This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
Grow Power: Cultivating Public-Private Partnerships

EBMUD's Landscape Advisory Committee 1988-Present

[Images of water, grass, landscaping, and coins]
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.
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.
Water Consumption by Region

Figure 4-6

Historical single-family residential water consumption by region within the EBMUD service area.

Percent of district-wide averaged daily water use per account. Single-family residential accounts only.

40% - 290%
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

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 (Re:Scrape).
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!
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.
- Continuing Education Units (CEU’s) available through Irrigation Association, Rescape California, QWEL and Master Gardeners.

- Professional level discourse.
Strength of the Network
Three project-based subcommittees meet monthly:

- Technology
- Education and Outreach
- Professional Development
# 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!

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

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

<table>
<thead>
<tr>
<th>New Landscape Area (Sq. Ft)</th>
<th>New Landscape Type</th>
<th>Planting Water Use</th>
<th>What kind of irrigation would you use?</th>
<th>Estimated Water Use (GAL/yr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>500</td>
<td>Groundcover</td>
<td>Low</td>
<td>Select Irrigation Type</td>
<td>3,923</td>
</tr>
<tr>
<td>500</td>
<td>Lawn and/or Annuals</td>
<td>High</td>
<td>Select Irrigation Type</td>
<td>13,076</td>
</tr>
<tr>
<td>250</td>
<td>Perennials</td>
<td>Very Low</td>
<td>Select Irrigation Type</td>
<td>588</td>
</tr>
<tr>
<td>500</td>
<td>Shrubs</td>
<td>Low</td>
<td>Select Irrigation Type</td>
<td>3,923</td>
</tr>
<tr>
<td>250</td>
<td>Trees</td>
<td>Low</td>
<td>Select Irrigation Type</td>
<td>1,961</td>
</tr>
</tbody>
</table>

- **Total Area of Your Selected New Plantings**: Total: 23,471
- **Total Water Use (Gal/Yr)**: 52,303
- **Your Original Lawn Size**: Percent of Benchmark: 82%

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

- Professional Development Committee’s aim is to broaden landscape professionals’ knowledge of outdoor water conservation.

- A survey was sent to 560 contractors, designers, architects, and 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 if 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
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.
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.”
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 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.
Sustainable Landscapes Map
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

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.
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: Reimaging 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.
Since the 1970’s, the EBMUD service area population has increased by 20 percent, and water usage is at or below 1970’s levels.
“The best part about being with a group is that you don't have to do everything alone.” Justin Timberlake
“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
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.

Thank You from EBMUD

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