December 10, 2014

Dear Department of Water Resources Staff,

This letter is to inform the California Department of Water Resources that the HERO Property Assessed Clean Energy (PACE) program intends to support the "WE CAN – San Joaquin Valley" Drought-Tolerant Landscape Renovation Rebate Program proposed by the Local Government Commission for 2014 Water Energy Grant Program funding.

The HERO PACE program offers financing for a wide range of residential water efficiency and conservation measures in addition to a broad range of energy efficiency products for homeowners. To date, most homeowners using the HERO program have focused on energy related upgrades and many are motivated by the incentives offered by the investor owned utilities that help lower the up-front capital cost. The "WE CAN-San Joaquin Valley" rebate program offers a similar incentive program design only focused on water efficiency and conservation. The "WE CAN-San Joaquin Valley" rebate program partnering with the HERO program financing contractor network will assist homeowners in Reedley, Clovis, Fresno to renovate their landscaping with climate appropriate plants, weather-based irrigation systems, artificial turf, and advanced sprinkler designs. The end result will be both water and energy savings due to these three cities being heavily reliant on groundwater pumping to supply water to their residents.

By combining the "WE CAN – San Joaquin Valley" rebate program with HERO financing and contractor network to deliver the rebate and services, we believe the level of participation anticipated by the Local Government Commission will be easily achieved.

We look forward to a strong partnership with the Local Government Commission through the DWR 2014 Water-Energy Grant program. We are glad to answer any questions about our support of the "WE CAN – San Joaquin Valley" rebate program.

Sincerely,

John T. Law
Director of Municipal Development

City of
FRESNO
Department of Public Utilities

Administration Division
2600 Fresno Street, Room 4019
Fresno, California 93721
559-621-8600 – FAX 559-498-1304
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December 10, 2014

Dear Department of Water Resources Staff,

This letter is to inform the California Department of Water Resources that the City of Fresno intends to participate in the "WE CAN – San Joaquin Valley" Drought-Tolerant Landscape Renovation Rebate Program proposed by the Local Government Commission (LGC) for 2014 Water Energy Grant Program funding.

The City of Fresno is interested in motivating residents to continue to reduce their outdoor water use. Since the 1940s, the predominate landscape design pattern for both single-family homes and commercial businesses emphasizes large, water-thirsty lawns and sub-tropical trees and shrubs. This type of landscaping makes it extremely difficult to reduce water use during periods of drought, because the non-climate appropriate plants require irrigation to ensure vibrancy, and peer pressure to maintain an attractive landscape appearance despite persistent drought conditions exceeds state or local pressure to conserve. The "WE CAN – San Joaquin Valley" Drought-Tolerant Landscape Renovation Rebate Program—proposed by the LGC—would incentivize our community's single family homeowners and commercial property owners to shift from non-climate appropriate landscaping designs and plant materials to Central Valley-appropriate drought tolerant species and designs.

In addition to providing an incentive rebate for homeowners and commercial property owners to renovate their landscaping, the WE CAN program provides essential workforce training and re-education for the labor community that will maintain the renovated landscapes: our city's numerous independent small landscaping contractors. Fresno is a severely disadvantaged community, plagued by persistent unemployment and underemployment, as well as significant environmental challenges. The training that will be provided to our landscape contractors through this grant proposal is an essential factor in our success of reducing outdoor water use and ensuring long-term resilience to climate change impacts.

We are confident that the LGC proposal will succeed in our city because they are partnering with the HERO Property Assessed Clean Energy (PACE) financing program. HERO provides

funding for homeowners to improve the energy and water efficiency of their properties, and is already successful in the City of Fresno. By combining the "WE CAN – San Joaquin Valley" rebate program with HERO financing, we believe the level of participation anticipated by the LGC will be easily achieved.

We look forward to a strong partnership with the LGC through the DWR 2014 Water-Energy Grant program. We are glad to answer any questions about our support of the "WE CAN – San Joaquin Valley" rebate program.

Sincerely,

Thomas C. Esqueda
Director of Public Utilities

c: Martin Querin, Assistant Director

City of Reedley
Public Works Department
1733 Ninth Street
Reedley,CA 93654
(559) 637-4200
FAX 637-2139

December 4, 2014

Dear Department of Water Resources Staff,

This letter is to inform the California Department of Water Resources that the City of Reedley intends to participate in the "WE CAN – San Joaquin Valley" Drought-Tolerant Landscape Renovation Rebate Program proposed by the Local Government Commission for 2014 Water Energy Grant Program funding..

The City of Reedley has faced difficulty in motivating residents to reduce their outdoor water use. Since the 1940s, the predominant landscape design pattern for both single-family homes and commercial businesses emphasizes large, water-thirsty lawns and sub-tropical trees and scrubs. This type of landscaping makes it extremely difficult to reduce water use during periods of drought, because the non-climate appropriate plants require irrigation to ensure vibrancy, and peer pressure to maintain an attractive landscape appearance despite persistent drought conditions exceeds state or local pressure to conserve. The "WE CAN – San Joaquin Valley" Drought-Tolerant Landscape Renovation Rebate Program—proposed by the Local Government Commission—would incentivize our community's single family homeowners and commercial property owners to shift from non-climate appropriate landscaping designs and plant materials to Central Valley-appropriate drought tolerant species and designs.

In addition to providing an incentive rebate for homeowners and commercial property owners to renovate their landscaping, the WE CAN program provides essential workforce training and re-education for the labor community that will maintain the renovated landscapes: our city's numerous independent small landscaping contractors. Reedley is a disadvantaged community, plagued by persistent unemployment and underemployment, as well as significant environmental challenges. The training that will be provided to our landscape contractors through this grant proposal is an essential factor in our success of reducing outdoor water use and ensuring long-term resilience to climate change impacts. .

We are confident that the Local Government Commission's proposal will succeed in our city because they are partnering with the HERO Property Assessed Clean Energy (PACE) financing program. HERO provides funding for homeowners to improve the energy and water efficiency of their properties, and is already successful in the City of Reedley. By combining the "WE CAN – San Joaquin Valley" rebate program with HERO financing, we believe the level of participation anticipated by the Local Government Commission will be easily achieved.

We look forward to a strong partnership with the Local Government Commission through the DWR 2014 Water-Energy Grant program. We are glad to answer any questions about our support of the "WE CAN – San Joaquin Valley" rebate program.

Sincerely,

Russ Robertson
Director of Public Works