

Survey Results: Landscape Advisory Committee Goals



October 19, 2015

Background



- April meeting: How to reach customers in a drought year
- Steering Committee formed and met twice to brainstorm additional strategies
- Staff organized strategies into categories and created a survey to rank the strategies and get other feedback

Survey Purpose

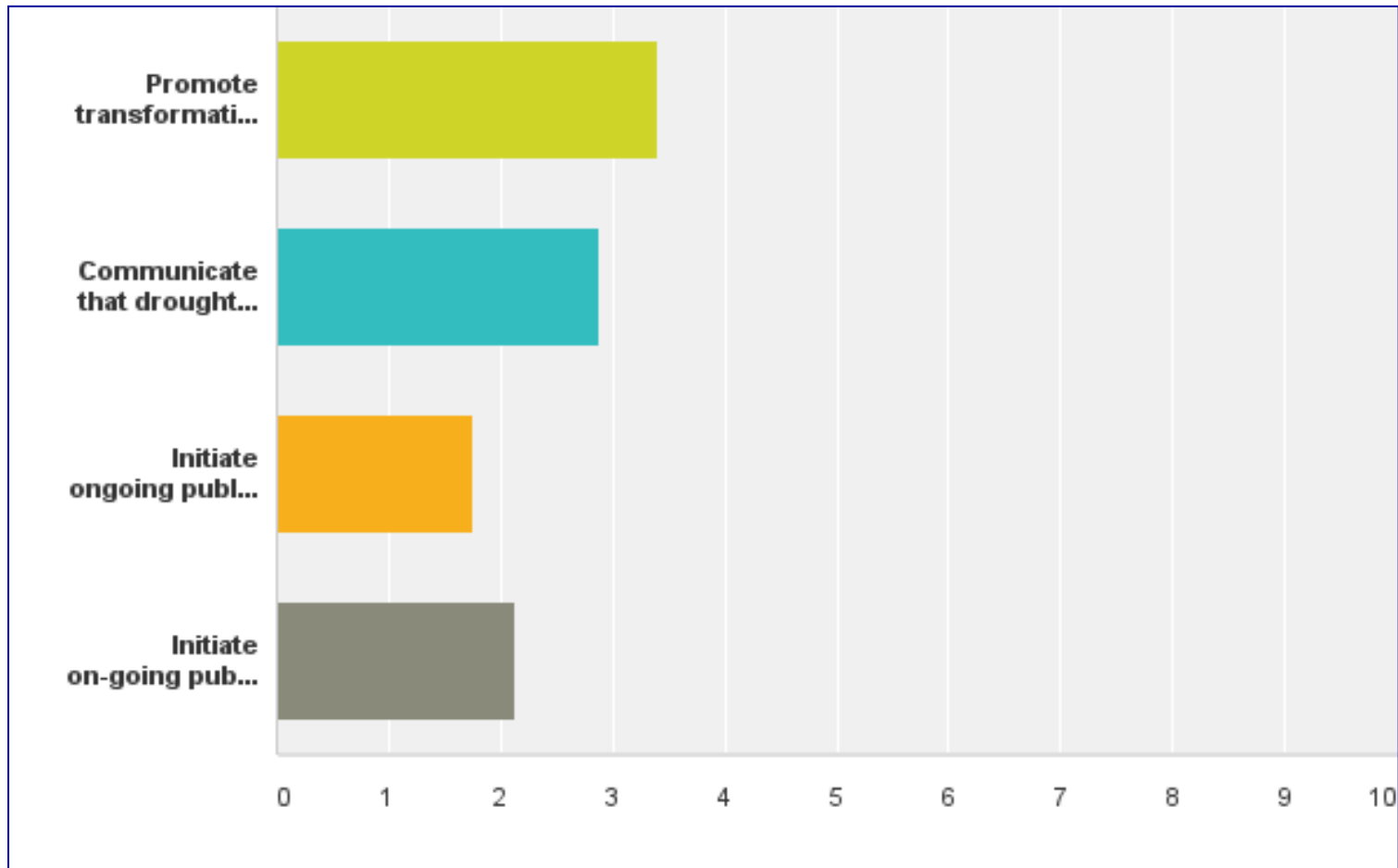


- Determine areas of focus
- Establish 3 to 5 short and long term goals for the LAC to work on
- Create a road map/work plan
- Make LAC a valuable resource for members, the community and EBMUD

Q1: Messaging



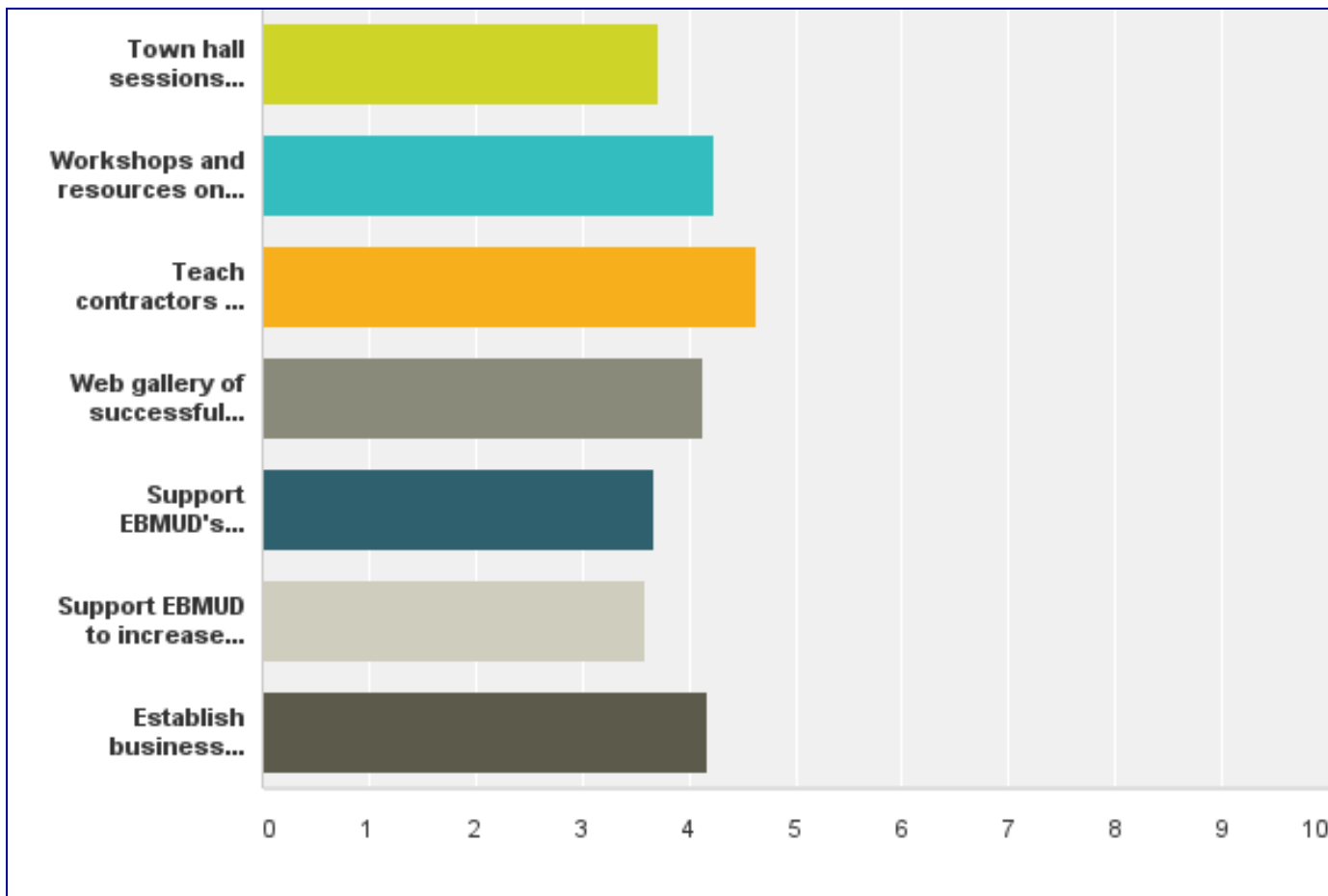
#1 Score: Promote transformation from traditional to sustainable landscaping.



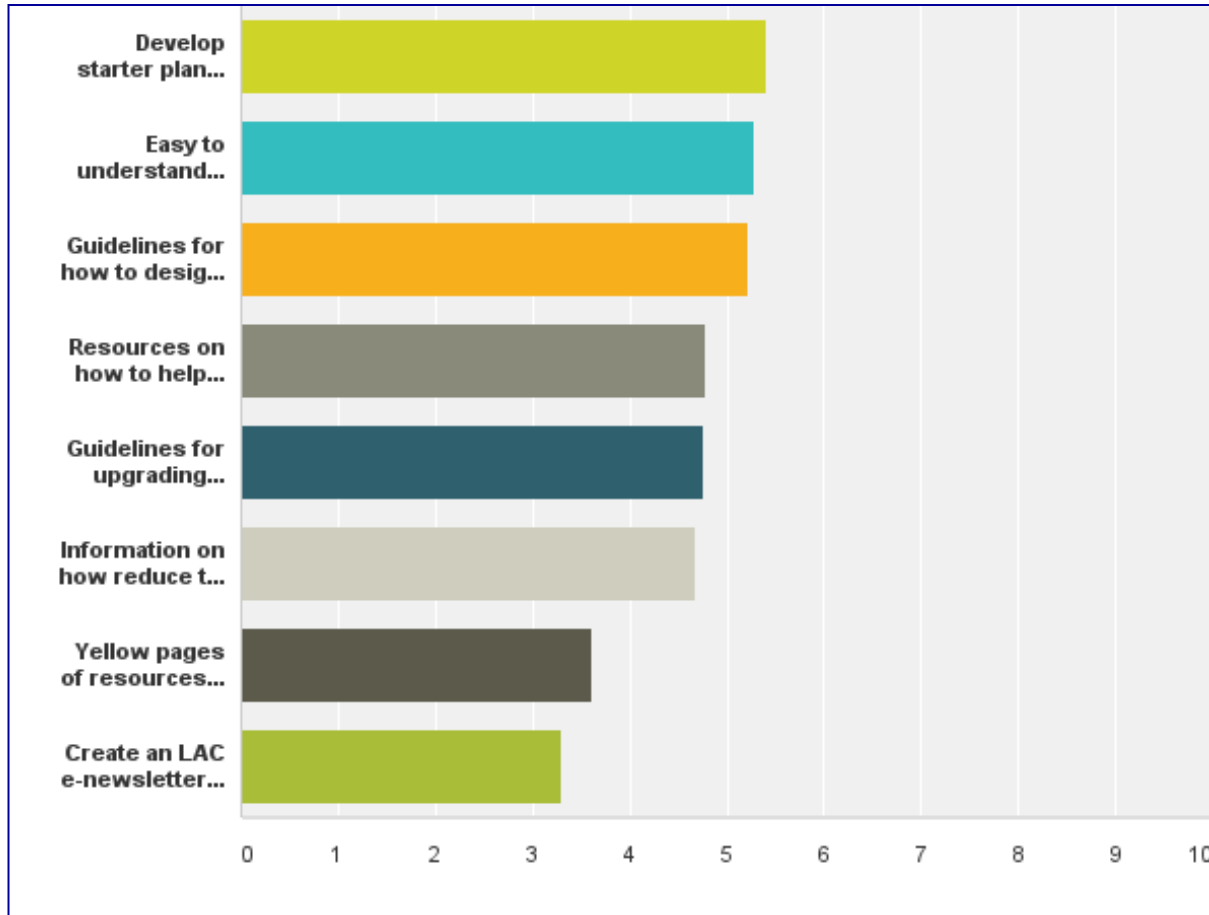
Q2: Education & Outreach



#1 Score: Develop a program to teach contractors and homeowners how to water to a budget rather than a schedule.



Q3: Publish Resources (Web & Print)

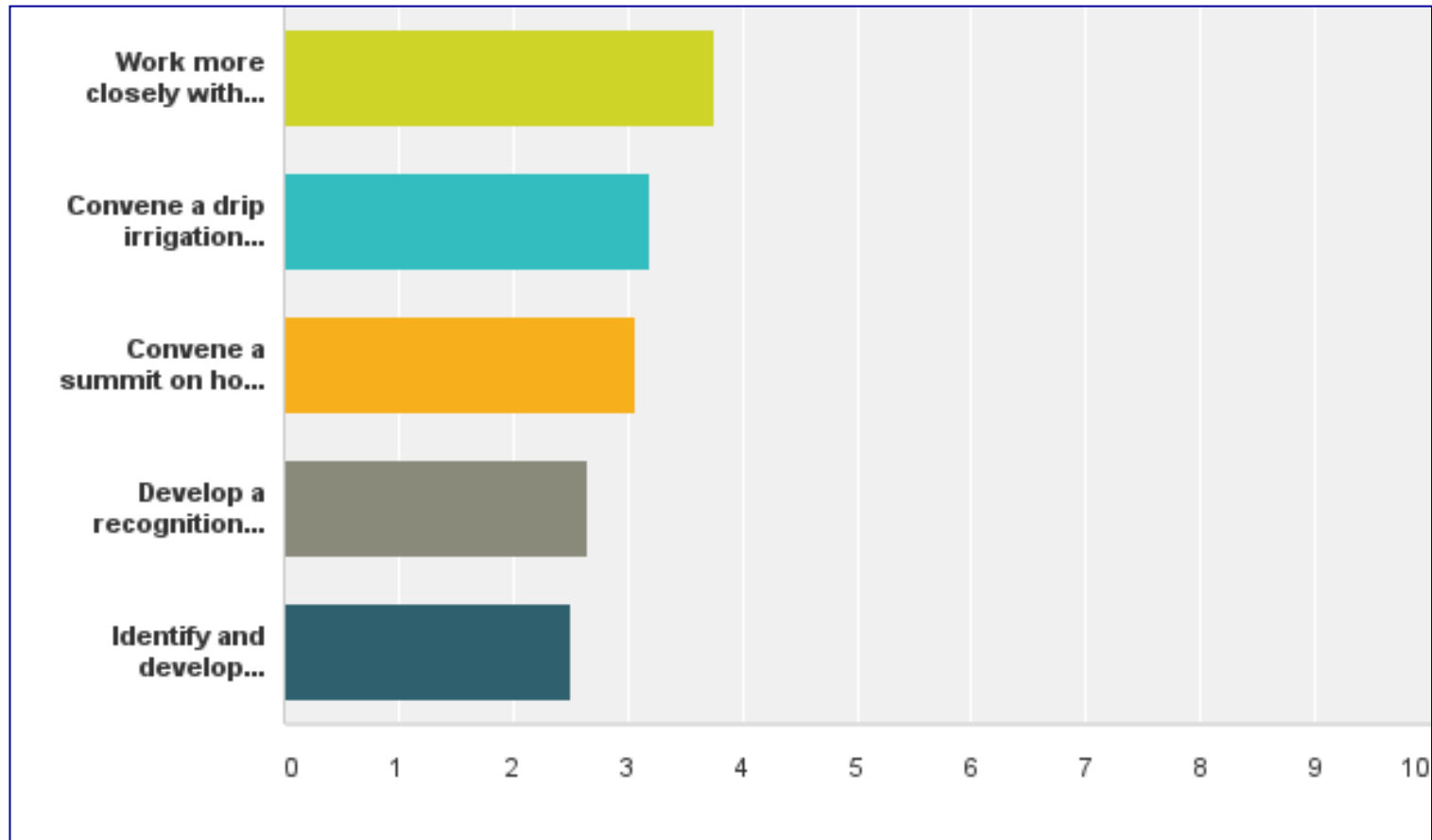


#1 Score: Develop starter plant lists for common landscape situations, such as lawn conversion, narrow parkway strips, dry shade, slopes, etc.

Q4: Professional Development



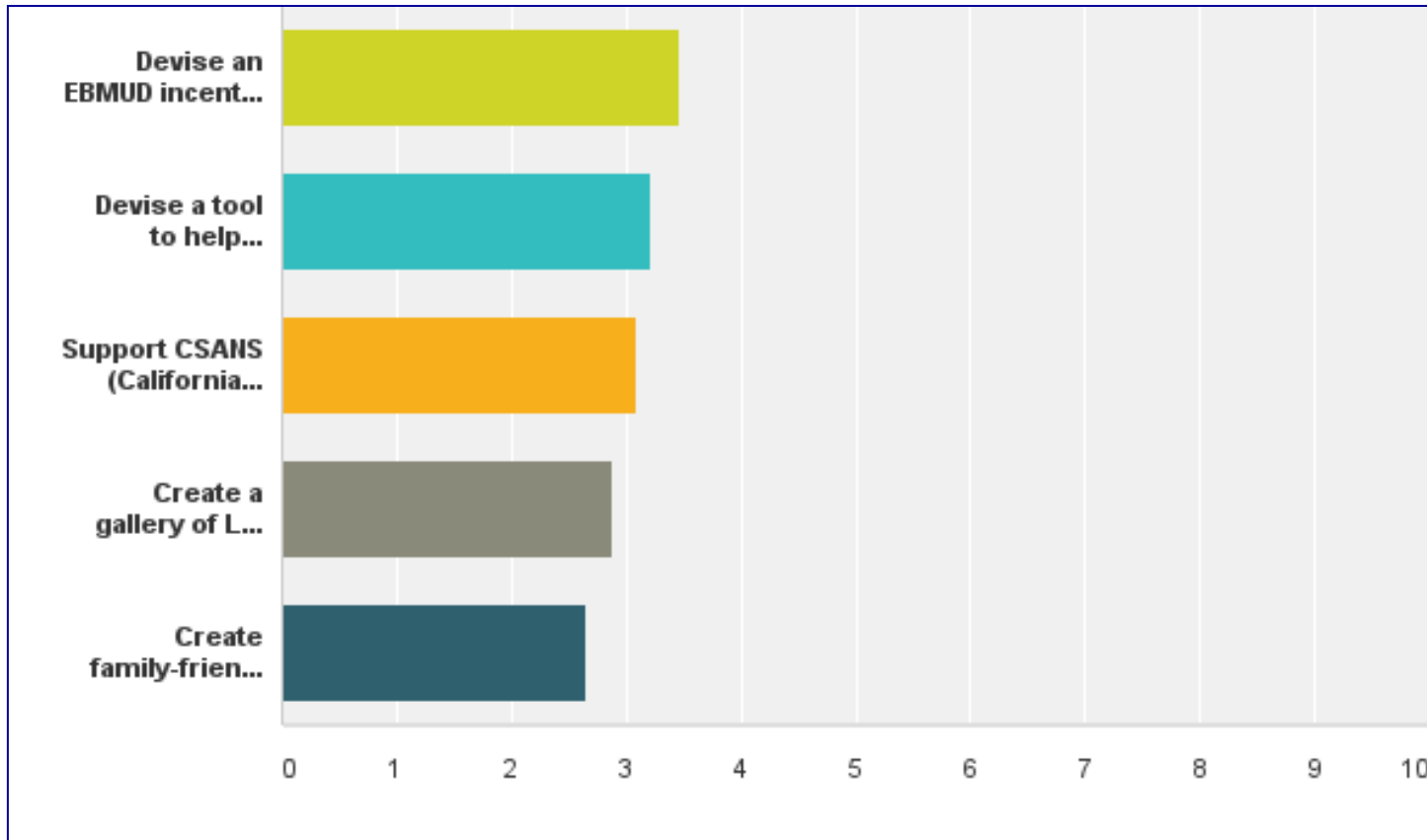
#1 Score: Work more closely with non-profits and organizations to leverage resources rather than reinvent the wheel (StopWaste, Master Gardeners, Wholly H2O, CUWCC, Save Our Water, etc.)



Q5: Tools



#1 Score: Devise an EBMUD incentive for homeowners to consult with landscape architects, designers, certified water management pros (CLCA, IA, QWEL, etc.)



Q6: Short Term Overall Ranking

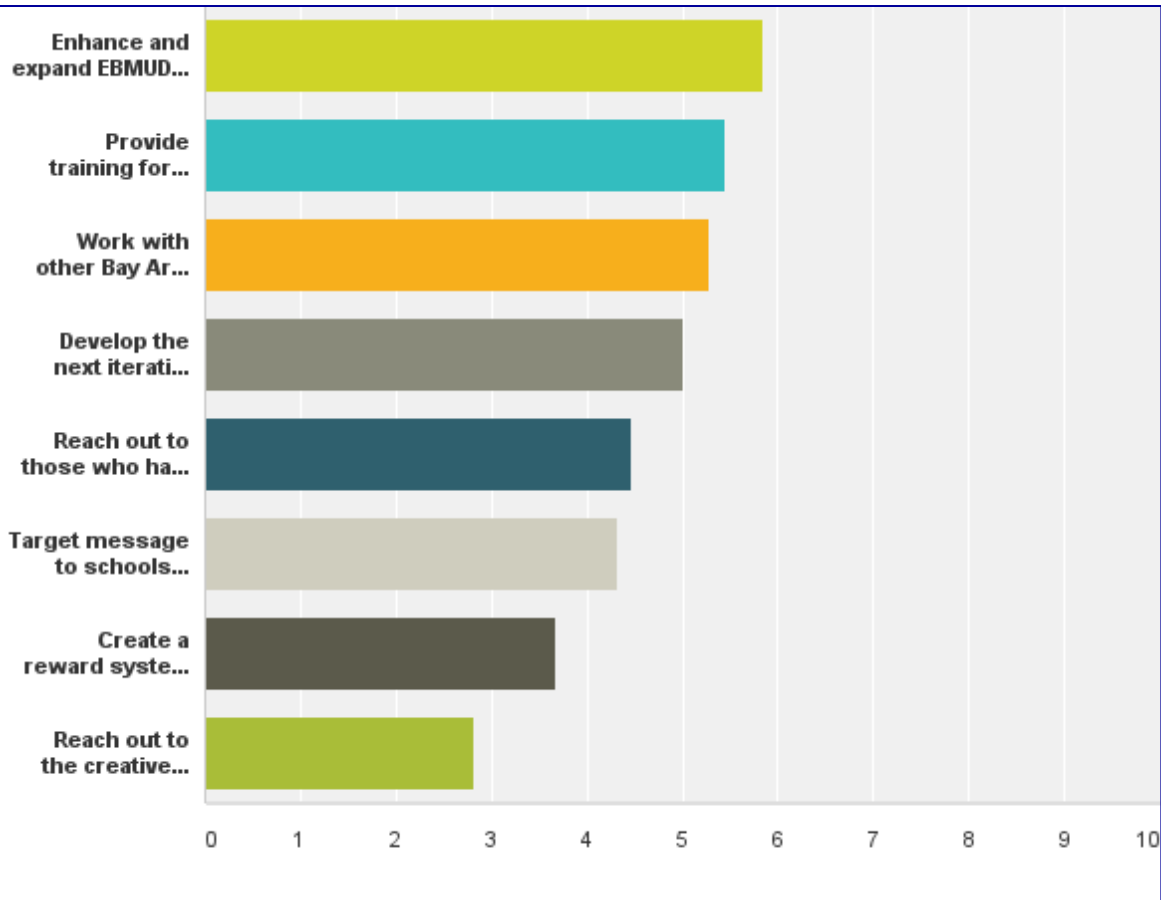


#1 Overall ranking: Promote transformation from traditional to sustainable landscaping.

#2 Overall ranking: Devise an EBMUD incentive for homeowners to consult with landscape architects, designers, certified water management pros (CLCA, IA, QWEL, etc.).

#3 Overall ranking: Work more closely with non-profits and organizations to leverage resources rather than reinvent the wheel (StopWaste, Master Gardeners, Wholly H2O, CUWCC, Save Our Water, and others).

Q7: Long Term Priorities



#1 Score: Enhance and expand EBMUD's landscape upgrade program to facilitate higher quality, more holistic landscapes with benefits beyond water savings – take a watershed approach.

A plan to consider?



- #1 ranked long term goal:
- Enhance and expand EBMUD's landscape upgrade program to facilitate higher quality, more holistic landscapes with benefits beyond water savings-Take a watershed approach

A plan to consider?



- Top 3 ranked short term goals:
 - 1. Promote transformation from traditional to sustainable landscaping
 - 2. Devise an EBMUD incentive for homeowners to consult with qualified landscape architects, designers, certified water management professionals
 - 3. Work more closely with non-profits to leverage resources including Bay friendly, StopWaste, Master Gardeners, WhollyH2O, Save Our Water and others.

A plan to consider?



- #1 Ranking Publish Resources (Web & Print):
 - 4. Develop starter plant lists for common landscape situations, such as lawn conversion, narrow parkway strips, dry shade, slopes, etc.
- #1 Ranking Education & Outreach:
 - 5. Develop a program to teach contractors and homeowners how to water to a budget rather than a schedule.

Q8: Additional Ideas Shared in Survey Comments



- “Exceptional examples of sustainable demonstration gardens”
- “Support DIY homeowners”
- “Urban heat island mitigation”
- “Community college programs that train the landscape workforce. California native plants”
- “Benefits of sustainable landscaping”
- “Commercial property managers & residential high water users and their respective landscape maintenance contractors”
- “Water conservation pricing”

Q9: Water supply update at mtg.



- Majority prefer to include Water Supply Update at the meeting

Q10: What have you liked best?



- “Different angles from a diverse group of professionals”
- “Updates on water situation”
- “Networking”
- “That EBMUD is listening”
- “Updates on M-WELO”
- “When we got things done like the book”
- “Being privy to insider information about drought to share with clients”
- “Timing was good, after hours for most”
- “Open dialogue, all-inclusive atmosphere”
- “Feeling of working together”
- “The presence and participation of a well rounded body of industrial stakeholders”
- “Opportunity to hear concerns and solutions from others in the field”

Q1 1: What didn't work for you?



- “No actions taken, sometimes no outcome”
- “The ET nonsense (for residential)”
- “Lack of focused goals with target deadlines”
- “Some people ramble and are stuck in the past and do not want to change”
- “The audience is overwhelming with professionals. I wonder how you know what DIY homeowners need help with”
- “Stop using valuable time to introduce each other”
- “Attendees given too much time on their soapboxes”
- “Unfocused group discussions are unproductive”
- “All good”
- “Not enough staff time dedicated to LAC activities. No on-going plan to produce beneficial change”
- “Conflicts with meeting time”
- “Letting process slip through the cracks, we are reactive instead of proactive”

Q12: Presentation topics by members at future meeting



- Creating meadows and natural lawns
- California natives which work well locally
- Bang for the buck analysis: How to achieve behavior change
- Sheet mulching
- Impact of heat on water supplies and the importance of “Cool Communities”
- Help homeowners increase their water savings
- Importance of soil health health
- Convincingly address opposition to drip irrigation

Q13: Presentations by others?



- What other presentations would you like to have here at a future meeting?
- To be presented at the next meeting

Q14: Proposed Subcommittees



- 1. Education and Outreach**
 - 2. Professional development**
 - 3. Technical**
- We need a minimum of 5 members for each committee
 - EBMUD will provide a venue or you can meet at a location of your choice.

Q15: Success Stories & Q16: Photos willing to share



- Please contact Scott Sommerfeld via email ssommerf@ebmud.com for suggestions, shared content

Questions?



Are you ready to make a difference

