

NEWS RELEASE

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CITY OF SACRAMENTO UNVEILS UNIQUE “LIVING BILLBOARD”

Residents encouraged to replace thirsty lawns with low-water landscapes and to reduce watering to one day in fall

SACRAMENTO--The City of Sacramento yesterday unveiled a unique “Living Billboard” as part of its effort to promote the City’s River-Friendly Landscape Rebate Program and encourage residents to replace golden lawns with low-water use plants.

“Our residents have done an outstanding job at conserving water,” said Mayor Pro Tem Angelique Ashby during the unveiling at City Hall. “A big part of that is their willingness to limit landscape watering.”

Sacramento residents have averaged a 34 percent reduction in water use from June through August this year. In addition, the City itself reduced water use by 44 percent at parks, medians and City buildings June through August.

“We’re asking residents to take just one more step to conserve,” Ashby said. “And, this Living Billboard displays some of the beautiful flowers and plants that thrive in the Sacramento region on limited water that can be used in place of thirsty grass.”

River-Friendly landscapes minimize lawn, replacing thirsty turf with low-water use plants, flowers and trees and efficient irrigation. The results are a beautiful landscape that doesn’t waste water, reduces waste and can save on utility and maintenance costs.

The City of Sacramento is offering rebates that can help offset costs. Up to \$1,650 for single-family customers and \$6,000 for multi-family and business customers is available to convert turf to a River-Friendly Landscapes and install efficient drip irrigation and weather-based controllers. Rebates are also available in install rain barrels.

During the event, Sacramento officials also appealed to residents to reduce landscape watering even more this fall—to one day per week ahead of the City’s winter watering restrictions that begin November 1.

“It’s more important than ever to keep saving water,” said Department of Utilities Director Bill Busath. “We encourage everyone reduce sprinklers to one day per week. And remember, to turn off sprinklers before and after rain to let Mother Nature do the watering.”

The Living Billboard was created in partnership with Auburn-based Plantasy and will be on display at City Hall until the end of October. Details and applications for rebates available from the City of Sacramento can be found at [SpareSacWater.org/River Friendly](http://SpareSacWater.org/River-Friendly).

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Mayor Pro Tem Angelique Ashby unveils “Living Billboard” to encourage installing low-water landscapes.

Photo credit: Carlos Eliason, City of Sacramento



Utilities Director Bill Busath encourages residents to voluntarily reduce landscape watering to one day per week ahead of the City’s winter watering restrictions, which begin November 1.

Photo credit: Carlos Eliason, City of Sacramento