Sustainability Director Scott Bouchie introduced Energy/Water Conservation Coordinator Becky Zusy and displayed a PowerPoint presentation. **(See Attachment 4)**

Ms. Zusy explained the Environmental and Sustainability Department administers, promotes, and implements the water conservation incentive program.

Ms. Zusy provided a history of the Grass-to-Xeriscape landscape incentive. She discussed three updates that were implemented in 2019. She mentioned the enhancement from a rebate to an incentive was partly to encourage residents to save water and promote sustainability. (See Pages 2 through 5 of Attachment 4)

Ms. Zusy discussed the increased incentive amounts and reviewed the participation levels. (See Page 6 of Attachment 4)

Ms. Zusy outlined the resources available for customers participating in the program. She mentioned the City refers residents to Mesa's website, as well as the Water - Use It Wisely website, and guides residents through the process. (See Page 7 of Attachment 4)

Ms. Zusy presented the leading factors that motivated residents to apply to the program. She reported participation in the program has significantly increased since 2019. (See Pages 8 and 9 of Attachment 4)

In response to a question posed by Chairperson Goforth, Ms. Zusy responded that the growth in participation is partially due to the increased incentives, promotions, and media stories on water conservation.

Ms. Zusy commented that there has been a lot of interest from residents in the program since May of 2022, as a result of the City declaring a Stage 1 water shortage through media coverage and social media. (See Page 10 of Attachment 4)

Ms. Zusy reported the residential results of the program, including the number of homes that have completed conversions, the square footage of grass removal, and the cumulative savings of gallons of water. (See Page 11 of Attachment 4)

Ms. Zusy stated the City also offers incentive options for commercial, homeowners association (HOA), and non-residential customers. She presented an example of an HOA that took

advantage of the program and achieved cost savings. She emphasized the Planning and Engineering departments support the program and ensures the requirements are met. (See Pages 12 and 13 of Attachment 4)

In response to a question from Chairperson Goforth, Ms. Zusy stated that commercial and residential properties must be approved prior to proceeding through the process.

Ms. Zusy described the irrigation efficiency upgrades for commercial or non-residential customers. She indicated prior to 2019, the program was funded with federal grant money; after 2019, the City is funding the program. She mentioned since January 2023, there has been an increased amount of interest in the program from commercial and non-residential customers. (See Pages 14 and 15 of Attachment 4)

In response to a question from Chairperson Goforth, Ms. Zusy commented that interest in the program is widespread throughout Mesa. She added Dobson Ranch has a high level of participation largely due to their major interest in self-promotion.


In response to a question posed by Committeemember Heredia, Mr. Bouchie stated as a result of the increased interest in the program, the City added a staff member and changed the Coordinator position from part-time to full-time. He mentioned he will continue to track the number of incentives processed and determine if additional funding is needed to support the program.

Chairperson Goforth thanked staff for the presentation.

### 3. Adjournment.

Without objection, the Sustainability and Transportation Committee meeting adjourned at 10:08 a.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Sustainability and Transportation Committee meeting of Mesa, Arizona, held on the 9<sup>th</sup> day of March 2023. I further certify that the meeting was duly called and held and that a quorum was present.

  
\_\_\_\_\_  
HOLLY MOSELEY, CITY CLERK

lr  
(Attachment – 4)

# Active Transportation Program

Sustainability and Transportation Committee  
March 2023

RJ Zeder – Transportation Director  
Erik Guderian – Deputy Transportation Director



**MESA MOVES**  
CONNECTING PEOPLE TO PLACES



# Overview

- Active Transportation Projects
- Existing Active Transportation Network
- Future Active Transportation Network



# Active Transportation

## Project Types & Planning Costs

### Street Shared Use Path

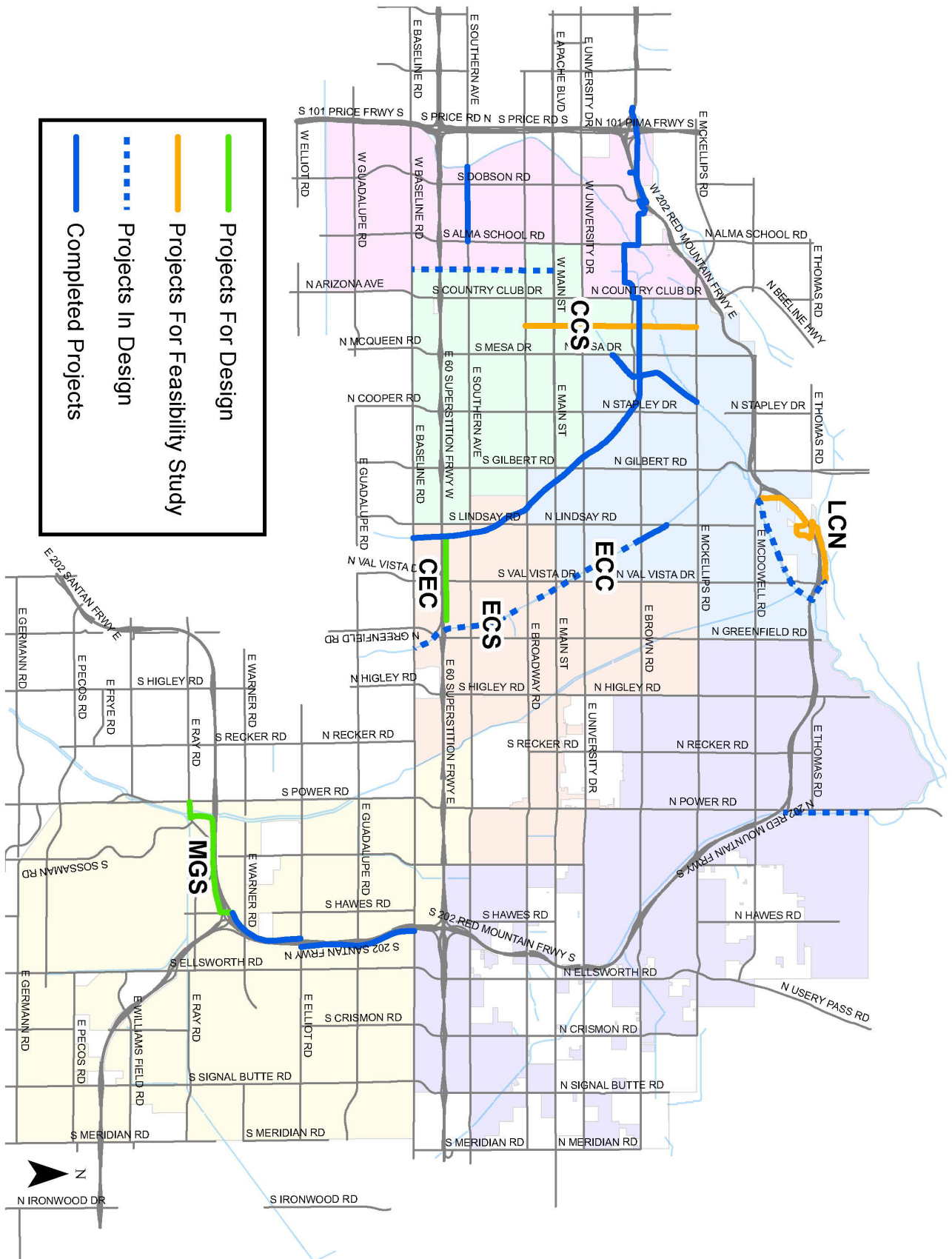
- Standard Path (12 ft path, lighting, signalized crossings): \$2.0M per mile
- Upgraded Path (Standard path plus benches, landscaping, water, theming): \$2.5M - \$3.0M per mile

### Complete Streets

- No change to curb line: \$0.5M - \$2.0M per mile
- Change to curb line: \$2.0M - \$10.0M per mile



Sustainability and Transportation  
Committee  
March 9, 2023  
Attachment 1  
Page 4 of 6





Sustainability and Transportation  
Committee  
March 9, 2023  
Attachment 1  
Page 5 of 6



# Questions/Discussion

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# CITY OF MESA 2050 TRANSPORTATION MASTER PLAN

March 9, 2023

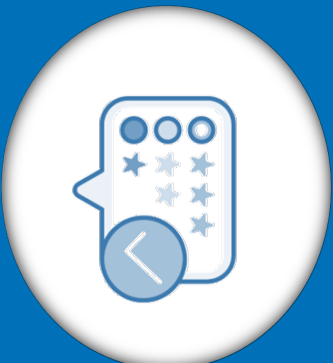
Erik Guderian - Deputy Transportation Director  
Sabine King – Supervising Engineer



# What is a Transportation Master Plan (TMP)?



**Examines  
conditions of  
All modes**



**Evaluates needs  
and programs to  
address concerns  
of today and  
tomorrow**



**Guides  
transportation  
decisions for the  
next 25 years**



# What is a Transportation Master Plan (TMP)?

... on What We Know...



... to GUIDE Transportation Decisions

# Current Transportation Guiding Document

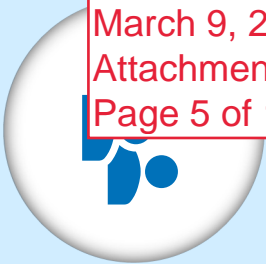
## City of Mesa 2040 Transportation Plan



## 2040 Mesa TMP...

- Adopted Nov 2014
- Developed internally
- Identified needs for roadway, transit, pedestrian, bicycle, aviation, and Intelligent Transportation Systems (ITS)
- Included a Complete Streets element

# Update Now?



**Mesa has  
Changed.. A  
LOT!**

Since 2012:  
16% increase  
in population



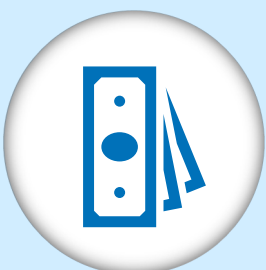
**Mesa is  
Rapidly  
Growing**

By 2050:  
22% increase in  
population;  
120K new  
employees



**Transportation  
has Changed**

Travel patterns  
continue to  
evolve;  
Increased  
demand on  
system



**Mesa Bond  
Program**

\$100M - 2020  
Mesa Moves  
Bond Program  
approved by  
voters



**Emerging  
Technologies**

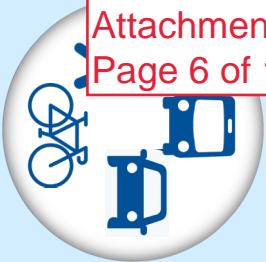
Newer and  
emerging  
technologies  
will continue to  
change the  
way we drive



**New  
Information**

Studies Being  
Updated:  
General Plan,  
Transit Plan,  
Housing Plan,  
etc.

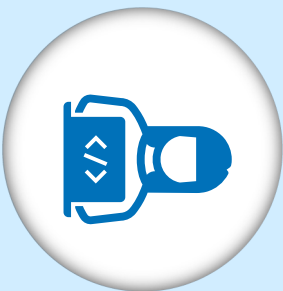
# How is the 2050 TMP Different?



## **Integrates ALL Modes**

2040 TMP:

Looked at each mode separately, then together



## **Data-Driven, Community Informed**

2040 TMP:

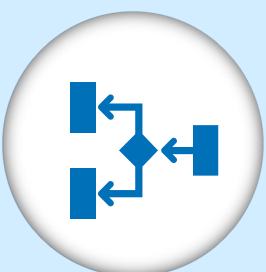
Older data, southeast Mesa unknown, limited outreach



## **Evaluates How We Use Our Streets**

2040 TMP:

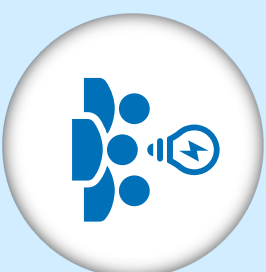
Focused on complete streets, not the functional need of a street



## **New Decision Making Framework**

2040 TMP:

Minimal improvement recommendations and strategies to pursue



## **Creates Cohesive City Vision**

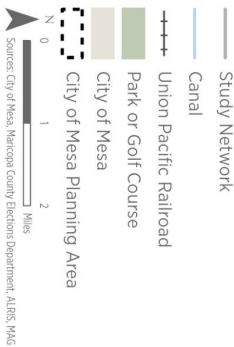
2040 TMP:

Standalone effort – did not integrate General Plan, Transit Plan, etc.

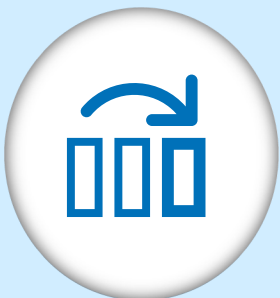




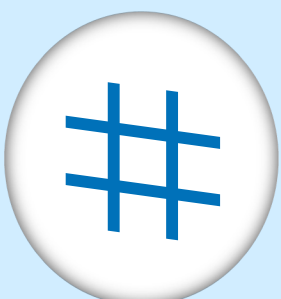
# Collectors and arterials



# Deliverables/Outcomes?



**Evaluation and  
Prioritization of  
Multimodal  
Needs –  
Corridors &  
Subareas**



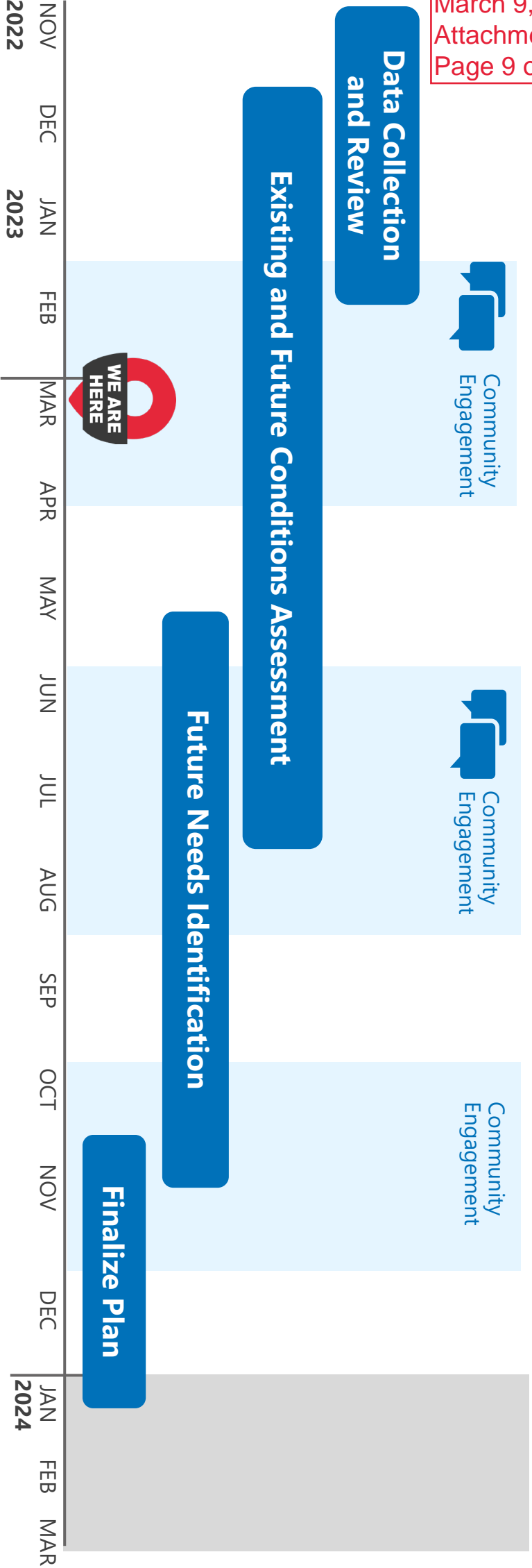
**Connected  
Network Design  
(Complete Modal  
Networks, Street  
Typologies, and Place  
Types)**



**Comprehensive  
and Truly  
Multimodal  
Transportation  
Plan**



# Study Schedule



# Questions & Discussion



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**City of Mesa**

# TRANSIT MASTER PLAN



## **Sustainability and Transportation Council Committee**

**Jodi Sorrell, Transit Services Director**

March 9, 2023



# Mesa's Transit Master Plan

enhances existing transit services and explores innovative transit programs for Mesa

creates a road map to reach Mesa's short-term (2030) and long-term (2050) transit goals



Community Outreach



Review Existing Transit Conditions



Understands Future Needs



Transportation Master Plan & General Plan Coordination



Service Development



Implementation Strategies

We Are Here






# Community Outreach

Feedback will be used to understand Mesa community's needs and vision for transit services and developments.

## In-Person Engagement Activities

- Leadership Interviews (Mayor and Councilmembers)
- Hackivate Mesa
- Asian Festival 
- Mayor's Youth Committee
- Mesa Human Relations Advisory Board Meeting
- I Love Mesa Day 

## Mesa Transit Plan Webpage

- Webpage launched January 26, 2023 
- 168 site visitors as of March 3, 2023



In coordination with General Plan and Transportation Master Plan





# Leadership Interviews

Each Council member hears specific input from the constituents, and each district has unique needs and desires related to transit.

## Key Takeaways

- Increase ridership
- Improve existing transit frequency and reliability
- Expansion to east Mesa
- Meet needs of the transit-dependent populations
- Match modes/solutions to demand (on-demand; microtransit)
- Safety concerns on transit
- Importance of regional connectivity (streetcar)
- Maximize funding
- Contribution to Climate Action Plan (better air quality)





# Public Survey

Feedback will be used to understand Mesa community's needs and vision for transit services and developments.

47 Hacktivate Mesa Live Polling responses received

32 Transit Master Plan Online Survey responses received

## Other Ongoing Outreach Activities

- Stakeholder Interviews
- Valley Metro Transportation Coordinator Outreach
- Bus Rider Surveys





# Pinnacle Prevention

Coordinated outreach efforts have been used to connect with west and central Mesa residents and community groups.

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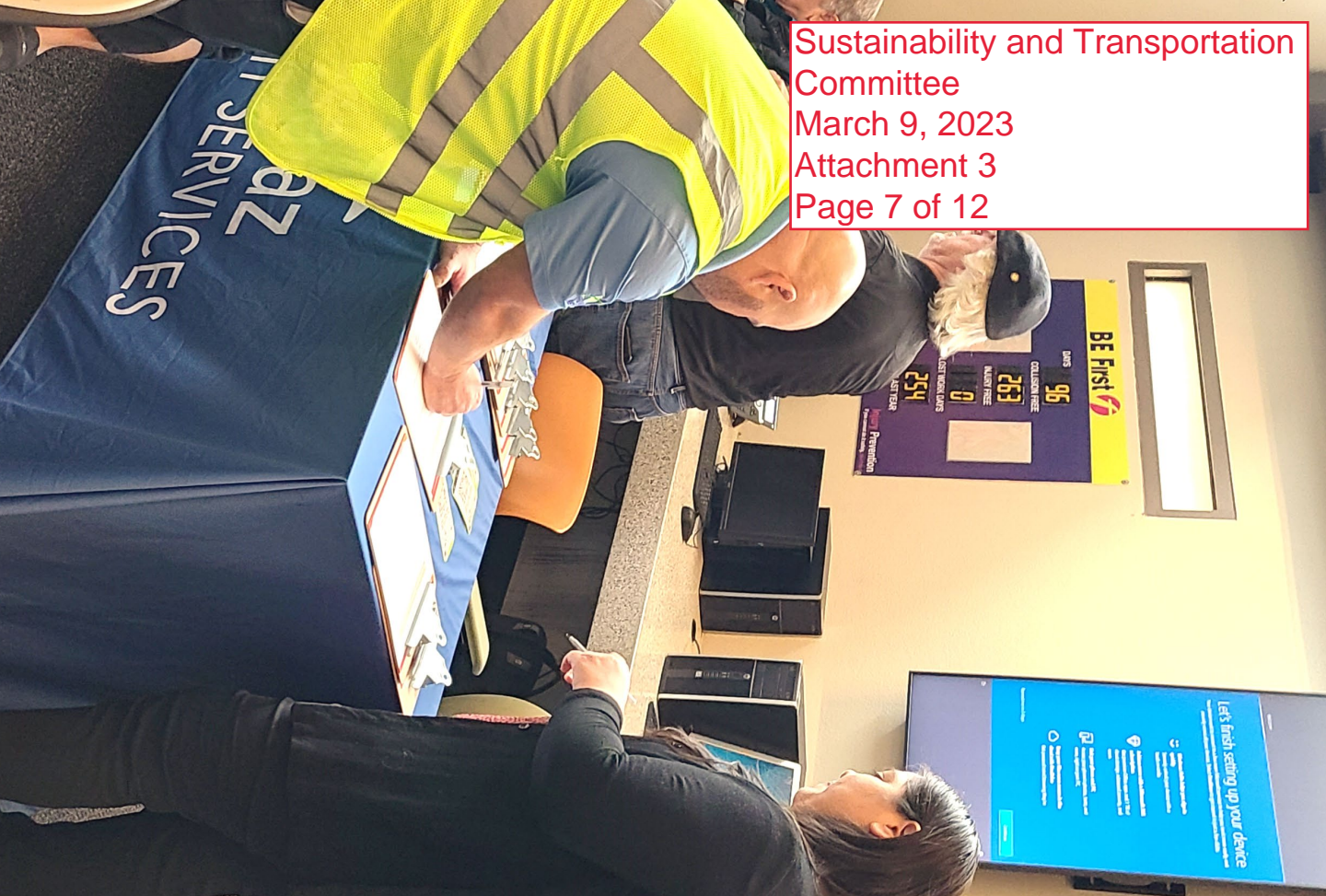


## Strengthening Access and Connection In Mesa Through Transit-oriented Solutions

- Maricopa County Department of Public Health grant
- Led by Pinnacle Prevention - a non-profit organization
- Project will help Mesa residents use transit to gain access to food and community services.

### Engagement Activities

- Pinnacle Prevention Community Advisory Board
- Stakeholder Interviews and community conversations



# Existing Conditions

Gain an understanding of system performance and investments to develop service recommendations and strategies.

## Bus Operator Survey

- Table event held at the Tempe and Mesa Transit Operations Facilities in November.
- 78 survey responses collected.

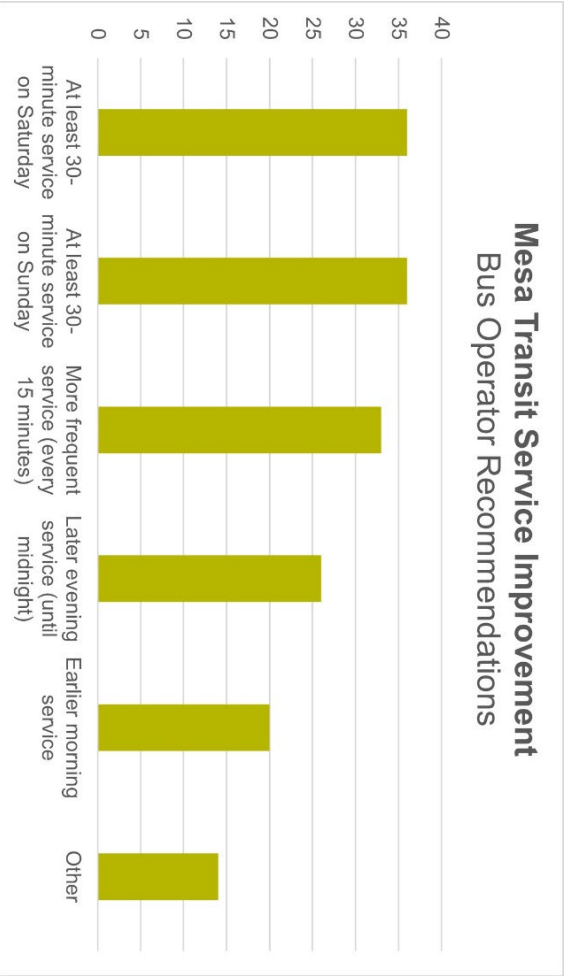
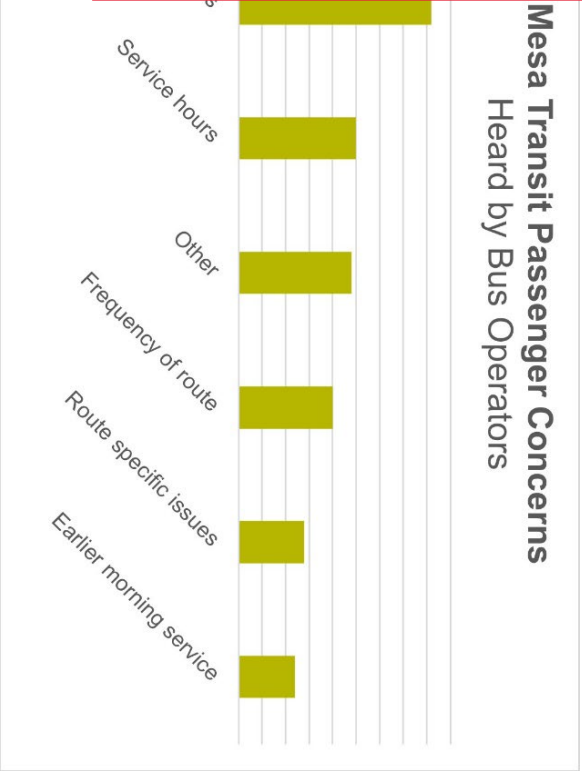
## Emerging Technologies Memo

- Assessment of emerging transit technology and trends, with solutions applicable to Mesa.

## Existing Conditions Report

- Analysis of existing transit services and ridership performance.





# Bus Operator Survey

Gain insights on routes with higher rider transfers and recommendations for improving transit services.

- Elderly passengers depend on bus service for grocery trips.
- East-West route (along Baseline) to be extended to Power Road.
- Strong desire to have more north/south corridors along Val Vista Drive and Greenfield Road.
- Operators voiced their preference for Greenfield Road, which connects to Walmart locations, housing, and east-west transit routes.
- Additional service along Sossaman Road. (There was a brief pilot program that was canceled).
- Passengers expressed their frustrations with long wait times.
- Mesa transit stops are very clean compared to other stops.



## Next Steps

1. Conduct stakeholder interviews and summarize Survey 1 responses.
2. Assessment of needs (demographics, employment, and land use).
3. Develop vision, goals, and objectives.
4. Develop preliminary transit solutions.
5. Continue project coordination efforts.
  - Celebrate Mesa Day (April 15)
  - Urban Lab Workshop (May)
6. Launch Transit Master Plan Online Survey 2 (May/June).





# Get Involved Take a Survey!



## Survey Weblinks

English version - <https://www.surveymonkey.com/r/HZXFFB3>

Spanish version - <https://www.surveymonkey.com/r/CHB7D6L>





**Thank You!**

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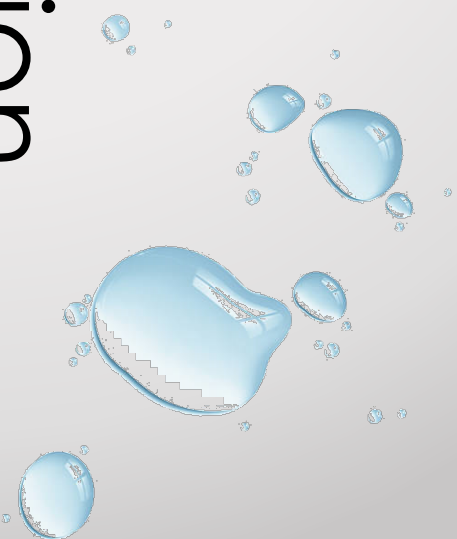


# Water Conservation Incentive Programs

Becky Zusy

Conservation Coordinator

Environmental and Sustainability Department





# Residential Grass-to-Xeriscape Landscape Incentive

In 2007, staff created this program to promote water conservation and to reduce the amount of grass in Mesa. 500 for removing at least 500 square feet of living, healthy grass required a minimum of 50 percent coverage by low water use plants in the grass conversion area



mesa:az



GRASS-to-XERISCAPE



Landscape Rebate Program

Did you know that about half of the water used by homeowners can be spent on outdoor watering? If you currently have a landscape consisting of grass, converting it into an attractive low-water using landscape is one of the best ways to conserve water. The Grass-to-Xeriscape program is a rebate program that provides financial incentives to homeowners with this water-saving alternative. The City of Mesa is offering a Grass-to-Xeriscape rebate.

**ABOUT THE REBATE PROGRAM**

The purpose of the Grass-to-Xeriscape program is to help our single-family residential customers reduce their landscape water use by half or more by replacing their water-thirsty lawns with landscape plants appropriate to our Sonoran Desert climate. When you remove half or more of established grass and replace it with a water-friendly landscape, you will receive a \$500 rebate from the City of Mesa.

**WHAT DOES XERISCAPE MEAN?**

Xeriscape (XER-uh-scape) is a term that defines a creative approach to landscaping that includes the use of well-adapted plants, efficient irrigation, careful design, and proper maintenance. When used together, these principles produce superior landscapes that save both water and energy. Xeriscaping also creates or replaces habitats needed by wildlife, and helps to create shade for people, our pets, and our homes.

**REQUIREMENTS AND ELIGIBILITY TO QUALIFY**

Read these guidelines prior to filing out your application.

1. The applicant must be the current owner of a single-family home and a City of Mesa water customer.
2. Convert at least 500 square feet. The rebate is not retroactive prior to the approval date, and is not applicable to areas that have been converted to xeriscape within the last 12 months.
3. Grass must be relatively healthy. Under this program, "healthy" shall be defined as routinely irrigated and maintained with an average coverage of 70 percent.



# 2019 Update #1 – Trees are Cool



- Many participants were not including trees in their conversion designs
- Trees are Cool was created as an additional incentive to participants in the Grass-to-Xeriscape program for adding trees
- One tree was an additional \$50 or \$75 for two trees
- Low water use trees save water compared with grass
- Trees could be anywhere on the property to receive the incentive
- Supports the new citywide tree planting initiative

# 2019 Update #2 – Enhanced Concepts

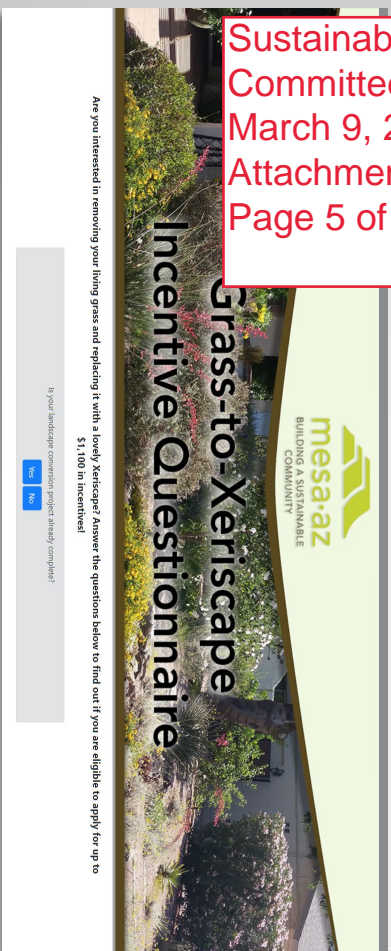


- Not a “rebate” anymore – it is now an “incentive,” designed to encourage certain requirements for environmental benefits
- Promotion of sustainability goals
  - Creating shade
  - Improving air quality
  - Provide wildlife habitat
- Added survey to discover motivations to better tailor promotion

# 2019 Update #3 – Online Questionnaire

- To improve efficiency and create greater understanding, staff created an online questionnaire that must be answered **before applying.**

- New analytics on how many people are filling out the questionnaire, and what their responses are





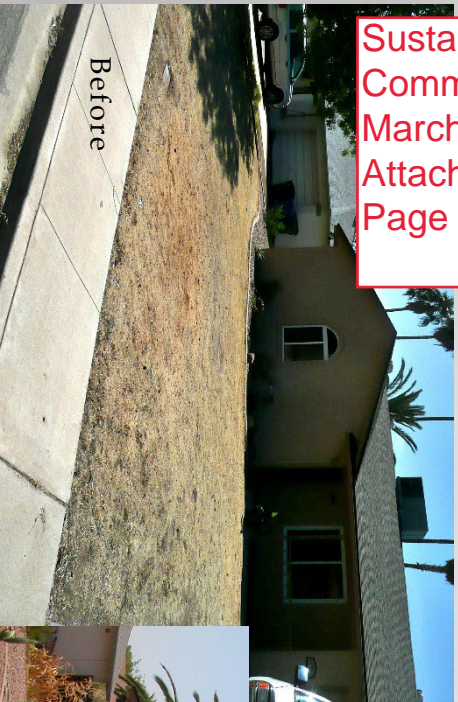
# 3 Update – Increased Incentive

icipation levels

999 sq ft of grass removed = \$750

+ sq ft of grass = \$1,000

Cool - \$50 for one tree, \$100 for two





# Resources for Customers

• New application received  
• First inspection complete  
• Responding to customer questions (there are generally many!)  
• Final inspection and payment information

• New application received

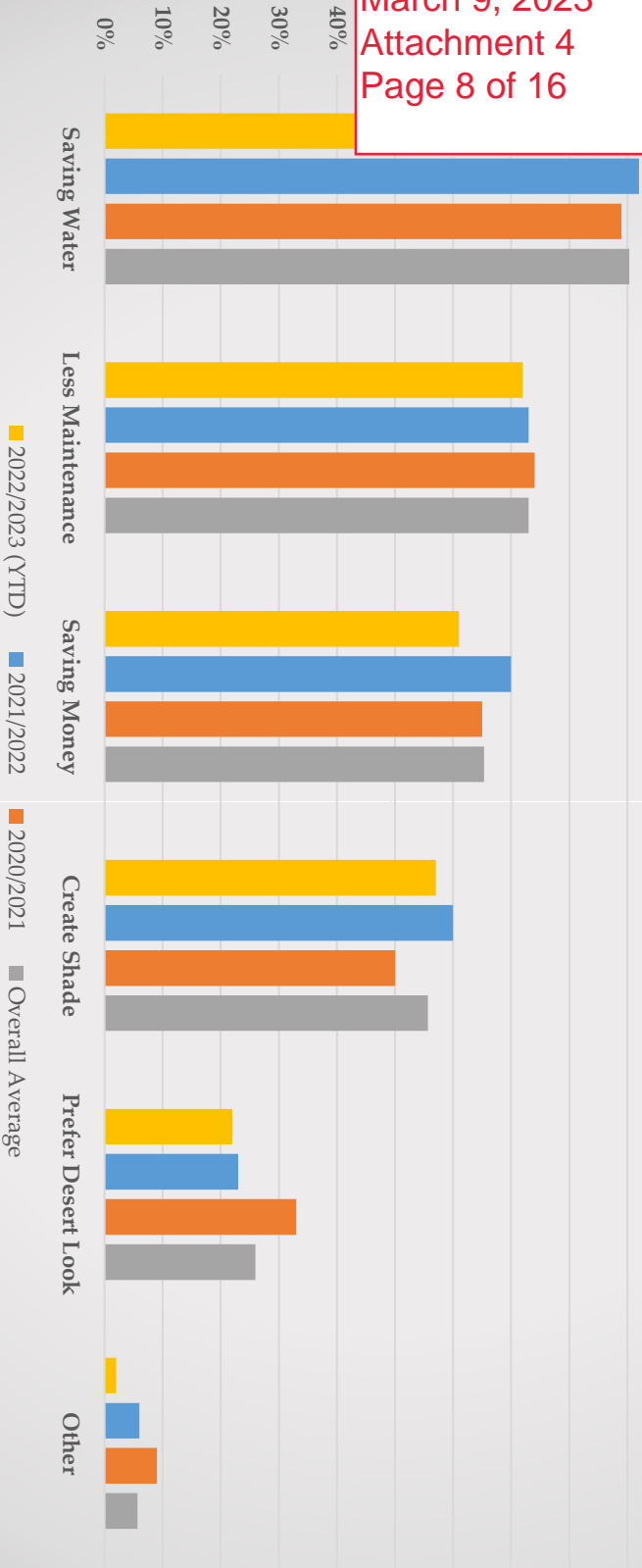
• First inspection complete

• Responding to customer questions (there are generally many!)

• Final inspection and payment information

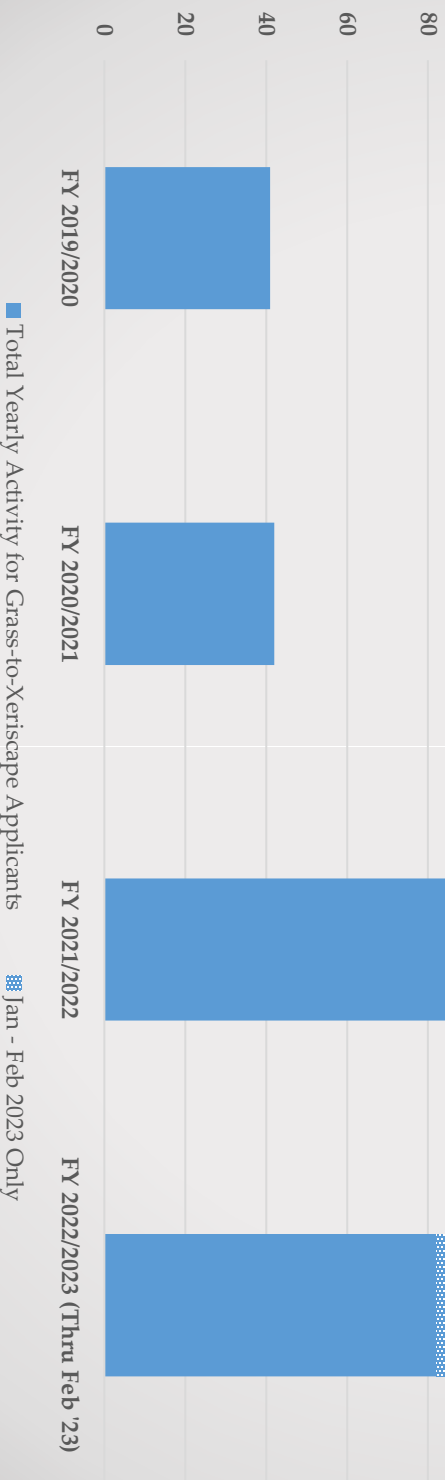


# Motivations for Applying for Grass-to-Xeriscape Landscape Incentive



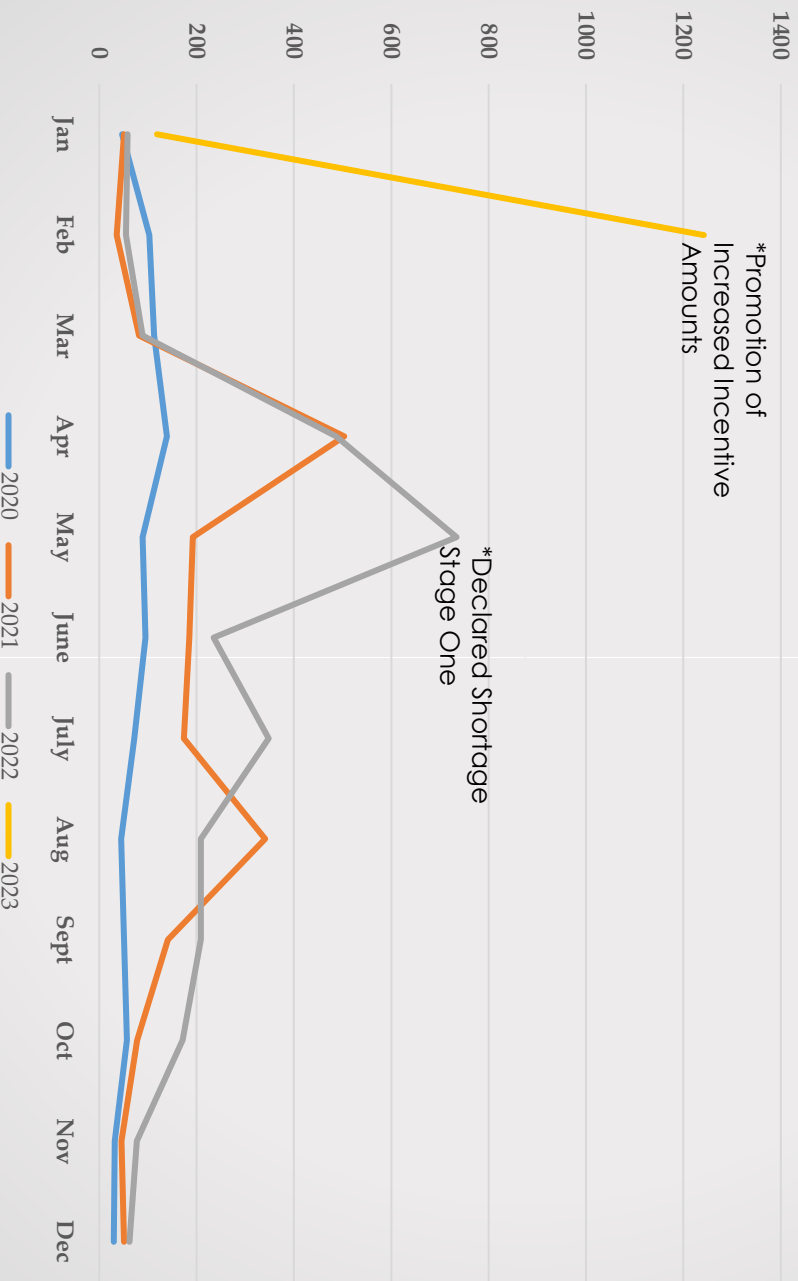
# Increased Participation

## Total Grass-to-Xeriscape Landscape Incentive Activity (Residential)



# Increased Participation

Number of People Participating in Online  
Questionnaire





# Residential Results By the Numbers

Since 2007, more than **500 homes** have completed their conversions  
and more than **466,000 square feet** of grass have been removed (10.7 acres)  
which has resulted in cumulative savings of **71,000,000 gallons** of water  
and more than **120 trees** have been planted



# Commercial/HOA/Non-Residential Incentive Options

\$12,500

o-Xeriscape Landscape Incentive  
on Equipment Incentive



Before

\$12,500

Commercial

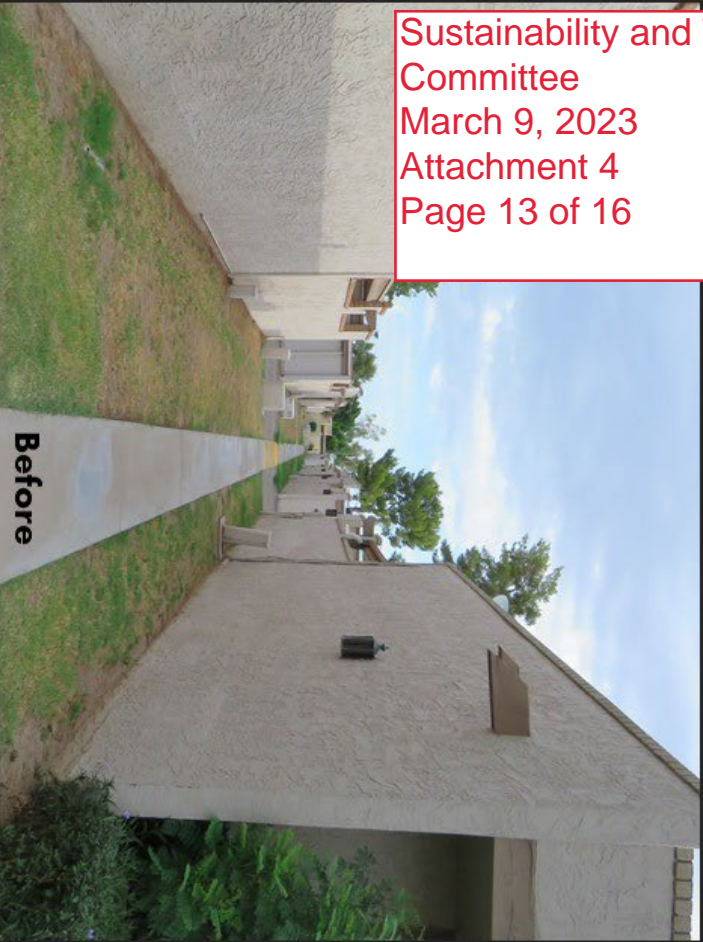
After





# Commercial/HOA Grass Removal

- Minimum of 10,000 sq ft of grass
- Similar requirements to residential program



**Before**

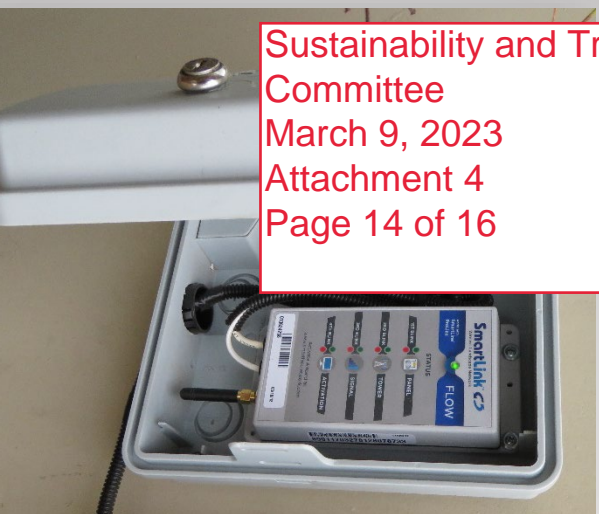


**After**

**Use our incentive to remove grass in those non-functional areas.**

# Commercial/HOA/Non-Residential Irrigation Efficiency

Sustainability and Transportation  
Committee  
March 9, 2023  
Attachment 4  
Page 14 of 16



- Smart Controllers
- Flow Sensors
- Rain Sensors
- High Efficiency Nozzles
- Valve Pressure Regulators
- Pressure Regulating Heads



# Commercial/HOA/Non-Residential Results By the Numbers

2018: federal grant money  
10,000 square feet of grass removed  
Participants in the irrigation equipment program  
As of 2023: 2 non-profits, 6 apartment communities, 3 businesses participated

Present: City budget  
10,000 square feet of grass removed

- 2 participants in the irrigation equipment program
- 4 HOAs participated
- Estimated annual water savings: 928,000 gallons
- Increased interest in 2023
  - Since January, inquiries from more than 20 non-residential customers
  - 4 active applications



# Questions?

**Becky Zusy**

**Conservation Coordinator**

**Environmental and Sustainability Department**

**[Mesaaz.gov/conservation](https://mesaaz.gov/conservation)**