

Water Conservation with the HERO Program

HERO Helps Homeowners Conserve Water

With the recent statewide reduction mandates, local governments are struggling to reduce demand in their communities. Finding easy and affordable ways for homeowners to make water-saving retrofits along with encouraging changes in daily behaviors is a priority for most cities and counties in the state. HERO helps make this happen.

HERO makes water-saving improvements simple and affordable for homeowners.

The HERO Program makes it easy and affordable for homeowners to make water-saving investments in their homes by paying off eligible improvements over time through their property taxes.

Water-saving investments that are eligible for HERO Financing include:

- **Water-saving landscaping upgrades** including: artificial turf, drip irrigation, rotating sprinkler nozzles and weather-based irrigation control systems.
- **Water capture systems** including: whole-home graywater reuse and rain catchment systems.
- **High-efficiency plumbing fixtures** including: toilets, faucets and showerheads.

The HERO Program complements existing programs.

HERO-eligible improvements often also qualify for local, state, federal and utility-specific rebate programs. Contractors that participate in the HERO Program are trained to help homeowners find the most cost-effective solutions to meet their water and energy-saving needs, including utilizing applicable rebate programs.

It's easy for jurisdictions to make HERO available for local residents.

Offering HERO to residents in your community is simple. The local legislative body (City Council or Board of Supervisors) need only pass a resolution making it possible to offer the Property Assessed Clean Energy (PACE) HERO Financing Program available to local residents. HERO staff will then work with city and county staff to bring the program online in your community. Making HERO available to local residents is revenue neutral for participating jurisdictions.



44 GAL/SQ FT

saved on average for turf lawns converted to artificial turf



3 GAL/FLUSH

saved on average for each high efficiency toilet installed



1 GAL/MIN

saved on average for each high-efficiency showerhead installed



30K GAL/YEAR

saved on average for each household graywater system installed

HERO Water Conservation FAQs

Q: How does the HERO Program help California jurisdictions to conserve water?

A: The less water that is wasted in each residence, the closer a city and county gets to meeting overall conservation goals including Governor Brown's mandatory water restrictions. Investments in water-saving improvements also help homeowners to comply with water conservation measures and reduce water bills. HERO-eligible improvements make it easy for homeowners to cut down on water use by helping them to meet conservation targets passively. For example, a low-flow toilet automatically saves up to six gallons of water per flush, regardless of how often a toilet is flushed. A wide variety of water-saving products are available through HERO, and since approval is not based on a homeowner's credit score, a wide section of homeowners are eligible to participate.

Q: What products are available to help homeowners conserve water?

A: Financing through HERO is available for a wide variety of indoor and outdoor water-saving improvements. Inside the home, HERO supports investments in high-efficiency plumbing fixtures and high efficiency water heaters, which cut down on waste by increasing the speed at which hot water reaches the tap. Outdoors, HERO can be used to pay for artificial turf, drip irrigation, rotating sprinkler nozzles and weather-based irrigation control systems. Whole-home graywater reuse and rain catchment systems can also be financed through HERO.

Q: How much water can homeowners expect to save after making HERO-eligible improvements to their homes?

A: Exact savings will vary by home, level of usage, the product that is being replaced and the product installed. For example, rotating sprinkler nozzles save as much as 20% over traditional spray sprinkler models. Whole-home graywater systems save an average of 25,000–35,000 gallons of water each year, depending on the age of the home. A single high efficiency toilet can save as much as 16,000 gallons each year; replacing all toilets in a home can therefore add up to a significant savings. For a full list of water-saving products eligible for HERO financing, see www.heroprogram.com/products.

Q: How can jurisdictions track the amount of water saved through participation in the HERO Program?

A: The HERO Program tracks the number of homeowners who make investments using HERO financing as well as what improvements are made within every participating city and county. HERO Community Development Managers can provide a breakdown of which projects are completed within your jurisdiction, along with average water savings for each installed product in order to help staff track how the Program is helping to reach the jurisdiction's conservation goals.

Q: How do jurisdictions communicate with residents about saving water through HERO?

A: HERO provides a wide range of materials to help jurisdictions communicate with residents about saving water with the program, including mailer-inserts, articles for newsletters, print and online ads, and more. HERO can also provide materials for interacting with the media, including press releases, articles, and FAQs. HERO staff can help arrange community media events and conduct local media outreach.