

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



education consulting design community



[www.greengardensgroup.com](http://www.greengardensgroup.com)



October 2, 2013

**WaterSmart Innovations 2013**

**CONSERVATION COACHES:  
LANDSCAPE CONSERVATION PROGRAMS'  
DISRUPTIVE TECHNOLOGY**



G3 is an organization devoted to finding market-driven landscape based solutions for environmental challenges.

Hands on  
Peer-to-Peer  
Interactive  
Community-oriented  
Field-based  
Professionally led

# “Water Efficiency” Awareness Does Not Equal Action!



How Do We Motivate The Masses?

# 3,000 People Trained

“Can You Come Out And Help Me?”

“Can You Show Me How To:”

“Remove My Grass?  
Program My Timer?  
Fix My Irrigation?”

Demand For These Services Is Strong, Especially Where Water Conservation Programs Are Being Implemented

## There Are Many Barriers To Action

- How do I dump the grass?
- How do I get good compost/mulch/boulders & gravel?
- Can I buy it at Home Depot/Lowes?
- I don't want to use chemicals – the C4G Program requires 120 day turnaround...
- I have brass spray heads, can I swap them for high-efficiency nozzles?
- Where do I purchase native plants?
- What plants would you recommend for my...?
- How do I know my cistern/smart controller/irrigation is working?
- Can you recommend someone to help me?

# An Agency Can Send Out A Water Conservation Specialist

## Average Water Conservation Specialist Salaries

[water conservation specialist](#) \$48,000

In USD as of Sep 29, 2013

25k

50k

75k

Approx. \$50/Site Visit (Including Travel)

How Many Field Hours / Sites Can Each WCS Serve Per Year?

Are Your People “On Call” For Challenged Customers?



A photograph of a grassy area with numerous white and blue survey markers. The markers are scattered across the lawn, with a few blue flags and many white cones. In the background, there are trees, a white building, and a paved path. The text "Traditional Site Visits Do Not Give Enough Information For Change" is overlaid in the center of the image.

Traditional Site Visits Do Not Give  
Enough Information For Change

# Knowledge Of The “Watershed Approach” Is Needed



Landscape Contractors



Landscape Architects/Designers



Who Will Perform These Service Calls?



Civil Engineers





Driver login



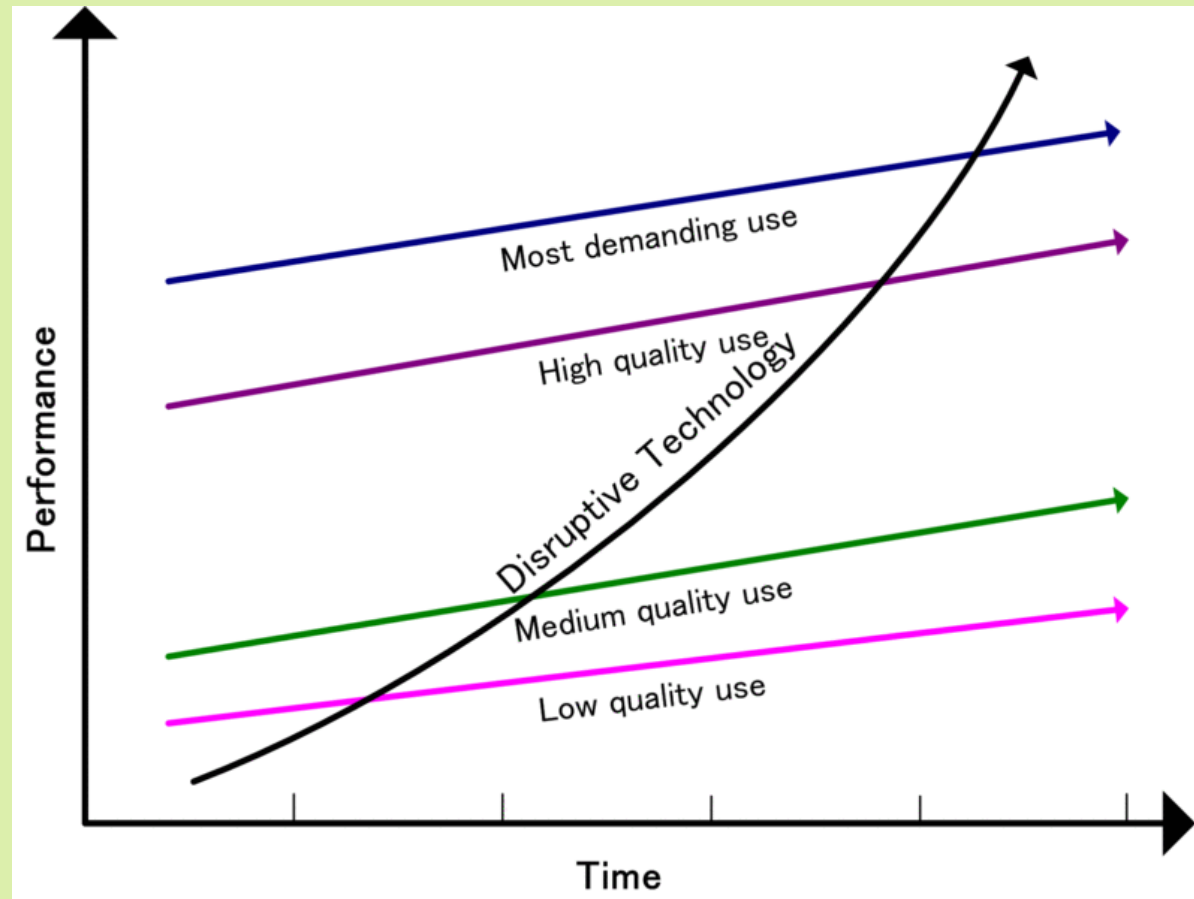
## Join us and take social transportation to new heights.

Lyft is a platform for on-demand ridesharing. With the tap of a button, passengers in need of a ride are instantly connected to nearby drivers. We currently operate in cities all across the country, and with your help, we'll take Lyft worldwide!

# Lyft Is An Example Of Disruptive Innovation

Disruptive Technology is used by innovative organizations to capture the low end of the market where low price and “good enough” performance grabs customers from established firms that eschew the low margins.

Successive innovations push established players into smaller and higher-end markets.



Sound Familiar?

NETFLIX

Sign In

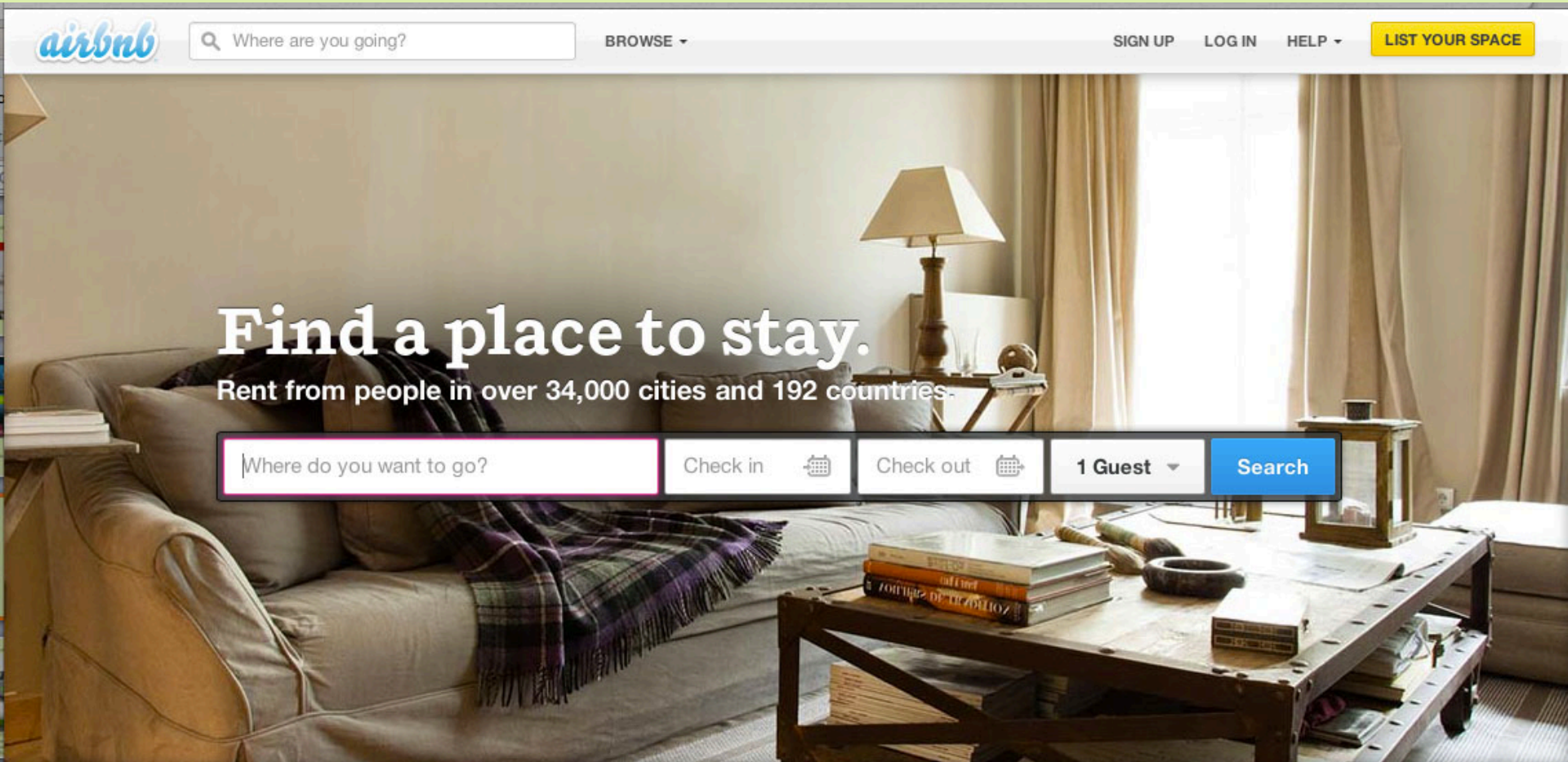
Watch TV shows & movies  
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Only \$7.99 a month.

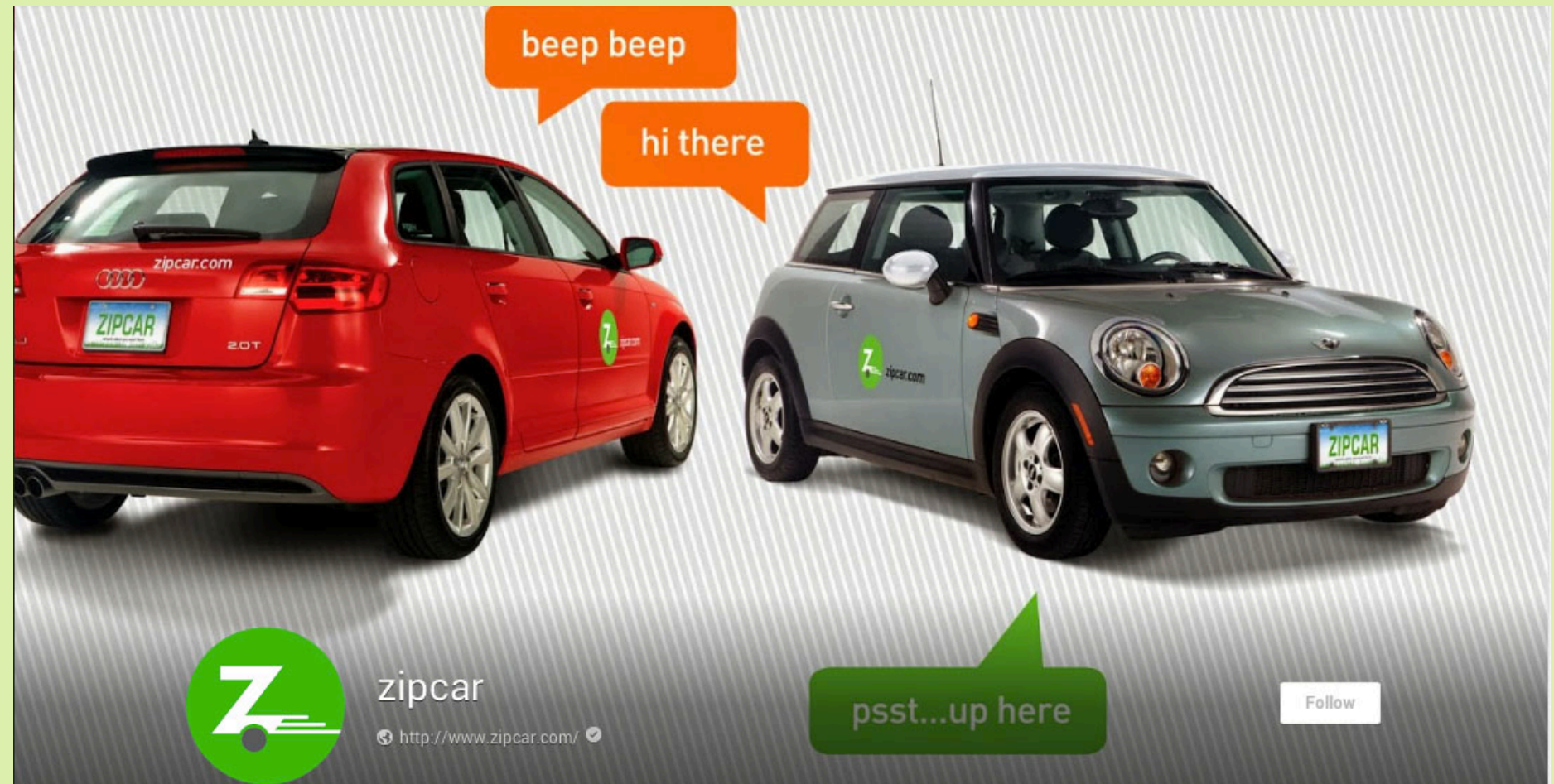
Start Your Free Month



# Social Networking Helps Disruptive Innovations Take Off!



# Disruptive Innovations Alter Long-Established Business Practices



Sharing Resources - “Shared Economy”  
On-Demand “Transactional” Services  
Membership – Distributed Liability  
Affordable Pricing



# Lyft Got Me Thinking About Disruptive Innovations In Landscaping Conservation Efforts

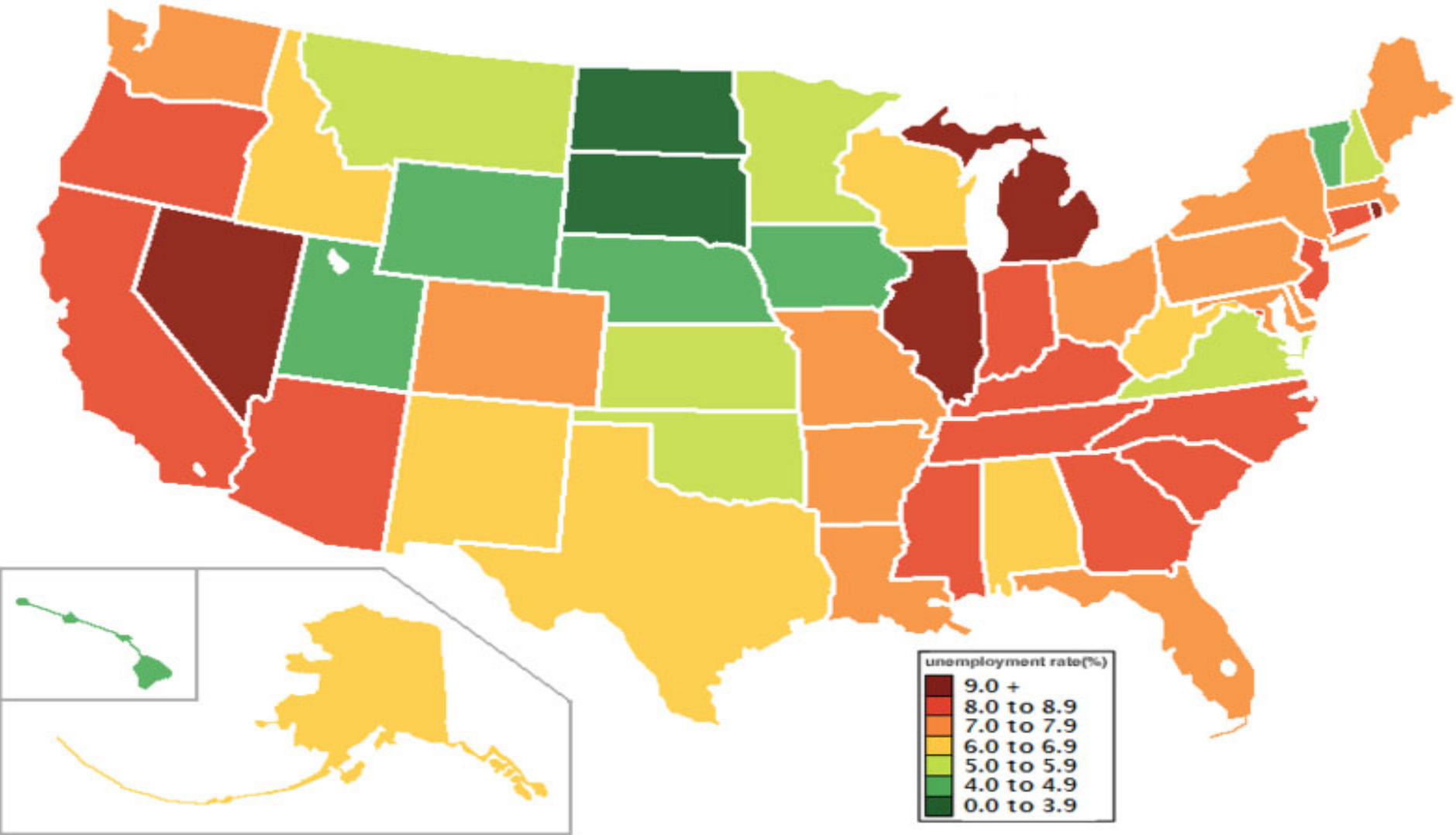




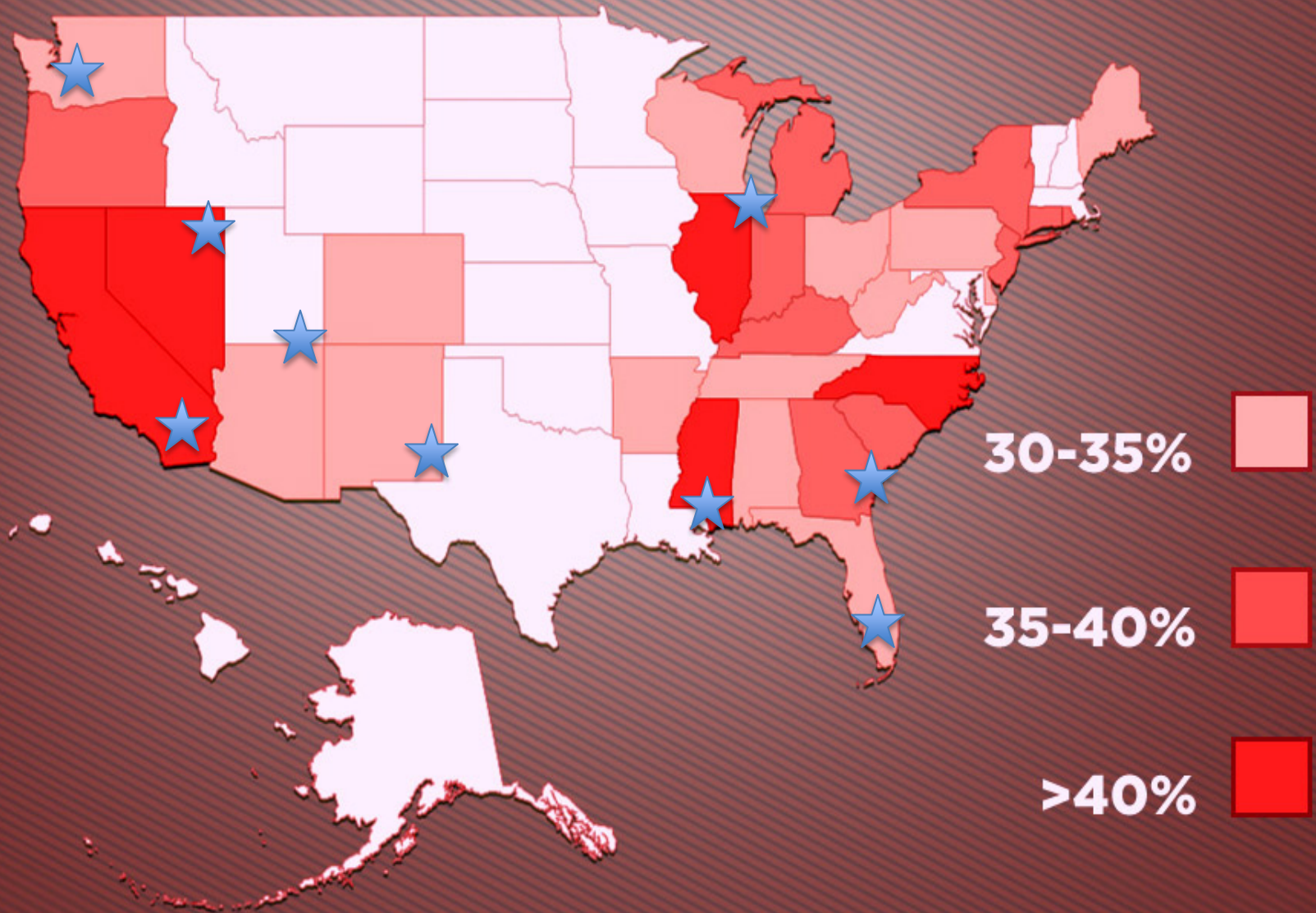
## Conservation “Garden” Coaches

- ✓ Trained By Professionals
- ✓ Qualified By Exam
- ✓ Peer Reviewed
- ✓ Apprenticed
- ✓ Accessible
- ✓ On-Demand
- ✓ Watershed Approach
- ✓ Low-Cost Service
- ✓ Performance-Based Metrics

# Conservation Could Build A NEW Environmental Workforce



# YOUTH UNEMPLOYMENT IN THE US • 2013



What Do You Want To Do...

When You Grow Up?

**NOW!**

# The Supply Side Does Not Have “Traditional” Expectations

The image shows a screenshot of the Fiverr website with a 'How To Buy' modal window open. The modal window is titled 'How To Buy' and contains a three-step process flow:

- FIND A GIG AND PAY**  
Find something you like and place your order.
- TRACK AND RECEIVE**  
Follow the progress and receive your order.
- REVIEW AND SHARE**  
Review your order and share with friends.

At the bottom of the modal is a green 'GET STARTED' button. The background of the website shows the Fiverr logo, navigation links for 'START SELLING', 'SIGN IN', and 'JOIN', a search bar, and a 'Popular Categories' section with 'Music & Audio' and 'Graphics & Design' categories.

**fittytown**  
The town where everything is \$50

Language

Hundoville Twentyvi

Fittytown

The town where everything is \$50



**BUY or SELL**  
**INTERNET MARKETING**  
**SERVICES**

**AT ANY PRICE!**

**IMGiGz.com**

**Fourerr™**  
The \$4 Online Marketplace

Home Sign Up for Free! Login Sign In Blog

Search Here

**What are you WILLING TO DO for \$4?**

How does it work?

**Gigswood**

the town where everything is \$4, \$9 and \$19

Home Register Login

Like f

**NETTRADR™** "The online marketplace to buy & sell"

Home Register Login

**ZEERK**  
Where Services PayOut

Like f 1,312 people like this.

NEW Zeerk Widget

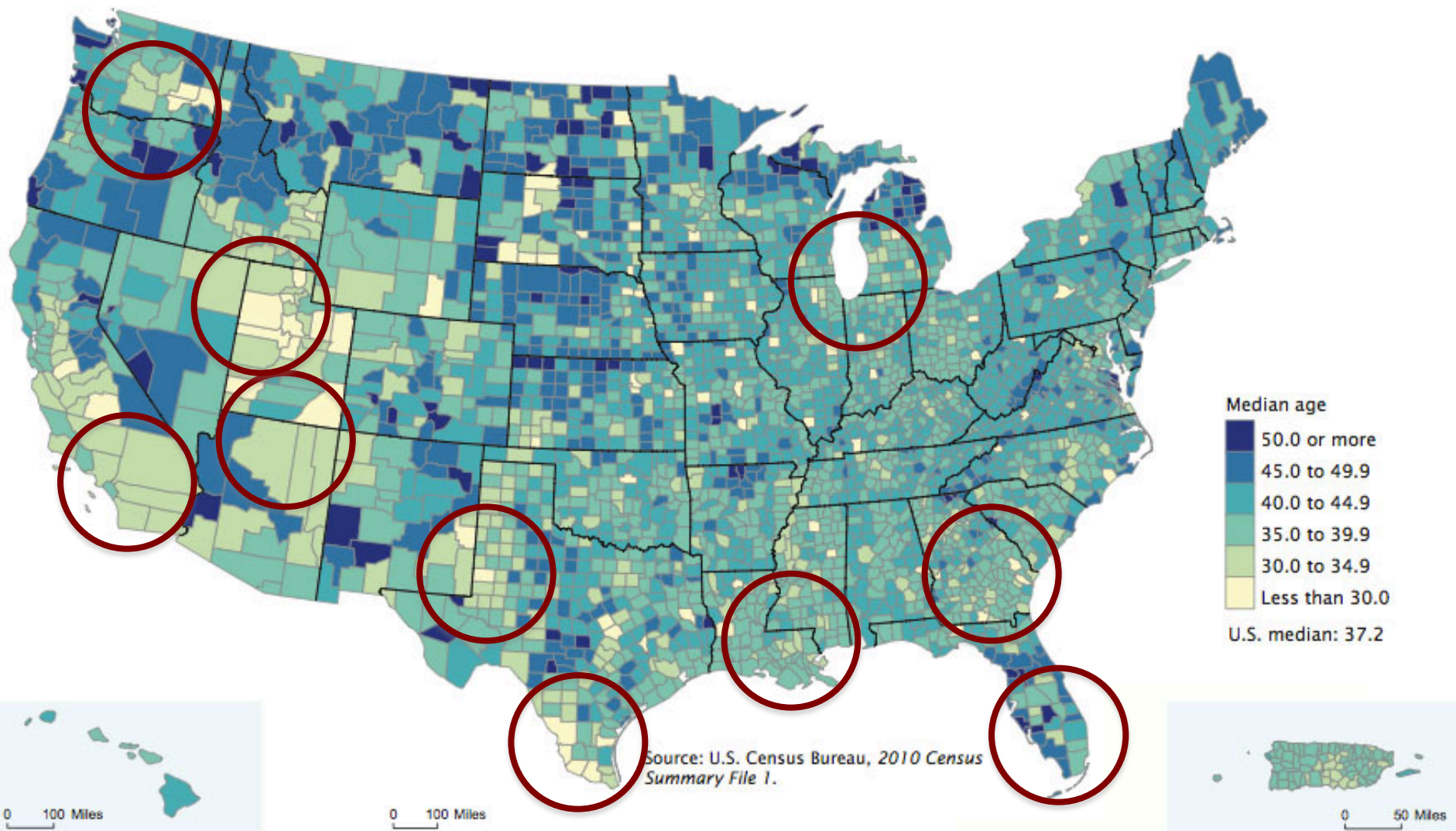
**Get anything done for \$5, \$10, \$15 or \$25**

teout

Home Marketplace Affiliates How it Works

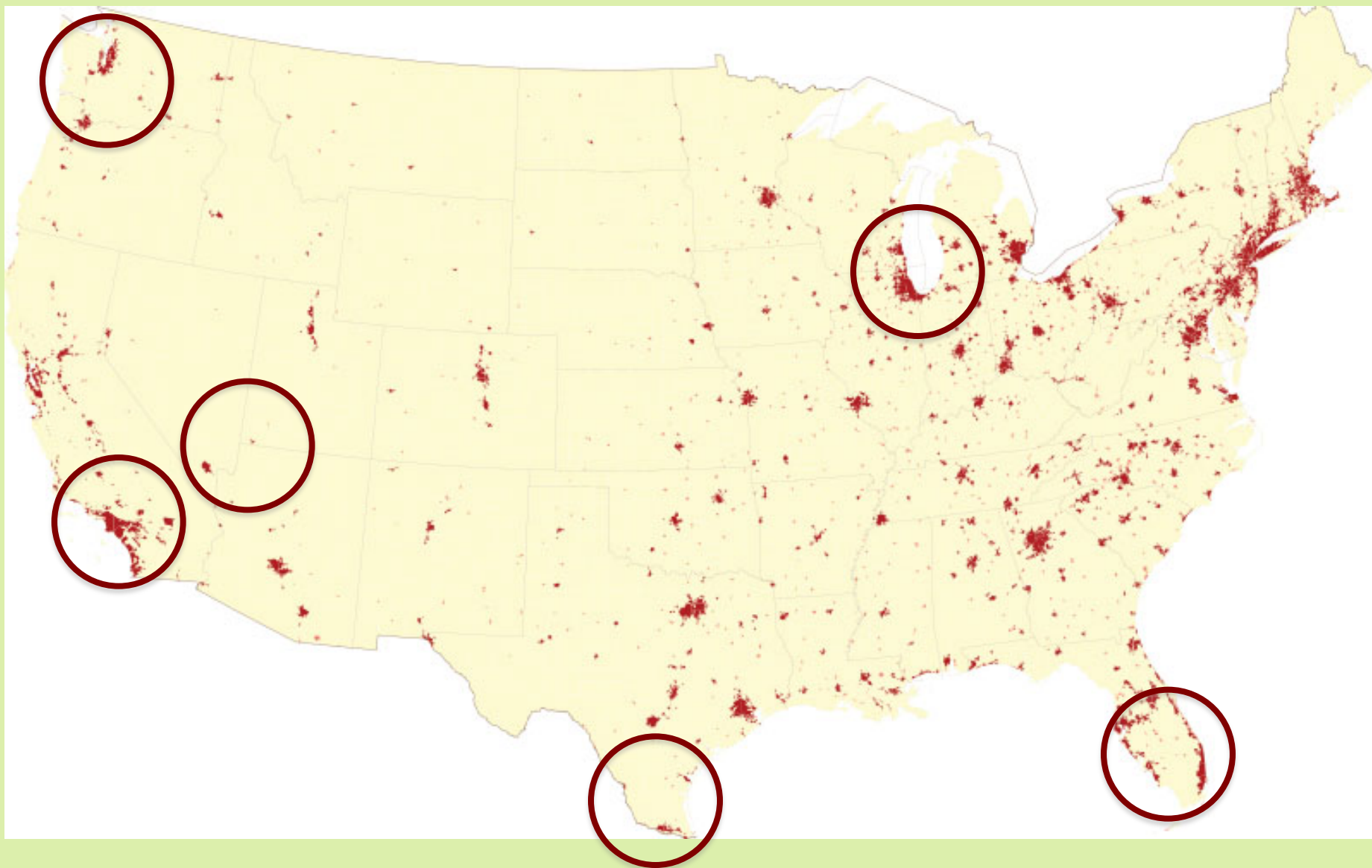
I Will  for \$10

# Where Do Young People Live?

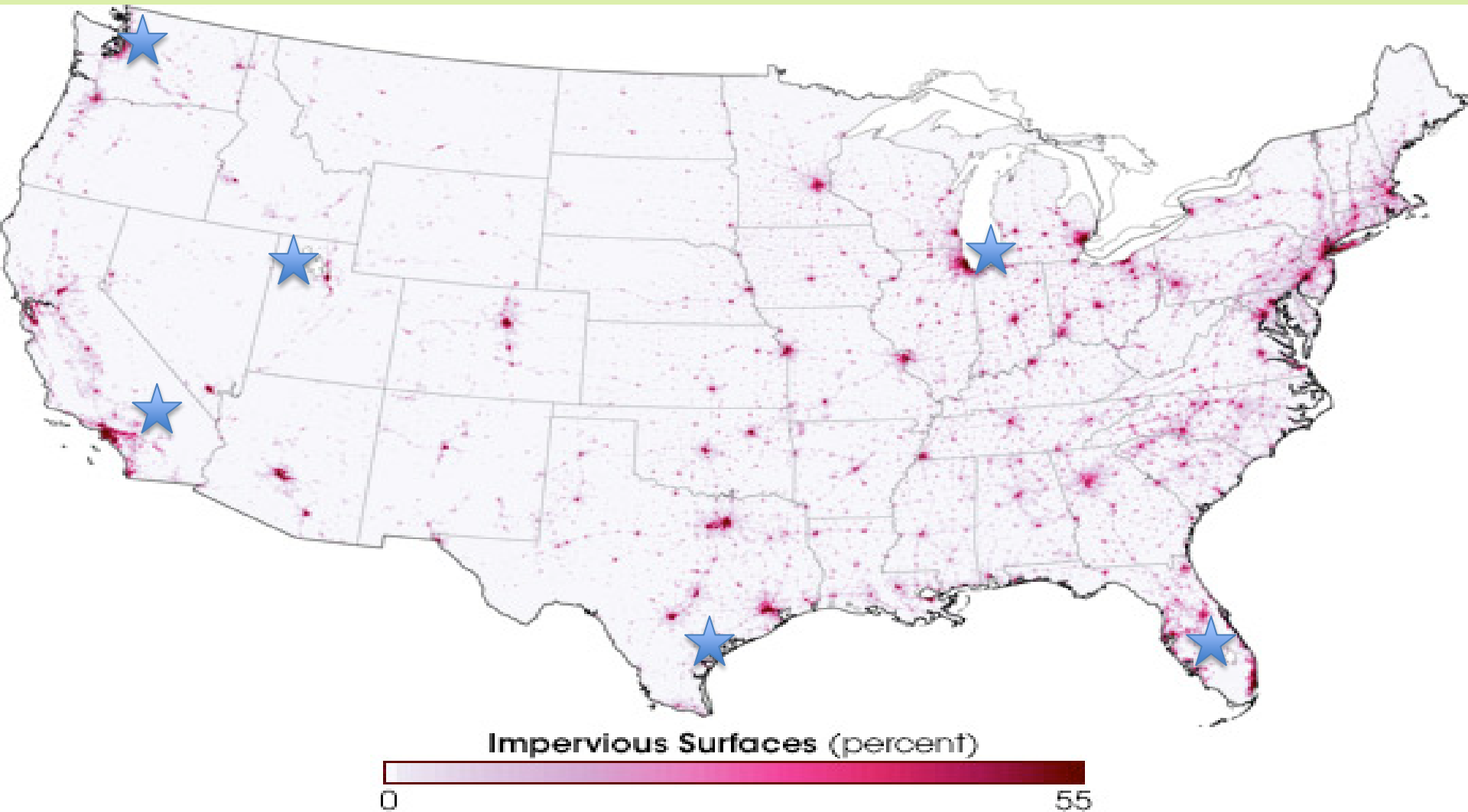




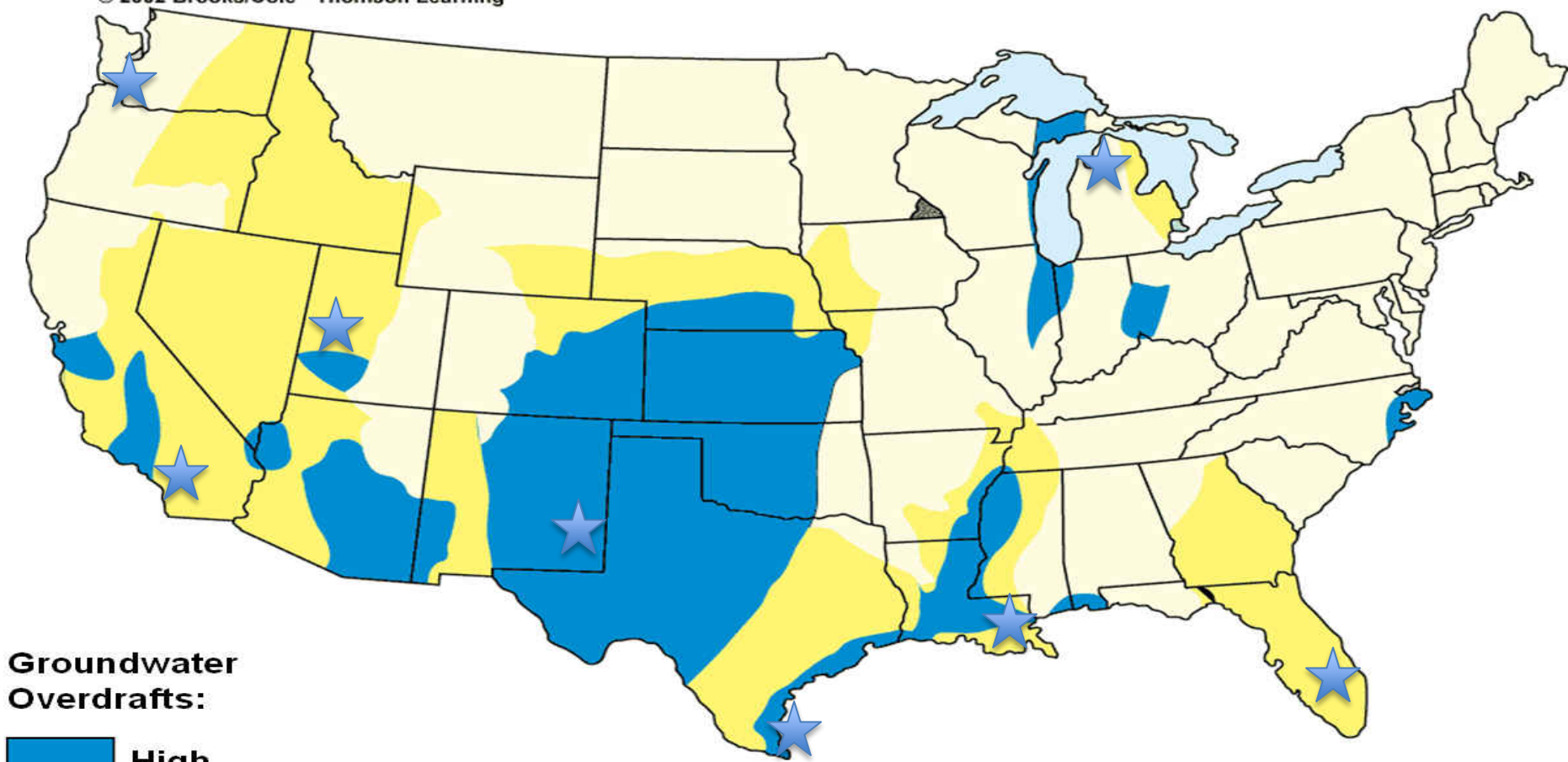
## The “Lost Youth” Live In Urban Centers



# Where Are Our Impervious Surfaces?



# Where Do We Have Water Issues?



**Groundwater  
Overdrafts:**

 **High**

 **Moderate**

 **Minor or none**

## Groundwater Depletion Chart

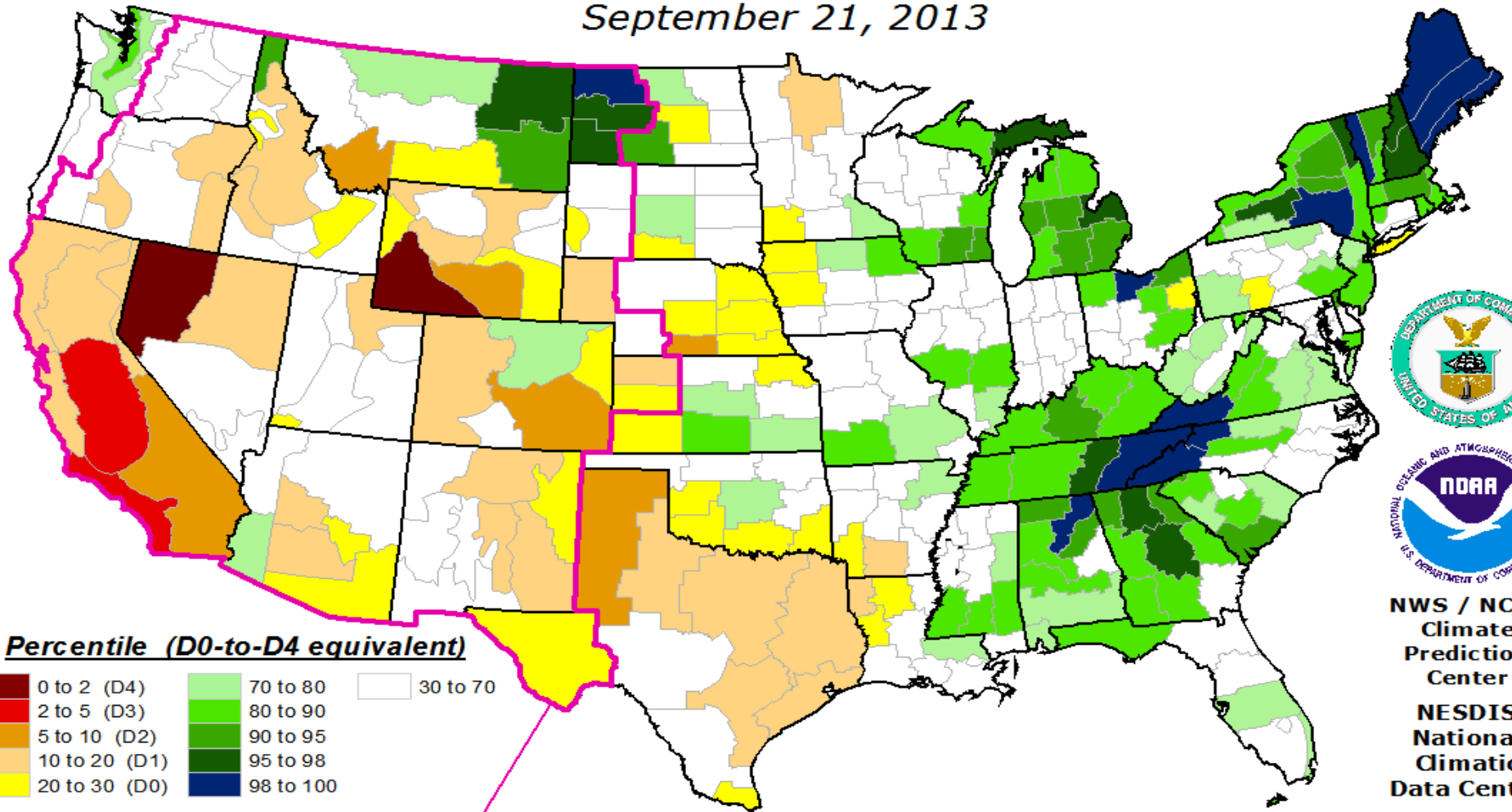
Figure 15-16  
Page 320

Slide 16

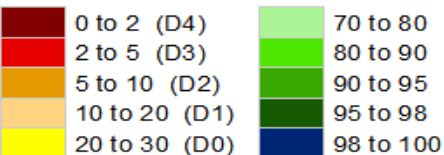
# Where Do We Have Drought Issues?

## Objective Long-Term Drought Indicator Blend Percentiles

September 21, 2013



### Percentile (D0-to-D4 equivalent)



### Inputs (as percentiles):

- 25% Palmer Hydrologic Index
- 20% 24-Month Precipitation
- 20% 12-Month Precipitation
- 15% 6-Month Precipitation
- 10% 60-Month Precipitation
- 10% CPC Soil Moisture Model

### Western Formulation Inputs (as percentiles):

- 30% Palmer Hydrologic Index
- 30% 60-Month Average Z-Index
- 10% 60-Month Precipitation
- 10% 24-Month Precipitation
- 10% 12-Month Precipitation
- 10% CPC Soil Moisture Model

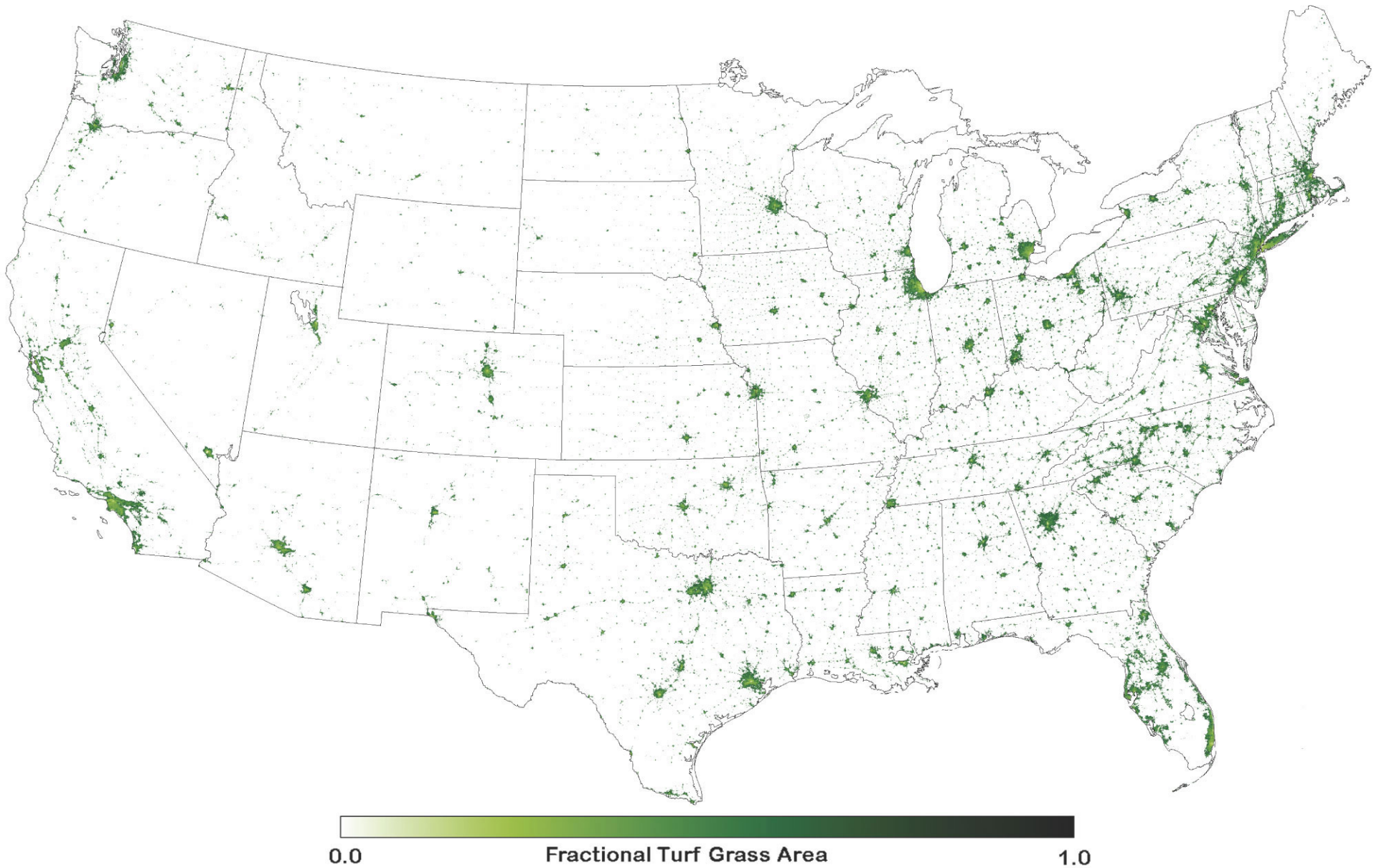
This map approximates impacts responding to precipitation over the course of several months to a few years, such as reservoir content, groundwater, and lake levels. **HOWEVER, THE RELATIONSHIP BETWEEN INDICATORS AND WATER SUPPLIES CAN VARY MARKEDLY WITH LOCATION, SEASON, SOURCE, AND MANAGEMENT PRACTICE.** Do not interpret this map too literally.

This map is based on preliminary climate division data. Local conditions and/or final data may differ. See the detailed product suite description for more details.



**NWS / NCEP**  
Climate  
Prediction  
Center  
**NESDIS**  
National  
Climatic  
Data Center

# Where Are Our Concentrations of Grass?





# Water Providers Do Not Have To Build This Alone

The Market Just Needs Them To Help Organize

- ✓ Watershed Protection
- ✓ Flood Control
- ✓ Waste Treatment
- ✓ Green Energy
- ✓ Carbon Sequestration
- ✓ Community Workforce Development
- ✓ Corporate Sustainability



Some people  
will still take  
taxis...



...there still will be  
irrigated turf in  
residential settings





# And We'll Still Need To Conduct Audits/Site Evaluations





But Conservation  
Coaches Can Have A Positive  
Impact On The Economy

And Generate More Verified  
Landscape Water  
Conservation Action





green  
gardens  
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