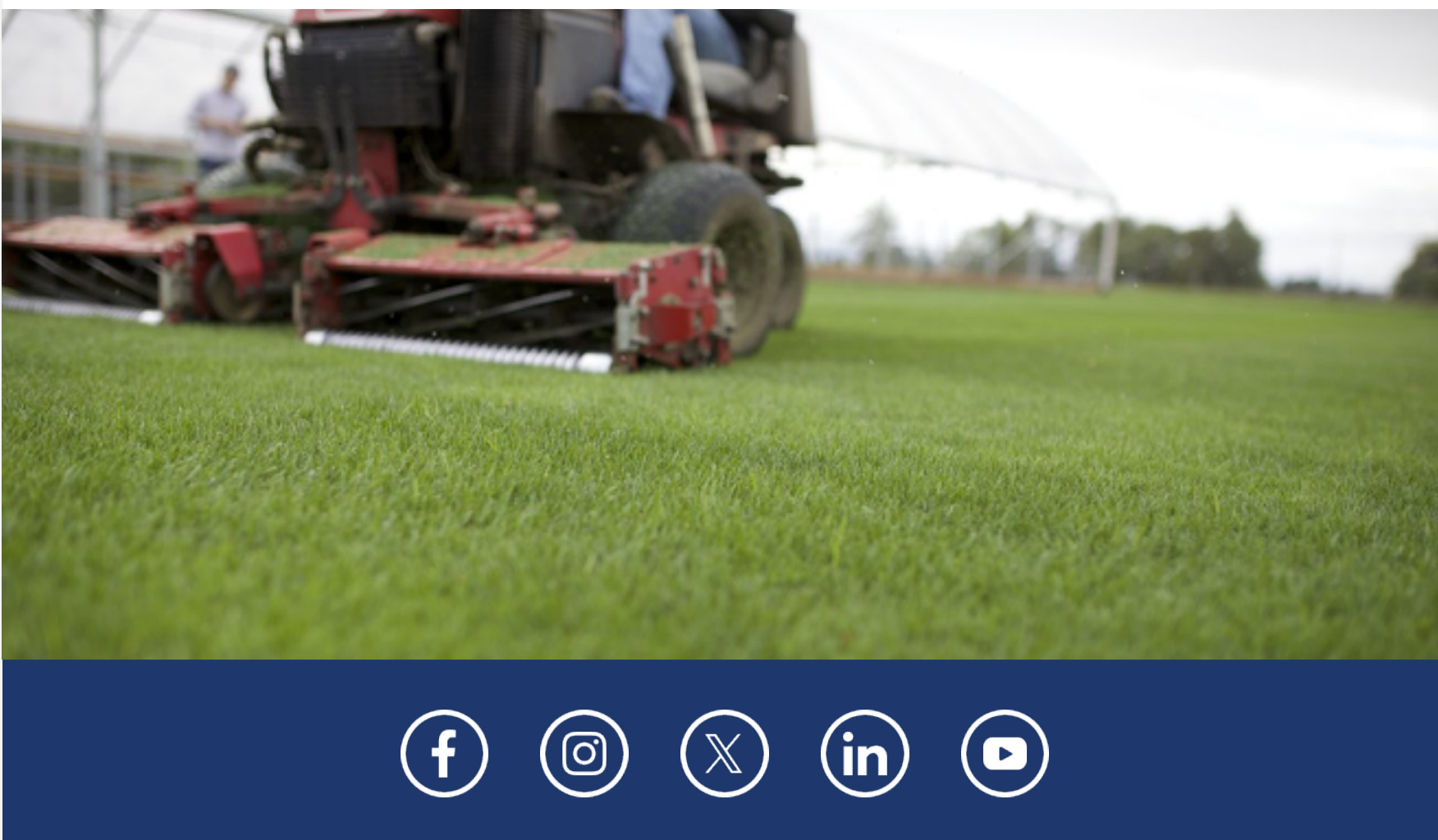


[View in browser](#)

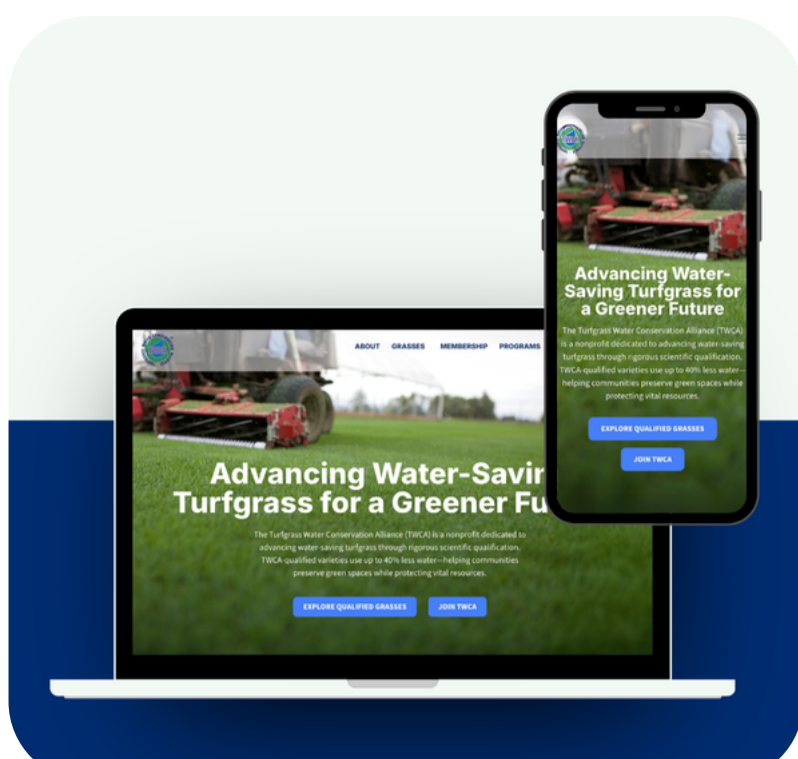
TWCA NEWS & UPDATES



March 2026



Welcome to the New TWCA Website!



The New TWCA Website!

The Turfgrass Water Conservation Alliance (TWCA) is excited to launch a newly redesigned website, built to make it easier than ever to explore water-saving turfgrass information, access tools, and find resources tailored to your needs.

[TWCA's New Website](#)

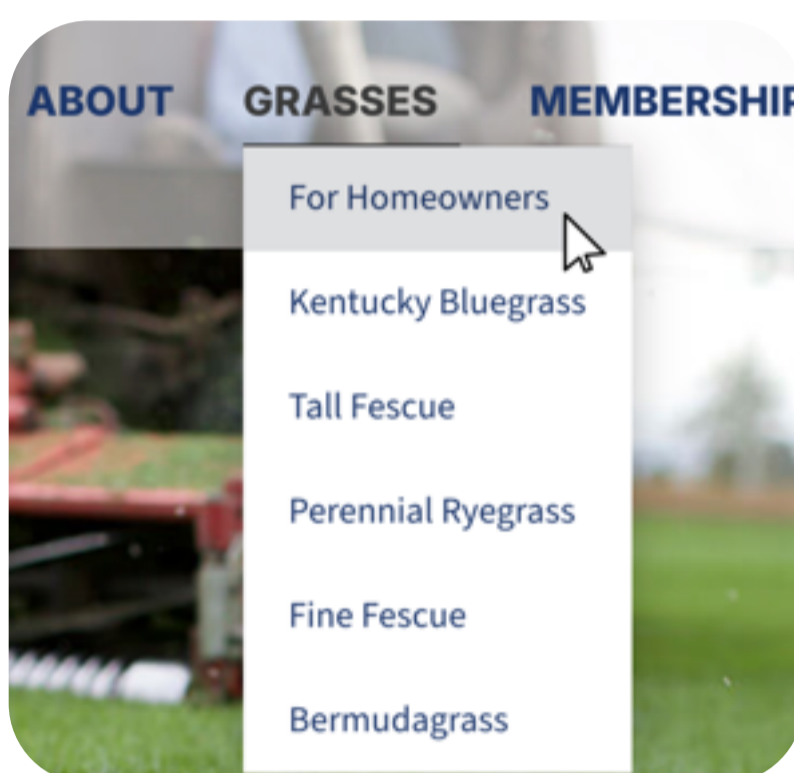
Explore What's New on Our Site

We've reorganized the website to help you find what you need faster and with fewer clicks. Key updates include:

Redesigned Navigation & Simple Layout

Our updated site structure makes it easy to move between topic areas, whether you're a **homeowner**, **industry member**, or **municipality** partner. Pages are more intuitive, content is easier to scan, and tools are easy to find.

[Explore Site Navigation!](#)



New & Updated Resource Pages



We've created expanded content around everything from the TWCA qualification process to practical guides:

- **Homeowner Hub:** Step-by-step planning, planting, and care advice.
- **Qualification & Trialing Process:** Learn how turfgrass qualifies for the TWCA seal.
- **FAQs:** Quick answers on drought testing, seed selection, and maintenance.

[Homeowner](#)

[Trialing Process](#)

[FAQs](#)

New Interactive Tools



Irrigation Calculator: Estimate efficient water run times based on lawn size and system output.

[Irrigation Calculator](#)

Planting Guides & How-tos: Dust off the complicated stuff with clear, actionable instructions.

[Planting Guide](#)

Enhanced Pages for Every Audience

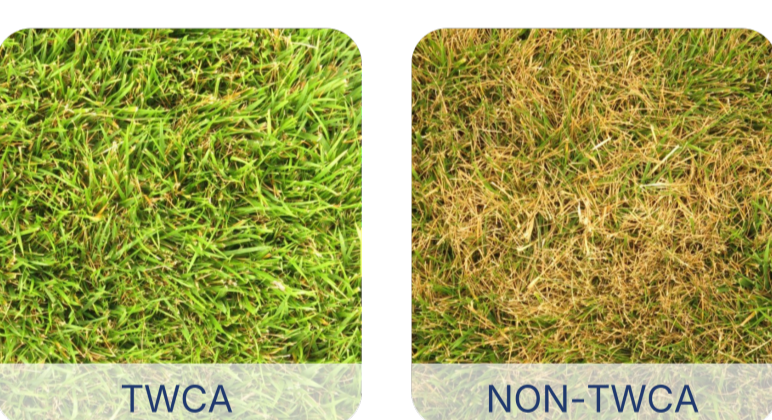
No matter your role in the water-conservation ecosystem, there's something for you:

- **Industry Members:** Access drought-tested product info and membership resources.
- **Municipalities:** Tools and program information for local water stewardship initiatives.
- **Turf Trade Program:** Learn how communities can reduce outdoor water use through qualified turfgrass.



[Industry Seed/Sod Member](#)

[Turf Trade Program](#)



Featured Content

Explore our complete list of grasses from Kentucky bluegrass to fine fescue, all independently qualified to use up to 40% less water compared to conventional turfgrasses.

[Explore Qualified Grasses](#)

DIA IMAGES FROM OFFICIAL TWCA TRIAL

Save 40% On Annual Industry Dues

Made possible by Producer Members.

Member Savings, Powered by Producers

TWCA-Qualified Producer Members are offering exclusive promo codes that can save you **40% on annual industry dues**.

Before you renew, connect with a participating producer and ask how to access your discount.

[TWCA Membership](#)



Participating producers



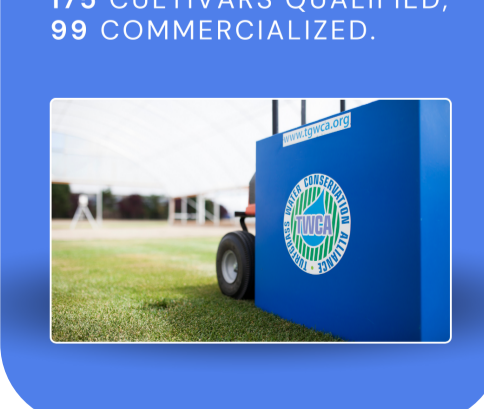
What We've Been Sharing

Not All Turfgrasses Perform the Same Under Drought



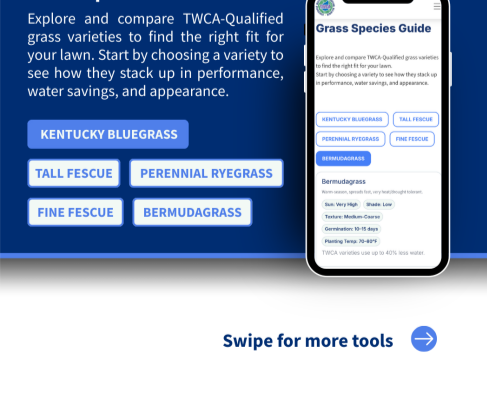
[Join the Conversation](#)

TWCA's Impact



[Discover Water Savings](#)

Fresh from TWCA: Tools Built for Homeowners



[Explore the Homeowner Hub](#)



Copyright (C) *2026* **Turfgrass Water Conservation Alliance*. All rights reserved.

You are receiving this email because you are a member of the TWCA

Our mailing address is: info@twca.org

Want to change how you receive these emails? You can [update your preferences](#) or [unsubscribe](#)