

# This presentation premiered at WaterSmart Innovations

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







# Motivating Adoption of Sustainable Landscapes on Commercial Properties

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# Project Overview

**Objective:** Implement, and measure the impacts of, sustainable landscape practices on commercial and industrial properties in Southern California.

**Phase 1 (complete):** Identify potential water-related benefits across the watershed, as well as motivations and barriers for greater uptake.

**Phase 2 (current):** Work with the business community—providing tools, resources, and support—to advance the adoption of sustainable landscape practices.

# Sustainable Landscapes Defined

Key elements of sustainable landscapes include:

- Building healthy, living soils
- Using climate-appropriate plants
- Treating rain as a resource
- Irrigating efficiently



Source: BanksPhotos, iStock



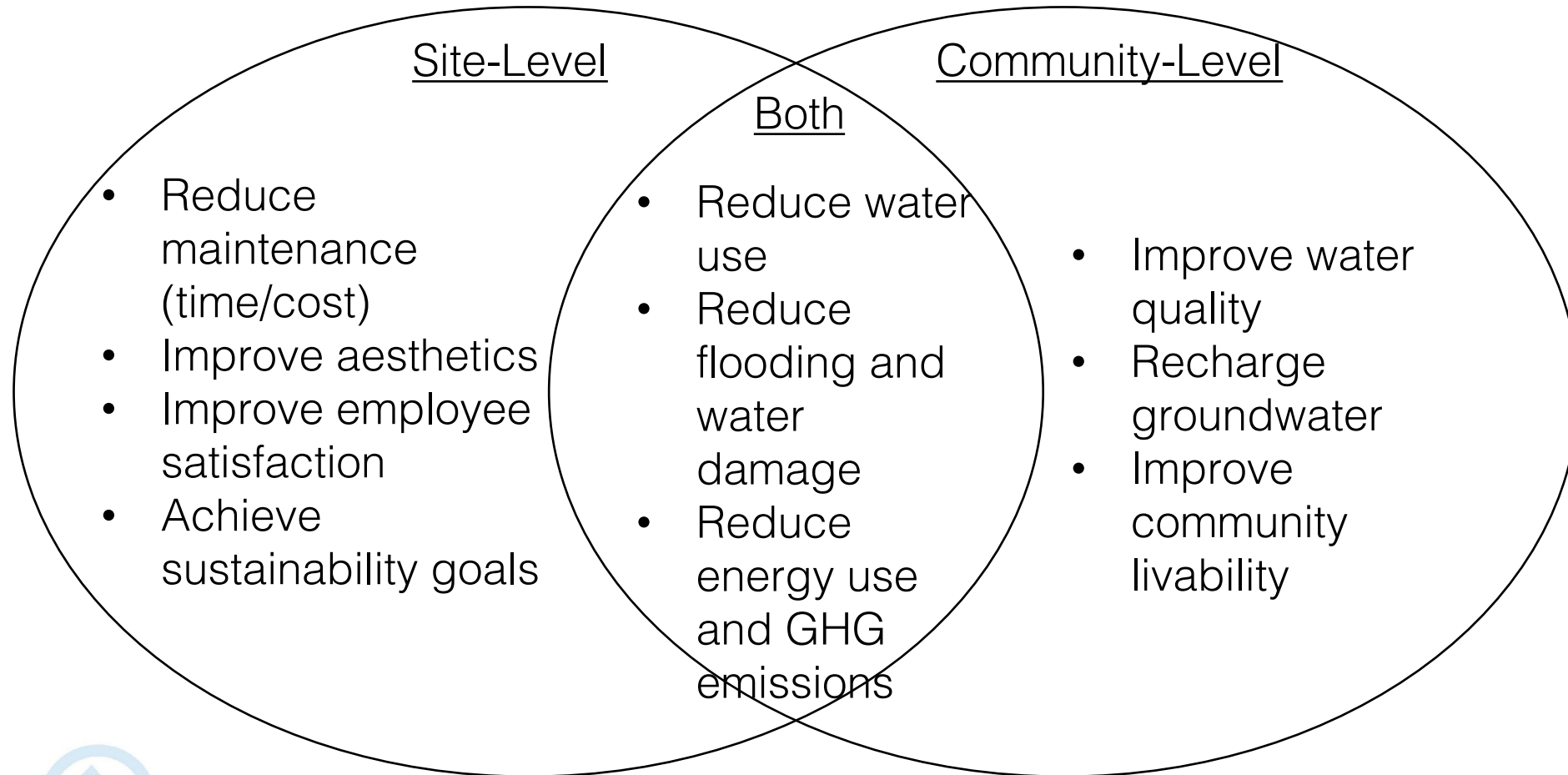
Source: Mupira, iStock



Source: Sharon Wells, iStock

# Sustainable Landscape Benefits

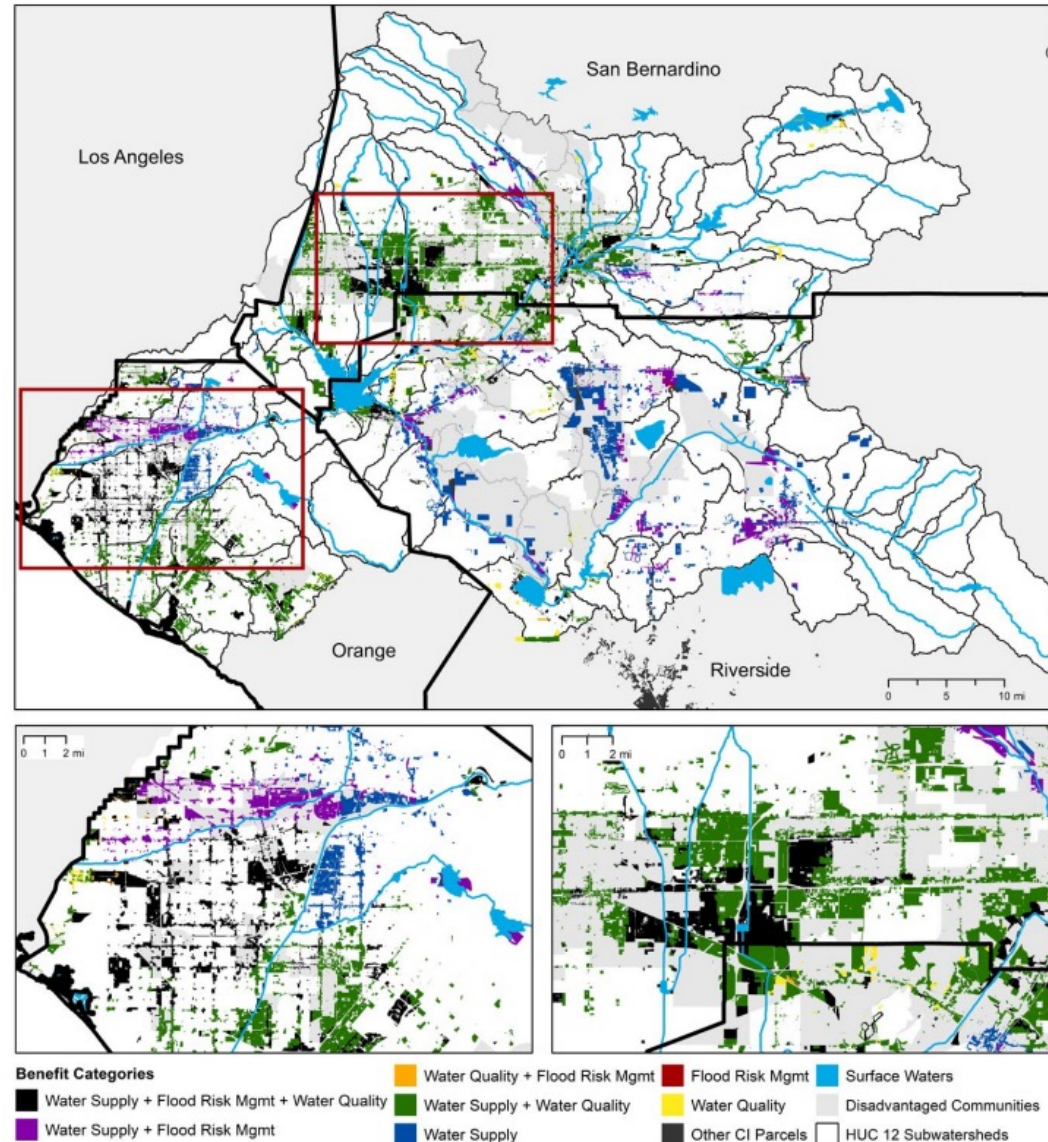
Sustainable landscapes provide benefits to the site and the surrounding community:



# Geospatial analysis informed our understanding of the potential multiple benefits of sustainable landscapes.

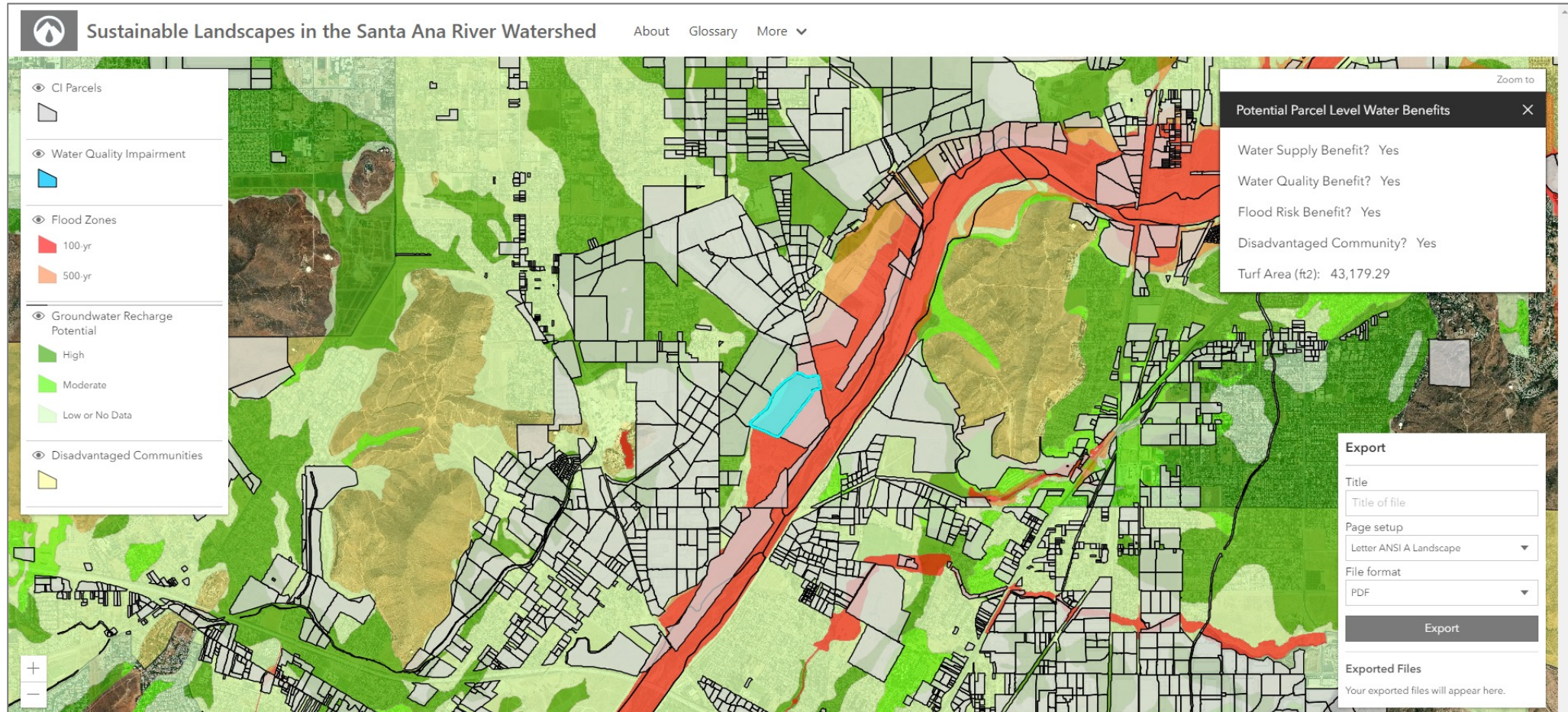
Analysis at watershed and parcel scale:

- Water supply
- Water quality
- Flood risk mitigation
- Disadvantaged communities



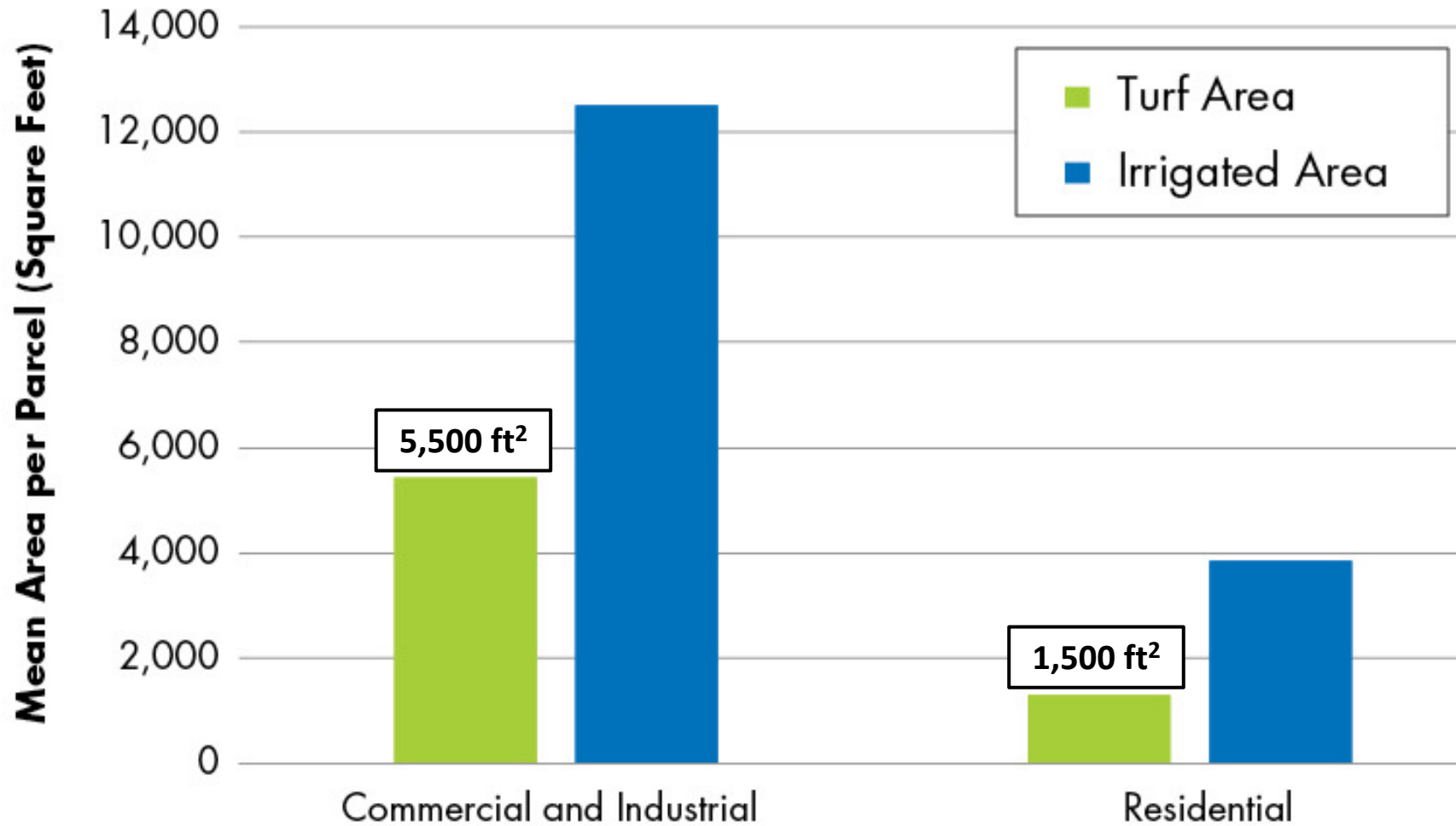


# This analysis is accessible in a free, interactive online mapping tool.



[www.pacinst.org/santa-ana-benefits-map](http://www.pacinst.org/santa-ana-benefits-map)

# Why focus on CI properties?





# Understand business interests to make connections with landscape benefits

- How are decisions made?
- What information do decision-makers need?
- What drives investment?
- Is the business consumer-facing or largely operational?
- What is the business's budgeting process for sustainability projects?



# Business motivations to invest in sustainable landscapes vary depending on the company.

- Financial savings
- Sustainability goals
- Social responsibility
- Water risk

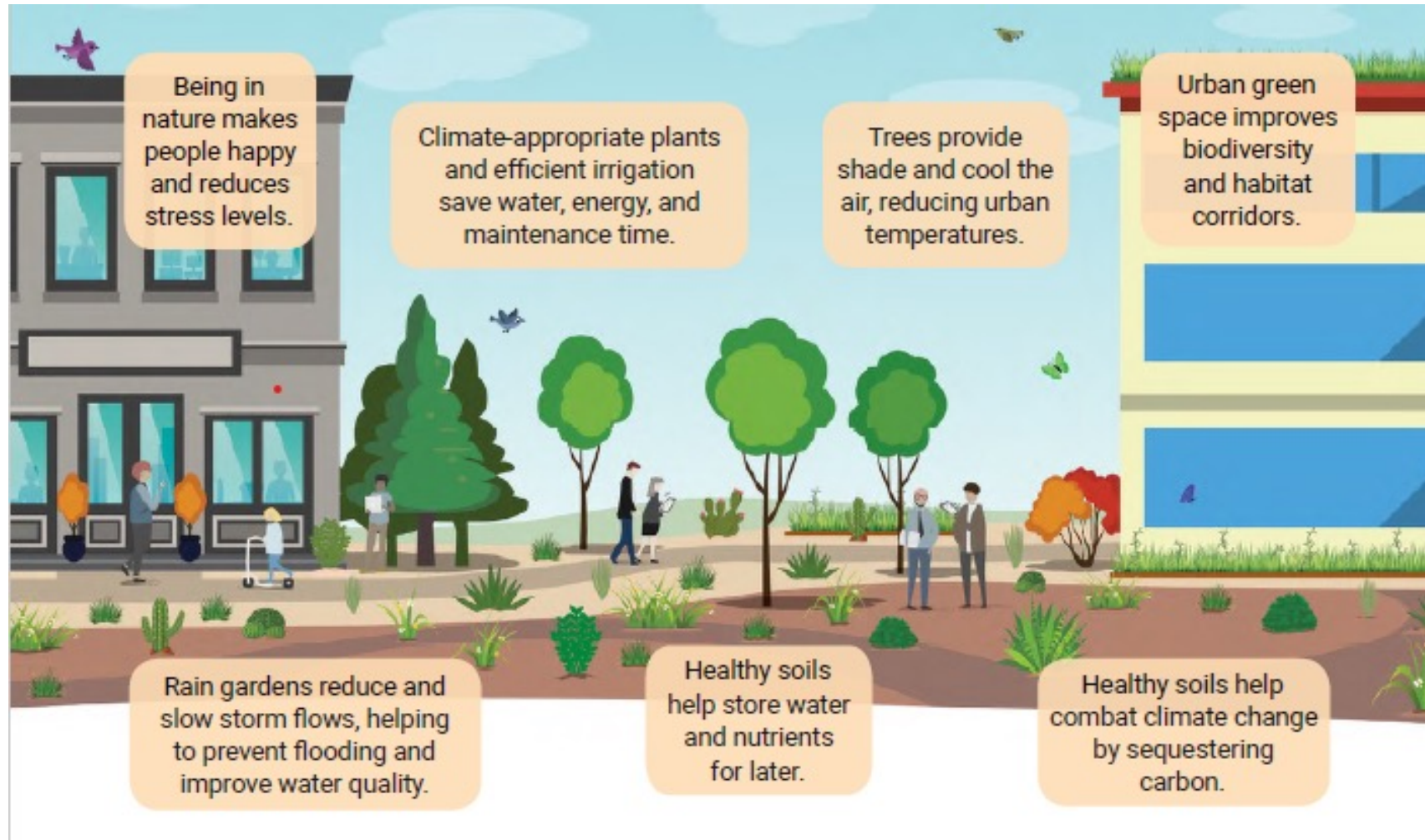


## **We identified several barriers to adoption.**

- Project benefits not fully understood and distributed among multiple parties.
- Business decision-making processes complex and varied.
- Business community often unaware of available rebates.
- Permitting and regulatory requirements complex and varied.
- Specialized knowledge needed to install & maintain landscapes.



# Connect business interests to landscape benefits



# Foster Long-term Relationships between Water Managers and the Business Community

- Lack of established relationships between water utility staff and the business community and difficulty in maintaining these relationships
- Staff turnover and designated roles make it difficult to understand *who* to contact within the organization
- Providing avenues to build these relationships and a shared understanding of goals is key



# Create Tailored Materials that Speak to the Business Community

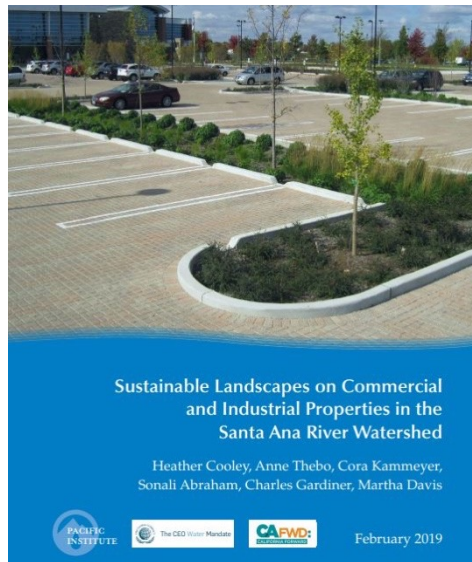
- Use language and examples that resonate with the business community
- Develop resources to assist businesses considering sustainable landscapes
  - Quantification of benefits
  - Understanding the project ROI
  - Case studies with practical examples





# Resources and Next steps

- Continuing to engage the business community, build relationships, and work with businesses interested in installing sustainable landscapes
- Creating resources to help assist businesses



[pacinst.org/publication/sustainable-landscapes-santa-ana-river/](https://pacinst.org/publication/sustainable-landscapes-santa-ana-river/)



Informational flyer targeted at businesses



<https://pacinst.org/publication/sustainable-landscapes-guidebook/>





# Thank you!

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