

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Water Efficient Landscaping Education in Spanish For The Professional Landscaper

Presented by
Juan Garcia



www.waterwise-consulting.com

Background: Water Conservation Measures



The Nation

- U.S. Geological Survey
 - Moderate to severe drought
 - more than half the nation
 - regional water shortages
- Some utilities, local and state governments
 - mandatory water conservation measures



CA Model Water Efficient Landscape Ordinance

- Agency responsibilities
- Target sites
- Ordinance requirements
 - Landscape Design
 - Irrigation Design
 - Water Audits
 - Landscape Management



What are Other States Doing?

- The Southwest
- Other States
- Worldwide

FIGURE 12. NUMBER OF MANDATORY ORDINANCES ENACTED BY MUNICIPALITIES

Municipality	Buckeye	Casa Grande	Chandler	Clarkdale	Lake Havasu City	Mesa	Payson	Peoria	Phoenix	Prescott	Safford	Scottsdale	Sierra Vista	Tucson	Yuma	Ordinance Count	City Count
5.1. Low Water Use Landscaping Requirements	2	1	1	1	-	2	1	-	1	1	-	-	6	1	-	17	10
5.2. Water Tampering/Water Waste	-	1	2	2	2	1	2	5	2	5	1	2	2	1	4	32	14
5.3. Plumbing Code Requirements	2	-	-	-	5	-	7	-	-	5	-	1	8	2	-	30	7
5.4. Water Features/ Water Intensive Landscaping Limitations	-	-	2	1	1	2	3	-	2	2	1	3	3	-	-	20	10
5.5. Model Home Landscapes	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	2	2
5.6. Grey Water/Water Harvesting	-	-	1	2	-	2	-	1	1	1	-	-	2	2	-	12	8
5.7. Car Wash Recycling/ Other Non-Landscape Watering Restrictions	2	-	-	4	-	-	2	-	-	-	-	-	3	-	-	11	4
5.8. Landscape Watering Restrictions	1	1	-	2	-	1	3	-	3	2	1	1	3	-	-	18	10
5.9. Hot Water Recirculation/ Energy-Water Efficiency	-	-	-	2	-	1	2	-	-	-	-	-	6	-	-	11	4
5.11. Non-Residential Landscape Water-Use Efficiency Standards	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	3	3
5.13. Water Use Plans New Large Non-Residential	1	-	1	1	-	-	-	1	-	-	-	1	-	-	-	5	5
TOTAL ORDINANCES	8	4	8	15	9	9	21	7	9	16	3	9	33	6	4		
TOTAL CATEGORIES	5	4	6	8	4	6	8	3	5	6	3	6	8	4	1		

The Southern Nevada Water Authority

- Turf Limits
 - Las Vegas, etc
- Water Restrictions
 - Seasonal Watering Restrictions, etc
- Programs for Business
 - Water Smart Landscapes
- Water Smart Contractors
 - Education!!!



California

20 percent per capita reduction in urban water demand by 2020

20x2020 Water Conservation Plan



Where Does the Water Go?????



Landscape Education in Spanish

Education = future

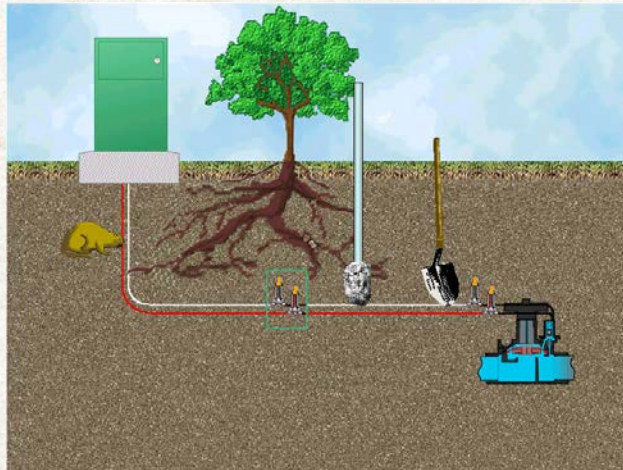
Target Audience

- Spanish speaking landscapers
- New workers in the green trade
- Students of all levels
- Day laborers?



Topics

- Efficient irrigation practices
- Electrical & mechanical troubleshooting



Topics

- Sustainable landscape design practices
- Regional water efficient plant selection



Topics

- Sustainable landscape management practices
- Low Impact Development (LID)
 - Stormwater capture



Courtesy of Council for Watershed Health

Topics

- Irrigation Auditing
 - Required tools
 - System inspection
 - Water use analysis
 - Water budget & scheduling
 - Recommendations



Angles for Marketing and Outreach

Advertisement Works

Materials in Spanish:

- Develop flyers
- Direct translation?
 - Slang
 - Spanglish
- Canvas weeks before training
- NEWSLETTERS!!!

Número 12
febrero, 2011



Jardinería

- Latino a Latino -

Eventos: Los Angeles

22 de marzo:

- Principios de Riego 8 - 12 PM
- Diagnóstico de Fallas en el Sistema de Riego 1 - 5 PM

23 de marzo:

- Horario de Riego y Programación de Relojes de Riego 8 - 12 PM
- Botánica General 1 - 5 PM

24 de marzo:

- Fertilizantes 8 - 12 PM

Gratis y en español

Para recibir este boletín en su casa por favor envíenos su información personal. Usted recibirá un boletín, cuatro veces al año, lleno de información para ayudarle en su trabajo. Además el boletín es en su idioma y gratis.

Jardinería
300 S. Raymond Ave., #20
Pasadena, CA 91105

Bienvenida del Presidente



Marcos Quezada - Presidente

Recuerdo mi llegada a California y aunque ya pasó mucho tiempo, de vez en cuando mi mente regresa a ese día cuando me sentía afortunado y confundido al pisar nuevo territorio. Yo llegué a California el primero de septiembre del año 1984, junto con mi familia.

Solamente contaba con ocho años de edad. Y a esa corta edad, ya entendía algunas cosas de la vida.

Yo nací en un pueblo pequeño del estado de Jalisco en México. Mi pueblo natal es Totatiche y se encuentra unas tres horas al norte de Guadalajara.

En realidad no nací en la clínica del pueblo, sino en



Totatiche, Jalisco

Los Acaspoles, que es una de las rancherías cercanas al pueblo. Me da mucho orgullo saber que nací en el rancho y saber que todavía puedo visitar el rancho y la casita donde mi santa madre me dio el nacer.

Al llegar a California en el 84 nos fuimos a vivir al pueblo de Soledad, que se encuentra cerca de Salinas, en la parte central y costera del estado.

El valle de Salinas es un valle agrícola y es donde mi padre ha trabajado por más de treinta años. El trabajo principal de mi padre fue encargarse de regar los campos de tomate, lechuga, espárrago, cebolla y más.

cont. página 2

Angles for Marketing and Outreach Advertisement Works

Place ads in local and other news/media
type publications



Angles for Marketing and Outreach

Combine Forces

- Team up with Latino Organizations
 - State, County, City
 - Non Profits
 - National/Regional organizations
- Certification programs



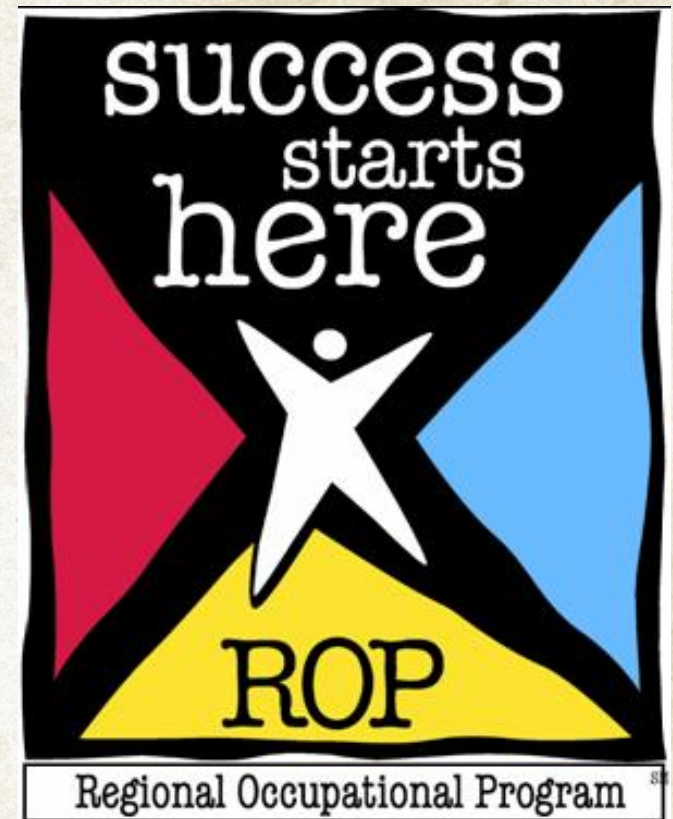
Angles for Marketing and Outreach

- Landscape companies
- Site maintenance crews
 - City
 - Commercial
 - HOA's
 - School districts
- Green gardening websites



Angles for Marketing and Outreach

- Community colleges - (ESL) classes
- Regional Occupational Programs (ROP)
- Adult education
- Work programs:
 - Resource center



Angles for Marketing and Outreach

Go to the community

- Places where Latino landscapers congregate
 - Irrigation supply shop
 - Lawnmower shop
 - Home & hardware store
 - Other locations?



Obstacles to Participation

- Contractors/company owners
 - Employee time away from work
 - Value to the company
- Comprehension levels
- Workers
 - Perception that water is an inexhaustible resource



Obstacles to Participation Landscaper Views

- Water efficient landscaping measures concerns
- Hesitance to use new water efficient products
 - Expense of landscape
- How is this training going to benefit me???



Solutions

- FREE workshops
- Tailored workshops
- Go to their location!!!
 - City yards
 - Parks
 - Job sites



Tailgate Sessions!!!!

- Short
- Hands on
- Flexible for # of participants
- Eliminate classroom necessity



Video Next

Video Series – Irrigation Tailgate Session

Word of Mouth

“The training provided was of great use to my crews out on the job. They were able to meet out on the jobsite with very little disruption to the work schedule. With the knowledge gained, the client will be more than paid back for the few hours of class time. I highly recommend this to anyone in the industry. Great work guys!!!”

Chris Holland
Account Manager
ValleyCrest Landscape Maintenance



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Thank you for Attending!



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