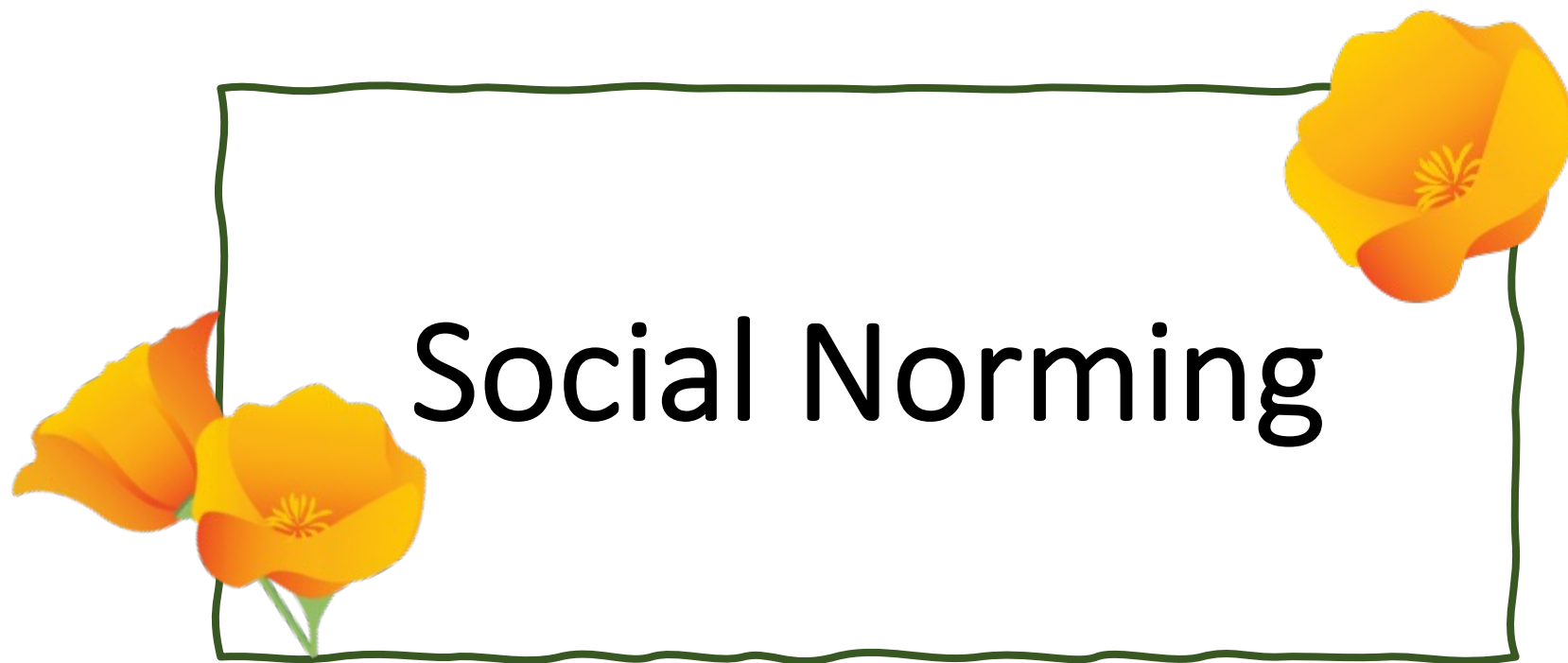


The



of things:

Sustainable Landscaping Market Transformation



THE GOOD NEWS IS . . .

Preferences are changing!

- National Association of Home Builders, 2019 Survey: *What Home Buyers Really Want*
- Issued to 4,000 recent home buyers or those looking to own a home within the next three years
- Buyers significantly favored green features over non-green features
- 65% preferred “Low-maintenance landscaping” vs. 35% who preferred “Conventional landscaping”

Source: National Association of Home Builders

GREEN CHOICE	% IN FAVOR	NON-GREEN CHOICE	% IN FAVOR
Features and finishes made of more expensive materials that last longer.	74	Features and finishes made of materials that cost less but need to be replaced more often.	26
Low-maintenance landscaping, with plants that grow in the local climate with minimal watering, weeding, or mowing.	65	Conventional landscaping, with a traditional lawn, tree shrubs, etc.	35
Home oriented to make efficient use of the sun's energy for heating and cooling.	63	Home oriented to optimize the attractiveness of the home as viewed from the street.	37

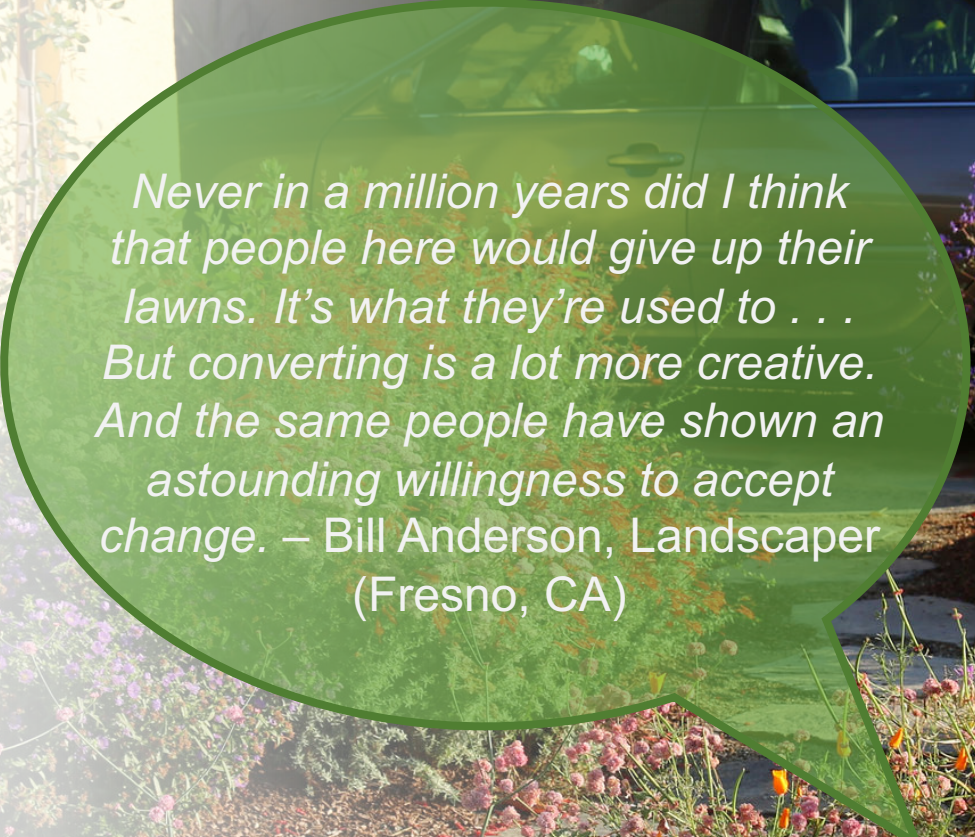


MORE GOOD NEWS

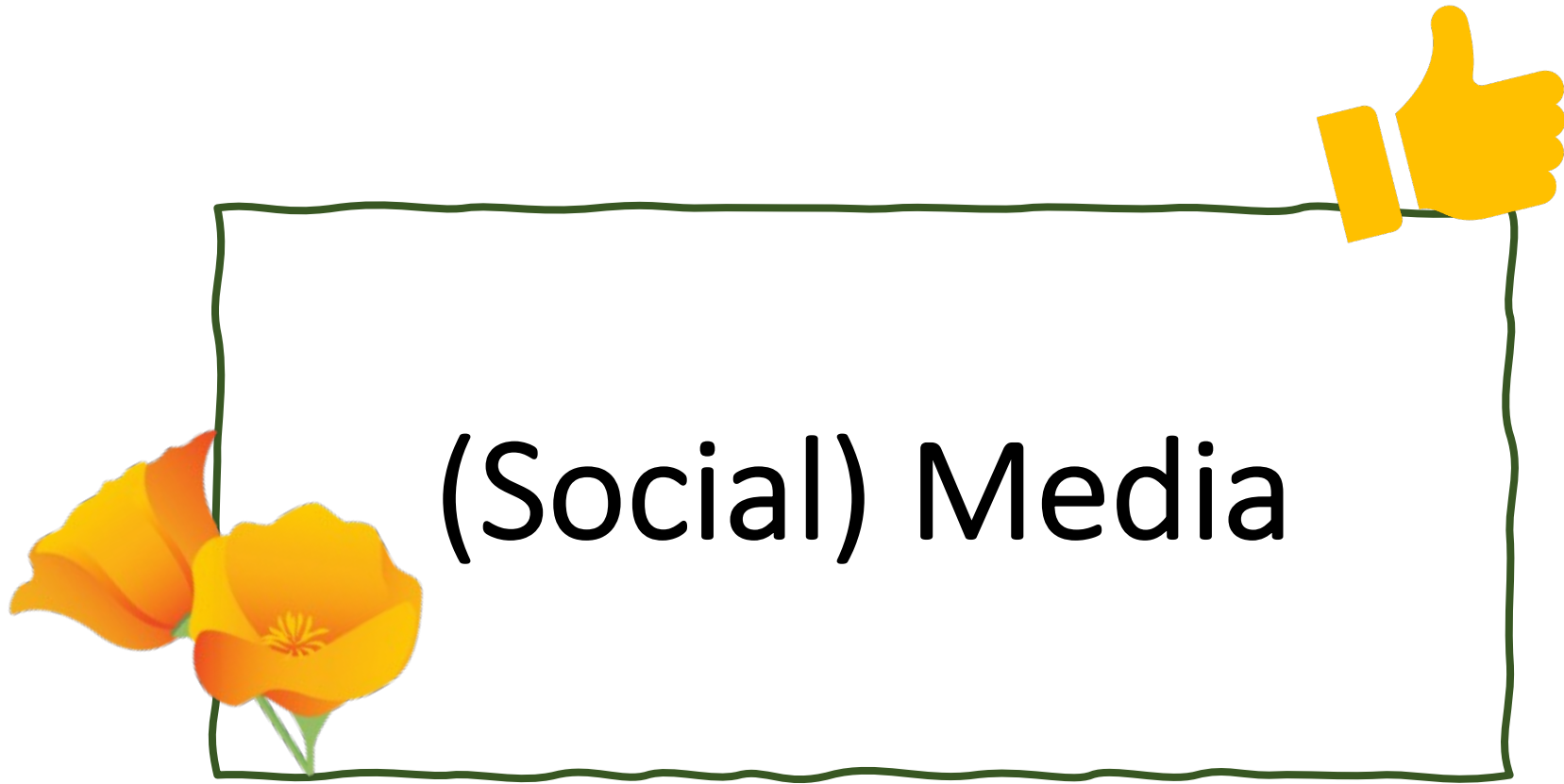
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Social norms are shifting!

- The “peer effect” has been observed in neighborhoods spanning geographically distinct regions of CA.
- Residents taking social cues from a landscape transformation within their neighborhood willfully adopt similar changes within their own landscape. (IRWD, 2016; AWE, 2019)



Never in a million years did I think that people here would give up their lawns. It's what they're used to . . . But converting is a lot more creative. And the same people have shown an astounding willingness to accept change. – Bill Anderson, Landscaper (Fresno, CA)



californiabotanic

1,846 posts

18.4K follow

theodo



californianativeplantsociety



californianativeplantsociety Stay cool this evening and join us for our free Naturehood talk: Lawn Replacements tonight 5:30-6:30pm. You'll leave inspired to replace your lawn with a water-wise native garden!

(Update, talk was Thursday night. We'll upload a recording to our YouTube next week!)

Our fabulous speakers will offer tips for choosing plants that will thrive in your region—including native grass and sedge alternatives! These experts will also share practical tools to help you get started on the lawn removal process. Your local pollinators and wildlife will thank you!

Audrey Pongs | Nursery Management and Branding Consultant, @greenbeltgrowersinc
Jack Smith | Ecological Restoration and Nursery Manager, @treepeople_org



treepeople_org



treepeople_org IT'S TIME! Instead of watching your grass die slowly with watering restrictions, remove those thirsty European grasses and get your yard ready for planting natives this fall. The whole process takes about 8 weeks. Start saving your cardboard now!

1w



treepeople_org @mwdh2o #drought #gardening #lawntolandscape #grass

1w Reply



jcohendubin Does the city of LA offer rebates for replacing grass with turf?

1w 1 like Reply

View replies (3)



mosesmassenburg Thanks for sharing. This is a great instructional. I'll share it with my community here in Watts. Do you have it in Spanish?

1w 4 likes Reply

View replies (1)



sehrill I've been reading about many different types of lawn replacements like buffalo grass, etc. Is there one you'd recommend?

1w 1 like Reply

View replies (1)



mirandaellenweiss Thank you for this!



Liked by theodorepayne and 865 others

AUGUST 24

TreePeople

How to Remove Grass



CLIMATE

California drought: One of the state's biggest reservoirs hit a record low this week



Jessica Flores

Aug. 4, 2021 | Updated: Aug. 4, 2021 12:55 p.m.

These NASA satellite images show total devastation of water sources in California's drought



Nora Mishanec

July 15, 2021 | Updated: July 15, 2021 11:02 p.m.



Septa

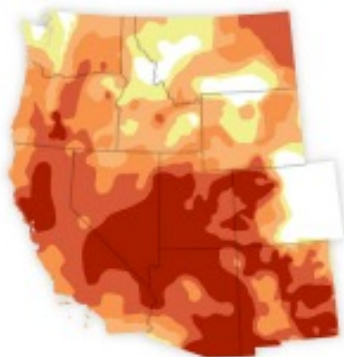
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Early June Drought Conditions in the West

EXCEPTIONAL DROUGHT EXTREME SEVERE MODERATE ABNORMALLY DRY

2021



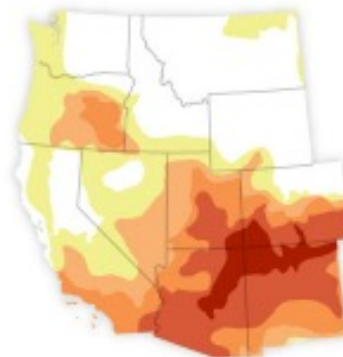
2020



2019



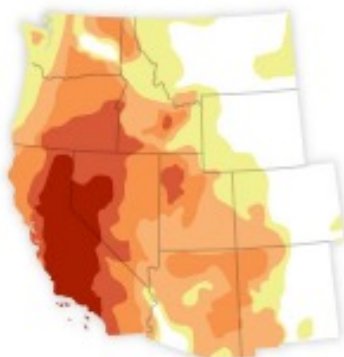
2018



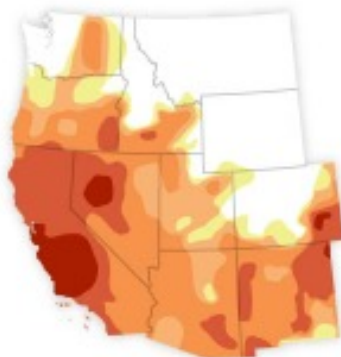
2017



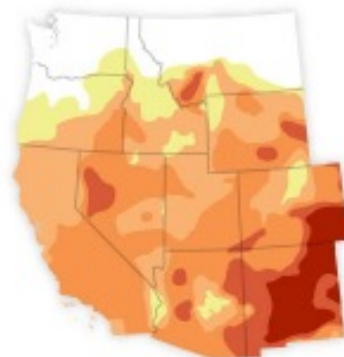
2015



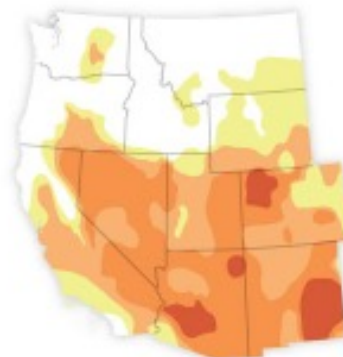
2014



2013

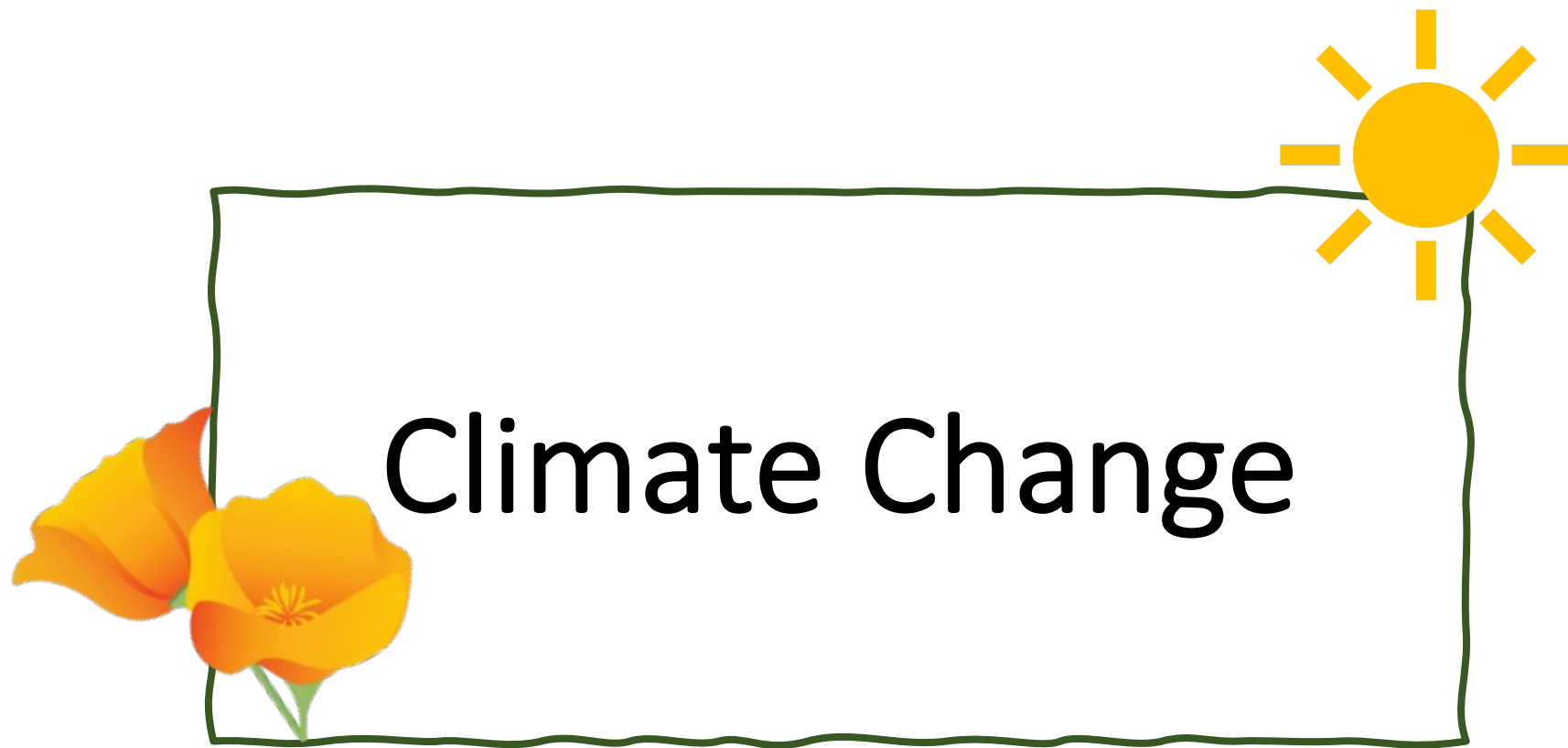


2012



2011





Drought (Aridification)

- Watering Restrictions
 - Enforcement + Excessive Use Penalties
- Planting Moratoriums
- Increased turf replacement incentives \$\$\$

Fire

- Firescaping
 - Low-water use plant palettes, with some native focus
- Rebuild Templates
 - Low-water, multi-benefit designs



California's New Water Efficiency Laws: Calculating Water Targets

New laws require urban water providers to set permanent water use targets for their service areas by 2022.

But how will these new targets be calculated?



Water targets will be set based on the overall water use of water provider (not set for individual customers!)

To create each water provider's unique target, the following standards will be calculated and added together:

INDOOR USE

The standard for indoor residential water use is 55 gallons per person per day multiplied by the population of the service area.



+

OUTDOOR USE*



The standard for outdoor residential water use is based upon a community's climate and the amount of landscaped area.

+

WATER LOSS

The standard for water loss due to leaks in the water system pipes is still to be determined.



= **WATER TARGETS**

In California, droughts are a part of life, and the next dry year is always right around the corner. Contact your water provider for available rebates and water saving tips.

*This calculation will also include commercial, industrial and institutional users, details are still to be determined.



Fact Sheet

What current water use restrictions apply to all Californians?

State Water Board water conservation requirements are listed in the table below. There are also requirements not listed here. Column A lists prohibitions on the use of **potable** water that apply to all Californians. Column B lists additional requirements for urban water suppliers.

Effective Date	A. PROHIBITED FOR ALL CALIFORNIANS	B. ADDITIONAL REQUIREMENTS FOR URBAN WATER SUPPLIERS
[1] Effective until January 2023	<ul style="list-style-type: none"> Outdoor watering that lets water run onto sidewalks and other areas (except incidental runoff) Washing vehicles without an automatic shutoff nozzle Washing hard surfaces like driveways or sidewalks that don't absorb water Street cleaning or construction site preparation Filling decorative fountains, lakes, or ponds Outdoor watering within 48 hours after at least 1/4 inch of rainfall Watering ornamental turf on public medians 	<ul style="list-style-type: none"> Follow all prohibitions in column A If needed, exercise authority to adopt more stringent local conservation measures
[2] Effective until June 2023	<ul style="list-style-type: none"> Watering non-functional lawns in commercial, industrial, and institutional areas, including common areas of homeowners' associations (HOAs) <p>Note: Local water suppliers may have adopted stricter water conservation measures than the State Water Board, so check with local agencies about their current restrictions.</p>	<ul style="list-style-type: none"> Follow all prohibitions in column A Implement all local Level 2 demand reduction actions* If needed, exercise authority to adopt more stringent local conservation measures
Enforcement	All of column A water use prohibitions above are "infractions," and any organization that already has the authority to enforce infractions may do so; this may include local water suppliers and cities. Violations may be punishable by a fine of up to \$500 per day. To report a potential water use violation, go to SaveWater.CA.Gov on your phone or computer.	

[1] = These requirements are from the first water conservation emergency regulation of 2022 that became effective on January 18, 2022 and is in effect for one year from the effective date, unless the State Water Board modifies, readopts, or ends it before then.

SB 1383

NEW RECYCLING LAW COMING



WHAT YOU NEED TO KNOW

Beginning January 1, 2022 All residents will be **REQUIRED** to separate organics from general trash.

RECYCLING



Clean Paper



Bottles & Cans



Hard Plastics



COMPOSTING



Food Scraps



Yard Trimmings



Food & Beverage Soiled Paper



LANDFILL



Snack Wrappers, Chip Bags, Juice & Soup Boxes



Diapers & Gloves



Broken Ceramics, Mirrors & Toys



For more information, call the Customer Care Hotline at (626) 242-1666 or email at CustomerCare@soelmonte.org



Three stylized poppy flowers in shades of yellow and orange are positioned around a central text box. One flower is in the top right corner, and two are in the bottom left corner. The text box is a rectangle with a dark green, hand-drawn style border.

The New Norm

(Circa 2014)



Achieving a New Normal in California Landscapes

Two gatherings to accelerate the pace of change
toward more sustainable landscapes in California



Join us for a day of ideas,
discussions, and problem solving.

May 22, 2014 **Southern CA**

May 29, 2014 **Northern CA**

Location to be
determined

8:00 a.m. – 5:00 p.m.

Citrus Heights Community
Center, Citrus Heights



Photo courtesy of San Diego County Water Authority

1. Transforming the Market

- Most cost-effective ways to generate lasting change

2. Harnessing New Norm Economics

- New business models for landscape workforce
- ROI for property owners and business
- Customer incentives

3. Supporting Collaboration

- Watershed-scale change requires cooperation b/w gov't, agencies and non-profits

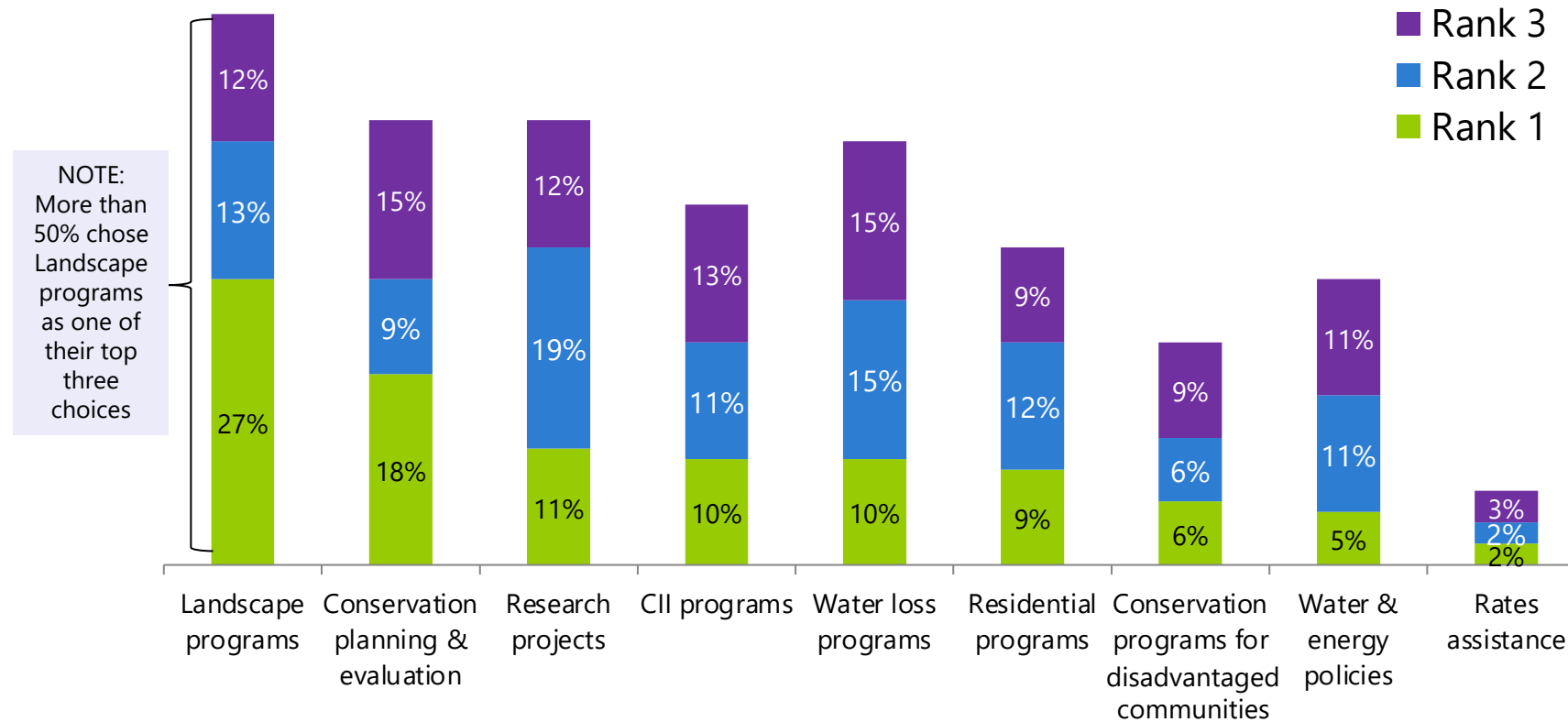
4. Changing the Industry

- Landscape workforce education and training

5. Educating the Public

- Educate residential sector and engage children

2018 Most desired Program Assistance: Landscape





Market Transformation at CalWEP

- CA WATERSHED APPROACH GUIDEBOOK
- LANDSCAPE CONVERSION MATRIX

DESIGN

- QUALIFIED WATER EFFICIENT TRAINING PROGRAM
- GRAPHICS-ONLY LANDSCAPE MAINTENANCE GUIDE (2021)

MAINTENANCE

- CALSCAPE PROGRAM
 - TRAINING MODULES
 - POINT OF SALE BRANDING

NURSERY EDUCATION

SUSTAINABLE LANDSCAPING MARKET TRANSFORMATION

LEGISLATIVE ACTIONS

- CO-SPONSOR AB 2142 TO MAKE TURF REBATES EXEMPT FROM STATE INCOME TAX REQTS

CUSTOMER PROGRAMS

- CALWEP DIRECT DISTRIBUTION PROGRAM
- WATERSHED APPROACH TRAININGS IN TULARE

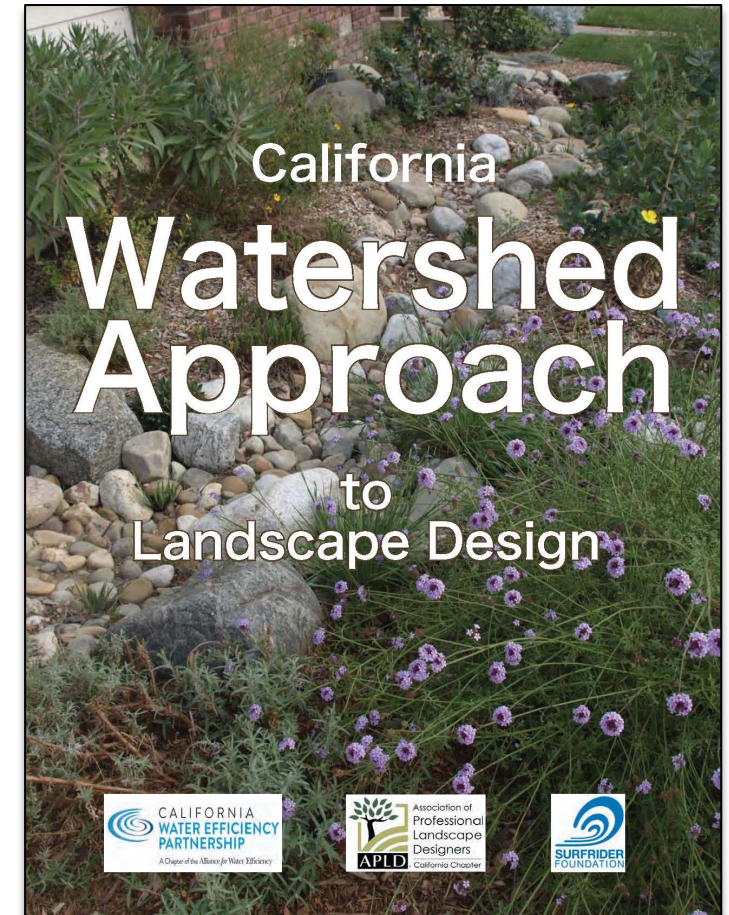
Sustainable Landscapes: Design

How do I design a landscape transformation program?

- Landscape Conversion Matrix
- CalWEP Implementation Guides: Landscapes
- AWE Sustainable Landscapes Utility Program Guide
- Member Programs:
 - Stacked incentives (Environmental Incentives & SDCWA), Evolution of Landscape Programs (CalWEP P2P 2022)

What DIY/Design resources are available for customers?

- CA Watershed Approach Guide





You are viewing Member Only content. Some Actions may be restricted until you [create an account](#).



LANDSCAPE CONVERSION CRITERIA TOOL							A SPECTRUM APPROACH TO TURN REACTIVE GRASSLANDS	
LANDSCAPE CATEGORY	Required Prior to Asset Realisation	Initial Steps Prior to Landings Design (Baseline)	Additional Realisation	Intermediate Progress	Advanced Progress	Leading Progress (Must Be Realised)	Enhancement or Measurement	NOTES
WATER								
Water Use								
Water Features								
Ingrain/Estuaries	Any	High efficiency water use, irrigation & point source emissions	Allow irrigation system with the exception of flood-irrigation	Improve embedded water use (e.g. in lights or use of hand watering)	Self-sufficient landscape requires no supplemental water being used (e.g. irrigation, overhead watering)	Visual inspection	Visual assessment	"Is any place or amount of water used that is not required for the site? Are there any features that require water?"
Ingrain/Canopies	Not mandatory if existing non-weather associated canopy	Strongly encourage Water Saver WBC or equivalent water saving feature device	Require Water Saver WBC or equivalent water saving device	Require Water Saver WBC or equivalent water saving device	If no permanent irrigation system provided then WBC is required	Visual inspection	Visual assessment	"Should be located with 'negative impact' if there is no permanent pasture on the site. If there is no permanent pasture on the site, the water saving device must be installed within the distribution substation."
Water Features (Pervious/Impermeable)		No additional paving required	Additional informal surface water retention		Not allowed	Visual inspection		"Must be located from stable agriculture. If used to collect runoff from roads or pavements."
Water Sources								
Drainable water	Must be in a system with no additional water required	Allowed	Allowed	Allowed only to supplement a reservoir	Allowed only to supplement a reservoir	Visual inspection		"Ingrain/Estuaries are not allowed. If there is a system with no additional water required, it is acceptable to use a system that has been approved in a plan, or a system that has been approved in a plan, or a system that has been approved in a plan."
Recharge water	Must be in a system with no additional water required	Allowed	Allowed	Allowed only to supplement a reservoir	Allowed only to supplement a reservoir	Visual inspection		"Ingrain/Estuaries are not allowed. If there is a system with no additional water required, it is acceptable to use a system that has been approved in a plan, or a system that has been approved in a plan, or a system that has been approved in a plan."

November 2016
Version 1.0

Ecotopia
Sustainable
Design
Solutions

LANDSCAPE CONVERSION CRITERIA TOOL

2

Download Publication

Landscape Conversion Criteria Tool

Published: June 23rd, 2020 | Research, Tools & Trainings | Publication

CalWEP has updated and reissued its **Landscape Conversion Criteria Tool** intended to assist turf rebate program managers design effective and progressive rebate criteria. The tool offers a “menu” of program criteria that advances from “Initial steps” to “Leading Progress”. The content has been refreshed with input from an industry expert as well as select CalWEP member agencies representing diverse areas of the state, and who have overseen landscape conversion programs.

This is a members only benefit. For additional resources also see AWE's ["Sustainable Landscapes: A Utility Program Guide"](#)

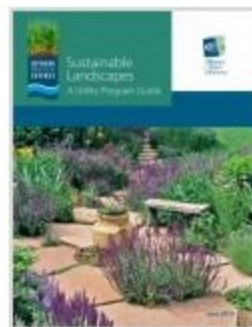
Sustainable Landscapes: A Utility Program Guide

July 9, 2019

 Like  Share  Share  Tweet

The Alliance for Water Efficiency's (AWE) [Landscape Transformation Study](#) found that consumers are ready for sustainable, water-efficient landscapes—but they need help from their water providers. AWE's new publication, *Sustainable Landscapes: A Utility Program Guide*, leverages the insights, lessons, and considerations gathered in the Landscape Transformation Study to provide actionable information for utilities beginning or enhancing outdoor water efficiency programs.

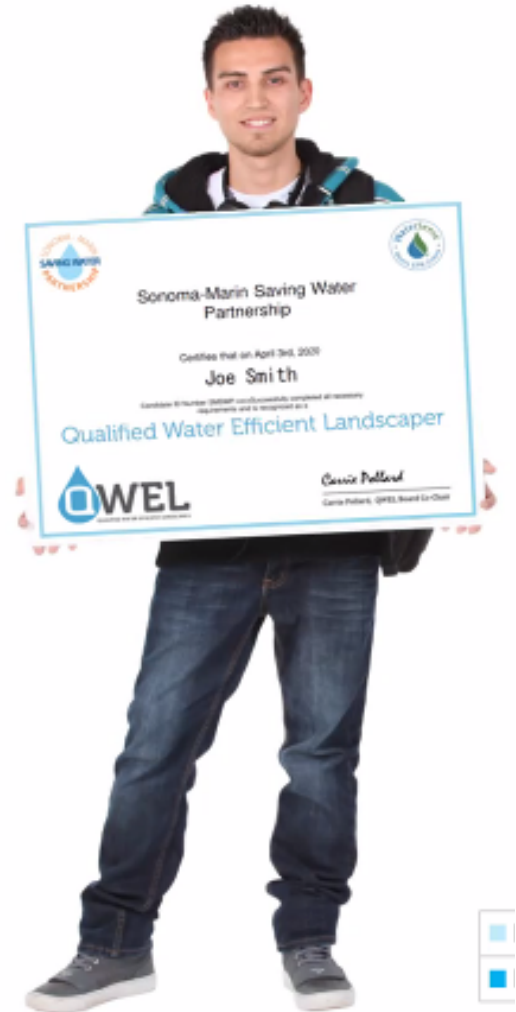
The first part of the Guide discusses general considerations for utility landscape programs. The second part presents four utility program types and offers advice and examples for each category. Additionally, appearing throughout the Guide are detailed case studies of successful sustainable landscape programs from AWE members.



Sustainable Landscapes: Maintenance

How can we ensure proper care and efficient water application post-installation?

- Qualified Water Efficient Landscaper Training (QWEL)
- Graphics-only Landscape Maintenance Guide (2021)



Sustainable Landscapes: Nursery Education

How can we be sure that local nurseries will supply needed plant stock?

- CalScape Nursery Training Program is Live!
- Soft re-launch May 16th
- Funding secured to develop add'l content (thanks MWD!)
- Point-of-sale content will be available in the near future
- Opportunities to align with *Bloom! California*



CALIFORNIA
NATIVE PLANT SOCIETY



[< Previous Lecture](#)[Complete and Continue >](#)

17% COMPLETE

Nursery Management Training



Introduction Survey



Introduction to the Training (1:40)



Nursery Management Lesson 1 -
Ordering (31:42)



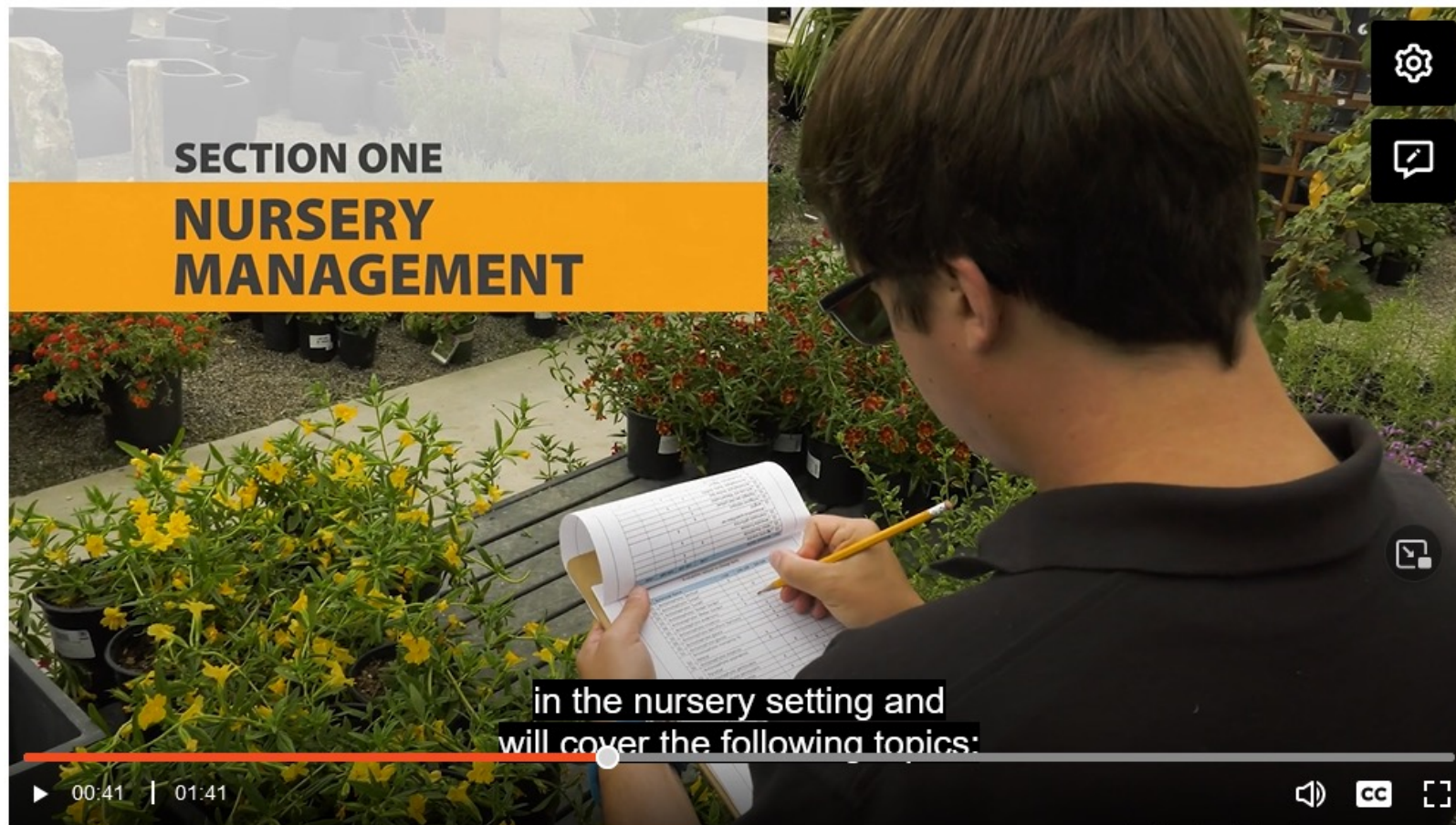
Nursery Management Lesson 2 -
Stocking (13:28)



Nursery Management Lesson 3 -
Maintenance (25:03)



Nursery Management Lesson 4 -
Marketing (17:50)



Sustainable Landscapes: Legislative Action

How can we attract additional customers outside of early adopters?

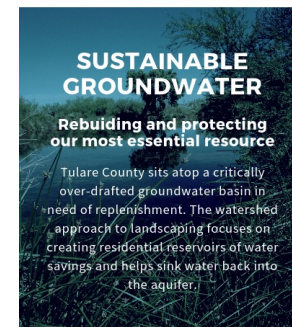
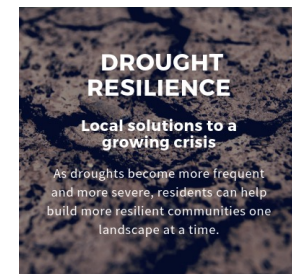
- CalWEP co-sponsored AB 2142:
Income tax exclusion for turf replacement
- On Governor's desk!



Sustainable Landscapes: Customer Programs

How can CalWEP support agency staff with limited capacity for managing programs and providing education?

- My CalWEP + Direct Distribution
- Exploring My CalWEP + Plug and Play landscape design and install
- Customer education via Watershed Approach Training





Questions?

Lisa Cuellar: Lisa@Calwep.org