

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Grow Power: Cultivating Public-Private Partnerships



EBMUD's Landscape Advisory Committee 1988-Present



Circa 1988





INDEED,

THAT IS A GOOD POINT.





Water System Overview

Mokelumne River – Water Source

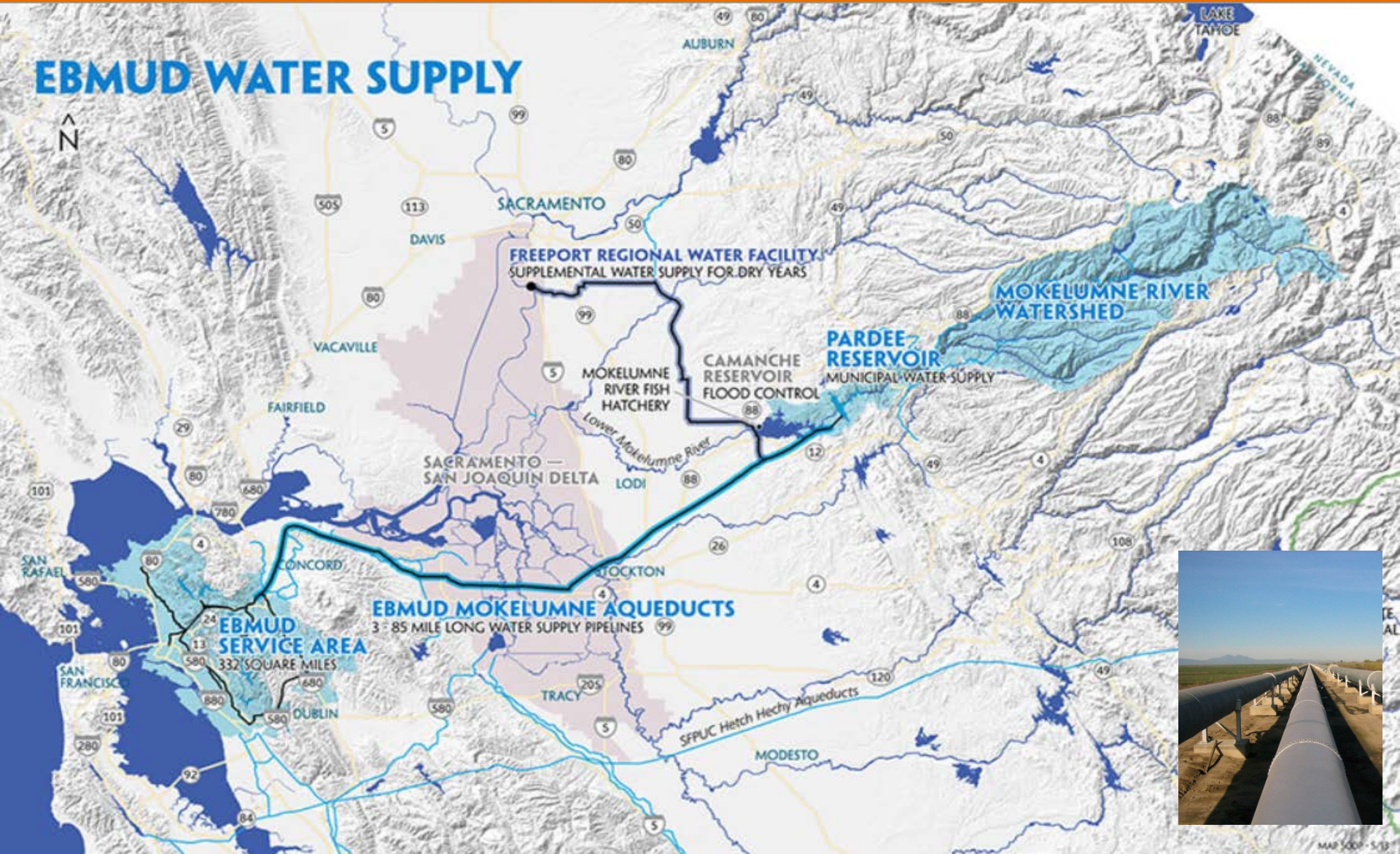


- 577 square miles of pristine, protected watershed.
- **Snow melt provides 90%** of our normal year water source.
- Supplies EBMUD with up to 325 million gallons of water daily.

EBMUD System



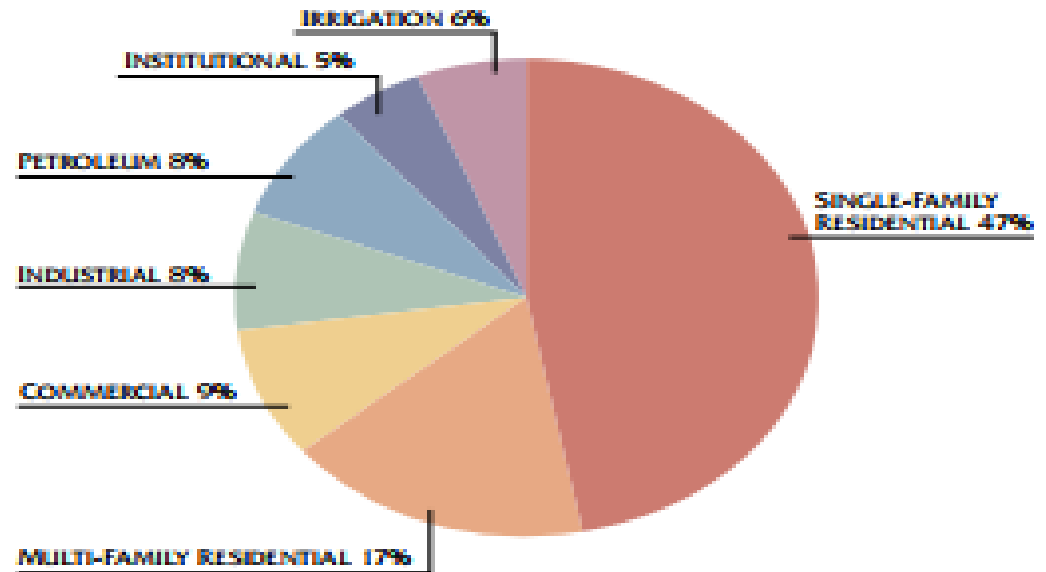
EBMUD WATER SUPPLY



Why Partner with the Landscape Industry?



- Indoors—state regulations and rebates.
- 50%-70% of urban residential water use is in the landscape.
- 47% residential customers.
- Cannot create market transformation alone.



NOTE:

Based on Calendar Year 1975-2014 metered consumption data.

Water Consumption by Region



FIGURE 4-6 **HISTORICAL SINGLE-FAMILY RESIDENTIAL WATER CONSUMPTION BY REGION WITHIN THE EBMUD SERVICE AREA**



Potable water accounts only. Based on historical daily average metered consumption, 1975-2015.
Representation of non-EBMUD boundaries is not necessarily authoritative.

THE
FLOWER
PEDDLER





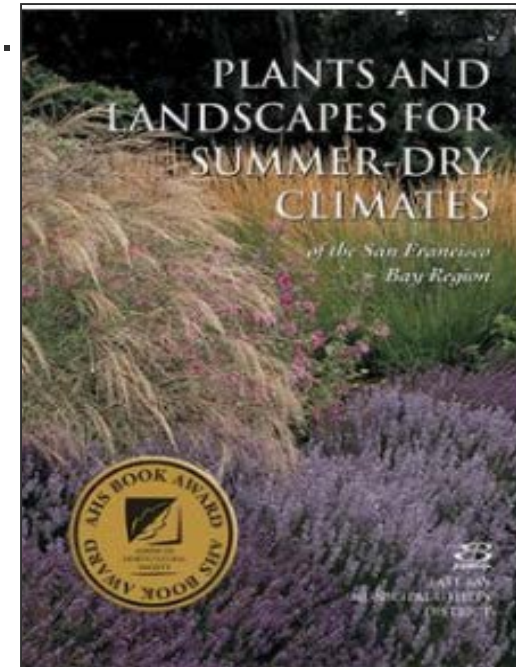


REBATES

First LAC Actions



- Created a forum for the Landscape Industry to communicate with EBMUD.
- Shifted business towards low-water use landscapes.
- On-going contributions to California's Model Water Efficient Landscape Ordinance.
- Provided input on the Water Conservation Division projects and programs.
- Contributed to *Plants and Landscapes for Dry Summer Climates*, *Irrigation Guide*, *LAC newsletter* etc.



WHAT VOLUNTEERS VALUE



A. Swanky Volunteer Recognition Event

B. Cool Hipster Swag

C. Good Use Of Their Time

Bi-Monthly General Meetings



- EBMUD hosts bi-monthly (6 times/year).
- Email invitation to 560 people.
- Attended by 40-70 people
 - Landscape architects
 - Landscape designers
 - Landscape contractors
 - Master Gardeners
 - Nursery/irrigation center managers
 - Gardeners
 - Irrigation specialist
 - Students and interns
 - EBMUD staff
 - Public



Landscape Advisory Committee
Sustainable Landscape Speaker Series



Irrigation Assessment

A Business Opportunity

Monday, July 17, 2017

3:30pm-5:00pm

East Bay Municipal Utility District
375 11th Street, Oakland CA

Registration required: Email: kristin.bowman@ebmud.com

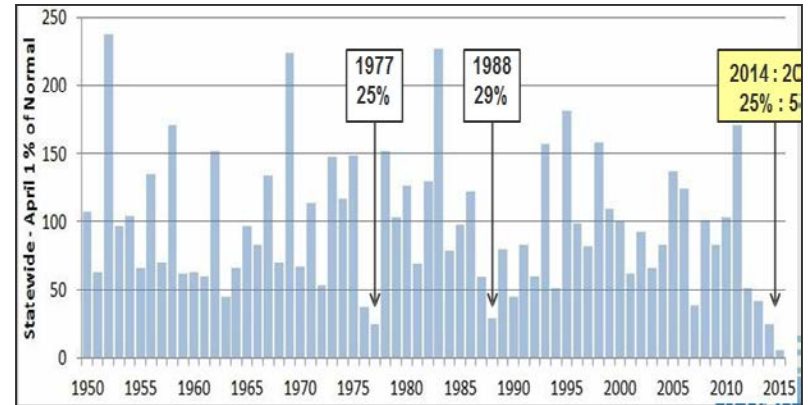
Event qualifies for CEU's from the Irrigation Association, QWEL, and Bay-Friendly (ReScape).

General Meetings (1.5 hours)



General Meetings cover:

- State/EBMUD water supply/regulation updates.
- Subcommittee reports.
- Guest speaker.
- Spread of sweet and savory treats.



Don't forget the treats!

Sustainable Landscapes Speaker Series



Local expert gives one hour presentation on sustainable landscape topic.

- Planting for Biodiversity and Water Conservation.
- Raingardens and Bioswales.
- Rainwater Harvesting.
- Promoting Soil Health.
- Supporting Oak Tree Health.
- Tour of Nationally Recognized Green School.
- Irrigation Assessment—A Business Opportunity.



Sustainable Landscapes Speaker Series



- Continuing Education Units (CEU's) available through Irrigation Association, Rescape California, QWEL and Master Gardeners.
- Professional level discourse.

Strength of the Network

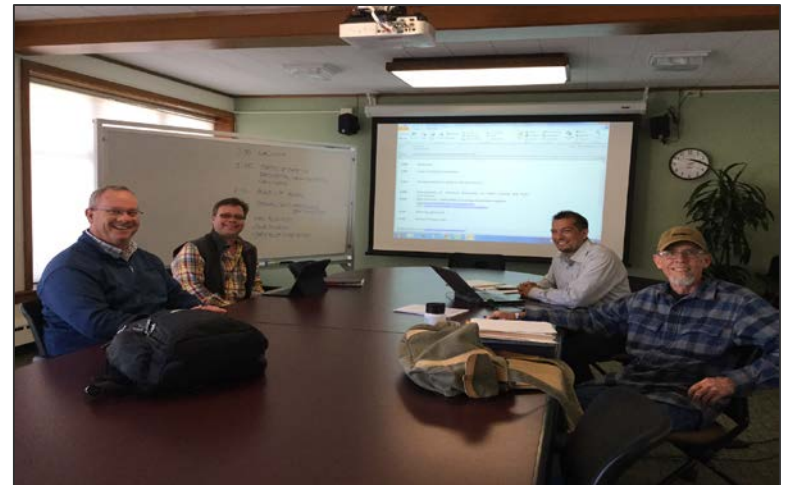


Three Subcommittees



Three **project-based** subcommittees meet monthly:

- Technology
- Education and Outreach
- Professional Development



Technology Subcommittee



EBMUD Lawn Conversion Water Savings Calculator (Part 1)

Thirsty lawns use a lot of water. Join other Californians in helping to make our water supply sustainable by converting your lawn to a water efficient landscape. See how much water you can save in the table below by selecting your city and entering the lawn area you would like to convert. You may be eligible for a money saving rebate!

Step	Input Message / Guidance Text	Field	Field Description / Notes
1	Step 1: Tell us where you live by selecting your City from the drop down list	Oakland	1 out of 30 cities from EBMUD district list
2	Step 2: How many square feet of lawn are you interested in converting?	1,000	Lawn area (square feet)
	This is the estimated water you are using for your lawn (gallons per year):	28,656	Existing lawn use, gallons per year (100% of ET)
	(This is the estimated water use in CCF):	38	Existing lawn use, CCF per year (100% of ET)
	This is the estimated water you would use for a water efficient residential landscape:	15,761	MAWA calculation without SLA, gallons per year (55% of ET)
	If you converted your lawn to to a water efficient landscape you could save:	12,895	Water savings, gallons per year (difference)

Congratulations! The water you saved can support the "x" people for "y" days.(Based on 50 GDP or Some type of encouraging message)

[CLICK HERE TO DESIGN YOUR WATER EFFICIENT LANDSCAPE](#)

Lawn Conversion Calculator

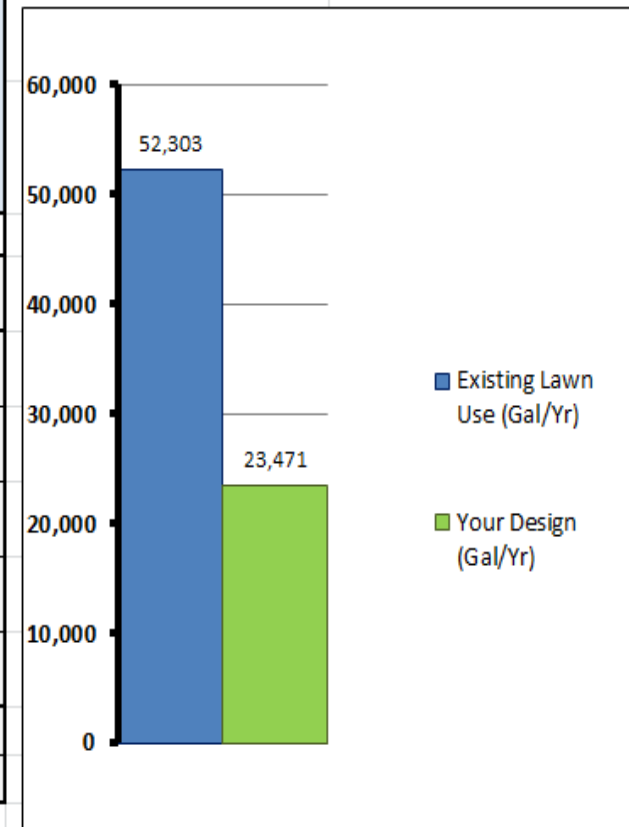


Redesign Your Lawn

To design a water efficient landscape, enter the square footage of the lawn you are considering to replace, then use the drop down lists to select plant type, water use, and irrigation type.

The graph to the right compares the water needs of your new landscape to the State of California Water Efficient Landscape Target. Click the button at the bottom of the page to find lawn conversion rebate information.

New Landscape Area (Sq. Ft)	New Landscape Type	Planting Water Use	What kind of irrigation would you use?	Estimated Water Use (GAL/YR)
500	Groundcover	Low	Select Irrigation Type	3,923
500	Lawn and/or Annuals	High	Select Irrigation Type	13,076
250	Perennials	Very Low	Select Irrigation Type	588
500	Shrubs	Low	Select Irrigation Type	3,923
250	Trees	Low	Select Irrigation Type	1,961
2,000	Total Area of Your Selected New Plantings			Total: 23,471
2,000	Your Original Lawn Size			Percent of Benchmark: 82%
0	Remaining / Excessive Planting Area			



Nice work! Your garden meets California's standard for a water efficient landscape.

[CLICK HERE FOR MORE INFORMATION ON LAWN CONVERSION REBATES](#)

Professional Development Committee



- Professional Development Committee's aim is to broaden landscape professionals' knowledge of outdoor water conservation.
- A survey and sent to 560 contractors, designers, architects, Master Gardeners.
- Landscape Professionals' Survey covered:
 - Types of training needed.
 - Feedback on plant book.
 - Interest in peer-to-peer chat group.
 - Favorite resources and links.



Sample of Survey Results



550 surveys sent. 107 responded. Total of 13 questions.
Preliminary results.

1. What sector of the landscape do you work in primarily?

51 %	Single Family Residential
32 %	Commercial and Multi-Family
17 %	Institutional and Commercial

71% Walnut Creek, Danville, San Ramon

2. What new content do you recommend adding to the book *Plants and Landscapes for Dry Summer Climates*?

84%	More plants species
76%	Plant and Landscape Maintenance Guide
66 %	Watershed Approach to Landscaping
64%	Irrigation Design Assessments
42 %	Sample Landscape Designs

Survey Results



3. What training topics interest you? (Very Interested)

- 73%** Choosing an appropriate plant palette for a specific site.
- 71%** How to manage a property to a water budget.
- 66%** How to manage a maturing landscape.
- 53%** Watershed Approach to Landscaping
- 54%** California's Model Water Efficiency Landscape Ordinance.
- 44%** How to increase my business opportunities and promote sustainable landscaping.

Survey Results



4. Are you interested in being a part of an online chat group?

52% Yes

5.



“I feel very fortunate to work and live within the EBMUD.”

“EBMUD has been, and continues to be a leader on the forefront of landscape sustainability.”

Education and Outreach Committee



Demonstration garden activities:

- Build connections with garden managers.
- Identifying areas for improvement.
- Assist with garden renovations plans.
- Invitation to WaterSmart Garden Refresher Grant.
- Place garden on Sustainable Landscapes Map.



Demonstration Gardens Case Study



City of Richmond's low-water use demonstration garden

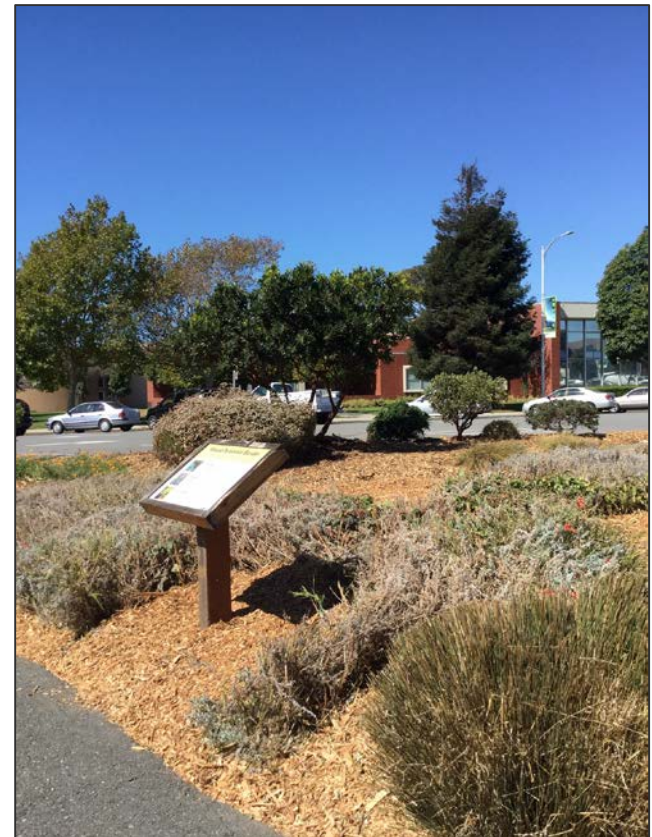


Partnership with Master Gardeners



City of Richmond and Master Gardeners of Contra Costa County

- Create a MOU with City of Richmond and Master Gardeners.
- Activate space with educational activities.
- Apply to EBMUD WaterSmart Garden Refresher Grant.



WaterSmart Garden Refresher Grant



WaterSmart Garden Refresher Grant Goals:

- Reconnect garden partners.
- Refresh 10-30 year old mature landscape.
- Showcase gardens on EBMUD and CALWEP websites.
- Invest in vital community asset.
- Give attention to garden evolution and maintenance.


EAST BAY MUNICIPAL UTILITY DISTRICT

water SMART | WaterSmart Garden Refresher Grant Program

What is the WaterSmart Garden Refresher Grant Program?
East Bay Municipal Utility District (EBMUD) is awarding grants to existing demonstration gardens to reconnect garden partners, to identify areas for garden improvement and to showcase qualifying gardens on EBMUD and the California Water Efficiency Partnership Websites. Applicants are requested to apply by invitation only.
The goals of the Refresher Grant Program are the following:


1. Build awareness of demonstration gardens in EBMUD service area to inspire the transformation of water intensive, traditional landscapes to low water use, sustainable landscapes.
2. Build strong partnerships between EBMUD, EBMUD's Landscape Advisory Committee, garden managers/landowners and other partners.
3. Improve site conditions of demonstration gardens

Award Levels
Grant awards range from \$500 to \$2,500. Larger awards may be considered on a case by case scenario.



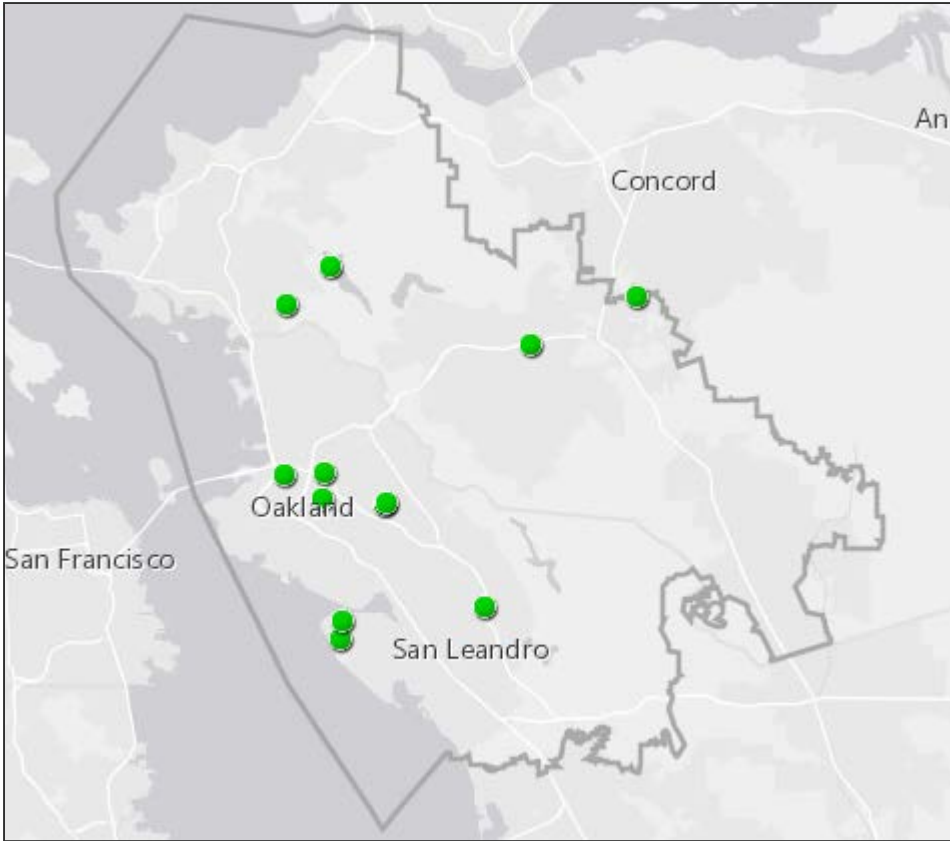
Eligibility Requirements

1. Gardens / urban farms must be located within the EBMUD service area and have an active water account or other water source.
2. Gardens must have received an EBMUD WaterSmart Garden Grant Program five or more years ago.
3. Grants are for EBMUD pre-approved projects only. Awards are not retroactive.
4. The garden / urban farm site must have safe public access and high visibility.
5. Conservation of water and other natural resource must be the clear message and intent of the garden, communicated through printed and web materials, and/or interpretive signage. EBMUD support of the project will be acknowledged in signage.
6. A demonstration site must utilize the best current sustainable design principles such as:
 - California native and summer-dry climate plants
 - low-volume irrigation methods, such as drip irrigation and hand watering with hoses
 - weather-based irrigation controllers
 - recycled or reclaimed materials
 - permeable hardscape
 - erosion control and soil health enhancement
 - energy conservation
 - habitat enhancement
 - non-toxic management techniques
7. Applicants must commit to ongoing maintenance and demonstrate a sustainable maintenance plan for their garden project for a minimum of five years.

www.ebmud.com/watersmart We make it easy to conserve. 

EAST BAY MUNICIPAL UTILITY DISTRICT

Sustainable Landscapes Map



(1 of 2)

Sustainable landscape: Casitas Alameda HOA

Place Name	Casitas Alameda HOA
Year Developed	2015
Property Owner	Casitas Alameda Homeowners Association
Address	Catalina Avenue between Verdemar Drive and Fir Place
City	Alameda
Zip	94502
Description	The Casitas Homeowner Association worked with Stopwaste, Bay-Friendly and EBMUD to convert three quarters of an acre of lawn to

[Zoom to](#)

Sustainable Landscapes Map



- Features

- “Gardens near me” search field
- Short description
- 4 photos
- Website
- Certification



- First Phase selected based on participation with EBMUD Programs

- Water Budget
- WaterSmart Garden Grant
- Lawn Conversion
- Website



[East Bay Municipal Utility District :: WaterSmart gardener](#)

Roles and Responsibilities of Water Conservation Division



WCD responsible for the following:

- Promote program internally and externally.
- Coordinates meetings.
 - speaker series
 - dates, meeting space, AV
- Create outreach materials.
- Update website, mailing list.
- Communicate with subcommittee chairs i.e. meeting agendas.
- Usher LAC projects thru EBMUD divisions.
- Expand program to attract newcomers.
- Recognition.



Subcommittee Co-Chair Roles



Subcommittee Co-Chairs:

- Facilitate meeting.
- Communicate with subcommittee members.
- Move projects forward.
- Write/send minutes.
- Point person with EBMUD.
- Give short presentations at General Meeting.



Meeting Guidelines



Mutual Respect

- Arrive on time
- Respect goal of the meeting

Attentive Listening

- One person speaks at a time
- Minimal cell phone use

Appreciation

- Put ups, not put downs
- Curiosity instead of judgements

Right to Pass

- Be an active observer

Adapted from StopWaste

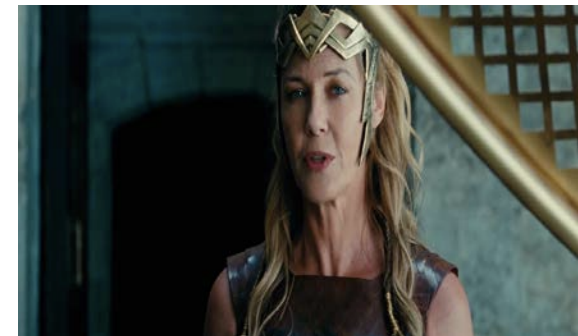
Speaking

- People talk straight and confront issues
- Try not to repeat
- Respect the role of the facilitator

Sense of Humor

Forgiveness

- Mistakes—use as a tool for learning



“If you get enough sleep, cut back on cigarettes and red meat, you feel better the next day.” Robin Wright

Setting Up Your Landscape Advisory Committee



1. Develop strategic plan.
2. Identify priorities, resources and funding needs.
3. Recruit and train staff.
4. Recruit and train subcommittee members.
5. Clarify roles and projects.
6. Secure meeting space, AV equipment.
7. Provide ongoing communication.
8. Implement continuous learning, improvement, and recognition.



Service Enterprise

- A Service Enterprise is an organization that fundamentally leverages volunteers and their skills across all levels of the organization to successfully deliver on their social mission.
- Research conducted by Deloitte Consulting (2010) found:
 - All organizational capacity is stronger for nonprofits with a strong volunteer management model.
 - Service Enterprises are more adaptable, sustainable, and capable of going to scale.
 - Organizations that engage volunteers are equally as effective as their peers without volunteers but at almost half the median cost.
- Google: **Reimagining Service Research Summary**


Benefits of EBMUD/LAC Partnership



- Expand water-efficient landscape practices throughout service area.
- Receive expertise on water conservation programs and services.
- Develop tools and resources.
- Resiliency and support during a drought.
- Clout for program activities.
- Professional development for LAC members and EBMUD staff.
- Staying on your toes.
- Networking.



EBMUD AND LAC CIRCA 2017

A photograph of a garden scene. In the foreground, a shovel and a pitchfork with wooden handles are stuck into dark, rich soil. The background is a lush, green garden with various plants and trees, slightly out of focus. The sky is a clear, bright blue. The overall scene is bright and sunny, suggesting a pleasant day in a well-maintained garden.

Since the 1970's, the EBMUD service area population has increased by 20 percent, and water usage is at or below 1970's levels.

Reach Out



“The best part about being with a group is that you don't have to do everything alone.” Justin Timberlake

APLD Member Quote

Association of Professional and Landscape Designers



“I love the work that the LAC does and is doing. There are amazing people involved, with movers and shakers abounding.

The partnership between EBMUD and the Landscape profession is strong and does make a difference... acting as a role model for other water districts and local professionals, and preserving our precious supply of water.

I treasure the opportunity to participate in whatever way I can.”

Lori Palmquist, CLWM, CLIA, CID, CIC

LAC website



[Home](#) / [Water](#) / [Conservation and rebates](#) / [WaterSmart gardener](#) / [Landscape Advisory Committee](#)

The Landscape Advisory Committee (LAC) is a partnership between EBMUD and members of the landscape industry to promote sustainable landscape design, installation, maintenance and management practices.

This committee seeks to support the transition to more drought-resilient landscaping and water supplies.



<http://www.ebmud.com/water-and-drought/conservation-and-rebates/water-smart-gardener/landscape-advisory-committee>

Thank You from EBMUD



Kristin Bowman

EBMUD Water Conservation Representative

510 986-7610

kristin.bowman@ebmud.com