

Economic Analysis of residential irrigation habits and landscape design to reduce outdoor water usage.

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Progress report from project funded by the HPUWD

Progress made to date with the project:

- The survey was created and sent out to respondents via Qualtrics in May 2016
- We have received the 300 responses requested and paid for with this funding
- Preliminary data analysis has occurred at this point, but further analysis will be required for the full report

Successes or setbacks observed with the project:

- The time required to develop the survey and obtain IRB approval before opening the survey to the Qualtrics Panel took a little more time than expected
- Additional time was also required to obtain an image suitable to illustrate landscape designs common to the region to be included in the survey.
- We obtained the 300 responses within a very short period of time, which was a success because we now have all the data requested from the panel.
- Preliminary data from this survey were presented at the Universities Council on Water Resources (UCOWR) Conference in Pensacola, FL last week by Dr. Williams and a graduate student.
- Preliminary findings from the data presented at the conference (161 respondents analyzed)
 - Survey respondents had a preference for the rock filled xeric landscape with limited plant material, regardless of the price of the home pictured.
 - Ultimately, respondents were not willing to pay much more money to have the preferential xeric landscape.
 - This is an interesting economic situation that we will evaluate further with the remaining data from the survey.

Conservation impacts to the district:

- The Qualtrics Panel covered the Panhandle of Texas, some areas of which may be outside the HPUWD region, but the preference for the completely xeric landscape with minimal plants would provide the greatest amount of water savings.
- This preference may point to a positive outcome of the continued efforts by the water districts and other municipalities recommending these types of water conserving landscapes
- Further data analysis will be conducted on the survey responses to continue to determine common behaviors of home owners who are deciding when and how much to water their outside landscape as well as landscape preferences.

A budget expense report

- We received 300 responses from the Qualtrics Panel that cost \$10.00 each
- The \$3,000 dollars funded toward the project paid for each of these responses