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
#1 Score: Promote transformation from traditional to sustainable landscaping.
#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, WhollyH20, 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”
Q11: 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