Glen Dake
Landscape Architect

Laws & Regulations	Market Norms & Professional Standards	Financial Incentives	Commercial & Public Marketing Efforts
Model Landscape Ordinance	'Just the Basics' Landscape Maintenance	Conservation Incentives By Agencies	California Friendly Garden Guide
SUSMP Regs	Things Realtors suggest to sellers	On-bill Financing of Energy-water conservation	"Ditch your Lawn"
Upgrade On-sale	Workforce Training & Professional Certifications		Master Gardener programs

MLO and the MWD Service Area

3.7 million single family detached connections

2.4 million multi-family connections

Model Landscape Ordinance is to be adopted by all California municipalities by 12/1/15 (generally). Update from 2011. It addresses building-permitted projects.

Schools are permitted by the Division of the State Architect.

2015 MLO revisions

Example: Apartment building that is all drip, all drought tolerant

Project Eto   52.90

Maximum Applied Water Allowance: (Gallons per year)

MAWA= (Eto) (0.62) (0.7 x LA / 0.5 x SLA)

2011   52.9 x 0.7 x 2.302 x 0.62 = 52,851 Gallons per year

2015   52.9 x 0.5 x 2,302 x 0.62 = 37,750 Gallons per year

Estimated Applied Water Used: (Gallons per year)

EAWU = (Eto)(0.62) ((PF)x(HA))/Irrigation Efficiency

Hydrozone 1 (mixed shrubs with drip) = 28,950 Gallons per year

Hydrozone 2 (Mixed water us shrubs in pots) = 4,606 Gallons per year

Total Estimated Water Use: 33,556 Gallons per year

What strategies will earn
Landscape Conversion in MWD Area?

BETTER, GRANULAR MARKET DATA!

Places with high building permit activity or potential. (eg. San Diego, IE)

What about built-out SFD places like Lakewood, Rancho Bernardo
or West Hills? We share this challenge with energy conservation programs.

Marshall the 170,000 Groundsworkers in So Cal (2010)
  62% work on SFD, 24% work on Commercial
  CLCA trains its members to market around the savings available when you
  switch from thirsty to drought tolerant landscape.
  What proportion of landscape renovations are installed with permits?