

FOR IMMEDIATE RELEASE

# CITY OF PALMDALE

## *NEWS RELEASE*

CONTACT: John Mlynar  
PHONE: 661/267-5115  
DATE: April 12, 2016

### Palmdale Residents Use HERO PACE Program to Save Water and Money

PALMDALE – Palmdale homeowners Shane and Karie Purcell were joined by City officials, water district representatives to unveil their new 2,500 square foot drought tolerant landscaping project that was installed and financed through the HERO Property Assessed Clean Energy (PACE) Program.

PACE financing enables people to make water and energy efficiency improvements to their home and pay for them over time through their property tax bills.

“Palmdale homeowners, like the Purcells, can benefit from taking action now to make their homes more water and energy efficient and in the process save money on their utility bills,” said Palmdale Mayor Jim Ledford. “These projects not only help address the drought and are good for the environment, but also create jobs and boost our local economy.”

The Purcells stopped watering their lawn in 2014 in response to the drought and the high cost of water. The family used HERO financing to install drought tolerant landscaping and drip irrigation. HERO estimates they will save more than 3 million gallons of water over the lifetime of the landscaping project, netting them an estimated \$31,960 savings on their water bills.

“We took on this project because we wanted to save money on our water bills as the cost of water goes up,” said Karie Purcell. “We were also getting tired of looking at our brown lawn. We wanted to do something in the yard that would be attractive but use a lot less water than grass.”

The City of Palmdale launched its partnership with HERO in May of 2014. Since then, 347 homeowners have used \$7.5 million in HERO financing to improve the energy

or water efficiency of their homes or to install solar power systems. Over the useful life of the products, the HERO PACE projects installed in Palmdale will save nearly 53 million gallons of water, reduce energy use by 43 kWh and lower emissions by 11.7 tons. In addition, this home improvement activity has spurred the creation of 64 local jobs, saved homeowners nearly \$11.5 million on their utility bills and had a total local economic impact of \$13 million.

HERO offers homeowners a fast, affordable way to cut back on their water and energy use. HERO financing can be used for energy-efficiency projects, including whole-home heating and cooling (HVAC) systems, energy-saving windows and doors, and roofing and insulation; and renewable energy systems, such as solar power panel installations. Eligible water efficiency products include high-efficiency toilets, faucets and showerheads; drip irrigation systems; rainwater catchment systems; gray water systems; and artificial turf and other drought-tolerant landscaping. The HERO Program has been available to Palmdale residents since May of 2014.

The HERO Program has received numerous awards, including the Governor's Environmental and Economic Leadership Award, the Urban Land Institute Best of the Best, the Southern California Association of Governments President's Award for Excellence, and inclusion in the 2015 Global Cleantech 100. The HERO Program was also awarded the U.S. Climate Leadership Certificate for Innovative Partnerships by the US. Environmental Protection Agency (EPA) and had its commitment to water-efficiency recognized during the White House Water Summit.

To learn more about HERO, visit [www.heroprogram.com](http://www.heroprogram.com).