

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





WaterSmart Innovations 2016



Nathan Adams
Water Efficiency Administrator



SustainaBlue

LANDSCAPE DESIGN STUDIO



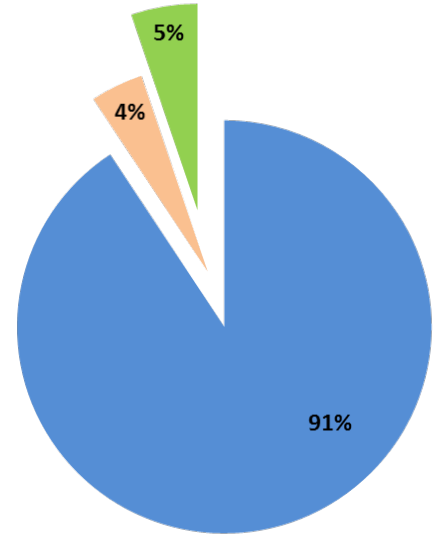


Santa Margarita Water District (SMWD)

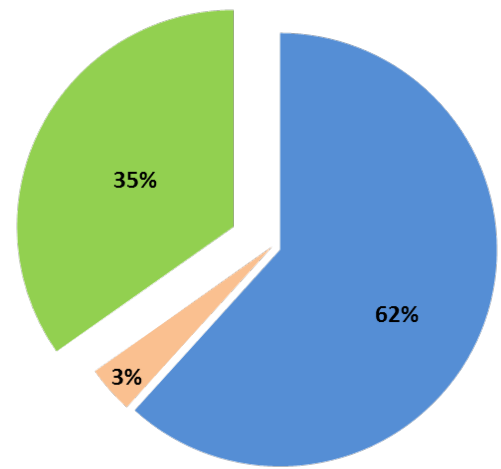


SMWD Customer Profile

■ Residential ■ Commercial ■ Dedicated Irrigation



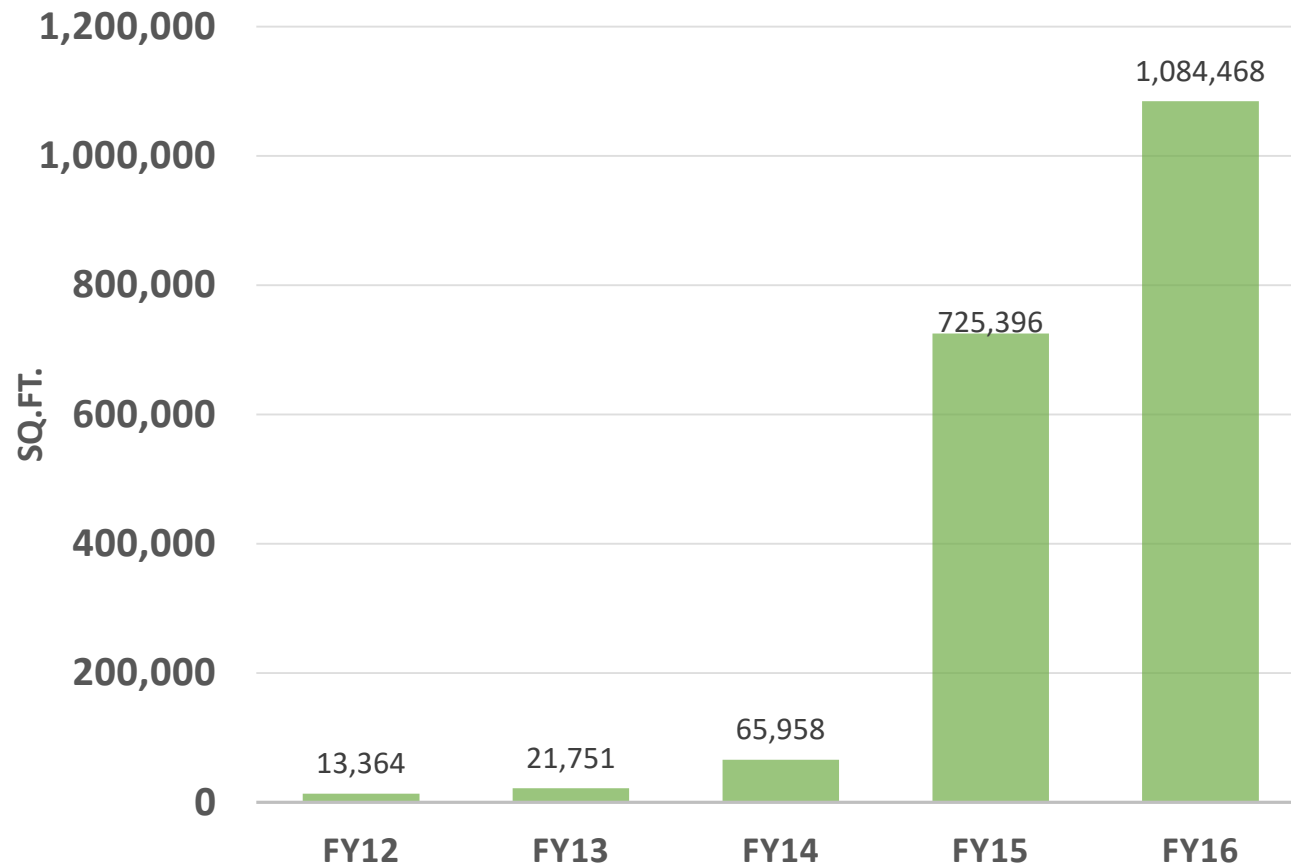
Accounts



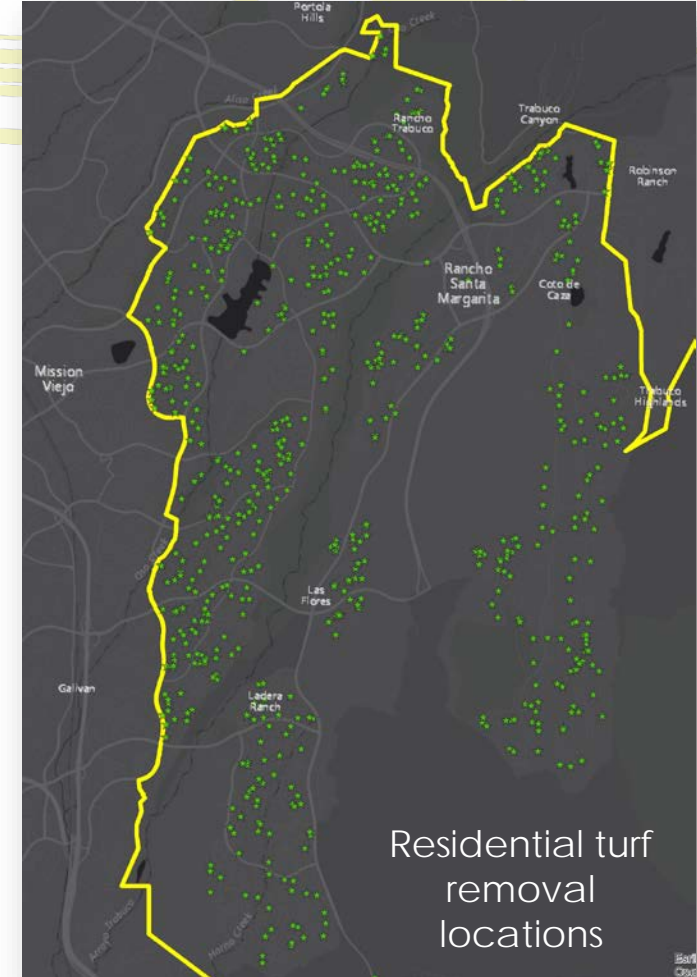
Water Use



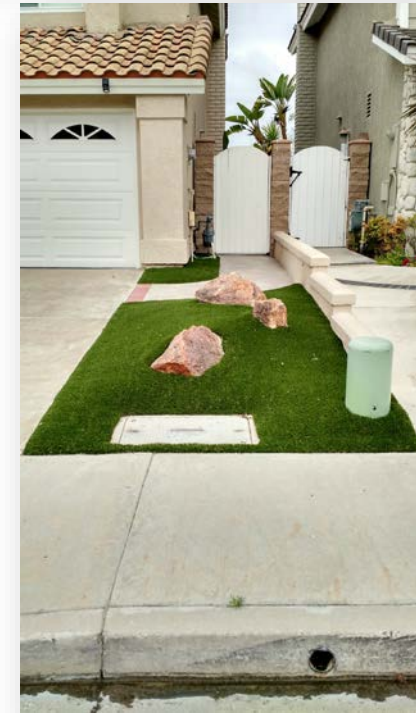
Turf Removal in SMWD



\$2/sq.ft. motivates activity...



Long-Term Aesthetics & Savings?



Barriers to Participation...

Cost

Appearance of low
water-use plants

Landscape
Design

Selecting designers
& contractors

Knowledge of
Plants





Motivation

Long-Term Water Savings

through

Attractive & Sustainable Professional
Landscape Design

supported with

Staff Assistance & Resources



SustainaBlue

LANDSCAPE DESIGN STUDIO



Santa Margarita
Water District

SustainaBlue Landscape Design Studio (SLDS)

- 45 minute consultation with local, award-winning landscape designer
- Landscape design drawing & plant palette
- Irrigation & watering guide
- Plant maintenance plan
- Landscape Contractor list



- **Eligibility:** Grass-dominated yards; 300-1,500 sq.ft.

now 500



SustainaBlue

LANDSCAPE DESIGN STUDIO

Santa Margarita
Water District

How SLDS Works

- On-line application
- Pre Site-Inspection (staff)
- SLDS Packet
 - Questionnaire
 - Site plan drawings
- Design Consultation @ SMWD
 - Plant maintenance plan
 - Landscape contractor list
- Post Site-Inspection



SLDS Packet

QUESTIONNAIRE

HOA Plant List

Landscape Pictures

10 plants – www.OCPlants.org

Drought Tolerant / Low Water Requiring Plant List

Annuals & Perennials

- Agapanthus africanus
- Astromeria
- Armeria maritima
- Begonia semperflorens
- Bergenia crassifolia
- Coreopsis 'Mango punch'
- Gaillardia 'Varfare'
- Heuchera 'Crimson Curts'
- Limonium perezii
- lily-of-the-Nile
- Peruvian lily
- Sea thrift
- Wax begonia
- winter blooming bergenia
- Indian blanket
- Coral bells
- Sea lavender

Vines

- Clytostoma callistegioides
- Ficus repens
- Gelsemium sempervirens
- Hardenbergia violacea
- Jasminum polyanthum
- Macfadyena unguis-cati
- Trachelospermum jasminoides
- Distictus buccinatoria
- Campsis spp.
- Lavender trumpet vine
- Creeping fig
- Carolina jessamine
- Purple vine lilac
- Pink jasmine
- Cat's claw vine
- Star jasmine
- Blood red trumpet vine
- trumpet creeper

Shrubs

- Abelia floribunda
- Abelia X grandiflora
- Acacia redolens
- Acca sellowiana (Feijoa sellowiana)
- Alyogyne hakeifolia
- Anigozanthos flavidus
- Anigozanthus x. 'Harmony'
- Arbutus unedo
- Archtostryphos edmundsii
- Asparagus d. 'Myers'
- Aucuba japonica
- Baccharis pilularis cvs.
- Baccharia 'Stam'
- Bougainvillea spp.
- Buddleja davidii
- Buxus microphylla japonica
- Mexican abelia
- glossy abelia
- prostrate acacia
- pineapple guava
- red centered hibiscus
- kangaroo paw
- Yellow kangaroo paw
- strawberry tree
- Manzanita
- Foxtail fern
- Japanese aucuba
- dwarf coyote brush
- bougainvillea
- butterfly bush
- Japanese boxwood

28. Igarashi - Landscapes we like.



1. From "Blue Green" garden. We like the contrast of the round stones with the agave and other succulants.

Igarashi - Landscapes we don't like.



We don't like the little rocks evenly interspersed. When this was first planted, all of the plants were evenly planted and it looked boring, and as they grow they don't seem in balance.

33. Do you have any favorite low water use plants that you would like to see incorporated into your landscape? Please list them below, and provide a brief description of why you chose the plant (ex. flowering, color, texture, foliage color, etc.).

Otherwise, please visit our **SustainaBlue Landscapes** website at www.ocplants.org to find at least 10 plants, you find attractive, and provide a brief description of why you chose the plant. The Garden Galleries and Plant List sections are a great place to start your search! You can use the "Add" feature to add plants to your "My List," and quickly create a list of your own.

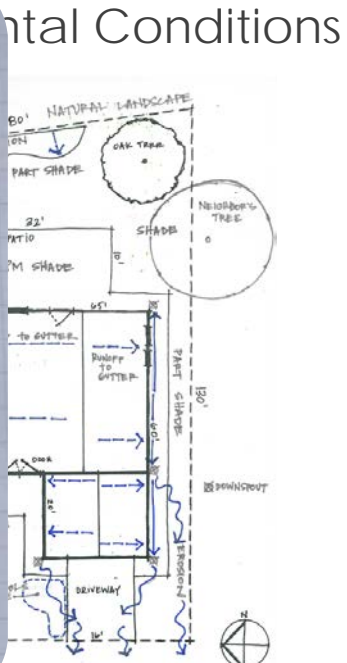
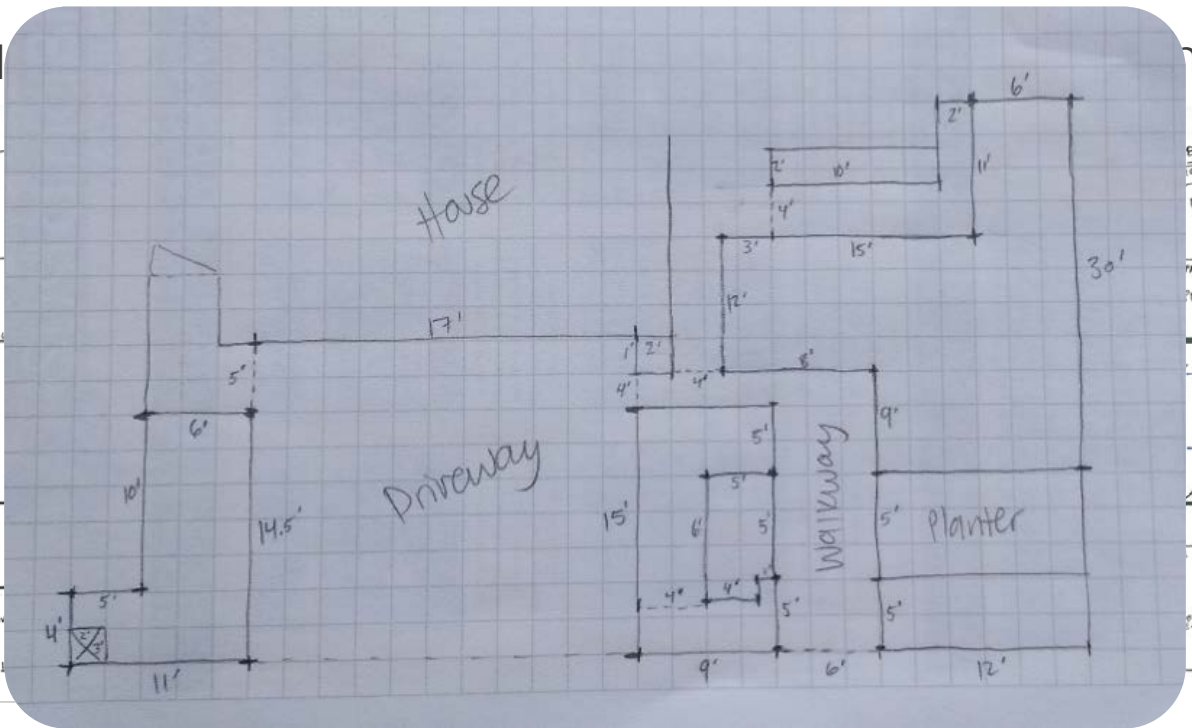
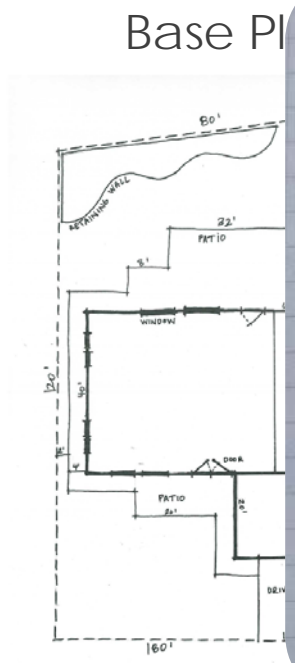
If any, please list plants by their **Botanical** name. For example, the botanical name for Matilija Poppy is *Romneya coulteri*.

- Plant 1: *Ceanothus 'Joyce Coulter'* - pretty color, I like it
- Plant 2: *Encelia californica* (bush sunflower) - native, pretty yellow
- Plant 3: *Sisyrinchium bellum* (grass) - pretty native
- Plant 4: *Lupinus succulentus* (lupine) - pretty native
- Plant 5: *Salvia apiana* (white sage) - nice contrast color, good smell + native
- Plant 6: *Dymondia* (rock ditty) - we have this in our yard already + it seems to grow well + easy
- Plant 7: *Dudleya* - native plant, succulent + interesting
- Plant 8: *Pelargonium peltatum* (geranium) - easy + colorful
- Plant 9: *Calandrina grandiflora* (rock purslane) - interesting foliage, pretty flowers
- Plant 10: *Cistus X purpureus* (purple rock rose) - easy + pretty + native(?)
- 11. *Quercus agrifolia* (live oak) - would love to have a native tree, concerned that it could grow too big
- 12. *Rosa 'Iceberg'* - easy rose
- 13. *Agave attenuata* - interesting, pretty contrast-potential

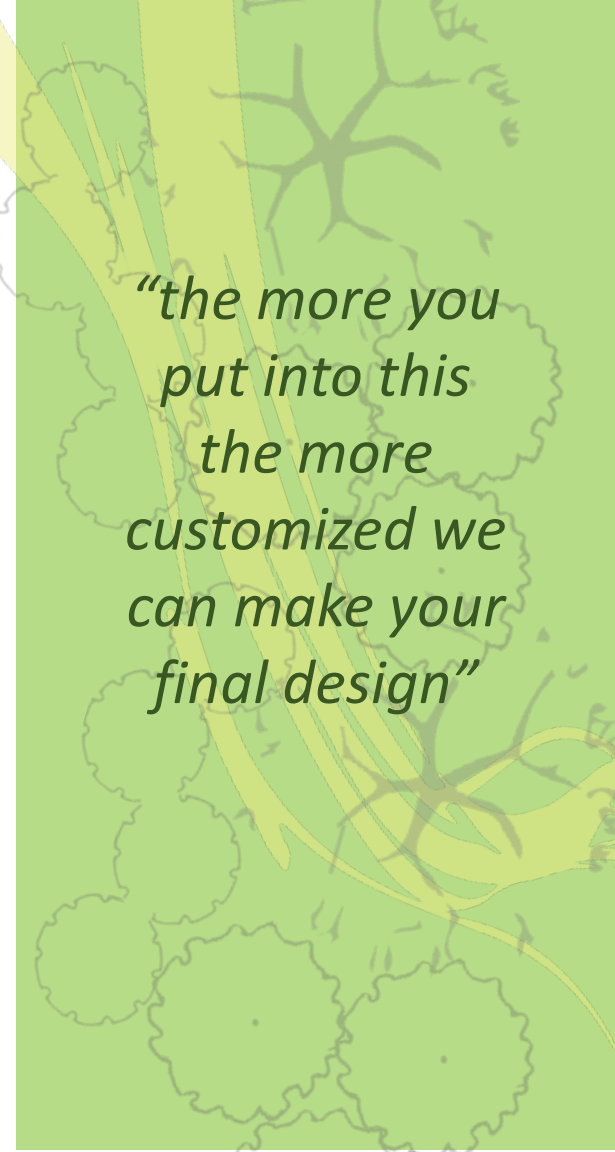
"the more you put into this the more customized we can make your final design"

SLDS Packet

SITE DRAWINGS



DIMENSIONS
 Measure landscape area and provide customer with dimensions. *Not to scale.*



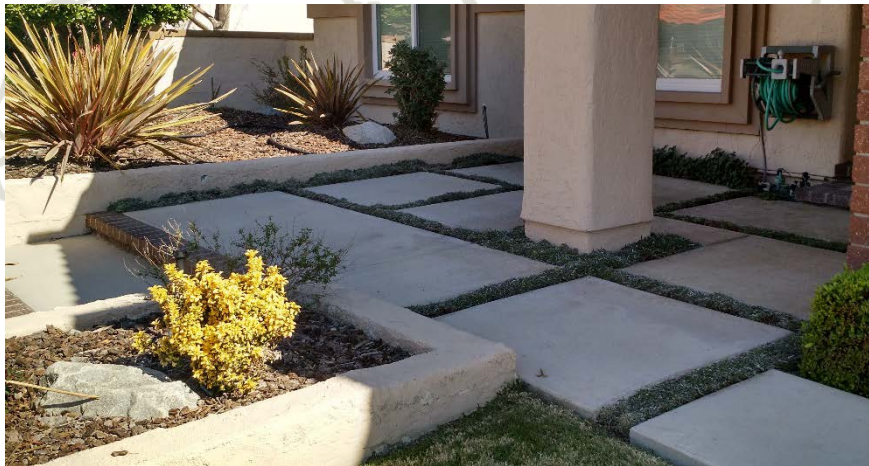
“the more you
 put into this
 the more
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Existing Landscape



Detailed pictures of existing plants

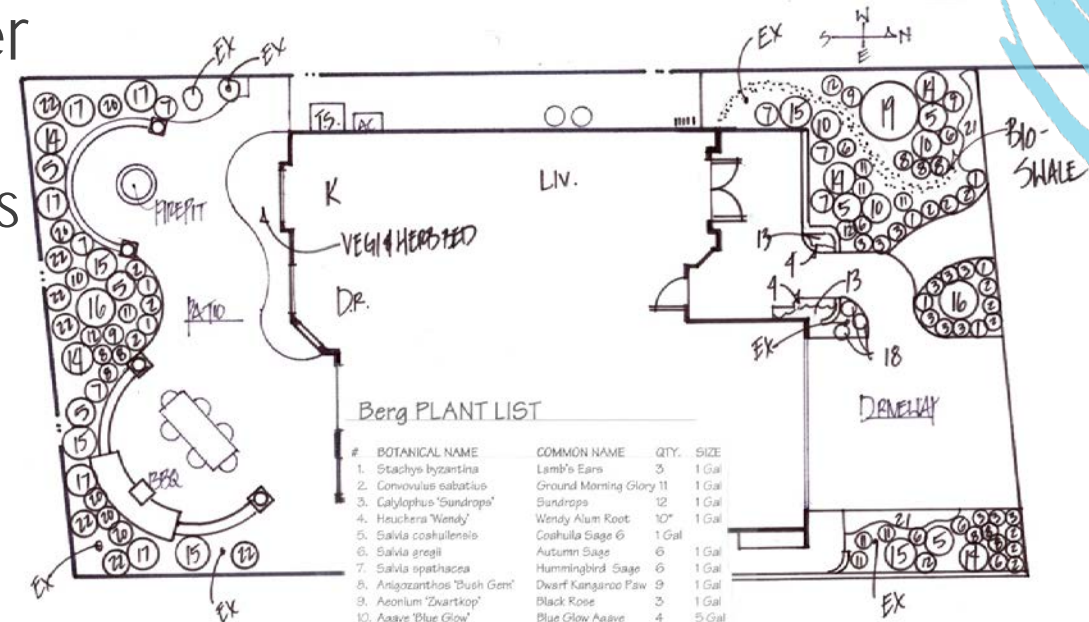


Neighbor's Landscape



SLDS Consultation

- Allot 1 hour 30 min per customer
 - 45 min customer with designer
 - 45 min designer complete designs
- Customer receives:
 - 11x17 final print version of design
 - Email copy of final design
 - Plant maintenance plan
 - Landscape contractor list
 - Irrigation & watering guide



Berg PLANT LIST

#	BOTANICAL NAME	COMMON NAME	QTY.	SIZE
1.	Stachys byzantina	Lamb's Ears	3	1 Gal
2.	Convolvulus sabatius	Ground Morning Glory	11	1 Gal
3.	Calylophus 'Sundrops'	Sundrops	12	1 Gal
4.	Heuchera 'Wendy'	Wendy Alum Root	10"	1 Gal
5.	Salvia czechoslavica	Czechoslav Sage	6	1 Gal
6.	Salvia greggii	Autumn Sage	6	1 Gal
7.	Salvia spathacea	Hummingbird Sage	6	1 Gal
8.	Argemone 'Bush Gem'	Dwarf Kangaroo Paw	9	1 Gal
9.	Aeonium 'Zwartkop'	Black Rose	3	1 Gal
10.	Agave 'Blue Glow'	Blue Glow Agave	4	5 Gal
11.	Calandrinia grandiflora	Rock Purslane	7	4" Pot
12.	Aloe vera	Aloe	4	1 Gal
13.	Aeonium 'Sunburst'	Sunburst Aeonium	3	1 Gal
14.	Phormium 'Rainbow Warrior'	New Zealand Flax	5	5 Gal
15.	Phormium 'Bronze'	Bronze Phormium	5	5 Gal
16.	Cassia bicolor	Mexican Bird of Paradise	2	1 Gal
17.	Argemone 'Harmony'	Yellow Kangaroo Paw	5	5 Gal
18.	Dianella tasmanica	Variegated Flax Lily	3	1 Gal
19.	Cercium 'Desert-Museum'	Falo Verde	1	15 Gal
20.	Lavandula dentata	French Lavender	5	1 Gal
21.	Dymondia	Dymondia	6	Plate
22.	Cistus 'Sunset'	Sunset Rockrose	6	1 Gal

*Plant 5 in each location.



SustainaBlue

LANDSCAPE DESIGN STUDIO

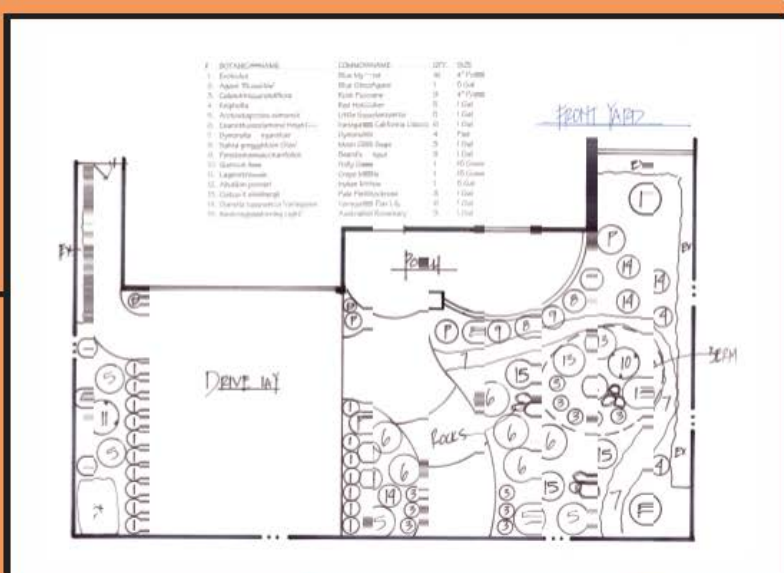


SMWD SustainaBlue DESIGN STUDIO IGARASHI RESIDENCE



BEFORE

This customer wanted to achieve maximum water savings by removing all grass from the property. This low water, low maintenance landscape features a variety of flowering perennial and succulent plantings with interesting color and texture.



1 MONTH
AFTER



ROCKROSE



MOON GLOW SAGE



BLUE CHALK STICKS



ROCK ACCENT



BLUE GLOW AGAVE

Sq.Ft. = 2,370
Cost = \$5,300

**\$2.25 per
Sq.Ft.**

smwd.com/landscape



SMWD **SustainaBlue**
DESIGN STUDIO
FITZPATRICK RESIDENCE



BEFORE

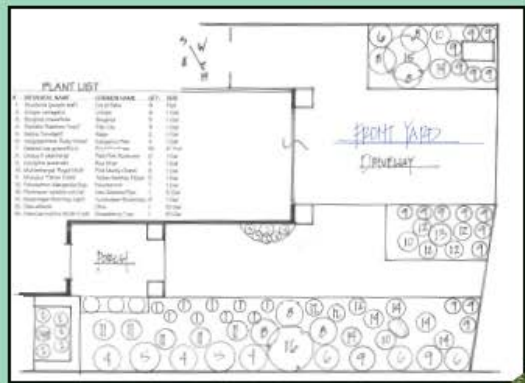
Low maintenance and an updated look was the priority for this customer's new landscape. To achieve this, modern block stepping stones with blue-grey groundcover were chosen as the pathway. The design consists of plants that require little water and little maintenance, yet pop with color. Different heights of plants adds interest to this small front yard area.



1 MONTH
AFTER



FLAX LILY



PLANTED
STEPPING
STONES

SEA LAVENDER

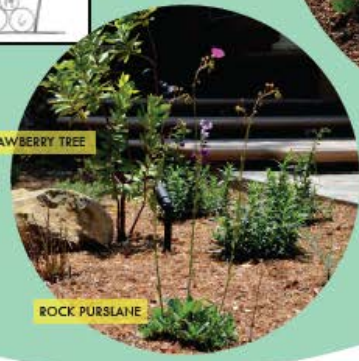
SILVER CARPET



PENSTEMON



DWARF OLIVE



STRAWBERRY TREE

ROCK PURSLANE

Sq.Ft. = 785
Cost = \$28,600

\$36.40 per
Sq.Ft.

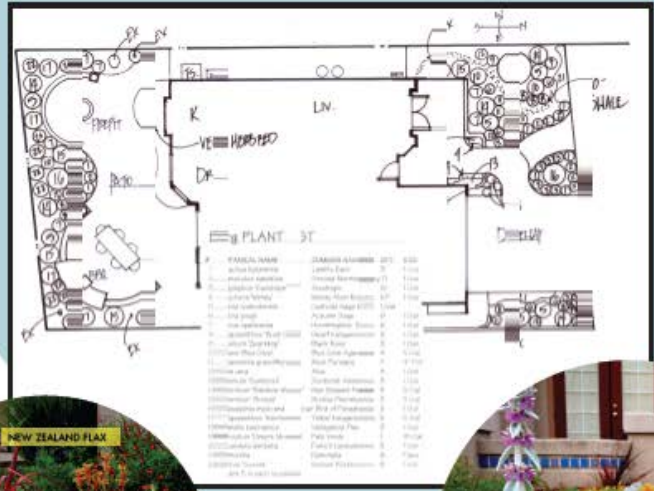
smwd.com/landscape



SMWD **SustainaBlue**
DESIGN STUDIO
BERG RESIDENCE



This customer wanted a functional garden that captures rainwater in an innovative way. Their design includes a "Rain Capture Swale" that works to slow rainwater, and help the water infiltrate into their garden. Additionally, we chose plants that would achieve an eye catching look with bold colors, lots of contrast, and textures.



SILVER CARPET

Sq.Ft. = 470
Cost = \$2,910

\$6.20 per Sq.Ft.

smwd.com/landscape

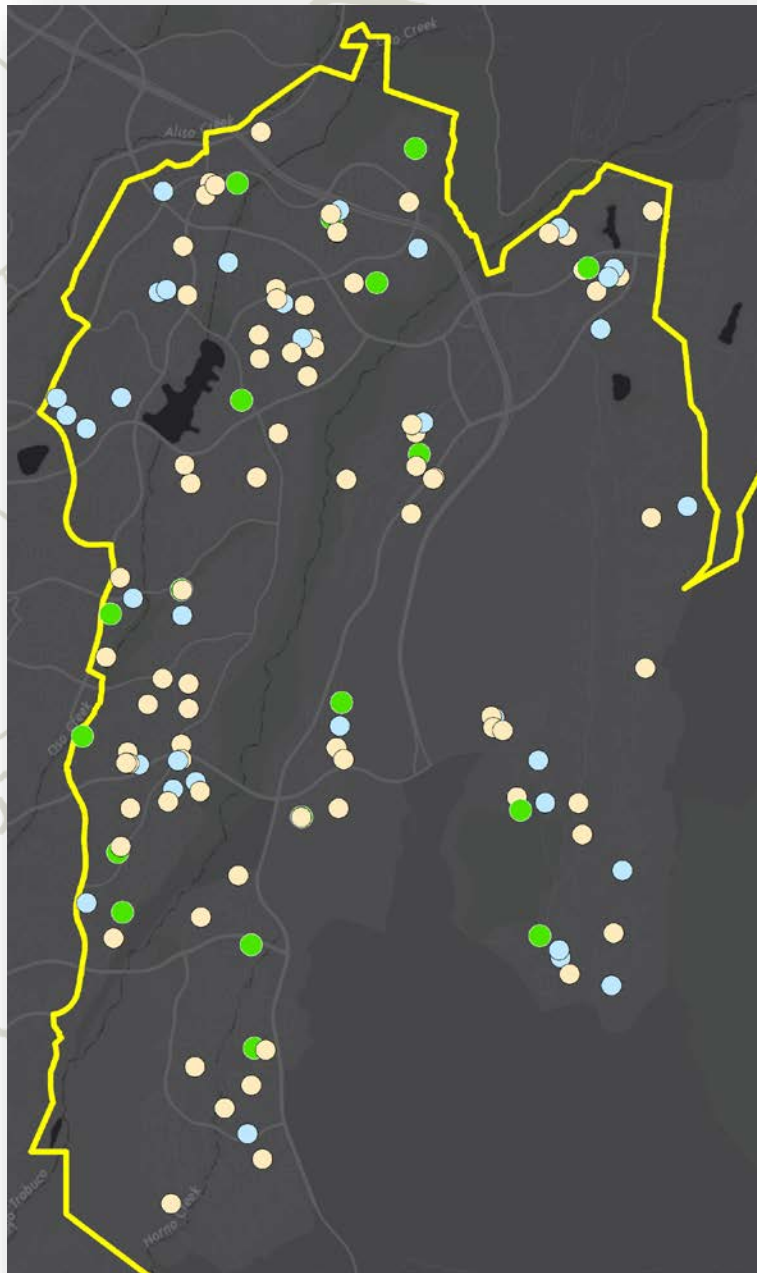


Sq.Ft. = 470
Cost = \$2,910

\$6.20 per
Sq.Ft.

Berg Residence – “Grow-in”

Program Participation (1 Year)



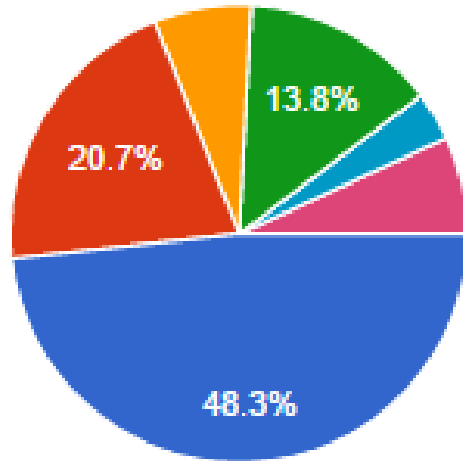
- 19 ● Installed
- 38 ● Design Stage
- 78 ● Pre-Design Stage

135 Participants

Surveys

29 Responses

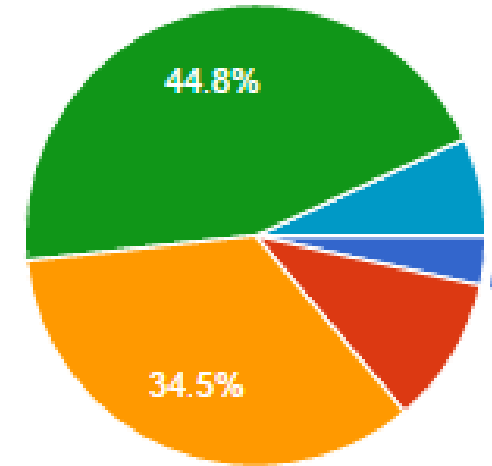
What was the dominant type of landscaping before?



Green lawn dominant	14	48.3%
Brown lawn or dirt dominant	6	20.7%
Even mix of green lawn and shrubs	2	6.9%
Even mix of brown lawn and shrubs	4	13.8%
Mostly shrubs	0	0%
Mostly low water-use plants	1	3.4%
Other	2	6.9%

What was your budget going into your landscape renovation?

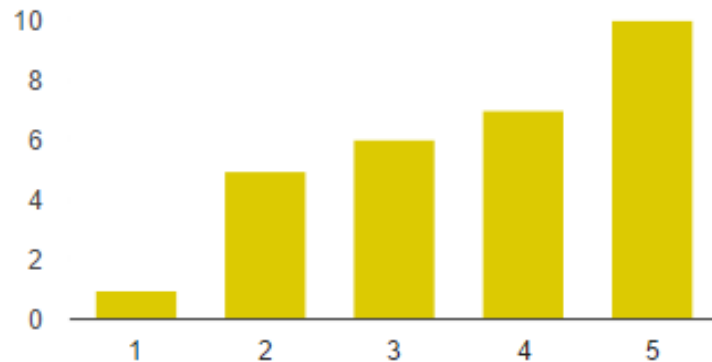
Less than \$500	1	3.4%
\$500 to \$1,500	3	10.3%
\$1,500 to \$2,500	10	34.5%
\$2,500 to \$5,000	13	44.8%
\$5,000 to \$10,000	0	0%
Greater than \$10,000	2	6.9%



Surveys

29 Responses

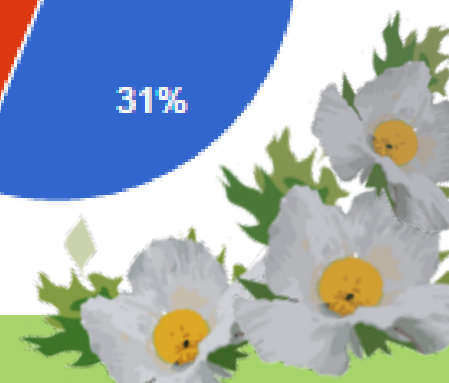
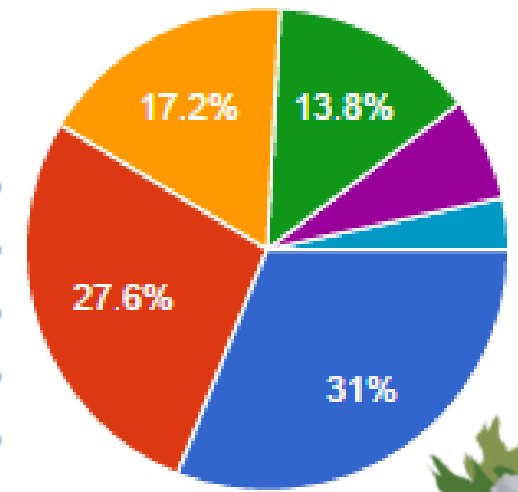
PRIOR to participating in SLDS, how committed were you to completing a low water-use landscape project?



Very Uncommitted: 1	1	3.4%
2	5	17.2%
3	6	20.7%
4	7	24.1%
Very Committed: 5	10	34.5%

If SLDS did not exist, how would you have designed & installed your low water-use landscape?

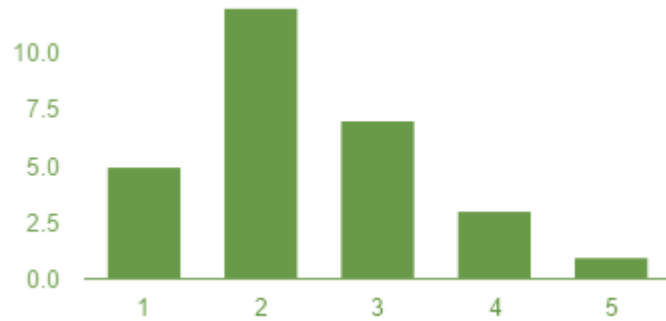
Would not have considered or started project	9	31%
Designed and installed landscape project by yourself	8	27.6%
Designed landscape yourself and hired a landscape contractor or gardener for installation	5	17.2%
Hired a landscape contractor or gardener to design and install	4	13.8%
Hired a landscape designer for design; hired a landscape contractor or gardener for installation	2	6.9%
Other	1	3.4%



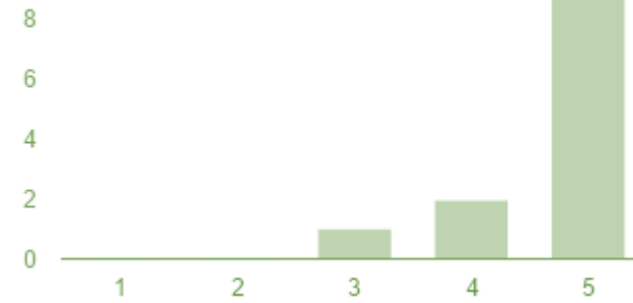
Surveys

Rank the visual appearance (aesthetics) of your landscape.

Very Unattractive: 1	5	17.9%
2	12	42.9%
3	7	25%
4	3	10.7%
Very Attractive: 5	1	3.6%



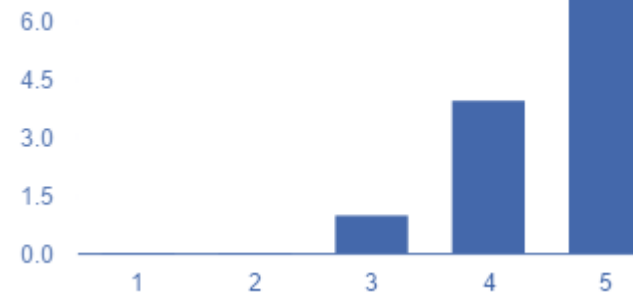
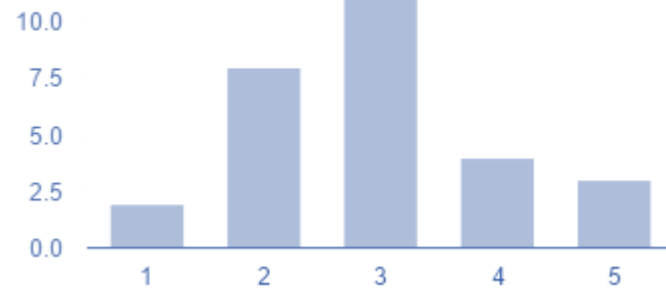
BEFORE



Very Unattractive: 1	0	0%
2	0	0%
3	1	8.3%
4	2	16.7%
Very Attractive: 5	9	75%

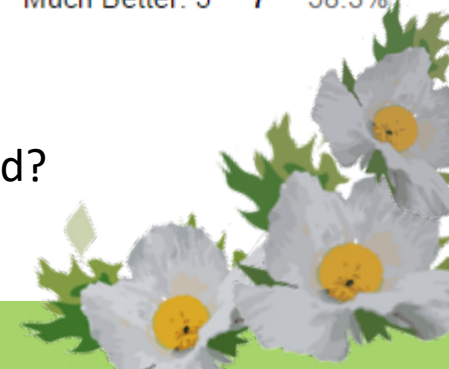
AFTER

Much Worse: 1	2	6.9%
2	8	27.6%
3	12	41.4%
4	4	13.8%
Much Better: 5	3	10.3%



Much Worse: 1	0	0%
2	0	0%
3	1	8.3%
4	4	33.3%
Much Better: 5	7	58.3%

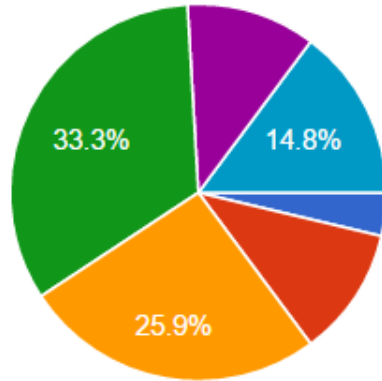
How does your landscape look in comparison to other homes in your neighborhood?



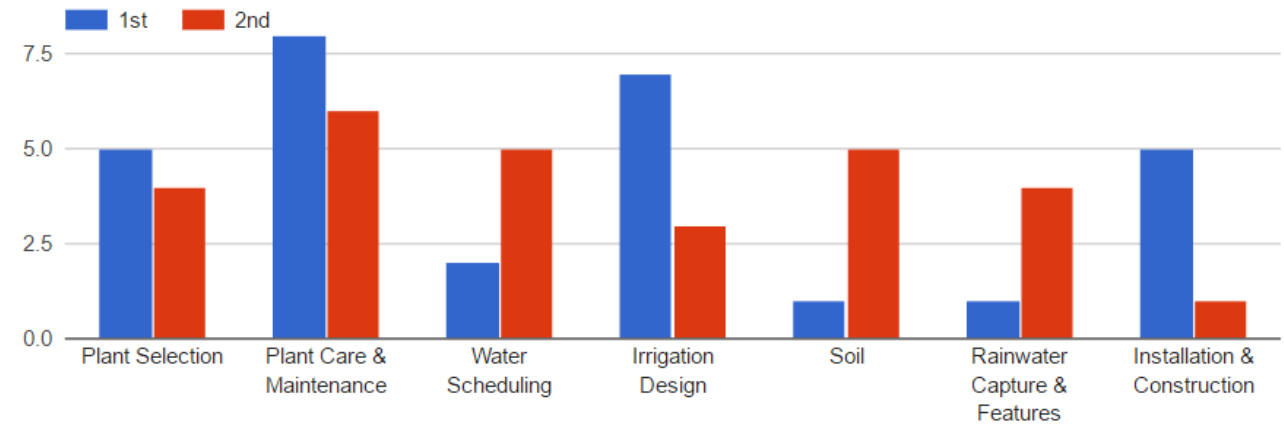
Surveys

What value would you assign to the services that were provided to you through the SLDS program?

\$0	1	3.7%
up to \$100	3	11.1%
\$101 to \$250	7	25.9%
\$251 to \$500	9	33.3%
\$501 to \$750	3	11.1%
Greater than \$750	4	14.8%

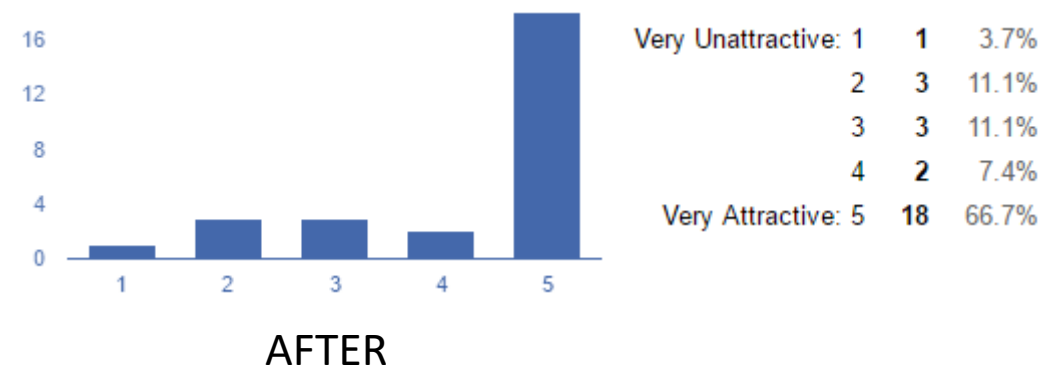
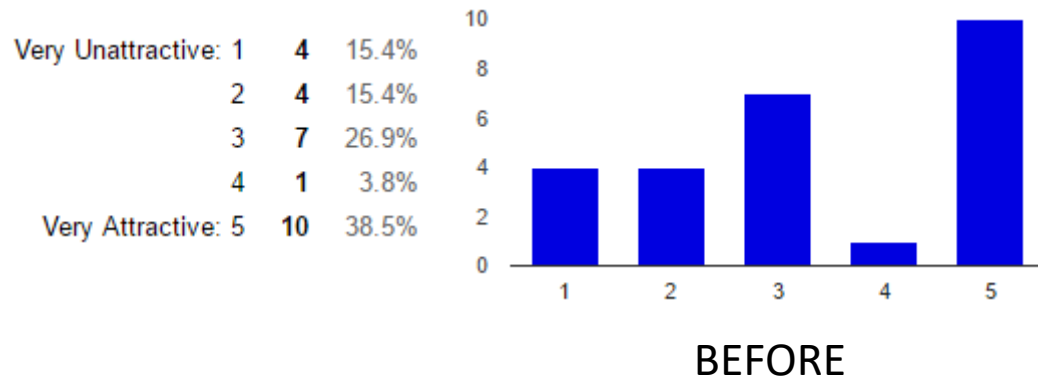


Please rank the top two topics you would like more assistance with or knowledge about:

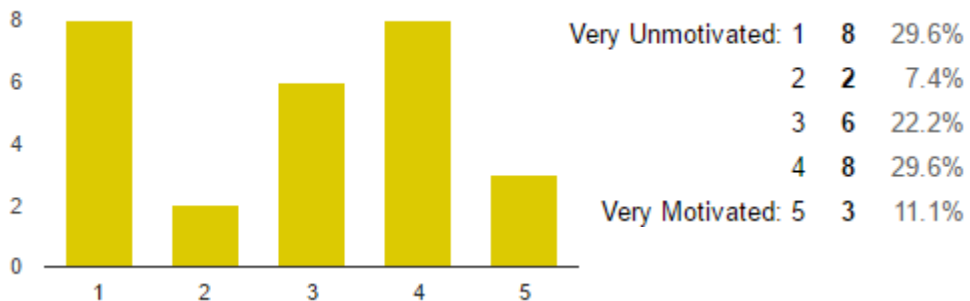


Survey of Neighbors

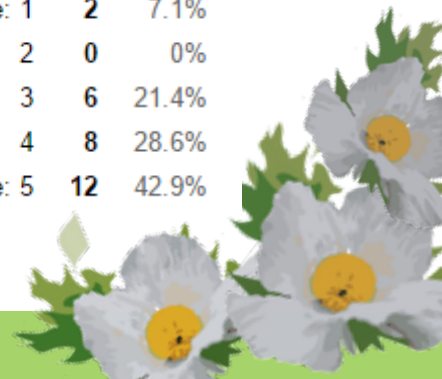
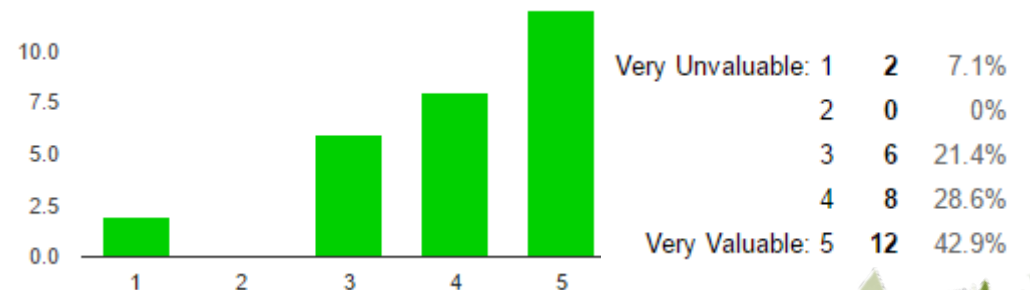
Rank the visual appearance (aesthetics) of your neighbor's landscape.



To what degree does your neighbor's low water-use landscape motivate you to do something similar?

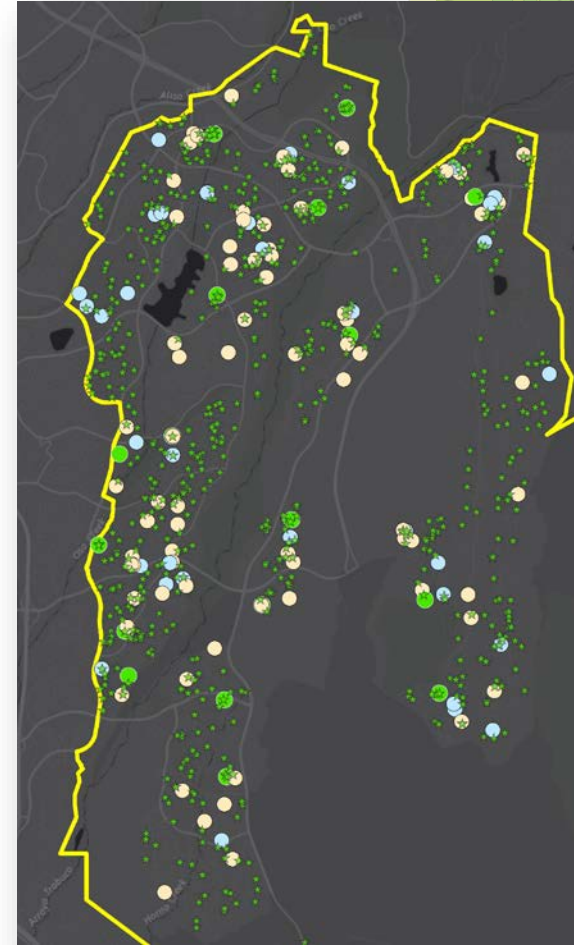


How valuable does this program seem for SMWD to offer to residents?



Going Forward . . .

- Program refinements
 - Deposit?
 - Additional resources & support
 - Landscape contractor pricing
- Spatial Analysis of Landscapes
- **SustainaBlue** Landscapes Tour





Questions?

Nate Adams

NateA@SMWD.com

smwd.com/landscape



SustainaBlue

LANDSCAPE DESIGN STUDIO



Santa Margarita
Water District

The logo for Santa Margarita Water District, featuring a stylized bell icon above the text. The background of the logo area includes illustrations of various plants like yellow wildflowers, purple flowers, and a blue grass tuft.