

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Responsible Water Use

...bridging the gap between theory and application



Wise Investment. Attractive Returns.

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What is...



Wise Investment. Attractive Returns.

A market driven collaborative program of applied training, research and communication to advance sustainable landscape practices and extend area water supplies





A Green Legacies Inc Sustainable Program



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What's Different About...



Wise Investment. Attractive Returns.

- Broad Grassroots Public-Private Partnership
- Packaged Training, Research & Communication
- Results Oriented and Measured
- Universal Application
- Community Leadership as Change Agents



2008 Sponsors...

- 2 Cities/Towns
- 4 Special Districts
- 4 Homeowners Associations
- 4 Developers
- 1 County
- 3 Universities
- 1 Major Utility
- 2 Irrigation Consultants
- 3 Landscape Contractors
- 2 Nurseries
- 1 Engineering Firm
- 1 EcoBroker Realtor
- 2 Communications Firms
- 1 Design Firm



The Benefits of...



Wise Investment. Attractive Returns.

- **Trusted**
- **Cost Effective**
- **Convenient**
- **Return on Investment**
- **Part of Something Bigger**



The Success of...



Wise Investment. Attractive Returns.

- Sponsorships
- Participant Registrations
- Survey Results
- '09 Interest
- Finished Landscapes & Endorsements



Survey Highlights...

- 76% Never attended landscape seminar
- 86% Better able to plan landscape now
- 100% Plan to hydrozone
- 97% Will refine existing plan to water efficiently
- 85% Will improve soil
- 91% Will use mulch
- 97% Will increase number of xeric plants in landscape



“... [the] public...has been waiting for something like this for a long time.”

Bill Harris, Participant

“We get constant compliments from passers by and friends.” “We look forward to being a community resource and advocate...”

Ron and Patti Deutsch, Participants

“...speakers were excellent and their strong credentials brought respect and believability...” “...never known of any program of such depth that we could attend and that was affordable...”

Gayle Wentling, Participant

“...success of the program has exceeded my expectations.” “...provides alternatives, and incentives, to reduce water consumption...maintaining property values and a positive community perception.” “...well worth the District’s investment.”

Kip Petersen, General Manager
Cherokee Metropolitan District

“...reaching a new audience...” “...provides sound information to homeowners who...are not sure where to start.”

Catherine Moravec, Horticulture Extension Agent
Colorado State University Extension



“... guidance provided by our participants...has led to even more “water-friendly” landscaping.”

Dana Duthie, General Manager
Donala Water & Sanitation District

“...quantifiable research has created credibility and buy-in...provides measurable results...” “...a turn-key, easy-to-execute package...”

Eric Grimm, Senior Partner
Emerge Media Partners

“...endorse this for other water systems who...are constrained in the amount of outreach and demand-side community involvement [they] can regularly employ.”

Mike Fink, Water Resources Engineer
City of Fountain, Colorado

“...far beyond the scope of what we are able to offer our customers...” “...helps deliver comprehensive information...to smaller communities...where resources...are currently not available.”

Ann Seymour, Water Conservation Manager
Colorado Springs Utilities





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The Future of...



Wise Investment. Attractive Returns.

- Yearend Report
- Concurrent Water Returns Programs
- Develop Individual Community Programs
- Commercial Applications
- Prototype Template



Project Team Tool Kit...

- Training Curriculum, Syllabus and Materials
- Participant Binder and Training Materials
- Surveys and Research Materials
- Sponsor/Participant Relations Guidelines
- Promotional and Public Relations Templates
- Budget and Project Schedule
- Job Descriptions
- Management Tools and Forms
- Meeting and Workshop Logistics Helps



Program Development Services...

- QC Standards, Templates and Customization
- Extended Staff Link; Management, Training, Research, Communication
- Data Collection and Analysis
- MC and Instructors
- Financial and Contract Management
- Strategic Relations and Presentations
- Assessment and Measurement
- Comprehensive Program Reporting



Your questions about...



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