

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Where Do We “Grow” from Here?

Building On a Successful WaterWise Landscape Tour



Katie Masucci – City of Plano, TX

What I'll Cover

- Hello, Plano



What I'll Cover

- Hello, Plano
- Our Team



What I'll Cover

- Hello, Plano
- Our Team
- Calls to Action



What I'll Cover

- Hello, Plano
- Our Team
- Calls to Action
- WWLT Beginning



What I'll Cover

- Hello, Plano
- Our Team
- Calls to Action
- WWLT Beginning
- WWLT Evolution



What I'll Cover

- Hello, Plano
- Our Team
- Calls to Action
- WWLT Beginning
- WWLT Evolution
- WWLT Future



9 a.m. - 3 p.m.

**SATURDAY,
OCTOBER 19**

PLANO.GOV/LANDSCAPETOUR

Hello, Plano – About Our City



Family-Friendly



Parks & Trails



Corporate Culture

Hello, Plano – About Our City



9th Largest City in TX
72 Square Miles



284,070 People
Diverse, Affluent



73,000 Yards
Lots of Turf & Sprinklers

Hello, Plano – Our Water Use

Winter



138 GPCD

Summer



486 GPCD



38 MGD



135 MGD

Hello, Plano – Regional Water Issues



Excessive
Outdoor Water Use



Regional Population
Explosion



Limited Water
Resources

Our Team – The People

- Sustainability & Environmental Education Division (SEED)
 - 10 Full-Time Staff
 - 1 Dedicated to Water
 - All Support Events

*Healthy people.
Healthy environment.
Sustainable community.*



Our Team – The Brand

- Public Image
 - Program Marketing
 - Daily Social Media Posts
 - Monthly E-Newsletter
 - Quarterly Print Newsletter
 - Fleet Vehicle Wraps



Hi! I'm
"Owlbert."



Our Team – Educate & Engage



Classes &
Workshops

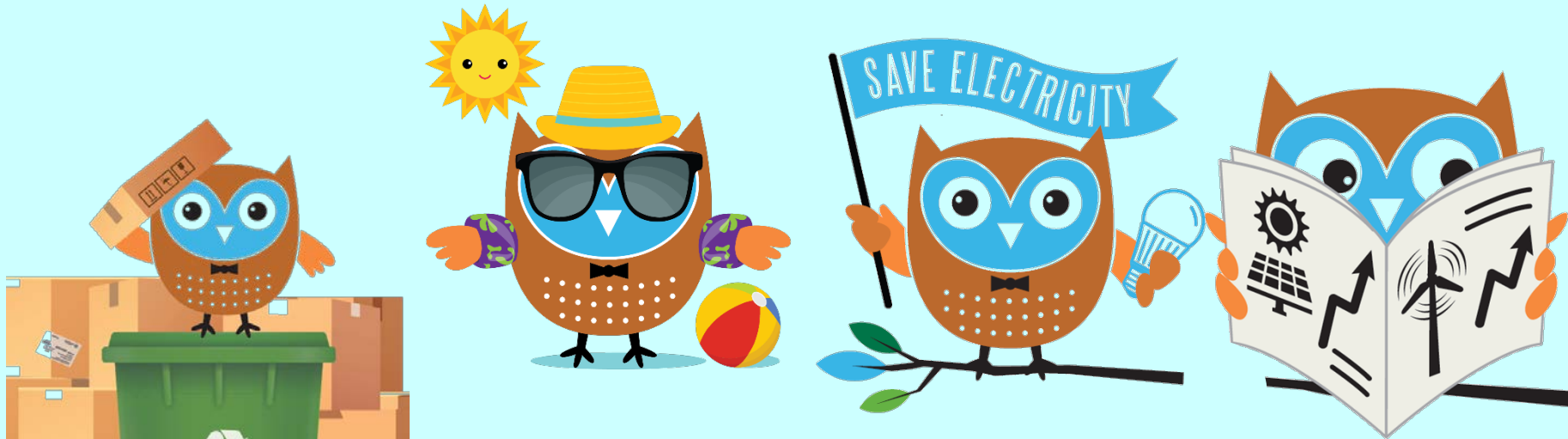


Resources &
Online Learning



Community
Events

Calls to Action – Sustainable Behaviors



Be Air Aware & Energy Efficient



Recycle Right



Garden Green



Water Wisely

Calls to Action – For a WaterWise Yard

Common Misunderstanding...



*We're NOT in a
desert. We're in
hardiness zone 8a.*

Calls to Action – For a WaterWise Yard



Prepare
Your Soil



Plant Native
& Adapted

Reduce
Your Turf



Add Organic
Mulch



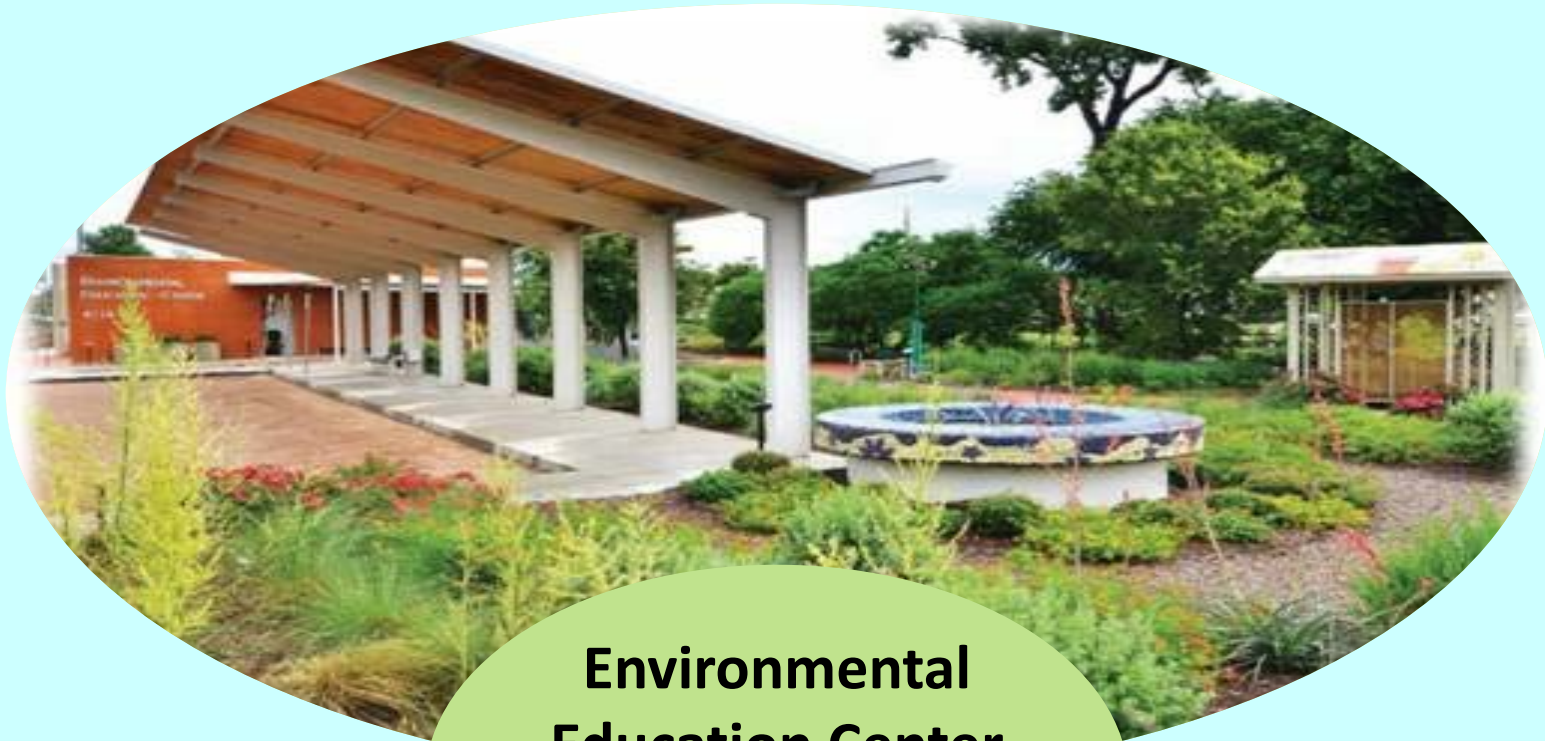
Calls to Action – For a WaterWise Yard



The Question:

Can we **show** residents how to reduce their outdoor water use with landscaping options that are **beautiful, maintainable and sustainable?**

Calls to Action – For a WaterWise Yard

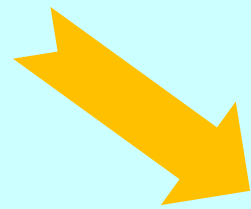


**Environmental
Education Center
& Demonstration
Garden**

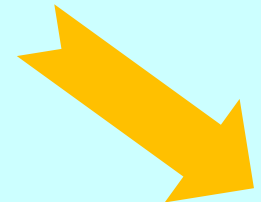
WWLT Beginning – Inspiration



***Congratulations,
Dallas: 25 years
of the WWLT!***



Offer free, self-guided tours of landscapes in our community that model our calls to action.



WWLT Beginning – Early Years



Quick Facts:

- Scheduled in June
- Landscape aesthetics for all tastes
- Experts offer talks at Tour Headquarters
- Minimal resources



2014

2015

2016

2017

2018

2019

WWLT Beginning – Early Years



Quick Facts:

- Two WWLT's – spring and fall
- Plant lists and other resources available
- Volunteers at each location
- Signs and plant labels

2014

2015

2016

2017

2018

2019

WWLT Evolution – A Few Changes



Quick Facts:

- One WWLT in the fall
- Experts offer advice at Tour Headquarters
- Passports attempt to track attendees
- Social marketing key for promotion



2014

2015

2016

2017

2018

2019

WWLT Evolution – Current Format



Quick Facts:

- Interaction key for lasting impacts
- Emphasis on metrics and follow-up
- Social marketing and video content
- Online engagement

2014

2015

2016

2017

2018

2019

WWLT Evolution – Print Tools





**Saturday
October 19
9 a.m. – 3 p.m.**



This self-guided tour features beautiful, sustainable Plano landscapes that thrive in the summer heat. Tour at your own pace and discover water-efficient plants and practices across Plano. Stop by Tour Headquarters for free consultations with local experts and free tools, like soil moisture meters and garden kneeling pads, while supplies last.

Visit plano.gov/landscapetour for tour maps, landscape descriptions, plant lists and more.

TOUR HEADQUARTERS
Environmental Education Center
4116 W. Plano Parkway, 75093



Utility Bill Insert







**Saturday, October 19
9am – 3pm**

RESIDENTIAL LANDSCAPES OPEN TO VISITORS DURING TOUR HOURS ONLY
PLANO.GOV/LANDSCAPETOUR

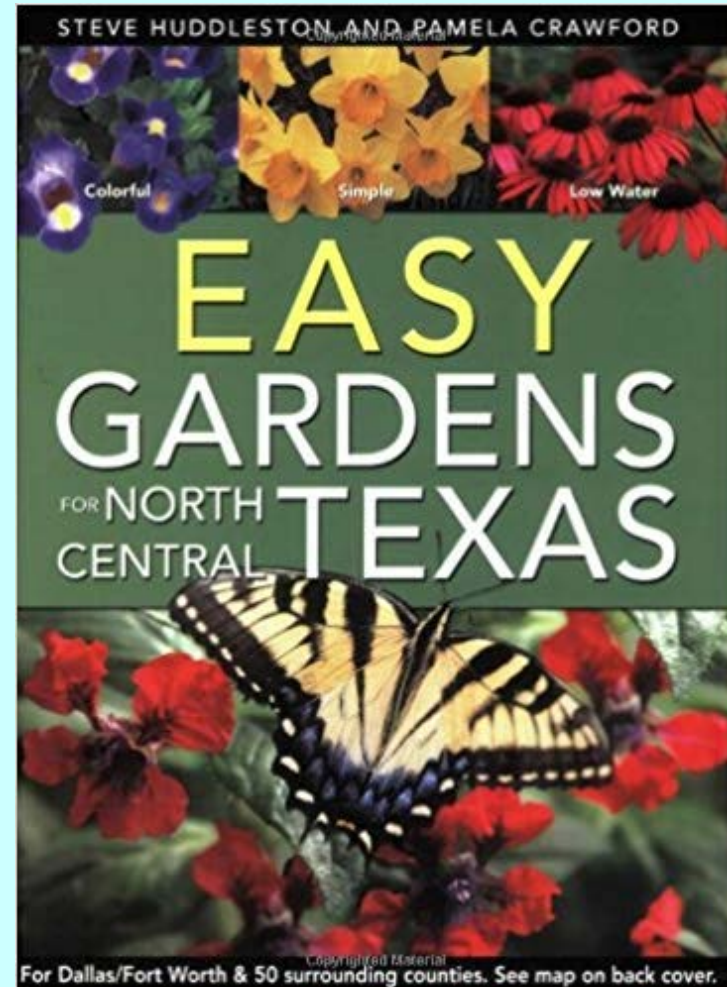
| | | |
|--|---|---|
|  <p>HEADQUARTERS 4116 W. Plano Parkway 75093</p> |  <p>STANSELL 3709 Atrium Drive 75075</p> |  <p>KUERS 3004 Garner Lane 75075</p> |
|  <p>VOGEL 3521 Pennsylvania Lane 75075</p> |  <p>THOMSON 6609 Castlemere Drive 75093</p> |  <p>EVANS 1904 Sparrows Point Court 75023</p> |

Tour Map

WWLT Evolution – Print Tools




Print Newsletter




Book at Libraries

WWLT Evolution – Online Tools

Social Media

 **Live Green in Plano**
October 11, 2018 · 🌐

The WaterWise Landscape Tour is coming up on Saturday, October 20. Want a sneak peek? Our "story map" introduces you to this year's featured yards and homeowners. Go behind-the-scenes to learn about their successes and struggles. Learn which yards feature sun, shade and pollinator gardens, and plan your day based on your needs and interests. <https://planogis.maps.arcgis.com/apps/MapTour/index.html...>



262 People Reached 20 Engagements [Boost Post](#)

 **Live Green in Plano** was live.
October 21, 2017 · 🌐

Live from the 2017 WaterWise Landscape Tour!



1,436 People Reached 407 Engagements [Boost Post](#)

 29 4 Comments 4 Shares 839 Views

WWLT Evolution – Online Tools

Ask an Expert

Stop by Tour Headquarters, the Environmental Education Center, during the WaterWise Landscape Tour for FREE gardening tools while supplies last. Tour Headquarters is also the "Ask an Expert" area, where local experts will provide FREE consultations on landscape design, plant selection, efficient irrigation and composting.

2019's Experts:

- Shades of Green, Inc. (9 a.m. - 12 p.m.)
- Texas Pure Products (All Day)
- Heads Up Sprinkler Co. (All Day)



Nominate a Yard

We're always on the lookout for beautiful, sustainable yards to showcase. Want to nominate a yard to be considered for the WaterWise Landscape Tour? Contact Katie Masucci at katiem@plano.gov.

Any yard that incorporates water-saving features is a contender. These could include native and adapted plants, reduced turf areas, pollinator gardens, inviting patios, rainwater harvesting, efficient irrigation and more.

Resources

We've compiled a variety of helpful resources to help grow your knowledge about Texas SmartScape® principles and plants:

- [Book List](#)
- [Resources](#)
- [Top Plant List](#)
- [Nurseries](#)

Plano.gov/LandscapeTour




WWLT Evolution – Online Tools


2018 WaterWise Landscape Tour

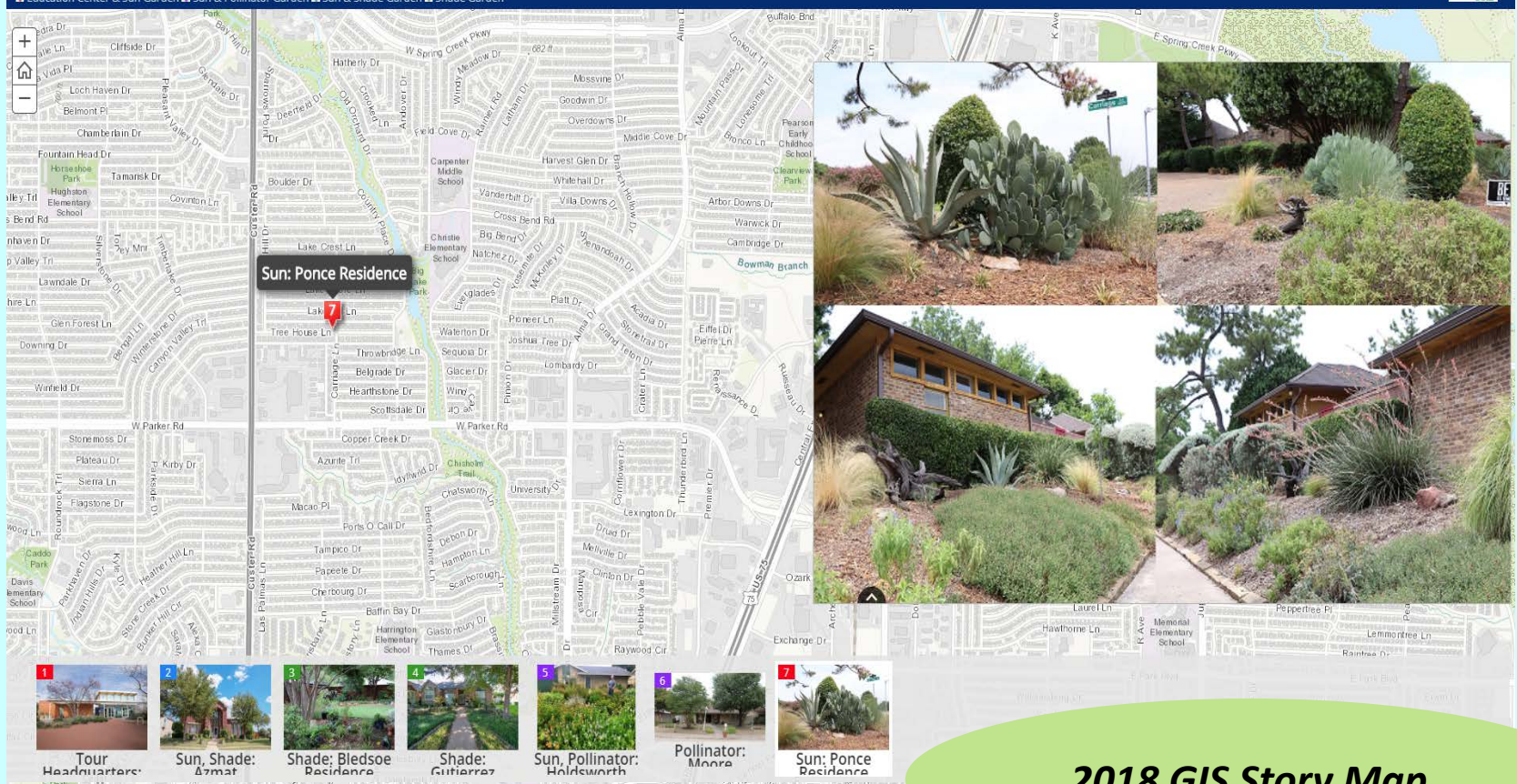
Join us at tour headquarters to "Ask an Expert" about landscape design, plant selection, irrigation and composting. Representatives from *Shades of Green Inc.*, *Heads Up Sprinkler Co.*, *Texas Pure Products* will be in attendance.

* [Click here to get a printable tour map.](#)

Education Center & Sun Garden Sun & Pollinator Garden Sun & Shade Garden Shade Garden

MAP IT PLANO   





Sun: Ponce Residence

1 **Tour Headquarters**

2 **Sun, Shade: Azmat**

3 **Shade: Bledsoe Residence**

4 **Shade: Gutierrez**

5 **Sun, Pollinator: Holdsworth**

6 **Pollinator: Moore**

7 **Sun: Ponce Residence**

2018 GIS Story Map

WWLT Evolution – Online Tools

2019 WaterWise Landscape Tour Story Map



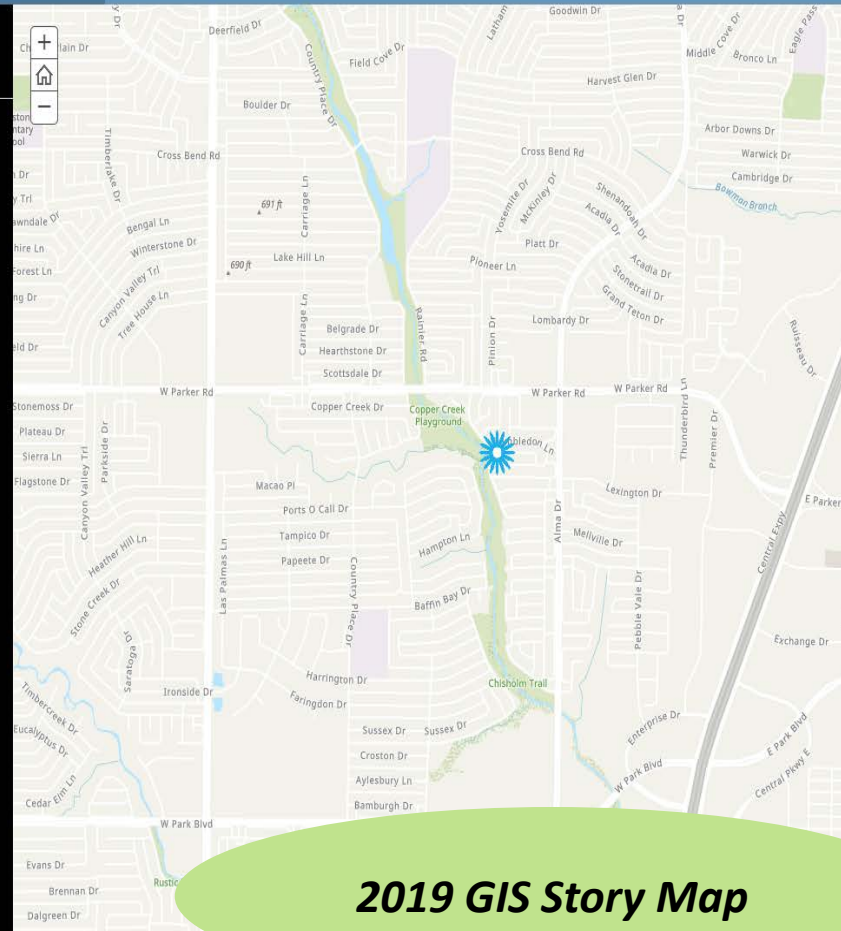
- General Information
- Tour Headquarters
- Evans Residence
- Kuers Residence**
- Stansell Residence
- Thomson Residence
- Vogel Residence

Kuers Residence



By expanding and covering the side yard patio, the Kuers eliminated a mowing challenge while creating a cozy gathering space for family barbecues and sipping summertime lemonade. From their wrought-iron-rimmed perch on the hill, they wave to neighbors and observe the nearby greenbelt. Texas-friendly, drought-tolerant perennials and a generous cover of mulch mean easy maintenance and more leisure to enjoy visitors.

[Click here for more information](#)



2019 GIS Story Map

WWLT Evolution – Online & Print Tools

Environmental Education Center, 4116 W. Plano Parkway, 75093

Fall 2015 Water-Wise Landscape Tour plano.gov/landscapetour

Artemisia

Artemisia x 'Powis Castle'



Autumn Sage

Salvia greggii



Blue Anise Sage

Salvia guaranitica



Blue Mist Flower

Conoclinium coelestinum



Cast Iron Plant

Aspidistra elatior



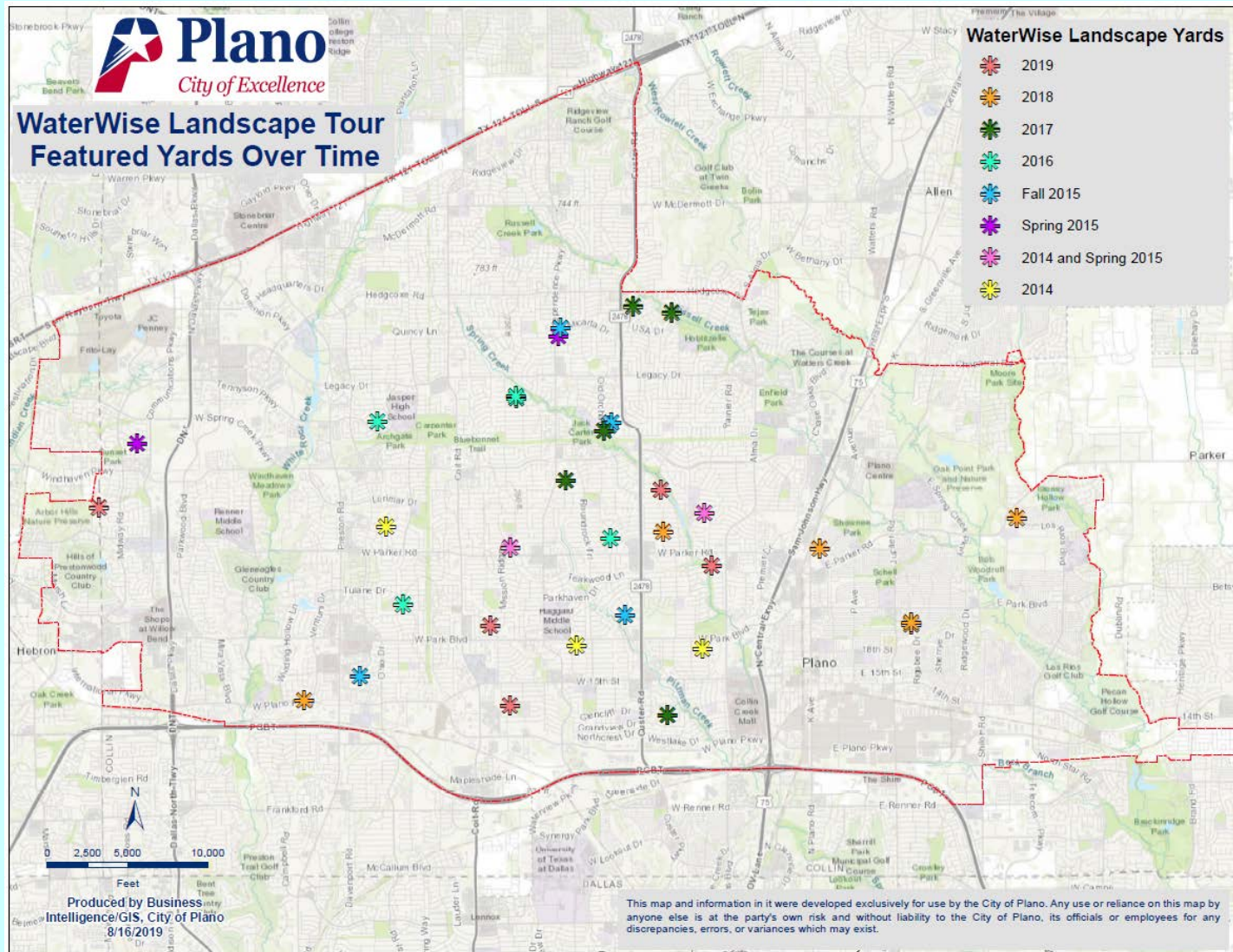
Chaste Tree

Vitex agnus-castus



Custom Plant List for Each Landscape

WWLT Evolution – WWLT Across Plano



WWLT Evolution – Metrics & Impacts

Those who took our post-event survey in 2018 said...



94%
Plan to Use
WaterWise Plants



56%
Plan to Reduce
Turf Areas



22%
Plan to Install
Drip Irrigation



94%
Plan to Seek
Additional Resources

56%
Plan to Attend
a Class

WWLT Future – Stop By On October 19



Quick Facts:

- Five residential landscapes plus Tour Headquarters
- 100+ plants represented
- Landscapes feature sun and shade areas



2014

2015

2016

2017

2018

2019

WWLT Future – Challenges

**Recruiting
Landscapes**

**Staffing vs.
Growth**

**Tracking
Attendees**

**Assessing
Impacts**



WWLT Future – You Can Do It

Concept Development

| | |
|--|---|
| Identify Desired Landscape Features | Determine Residents' Needs |
| WaterWise, Not Just Pretty | Build-In Data Collection |

Event Development

| | |
|--|-----------------------------------|
| Find the Right Landscapes | Budget & Work Plan |
| Identify Community Partners | Consider All Logistics |



*Your residents give a hoot.
Show them how to put the right
plant in the right place.*

*Property
Standards...
Master
Gardeners...*

Thank You!

Katie Masucci

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City of Plano, TX

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Plano, TX 75093

