

This presentation premiered at WaterSmart Innovations

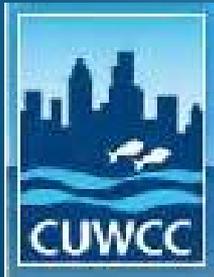
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The “New Norm” in California Landscapes

California Urban Water Conservation Council (CUWCC)
WaterSmart Innovations Conference, Las Vegas

Oct. 2, 2013

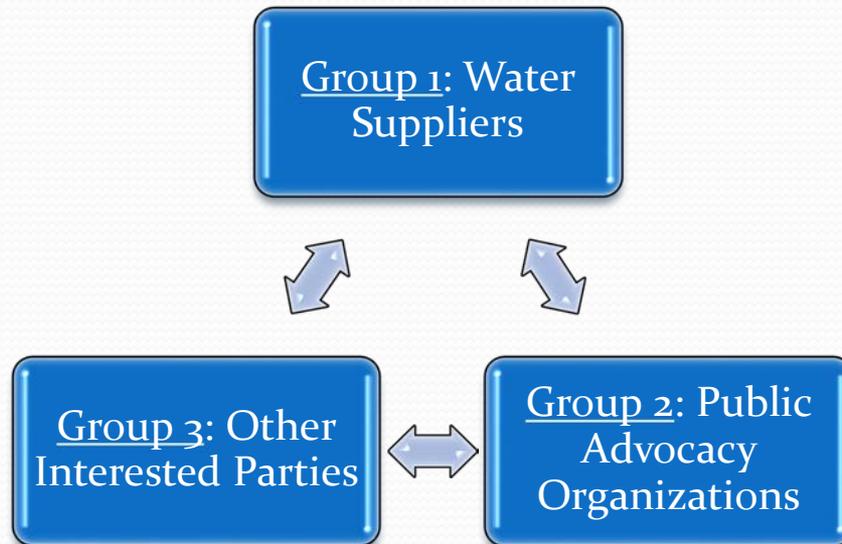


Introductions

- Deb Lane
Water Resources Analyst, City of Santa Rosa
CUWCC Landscape Committee Co-Chair (NoCal)
- Dr. Melissa Baum-Haley
Water Use Efficiency Programs Specialist, Municipal Water
District of Orange County
CUWCC Landscape Committee Lead (SoCal)

About the CUWCC

- A consensus-based organization
- Board of Directors



Committees

- Landscape
- Education & Outreach
- Research and Evaluation
- Residential
- CII
- Finance/Governance
- Utility Operations

Is this the Norm?



Strategic Plan for Landscape

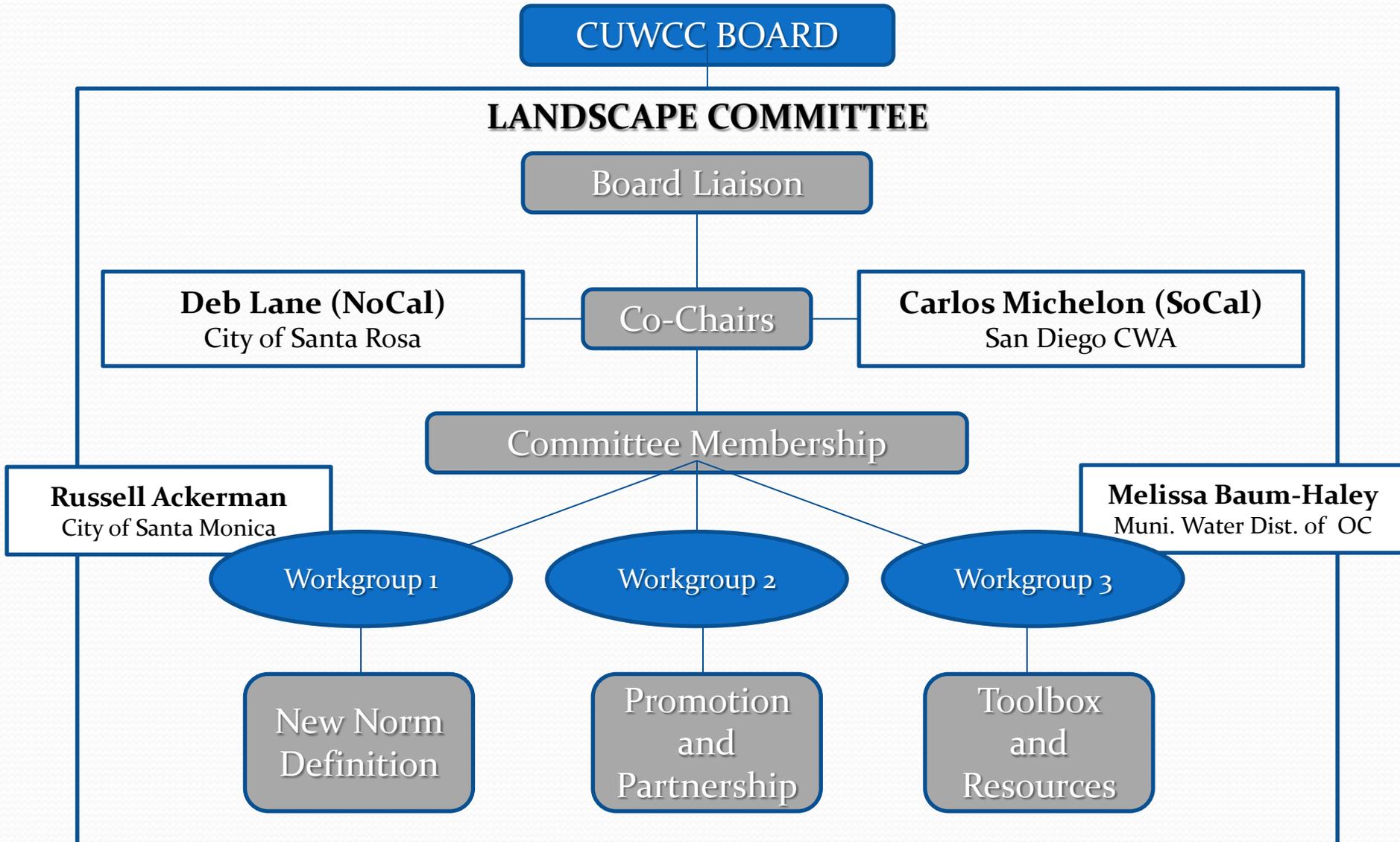
I. Define a “New Norm”

II. Develop Implementation Plan for “New Norm”

- Technical Focus
- Partnerships and Promotions
- Toolbox and Resources

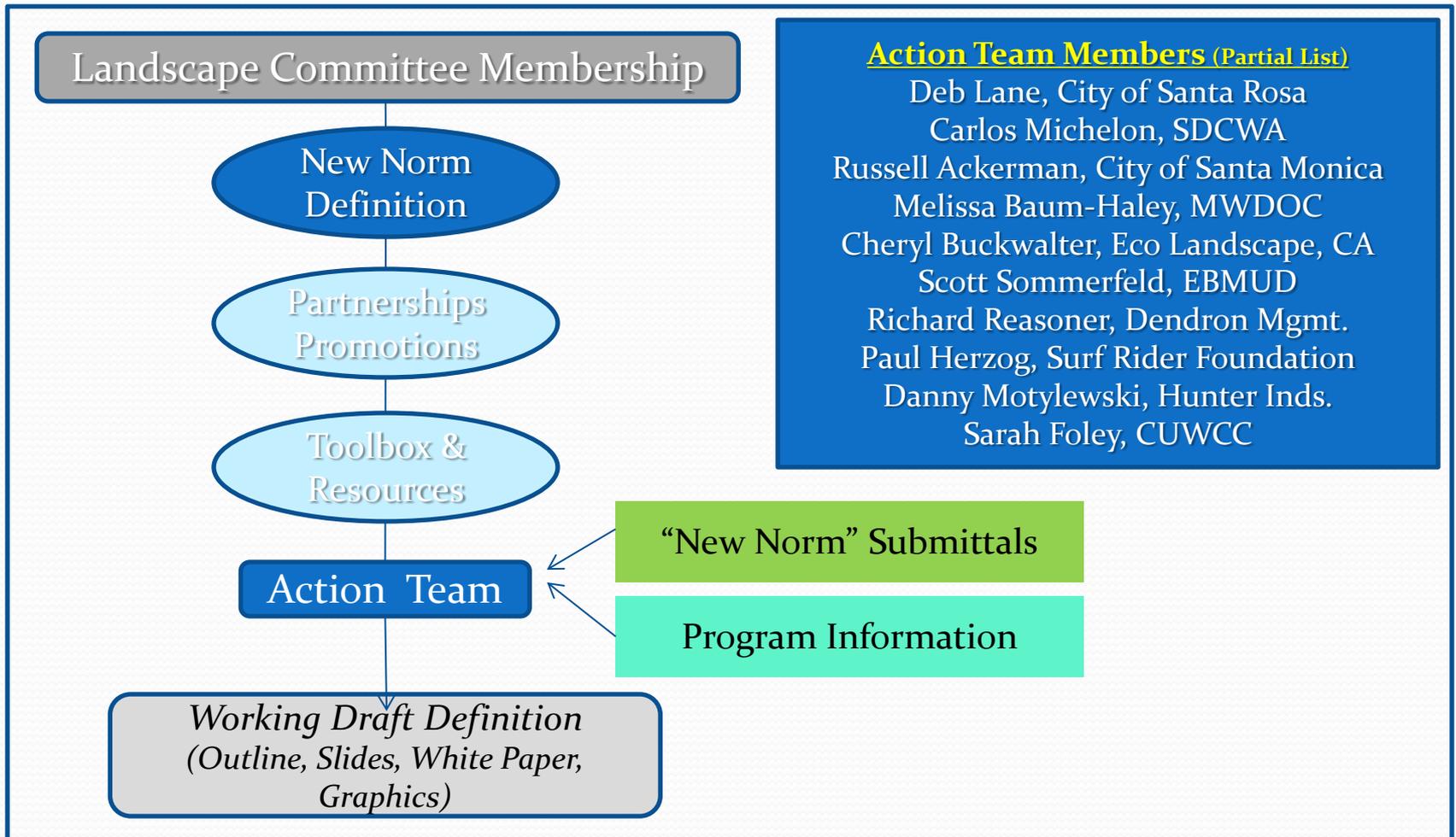


2013 Landscape Committee - Structure



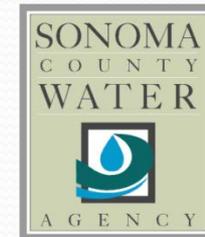
CUWCC Landscape Committee

2012 Highlights - New Norm Definition



New Norm Definition Top of Mind Concepts

“New Norm” Submittals





Sample Submittal New Norm Definition

- Limit turf areas to functional area and or maximum % of landscaped area
- A more stringent Maximum Applied Water Allowance
- Irrigation to maximize infiltration and minimize runoff; or no irrigation system, just hand watering
- Low impact development concepts to capture rainfall for beneficial use and pollution prevention
- California Friendly (climate appropriate) plantings
- Mulch
- Plant palette and irrigation system appropriate to the site conditions

New Norm Examples

Program Information



THE SUSTAINABLE SITES INITIATIVE™

A BETTER WAY TO BEAUTIFUL

Program Presentations



City of Santa Monica
Office of Sustainability & the Environment
Watershed Management Section

Defining the New Norm: Sustainable Landscaping in Santa Monica

Russell Ackerman
April 10th, 2012

CUWCC Landscape Committee

CREATING THE NEW NORM:
YOUR PROPERTY FUNCTIONS AS
A MINI-WATERSHED

April 2012



City of Santa Monica Office of Sustainability and the Environment

City of Santa Rosa Green Exchange Rebate Program Highlights

Deb Lane
Water Resources Analyst



Program Presentations (Cont'd)

Bay-Friendly Landscaping and Gardening Program at StopWaste.Org



Kelly Schoonmaker
Program Manager, StopWaste.Org

SITES Pilot Program



2012 **SITES**
CERTIFIED
SUSTAINABLE SITES INITIATIVE™

Stone Brewing World Bistro and
Gardens, Escondido, CA



Landscape Efficiency Programs

in San Diego County, CA



CUWCC Landscape Committee
Work Group 1 Meeting
April 24, 2012

Program Presentations (Cont'd)



WATER MANAGEMENT
CLCA
CERTIFICATION PROGRAM

Founding Partners: **ewing Hunter** **TORO** **Horizon** **JOHN DEERE LANDSCAPES** **RAIN-BIRD**

Charter Partners

Overview of the CLCA Water Management Certification Program

By David Silva
CLCA Water Certification Program Manager

The California Landscape Contractors Association Copyright 2007 by CLCA

Qualified Water Efficient Landscaper (QWEL)



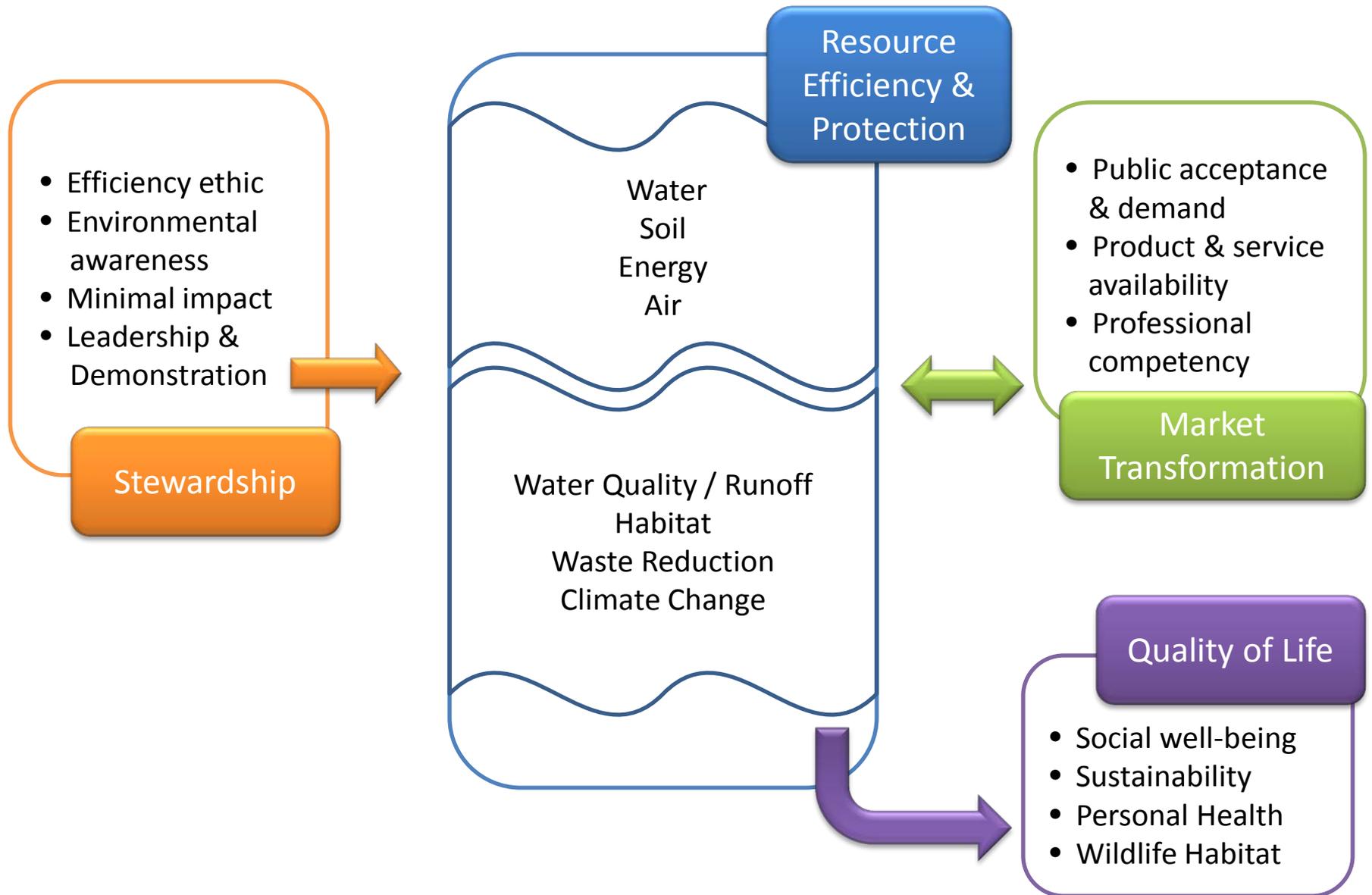
Daniel Muelrath
Water Resources Sustainability Manager
City of Santa Rosa
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www.qwel.net

Urban Landscape New Norm - "The What"

A Watershed-Based Approach



New Norm: Key Concepts

- Watershed-Based Approach
 - Upstream vs. downstream connective framework
- Multiple resource benefits
- Long-term market transformation
- Improved quality of life
- Stewardship opportunities for all





*It's an upgrade,
not a compromise!*



Where are we now....

- Next Steps
 - Launching implementation



New Norm Tools and Best Practices – “The How”

Industry Best Practices

Design

- Meet or exceed MWELo and LID standards
- Create written plans
- Use water efficient irrigation
- Use appropriate plant material
- Support soil function
- Increase site permeability

Installation

- Adhere to goals and standards
- Use qualified installers
- Minimize external inputs & outputs (source locally, minimize carbon emissions)

Maintenance and Management

- Optimize water management
- Maintain irrigation system efficiency
- Reduce external inputs & outputs (chemicals, green waste, etc.)
- Measure and evaluate performance

Policy & Regulations

- Enhance MWELo regulations
- Increase enforcement of ordinance
- Promote alternative water use
- Require product disclosure information (plant labels, etc.)
- Bridge water use efficiency and storm water management
- Ensure greater professional competency

Behavior Modification

- Encourage resource efficiency
- Create healthy environments
- Promote advances in technology
- Develop business friendly solutions
- Remove market barriers
- Discourage waste
- Provide normative feedback

Note: This represents a partial sample of the core concepts still under development.

New Norm: Long-Term Outlook

- Long-term strategic implementation plan
 - 3 to 5 year outlook
- Ongoing adaptive management of program
- External funding and resources
- Council-wide approach to engage all Committees

Technical Focus

- Best Practices



Programs and Partnerships

- Engaging strategic stakeholders



Tools and Resources

- Clearinghouse



Thank you



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