Monetary Incentives and Eco-friendly Residential Landscape Preferences for Florida Friendly Landscaping

Xumin Zhang and Hayk Khachatryan

Food and Resource Economics Department
University of Florida

2018 UF/IFAS Urban Landscape Summit
Mar 14-15, 2018 Gainesville, FL
Monetary Incentive and Homeowners’ Preferences for FFL

- Monetary Incentive programs (i.e., rebates) as a mechanism to engage homeowners and change landscaping practices.
- This study investigates the effects of rebate programs on homeowners’ preferences for FFL.
- The role of environmental benefits information
- How different incentive preference groups respond to rebates on alternative landscapes?
- Interactive approach (Incentives + Information) for the specific segment (low incentive preferences) is likely to be more effective