



March 15, 2021

SENT VIA: EMAIL

Ms. Robin Graber  
[Rgrab@usbr.gov](mailto:Rgrab@usbr.gov)

SUBJECT: Support of City of Santa Rosa's Application for WaterSMART Grant: Cash for Grass Rebate Program Expansion

**MEMBER AGENCIES**

- City of Cloverdale
- City of Cotati
- City of Healdsburg
- City of Rohnert Park
- City of Santa Rosa
- City of Sebastopol
- City of Ukiah
- County of Mendocino
- County of Sonoma
- Sonoma County Water Agency
- Town of Windsor

**ANDY RODGERS**  
Executive Director

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[www.rrwatershed.org](http://www.rrwatershed.org)

Dear Ms. Graber:

The Russian River Watershed Association (RRWA) is a coalition of eleven public agencies in the Russian River Watershed in Sonoma and Mendocino Counties that have come together to coordinate regional programs for clean water and watershed enhancement. RRWA is pleased to voice support for the City of Santa Rosa's proposal for funding from the U.S. Bureau of Reclamation for the Cash for Grass Rebate Program Expansion.

The Cash for Grass Rebate Program Expansion increases the City of Santa Rosa's turf removal rebate amount to \$2.00 per square foot removed and requires one tree per 600 square feet of rebated area. Lawn removal has a documented history of achieving water savings for the City of Santa Rosa, with over 3.5 million square feet of turf removed since 2006 with water savings of over 2,800-acre feet achieved. Combining Santa Rosa's successful lawn removal program with incentivizing tree installation will further help Santa Rosa adapt and mitigate the effects of climate change.

RRWA supports Santa Rosa's application for funding. RRWA developed the Russian River-Friendly Landscape Guidelines (RRFLG) program in 2010 as a means of targeting professional landscapers to protect water quality and carry out sustainable landscape practices. The RRFLG program is actively utilized in our watershed. Santa Rosa has been instrumental in developing the watershed-wide RRFLG program and continues to be a leader in these implementation efforts. The proposed project further enhances the message of sustainable landscape practices introduced with the RRFLG

Thank you in advance for considering the Cash for Grass Rebate Program Expansion for U.S. Bureau of Reclamation funding.

Sincerely,

Andy Rodgers, RRWA Executive Director

cc: Chairperson Maureen Mulheren