

This presentation premiered at WaterSmart Innovations

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Partnering with the Green Industry

Making Conservation Successful

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Partnership



- a cooperative relationship between people or groups who agree to share responsibility for achieving some specific goal

Discussion Items

- City of Santa Monica – Sustainable Landscape Professional Program
- Southern Nevada Water Agency – Water Smart Contractor Program
- San Antonio Water Systems – Green Industry Alliance
- Florida Water Star



The City of Santa Monica's “Sustainable Landscape Professional” Program



*Watershed Management Section
Office of Sustainability and the Environment*



“Sustainable Landscape Professional” Program (SLP)

- Created in 2006
- Local community desired recognized levels of professionalism
- A way to share pertinent information about sustainable landscaping with professionals
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“Sustainable Landscape Professional” Program (SLP)

- Information includes:
 - the latest technologies in water-efficient irrigation systems
 - smart irrigation controllers
 - climate appropriate plants
 - rainwater harvesting
 - permeable paving and more.



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“Sustainable Landscape Professional” Program (SLP)

Program Benefits

- Free marketing for the company – the list is distributed via the web, at community events and upon request.
- Free hands-on educational workshops: drip irrigation, smart irrigation controllers, soils, etc.
- Monthly newsletter to keep up-to-date on the latest technologies and policies
- Networking with other professionals that are dedicated to making a difference.

Who’s Eligible?

Landscape professionals: landscape designers, landscape architects, general contractors, maintenance contractors.



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“Sustainable Landscape Professional” Program (SLP)

- Participant Requirements
 - Santa Monica Business License & appropriate professional license
 - Attend annually, two-day City sponsored workshop on the principles of sustainable landscaping, local codes and policies, funding opportunities, and irrigation technologies
 - Must also be certified in one of the following programs:



**WATER
SMART
CONTRACTOR**

Water Smart Contractor Program

- Creates a partnership between the Green Industry and the SNWA
- Allows Contractors to be kept up to date on incentive programs and other issues regarding water conservation in Southern Nevada
- Allows contractors to show that they are informed on local water issues, regulations and SNWA programs
- Provides customers a starting point when choosing a contractor
- There are currently 115 Water Smart Contractors in this program



Program Details

- Enroll on-line at www.snwa.com
- Also enroll in classes on website
- 8 hours training – 50% of managers/supervisors plus owner
- Exam on class material
- Annual Refresher course
- Contractor Participation Agreement
- Equipment and Performance Standards
- Photocopies of C-10 license and business license(s)
- Promotional materials provided



Program Benefits

- Knowledge – Principals of xeriscape, irrigation, local water issues, incentive programs, etc.
 - Annual refresher course required to help everyone keep up to date on issues affecting their industry
- Company Promotion – Once all requirements are met
- Certificate, vehicle decals and right to use WSC logo on advertisements, business cards, etc.
- Contractor's name is added to a list on the SNWA's website
- Website includes contact information and photos of work submitted by the contractor
- In 2008, SNWA's website had over 500,000 visitors



Green Industry Alliance



Green Industry Alliance



- Formed in 1997
- “One” credible voice to the region policy makers
- Seven member Board of Directors
 - Industry professionals
 - Two permanent liaison positions
 - San Antonio Irrigation Association
 - Texas Nursery and Landscape Association Region 1
- Monthly meetings
- Volunteer time to work on policy issues that impact the green industry

Green Industry Alliance



- Developing long term relationships with city officials and regional agencies
- Successful implementation of industry standards through local ordinances
 - Water Conservation
 - Landscape and Irrigation development
- From SAWS perspective:
 - Allows a working relationship with stakeholders
 - Discuss proposed ordinance changes and get feedback



Florida

Water SM

Florida Water Star

- Voluntary certification program
- New and existing homes
- Developed with input from landscape, irrigation, & building industry with Florida-based research
- Education and certification program for landscape and irrigation professionals in development





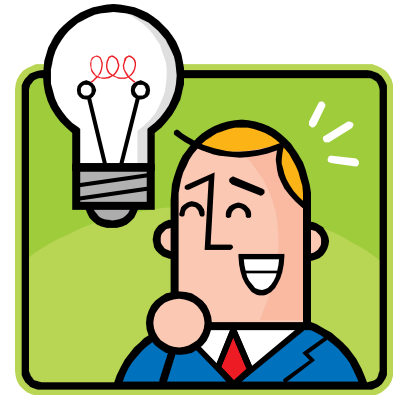
Industry Certification Program

- Contracted with IAEF for development
- Two-day workshops sponsored by district
- Worked with FIS to develop a test for irrigation contractors to become FWS Professionals
- FNGLA and Green Solutions developing landscape training and testing
- In 1-2 years, must be FWS Professional to work on FWS job.



Some final thoughts...

- Partnerships build cooperation
- Green industry liaison
- Recognizes the professionals
- Increases lines of communication
- Proactive versus reactive
- Successful conservation efforts are a result



THANK YOU.

For more information,
please contact:

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