

Central Region
Conservation Awards
Texas Recreation and Park Society

OFFICIAL NOMINATION FORM

Nomination Summary (Please briefly describe the program, person, or project you are nominating:

Drop by Drop Rebate Program, It is a landscaping program that rebates up to \$500 for using approved low water or drought tolerant plants. The program has been around since 2001 and is getting to be very popular because of the drought conditions in Central Texas and Pflugerville. The program is offered to water utility customers or residents of Pflugerville City Limits. The program guide describes all of the processes required for an applicant to be approved. The Program Manager will set home visits to go over the final application and to assist the homeowner in making decisions both on plant selection and design.

Name of Nominee: Drop by Drop Rebate Conservation Program

Agency/Department: Parks and Recreation Department

Address: 400 Immanuel Road

City: Pflugerville

State: TX Zip: 78691-0589

Eddie M. Garcia
Nominator

Community Services Coordinator
Title

(512) 990 - 6360
Phone

Email: eddieg@pflugervilletx.gov



Nominator's Signature

This award honors conservation efforts that include at least one item from: extensive volunteer time, funds contributed for beautification efforts, park acquisition or development, leisure program development, actively supported leisure service programs or bond proposals, or other conservation effort.

In reviewing the above criteria, the committee shall consider the philanthropic capability of the nominee (i.e. a individual/ small group's accomplishment may not be as significant as that of a large organization but might be greater in proportion to their resources). Also, a history of Community service over several years might be more important than one major accomplishment.

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Please email the following:

- (1) copy of the completed form in MS Word Document for this award and a minimum of (1) and a maximum of (3) digital pictures of nominee (JPEG or TIFF format.)

To: Robert Gaylor
Subject: TRAPS Nomination Form
robert.gaylor@georgetown.org
(512) 931-7654

DEADLINE: ENTRIES MUST SENT BY OCTOBER 15th, 2013

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- A. Outline a brief history of the program area supported. Be sure to include current population of the jurisdiction served.
The Drop by Drop Rebate Program was initiated on March 2, 2001 in Pflugerville when the population was barely at 12,000. Since then population has grown to right at 50,000 and counting. The nature of the program is to offer residents options for their landscape gardens or turfs. The program offers guidelines and plant recommendations that are low water use or drought tolerant. It also allows resident to re-do their turf by using low water use grasses such as common Bermuda, buffalo grass and Zoysia grass as well as Habiturf which is a fairly new native species mixture. These grasses present the same aesthetics as St. Augustine with the exception that they are more drought tolerant, thus require less watering on a weekly basis. The first 10 years of the program, rebates were made in excess of \$28,000 which average approximately \$2,800 annually on 8 customers per year for an average of \$350 each. The last two years (2012 and 2013) \$17,966.69 were paid out as rebates. The combine customer expense for these two years was \$71,489.25. In 2012 twenty one customers used the program; in 2013 forty seven customers used the program. The rebates average 24% versus 75% customer expense.
- B. Describe in detail the programs and services offered by the individual/service agency.
The Drop by Drop Manager sets up site visits with homeowners to go over final plan design and to review the application before it is submitted. After the initial site visit, the program manager send the customer an electronic letter indicating their project has been approve and lets them know they can commence their project. Once the project is completed, a follow up visit is made by the manager to assure the plants, bushes and trees were installed according to their original plan. Pictures are taken receipts are collected by the manager to submit for rebate if all criteria are met and if project is considered certified as completed. The manager proceeds to send final paper work to finance for rebate to the homeowner, which they should receive within 4 to 6 weeks after completion.
- C. List any awards the individual/agency has received for outstanding services.
Tree City USA- 2007-2013,
Keep Pflugerville Beautiful 2012
TRAPS gold Medal Class 5 1995 & 2002
TRAPS Gold Medal Class 5 2006
- D. Describe the clientele that are served by this program.
The program is geared at all Pflugerville residents within the city limits or utility customers that may reside in the ETJ of Pflugerville. It is open to HOAs, POAs and businesses if they chose to utilize the program. In 2012 the program was used in 7 neighborhoods. In 2013 the program was used in 17 current and new neighborhoods.
- E. A written narrative of why you feel this individual/agency is deserving of conservation recognition by the Society.
This program has been highly effective and has gotten more popular due to the current drought conditions. The Program has been highlighted by KXAN the NBC affiliate and

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KVUE the ABC affiliate and KEYE the CBS affiliate in Austin as well as numerous newspaper articles in the Austin Statesman, The Pflugerville Pflag and The Community IMPACT as well as neighborhood newsletters and websites. The quick response from the manager minimizes the waiting time for the residents. This helps them obtain the proper plant communities from their nurseries in a timely manner. The service provided to them expedites the entire process and alleviates any concerns about missing windows for planting or purchasing their plants. The program is ongoing and has helped many homeowners reduce water use by planting low water use plants, shrubs and trees. The program guide is self-explanatory with schematics as to how to design their landscape and plant shade trees. It also has a list of approved plants.





