# Program Website Language Template

*This is a customizable website language template for communities interested in launching a Commercial, Industrial, and Institutional (CII) Turf Conversion Incentive Program. Replace all bracketed placeholders with your own community’s information.*

## [Your Program Name Here]

Applications now open for projects to be completed in [Year].

Help create a sustainable water future with [Your Community Name]'s [Your Program Name]. [Your Community Name] offers financial support to commercial properties that replace high-water turfgrass with waterwise landscaping. This type of landscaping is drought-resilient, attractive, and helps conserve water while maintaining vibrant community spaces.

### Why Replace Grass?

In many communities, outdoor water use accounts for 30-60% of total consumption. Traditional turf landscapes are water intensive and sensitive to drought. By removing high-water turf and installing low-water landscaping, commercial properties can reduce outdoor water use by up to 50%, lower maintenance costs, and enhance aesthetic value with diverse, pollinator-friendly plantings.

### Who Can Apply?

The program is open to current commercial water account holders including HOA common areas, multifamily complexes, businesses, schools, nonprofits, and faith-based organizations. [Replace with any additional eligibility notes].

### Grant Award

Participants may receive up to [Max Reimbursement Amount], with a [Cost Share Ratio] cost share for eligible project expenses. Priority may be given to affordable housing providers or other designated groups. Funding is limited and available on a first-come, first-served basis.

### Project Requirements

* Minimum [Square Footage] of high-water turfgrass to be removed
* Replacement with climate-appropriate, low-water-use plants
* Must meet [Your Community's] landscaping requirements (e.g., 50% living plant material at maturity)
* See full Grant Program Requirements for details

### Project Timeline

1. Submit an interest form (opens annually in [Month])
2. Schedule a site visit
3. Submit full application and receive Notice to Proceed
4. Complete installation by [Deadline]
5. Undergo post-installation site visit and submit receipts
6. Receive reimbursement within 6–8 weeks

### Questions?

For more information, contact [Program Email or Website]