This presentation premiered at WaterSmart Innovations

watersmartinnovations.com

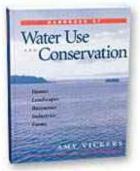


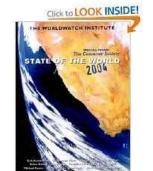
Irrigation: Problem or Opportunity?



a point, *counter-point* conversation about outdoor water use

With Allison Hogge, US EPA WaterSense





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What this session is...

- Constructive conversation about water use in the outdoor living environment
- A forum to:
 - Exchange views
 - Illustrate differences between symptoms and root causes
 - Take home workable approaches
- YOU are the panel offer your ideas, concerns and solutions



What this session is not...





A few guidelines...

- We're here here because we are passionate about water resources
- Let's assume you wish to be heard and to contribute to the topic
- Let's interact respectfully
- Let's keep an open mind
- Let's help develop workable outcomes via interesting, cooperative exchange...



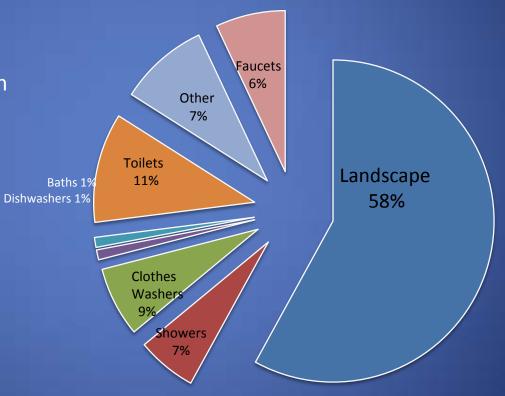
Do we agree...

- We all want to ensure an adequate potable water supply?
- Supplies are under stress, more in some areas, less in others?
- Saving 20% of residential water (vs. current use rates) is attainable without negatively impacting our daily lives?
 - Source: US EPA WaterSense program <u>www.epa.gov/watersense</u> (paraphrased from original language)



Residential Water Use

Outdoor water use primarily in the landscape, is considered the biggest use of U.S. residential water





Sources: Irrigation Association, US EPA, American Society of Landscape Architects

Irrigation Today, in the U.S.

Late 1980s through today, factors including economic prosperity & improved product technology transformed demand for irrigation systems into relatively common appliance

Thousands of Irrigation installers entered the field

- Under trained
- No oversight

Little regard for maintenance or proper scheduling



Irrigation Today, in the U.S.

 Result: millions of irrigation systems questionably installed; questionably maintained and questionably operated



Point One – Roles of Landscape

Landscapes provide necessary & vital benefits and should be encouraged and promoted







"Prescription" is the best approach



Lawns in America

- Interesting perspective on the growth in popularity of grass lawns
- Written from the standpoint that lawns in America were luxuries that became common as society prospered

<u>http://www.newyorker.com</u>

- Elizabeth Kolbert
- July 21, 2008
- Search "Turf War"

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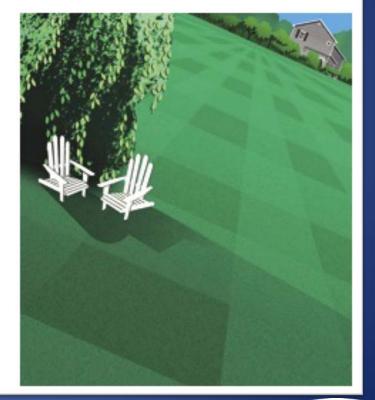
Books

Turf War

Americans can't live without their lawns—but how long can they live with them? by Elizabeth Kolbert

July 21, 2008

In 1841, Andrew Jackson Downing published the first landscape-gardening book aimed at an American audience. At the time, Downing was twenty-five years old and living in Newburgh, New York. He owned a nursery, which he had inherited from his father. and for several years had been publishing loftily titled articles, such as "Remarks on the Duration of the Improved Varieties of New York Fruit Trees," in horticultural magazines. Downing was dismayed by what he saw as the general slovenliness of rural America, where pigs and





Prescriptive choices...

Limit landscaping choices — Turf limitation or elimination — Smaller landscapes

Does this approach teach users to value water?

What do we do to offset the footprint made by development?



Prescriptive choices...

Charge users for the true value of water?



: Motion

Point Three – Performance solutions

Alternative water sources



Performance solutions...

Technology













Point Four – Education is the solution

- Voluntary programs & resources...
- Irrigation Association <u>www.irrigation.org</u>
 - Certifications
 - BMPs
 - Continuing education



- WaterSense <u>www.epa.gov/watersense</u>
 - A performance pledge label programs
 - Label products
 - Partnerships & collaboration
 - Consumer outreach

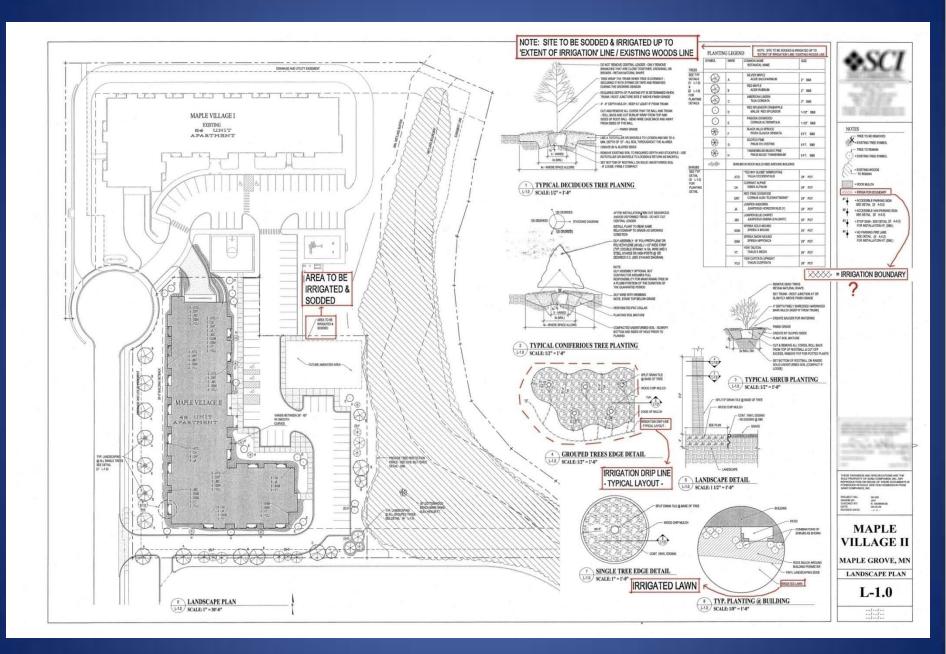


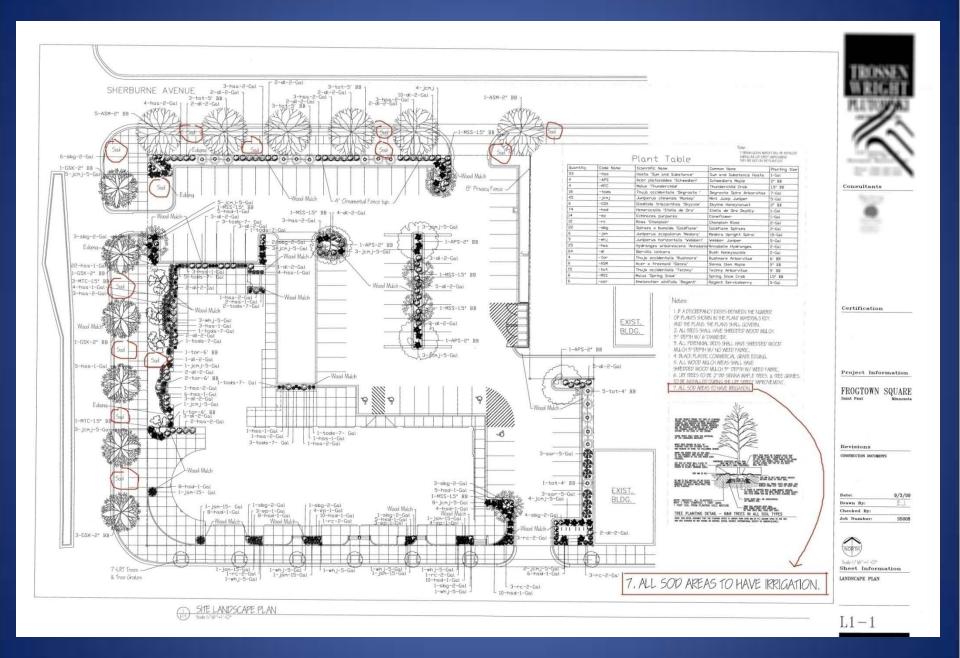


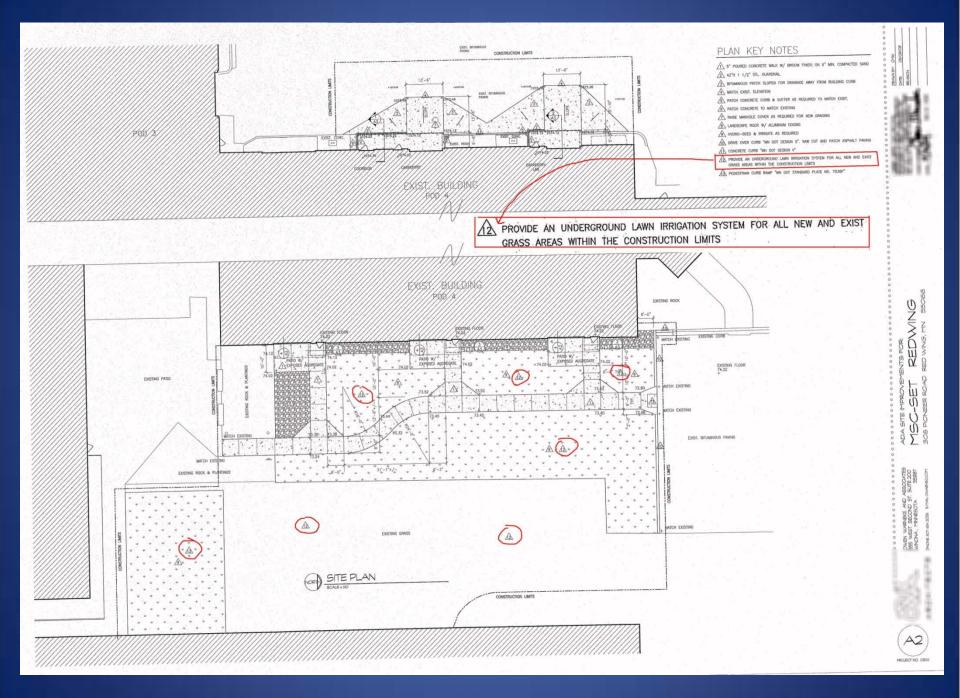
Point five – Key influencers remain silent where it counts

Successful outcomes will take adjustment by more than the Green Industry. Where's the constructive draw-through in support of voluntary programs? Designers, Planners Engineers, Architects Construction Industry Government

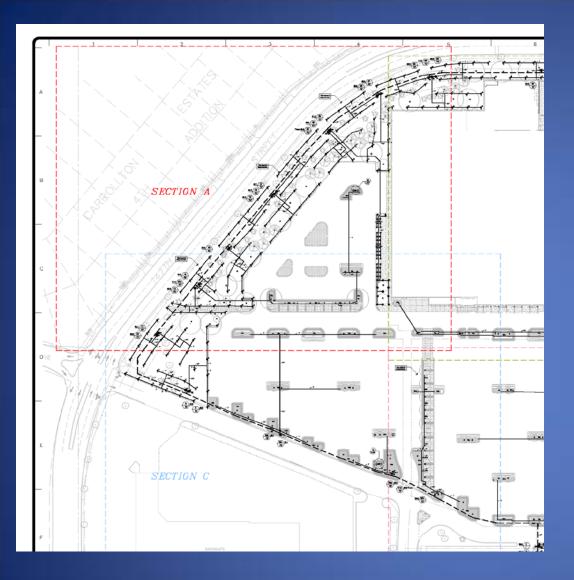


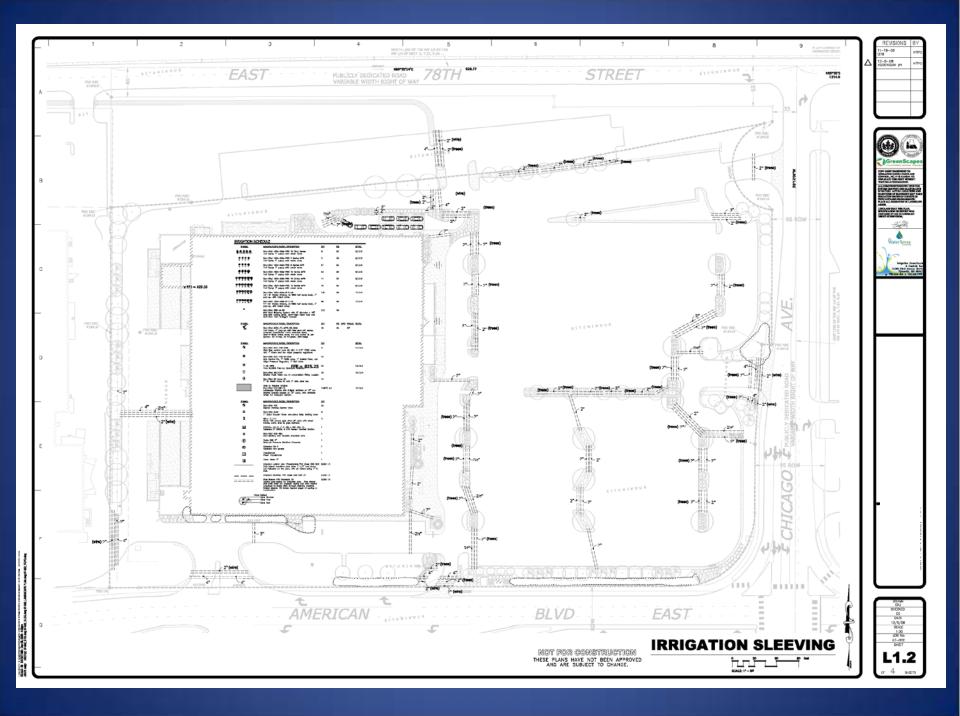


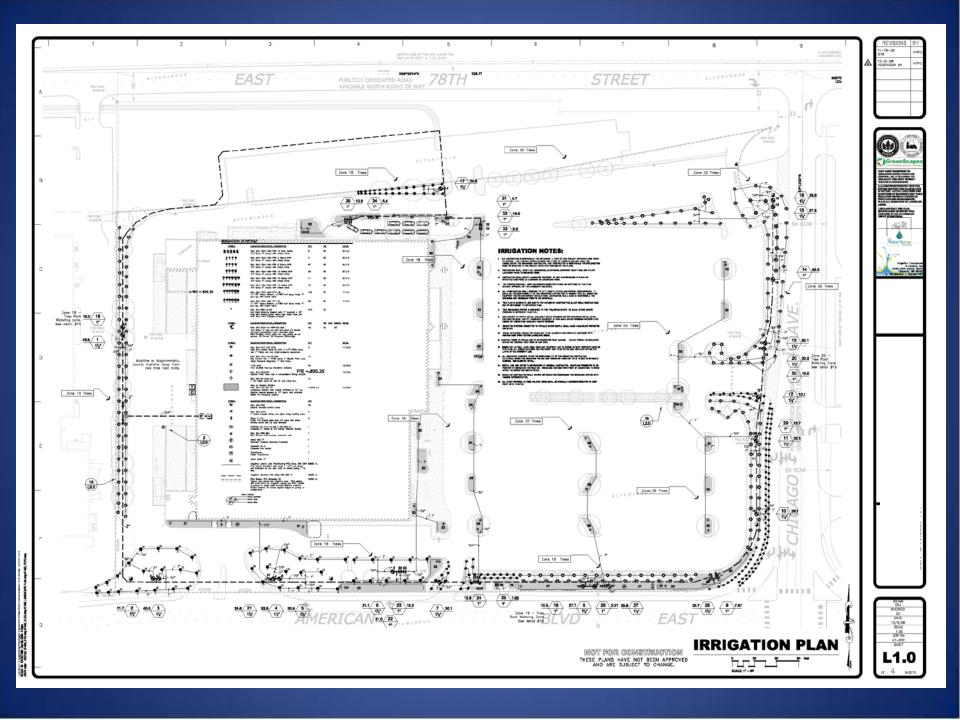


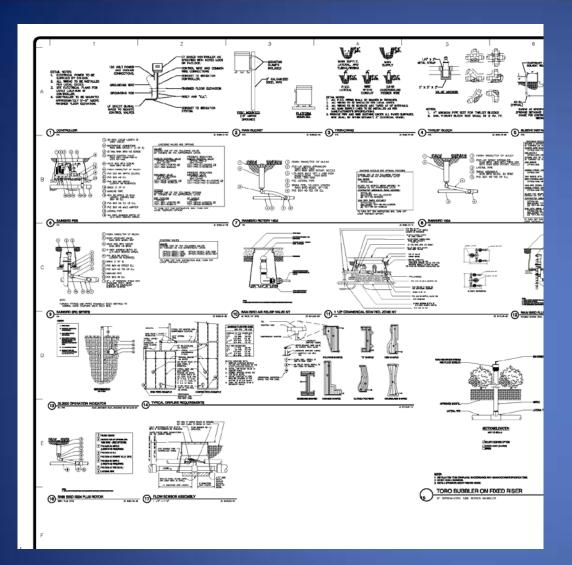












What can we take away from today's discussion?

Do you believe the topic of outdoor water use is more complex than you thought when you first sat down?

Will you leave today with a list of ideas to consider for your situation?

Is it possible that interested parties can work constructively toward improved outcomes?

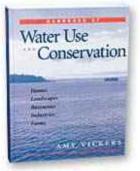


If you answered "yes"...

Welcome to the conversation!



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