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
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• Hello, Plano
• Our Team
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- Hello, Plano
- Our Team
- Calls to Action
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What I’ll Cover

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• Hello, Plano
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• WWLT Future
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

38 MGD

Summer

135 MGD

Winter

138 GPCD

Summer

486 GPCD
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

Can we use the resources we already have and tap into our community for others?

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.

WaterWise Landscape Tour 2014
Quick Facts:
• Scheduled in June
• Landscape aesthetics for all tastes
• Experts offer talks at Tour Headquarters
• Minimal resources
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
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
Quick Facts:
• Interaction key for lasting impacts
• Emphasis on metrics and follow-up
• Social marketing and video content
• Online engagement
**WWLT Evolution – Print Tools**

**Utility Bill Insert**

**Tour Map**
WWLT Evolution – Print Tools

Print Newsletter

Book at Libraries
WWLT Evolution – Online Tools

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...

Water Wise Landscape Tour

Check Out the Interactive Story Map

plano.gov/landscapetour

Live from the 2017 WaterWise Landscape Tour!

1,436 People Reached
407 Engagements

Social Media
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
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

2018 GIS Story Map
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]
Custom Plant List for Each Landscape

- **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*
WWLT Evolution – WWLT Across Plano
Those who took our post-event survey in 2018 said...

- 94% Plan to Use WaterWise Plants
- 22% Plan to Install Drip Irrigation
- 56% Plan to Reduce Turf Areas
- 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
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
- Identify Community Partners
- Budget & Work Plan
- Consider All Logistics

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

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