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**IMPROVING WATER CONSERVATION
PRACTICES IN THE LANDSCAPE
MAINTENANCE INDUSTRY**

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CURRENT FOCUS

DESIGN AND IMPLEMENTATION
WATER SURVEYS, BUDGETS
AND SMART UPGRADE
PROGRAMS IN SOUTHERN
CALIFORNIA

A CONSISTENT PATTERN OF
WATER WASTE IN
MUNICIPAL AND CII SITES

LARGE PROPERTY WATER WASTE

ONE OF THE LARGEST SINGLE
SOURCES OF WATER WASTE

THE TOOLS EXIST NOW FOR CORRECT APPLICATION



BUT POOR WATER MANAGEMENT PERSISTS



A NEW XERIC SHOPPING CENTER



FINDINGS

- A GOOD XERIC DESIGN BUT OVERWATERED
- HANDWATERING, DON'T TRUST THE DRIP
- OVERWATERING AS A TRADITION
- MORE IS SAFER

1980'S APARTMENT COMPLEX

- AGING SPRINKLER SYSTEM
- POORLY MAINTAINED
- UNWILLING TO SPEND TO FIX
- HANDYMAN APPROACH
- APPLYING 6 TIMES TOO MUCH

ANOTHER COMMON PROBLEM

THE PROPERTY MANAGER
REALISES HE OR SHE MIGHT BE
HELD RESPONSIBLE FOR PAST
HIGH WATER BILLS

1970'S STRIP MALL

- 1 ACRE IRRIGATED TURF
- APPLYING 20 PLUS FEET PER YEAR,
IN AREA AT 4 FEET PER YEAR ET
- SMALL MOW AND BLOW COMPANY
- PROPERTY MANAGER THINKS
STATE WATER SURVEY IS A SCAM

IRRIGATION DISTRIBUTORS

ARE NOT HAVING A GOOD
TIME WITH THE SMART
CONCEPT
SLUGGISH ACCEPTANCE

MARKET ACCEPTANCE PROBLEMS

- MOWERS AND INSTALLERS NOT UNDERSTANDING TECHNOLOGY
- DISTRIBUTORS NOT UNDERSTANDING TECHNOLOGY
- FAILURE TO LINK WBICS AND UNIFORMITY ISSUES
- A FEW MARKETS MORE SUCCESSFUL

COMMON BELIEFS OF LANDSCAPE COMPANIES:

- STILL AT “GREEN AT ALL COSTS”
- COST OF WATER NOT A CONCERN
- SYSTEM EFFICIENCY NOT A CONCERN
- LANDSCAPE MUST BE WATERED EVERY DAY OR IT WILL DIE
- UNAWARE OF EFFICIENCY ISSUES

MORE COMPANY BELIEFS

- NO AWARENESS OF EDUCATION PROGRAMS
- NO KNOWLEDGE OF ET, BUDGETS, SOAK CYCLES, ETC.
- RESIST DOING SYSTEM TUNEUPS
- DISTRUST OF OUTSIDE EXPERTS
- ONE SCHEDULE FOR ALL HYDROZONES

TWICE PER DAY, EVERY
DAY, EVERYTHING WILL
LOOK O-K

OFTEN MEANS TWO TO THREE
FEET PER MONTH

BELIEFS OF PROPERTY MANAGERS

- THE LAWN CREW ARE EXPERTS IN IRRIGATION
- THEY ARE CONSTANTLY FIXING THE SYSTEM
- WE'VE ALWAYS USED THIS MUCH
- JUST RAISE THE RENT TO COVER COSTS
- A STRONG DISTRUST OF OUTSIDE EXPERTS

**PROPERTY MANAGEMENT
COMPANIES
ARE A MAJOR SOURCE OF
WATER WASTE**



WATER AWARENESS PROGRAMS

- A REPEATING CYCLE
- FREE QUICK CLASSES, NO REAL FOLLOWUP
- FANFARE AND HIGH HOPES AT THE START
- VOLUNTARY ATTENDANCE
- USUALLY LAST ONE OR TWO YEARS, UNTIL THE INTERN LEAVES

WHO'S RESPONSIBLE FOR
THIS SITUATION?

WHAT'S THE SOLUTION?

NO POLITICAL WILL
DECADES OF CHEAP WATER
RELYING ON OUR MOWING
CREWS TO SPEND OUR
WATER

SOME PROPOSALS

AS AN ACE L.A. TV REPORTER
ONCE SAID:

“DRASTIC MEASURES CALL
FOR DRASTIC TIMES”

MANDATORY BMP TRAINING FOR LANDSCAPE CREWS

- WELCOMED BY THE PUBLIC
- WELCOMED BY OTHER
LANDSCAPERS
- WELCOMED BY LARGE SITES
- HARD TO FUND
- DREADED BY CITIES- CREATES A
NEW AREA OF ENFORCEMENT

CLASSES TO INCLUDE:

- BASIC SYSTEM MAINTENANCE
- UNIFORMITY/EFFICIENCY
- WATER BUDGETS
- SMART CONTROLLERS
- MATCHED HEADS
- SCHEDULING
- CONTROLLING RUNOFF
- HOW PLANTS USE WATER

TARGET AUDIENCE

- LANDSCAPE MAINTENANCE CREWS
- PROPERTY MANAGERS
- INSTITUTIONAL MANAGERS
- LARGE COMMERCIAL MANAGERS
- IRRIGATION PARTS DISTRIBUTORS

CURRENT PASADENA CLASSES

- TARGETED TO THE MOW N BLOW CONTRACTORS
- PRESENTED IN SPANISH AND ENGLISH
- COVERING MANAGEMENT, NOT REPAIR

QWEL PROGRAM SONOMA COUNTY

- TARGETED AT MAINTENANCE CREWS
- 4 CLASSES PER YEAR, IN ENGLISH AND SPANISH
- MUST PASS TEST TO CERTIFY
- ALLOWED TO BE ON COUNTY WEBSITE

MORE QWEL PROGRAM NOTES

- Now includes watersense certification
- must have watersense to qualify for local rebates
- course focuses on water management, not just repair or install
- learn to use ET and budgets, do DU tests

QWEL PROGRAM NOW
BEING ADOPTED IN 6
OTHER STATES

PROVEN, FOCUSED, GREAT
INCENTIVES

YOUR COMMENTS PLEASE

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