

# This presentation premiered at WaterSmart Innovations

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



# CHANGING THE LANDSCAPE IN A SMALL CITY THROUGH CONSERVATION EDUCATION

GAIL DONALDSON, WATER CONSERVATION MANAGER







# ALLEN, TEXAS

Population: 94,915

Median Age: 35

Avg. Household

income: \$101,636

27.11 Square Miles

Average Rainfall:

38.4 inches



# NORTH TEXAS MUNICIPAL WATER DISTRICT

- NTMWD serves 1.6 million.
- Allen one of 13 member cities
- 13 Million GPD
- 24 Million Peak
- Lavon Lake
- Chapman, Tawakoni, Texoma, Wetlands.





# CONSERVATION PROGRAM HISTORY

- 2007-Hired Water Conservation Manager to develop programs.
- 2007-2015 programs developed included rebate programs, conservation messaging on utility bills, K-12 education programs and an adult education program titled “Sustainable Landscape Series”-a spring residential education series taught by college horticulture faculty, Texas A&M extension personnel and industry professionals.

# SUSTAINABLE LANDSCAPE SERIES-NEED

- Allen 92% residential and still growing. Population doubled from 2000-2015.
- Residential landscape design for new homes-high water use, HOA common areas large color beds with change out 4 times per year, spray irrigation systems.
- GPCD over 165
- Drought conditions 2006-07



# TYPICAL RESIDENTIAL LANDSCAPE 2000-2005













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# Sustainable Landscape Series

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**CITY OF ALLEN Water Conservation**

## Sustainable Landscape Seminar Series

seminars to be held in the Community Room, 301 Century Parkway, Allen, TX, from 10 am till Noon on the following Saturdays:

- Grow Your Garden Green—Horticulture Basics**  
Saturday, January 29, 2011—Cost \$5
- Roses the EarthKind® Way**  
February 12, 2011—Cost \$5
- Rain Water Harvesting & Build a Rain Barrel**  
February 26, 2011—Cost \$5
- Landscaping for Wildlife & Water Conservation**  
February 26, 2011—Cost \$5
- Reserve, Restore, Celebrate: Native Plants & Sustainable Practices**  
March 12, 2011—Cost \$5
- Urban Tree Care**  
Saturday, April 9, 2011—Cost \$5
- Rain Water Harvesting & Rain Barrel Building**  
Saturday, April 30, 2011; Rain Water Harvesting—Cost \$5; Rain Barrel Building—Cost \$40  
limited to first 25 registered; Allen residents may qualify for a \$25 Rain Barrel Rebate as a credit on their Allen utility bill
- Water Conservation Insights**  
May 7, 2011—Cost \$5
- Heirloom Vegetables**  
May 21, 2011—Cost \$5

**CITY OF ALLEN Water Conservation**

## Sustainable Landscape Seminar Series

- Secrets of the Water Wise Gardener**  
Saturday, February 4, 2012, 10 am—Noon; Held at the \*CR; \$5 Fee  
Presenter: Gail Donaldson, City of Allen
- Rain Water Harvesting & Build a Rain Barrel**  
Saturday, February 11, 2012, 10 am—Noon; Held at the \*\*RGFTC; \$5 Fee for seminar only OR \$50 Fee to build & take home \*\*\*rain barrel  
Presenter: Dr. Doty Woodson, Texas AgriLife Extension
- Saving the Most Valuable Asset of the Landscape—Trees!**  
Saturday, March 10, 2012, 10 am—Noon; Held at the \*\*RGFTC; \$5 Fee  
Presenter: Matt Grubisich, Texas Trees Foundation
- Next Time, Choose Drought Tolerant Plants**  
Saturday, March 17, 2012, 10 am—Noon; Held at the \*CR; \$5 Fee  
Presenter: Brice Creelman, Shades of Green, Inc.
- Edible Ornamentals**  
Saturday, April 14, 2012, 10 am—Noon; Held at the \*\*RGFTC; \$5 Fee  
Presenter: Leslie Halleck, Halleck Horticultural
- No Water Landscapes—Hardscape Features**  
Saturday, May 12, 2012, 10 am—Noon; Held at the \*\*RGFTC; \$5 Fee  
Presenter: Cody Hoya, Terrain Horticultural Design

\*CR - Community Room, Municipal Court Building, 301 Century Pkwy  
\*\*RGFTC - Ron Gearty Fire Training Center, north end of Central Fire Station, 310 Century Pkwy  
\*\*\*rain barrel (55 gal) limited to first 25; Allen residents may qualify for a \$25 rebate

Thanks to Community Partners:  
 KEEP ALLEN BEAUTIFUL  
 Packett's Nursery  
 Allen Garden Club  
 Caring Our Community  
 AgriLIFE EXTENSIVE  
 Texas Trees Foundation  
 SHADES OF GREEN  
 HALLECK HORTICULTURAL

**CITY OF ALLEN Water Conservation**

## Sustainable Landscape Seminar Series

- Grow Your Garden Green (Horticulture Basics)**  
Saturday, January 26, 10:00 am—Noon; Cost: \$5  
Presenter: Gail Donaldson, City of Allen  
Community Room, 301 Century Parkway, Allen, TX
- Saving for a Rainy Day (Build a Rain Barrel)**  
Saturday, February 9, 10:00 am—Noon; Cost: \$50  
Presenter: Dr. Doty Woodson, Texas AgriLife Extension  
Community Room, 301 Century Parkway, Allen, TX
- Landscaping for Environmental Stewardship (Earthkind Principles)**  
Saturday, February 16, 10:00 am—Noon; Cost: \$5  
Presenter: Dr. Greg Church, Texas AgriLife Extension  
Community Room, 301 Century Parkway, Allen, TX
- Urban Tree Care (Best Trees and Their Care)**  
Saturday, March 9, 10:00 am—Noon; Cost: \$5  
Presenter: Matt Grubisich, Texas Trees Foundation  
Community Room, 301 Century Pkwy, Allen, TX
- Greener Grass (Lawn Care the "Green" Way)**  
Saturday, March 16, 10:00 am—Noon; Cost: \$5  
Presenter: Gail Donaldson, City of Allen  
Community Room, 301 Century Pkwy, Allen, TX
- Landscapes: Choose Natives! (Right Plants for Site Conditions)**  
Saturday, April 13, 10:00 am—Noon; Cost: \$5  
Presenter: Brice Creelman, Shades of Green Inc.  
Community Room, 301 Century Pkwy, Allen, TX
- \*WaterWise Irrigation Seminar (Get to Know Your Sprinkler System)**  
Saturday, May 4, Start Times: 9:00 am, 10:00 am or 11:00 am  
Cost: FREE; Registration: <http://dallas.tamu.edu/>  
Texas A&M Extension Dallas Center, 17360 Coit Road, Dallas, TX

\*Hands-on seminar held in conjunction with Cities of Allen, Dallas, Frisco, McKinney, Plano, and Richardson. Partnered with Dallas Irrigation Association, Ewing Irrigation, and Texas A&M AgriLife Extension.

Thanks to Community Partners:  
 Packett's Nursery  
 KEEP ALLEN BEAUTIFUL  
 Texas Master Gardener  
 AgriLIFE EXTENSIVE  
 TEXAS FOUNDATION





# U.S. Drought Monitor

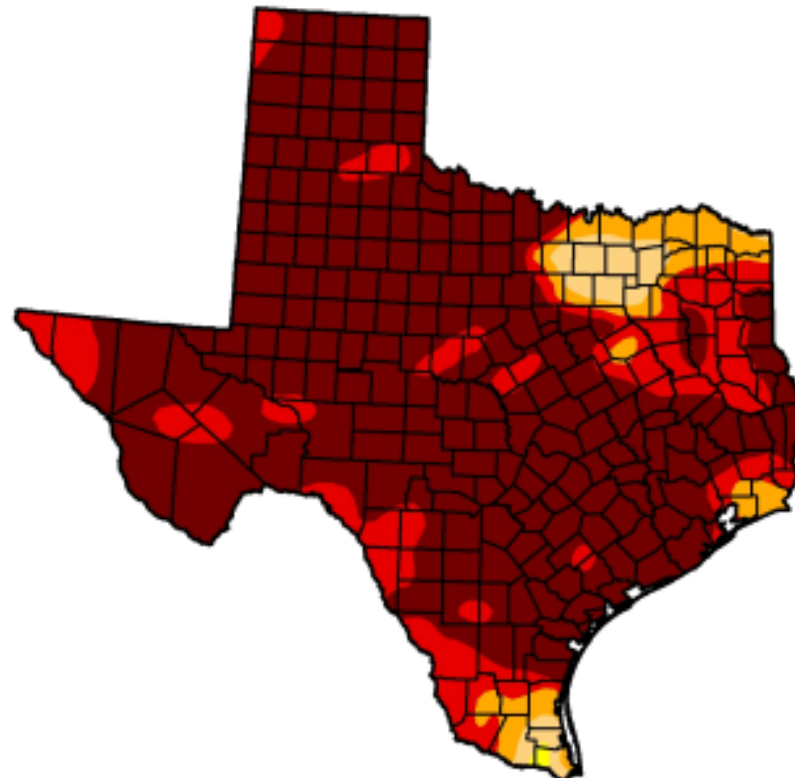
## Texas

July 26, 2011

Valid 7 a.m. EST

Drought Conditions (Percent Area)

	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
Current	0.00	100.00	99.85	96.88	91.65	75.23
Last Week (07/19/2011 map)	0.00	100.00	98.96	95.78	91.19	75.15
3 Months Ago (04/26/2011 map)	0.00	100.00	100.00	94.97	70.42	17.16
Start of Calendar Year (12/28/2010 map)	7.89	92.11	69.43	37.46	9.59	0.00
Start of Water Year (09/28/2010 map)	75.57	24.43	2.43	0.99	0.00	0.00
One Year Ago (07/20/2010 map)	82.43	17.57	7.37	0.61	0.00	0.00



Intensity:

- D0 Abnormally Dry
- D1 Drought - Moderate
- D2 Drought - Severe
- D3 Drought - Extreme
- D4 Drought - Exceptional

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.

<http://drought.unl.edu/dm>



Released Thursday, July 28, 2011  
Brad Rippey, U.S. Department of Agriculture



# SUSTAINABLE LANDSCAPE SERIES

- 2010-2012 Attendance soared, especially after water restrictions tightened
- ACTV BEGAN RECORDING IN 2012-On cable, website, You Tube
- 2012-2015 over 11,000 views on You Tube, over 1000 times televised on cable TV.
- First cost was \$5.00 per class to cover expenses. Dedicated budget in 2011, then seminars were free.



# THE CITY CONTINUED TO GROW





# THE OLD WAY OF LANDSCAPE DESIGN





# CITY MEDIANS





## CHANGE IN LANDSCAPE

- Phone complaints came daily from commercial landscape companies, HOA management companies along with residents who complained the severe water restrictions was costing them millions of dollars in revenue loss and thousands of dollars in plant losses.
- The City Parks Planner began attending the series to help in learning a better way to landscape the City medians and parks, along with several commercial property maintenance personnel.
- Some HOA converted areas out of need to replace dying plants



# CITY MEDIANS



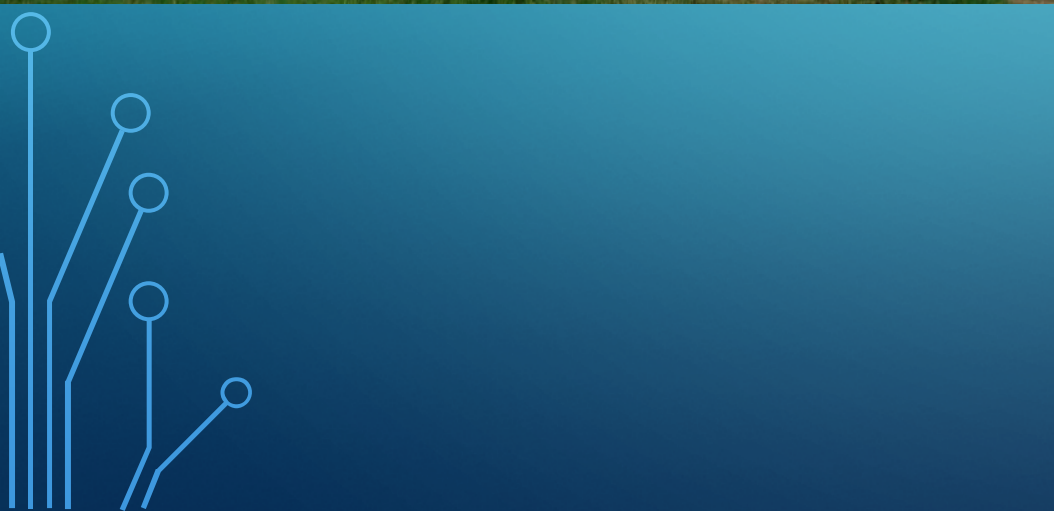




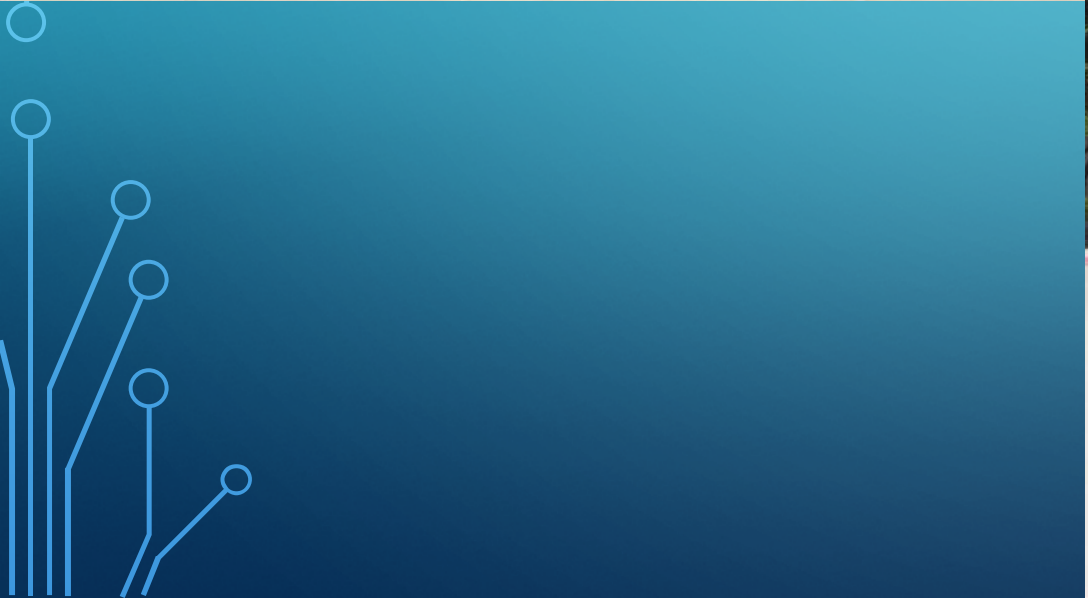




















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Earth-Kind  
Total A&M Agriculture Extension

 Allen  
Gardens

 Allen  
Recycle

KEEP ALLEN BEAUTIFUL

DEMONSTRATION  
BED # 1

JOHN HANNA TRAIL  
THE HONORABLE JOHN HANNA

SANDRA









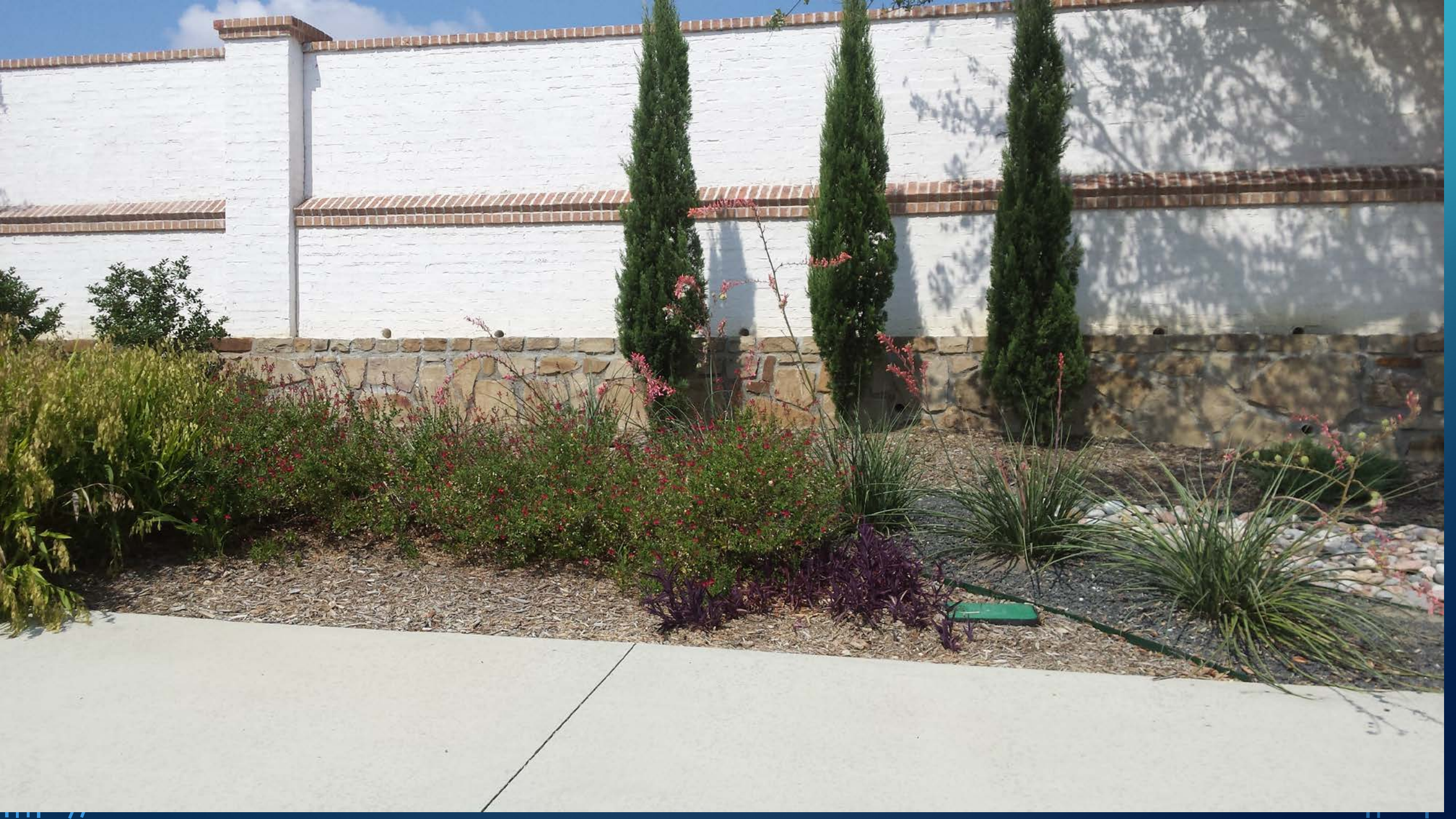




CITY OF ALLEN  
MUNICIPAL SERVICE CENTER  
900 S. GREENVILLE AVE

08/05/2016 15:06















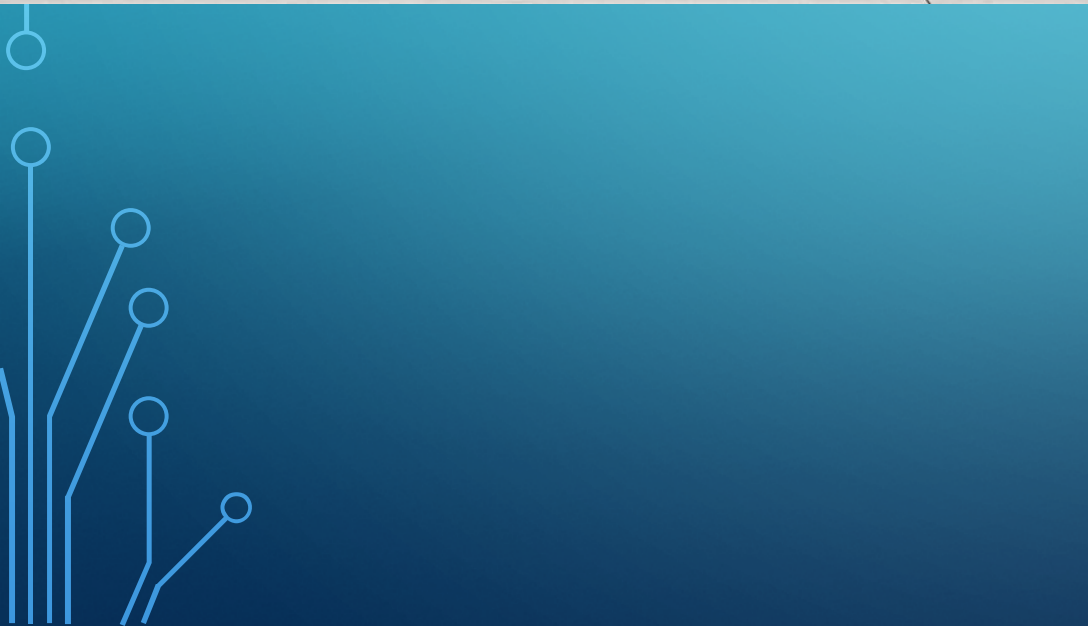






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# SUSTAINABLE LANDSCAPE SERIES

- Helped to change the mindset of residents, Parks department, HOA's, and even commercial landscape professionals in order to create beautiful landscapes and reduce the amount of potable water used outdoors.
- While some higher use landscapes are still a part of Allen, they are no longer the norm.
- The residential GPCD dropped from 126 in 2011 to 98 in 2015.
- Population increase =5%, 13% increase utility accounts City total water sales remains far below contracted water purchase from NTMWD.
- Trend: City may not need to increase water contract through buildout-2021.



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GAIL DONALDSON, WATER CONSERVATION MANAGER

305 CENTURY PARKWAY, ALLEN, TEXAS 75013

[GDONALDSON@CITYOFALLEN.ORG](mailto:GDONALDSON@CITYOFALLEN.ORG) 214-509-4559

