

This presentation premiered at WaterSmart Innovations

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Leveraging Partnerships to Transform Landscapes

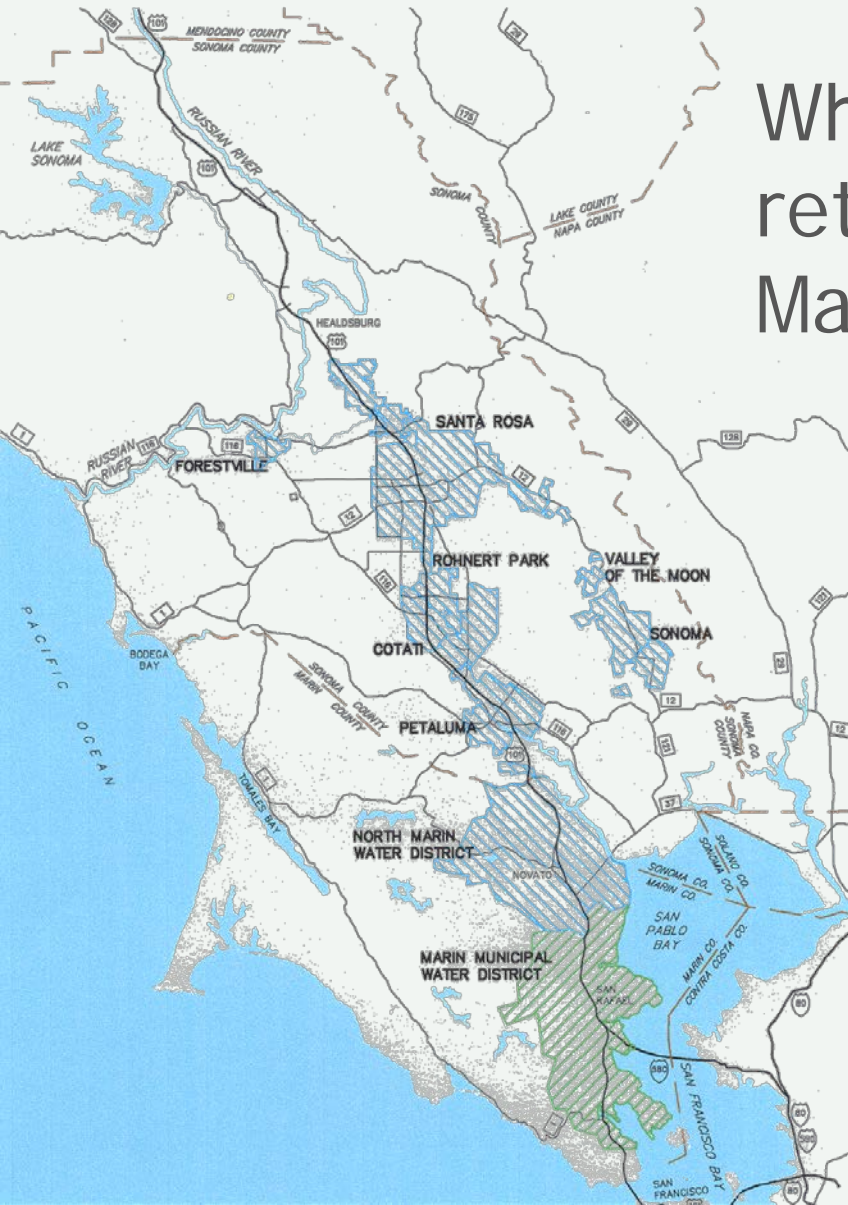
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The Project at a Glance

- 4 community partners
- 6 disadvantaged youth
- \$88,000
- 43,050 sqft turf
- 3 demo sites
- 30 residential sites (29 front, 7 both, 1 back)
- 134 willing participants
- 30 days

Sonoma County Water Agency



Wholesale water provider to
retailers in Sonoma and
Marin counties, California

Serving 600,000 people

Offering water-use
efficiency programs
through retailers since
1998

Project Partners



Conservation Corps North Bay

"To develop youth and conserve natural resources for a strong, sustainable community."

Role: Technical knowledge
and contractors license



A path to a better future.

Daily Acts

“Transform our communities through inspired action and education, which builds leadership and local self-reliance.”

Role: Coordination



Youth Ecology Corps

“Workforce training and ecosystem education program aimed at employing youth and young adults while teaching them about environmental stewardship.”

Role: Labor



Training the Crews

- Sheet mulching and irrigation basics
- QWEL Certification
- Planting and plant care
- Pruning techniques class
- Tours:
 - Permaculture Skills Center
 - Cavanagh Center food forest
 - Community garden w/water catchment systems
 - Urban homestead



Residential Sites

- Residential customers received
 - Sheet mulched lawn
 - Capped irrigation, installation of one conversion kit
 - Resource guide: Garden Sense, nurseries, QWEL graduate list
- Customers signed up via Google Forms
 - 50 sign ups in first 24 hours
 - No formal outreach campaign



3 Demo Sites

- Demo sites received:
 - Sheet mulched lawn
 - Irrigation conversion
 - Professional landscape design
 - Installation of low water-use plants



Average Cost



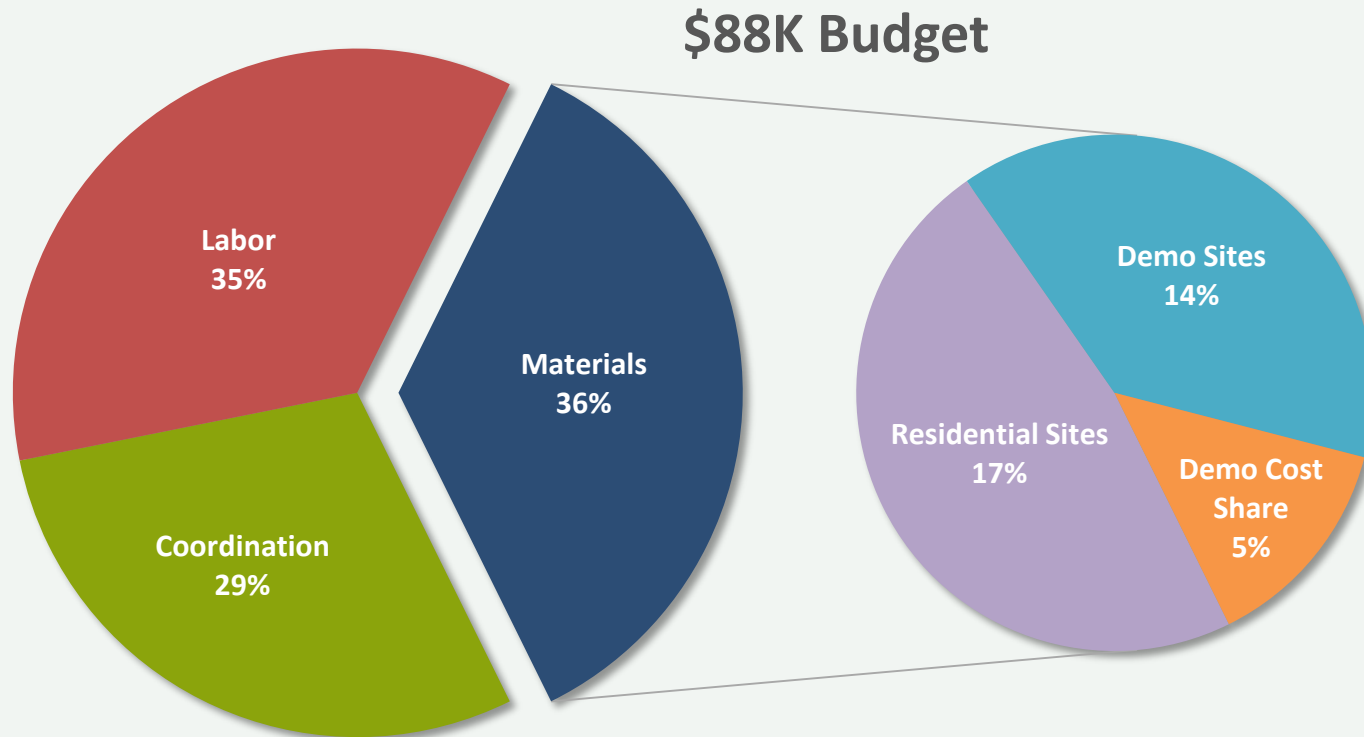
Residential Site:
\$0.56/sqft



Commercial Site:
\$1.13/sqft

Breakdown of Costs

- Sonoma CWA used energy efficiency funds for the project.



Unpaid Media



30 Lawns in 30 Days



One Year Later

- 29 of the 30 residential sites were front yards
- 7 sites were front and back
- 4 remain maintained mulch; no plants
- 2 unmaintained, lots of weeds



Questions?

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