



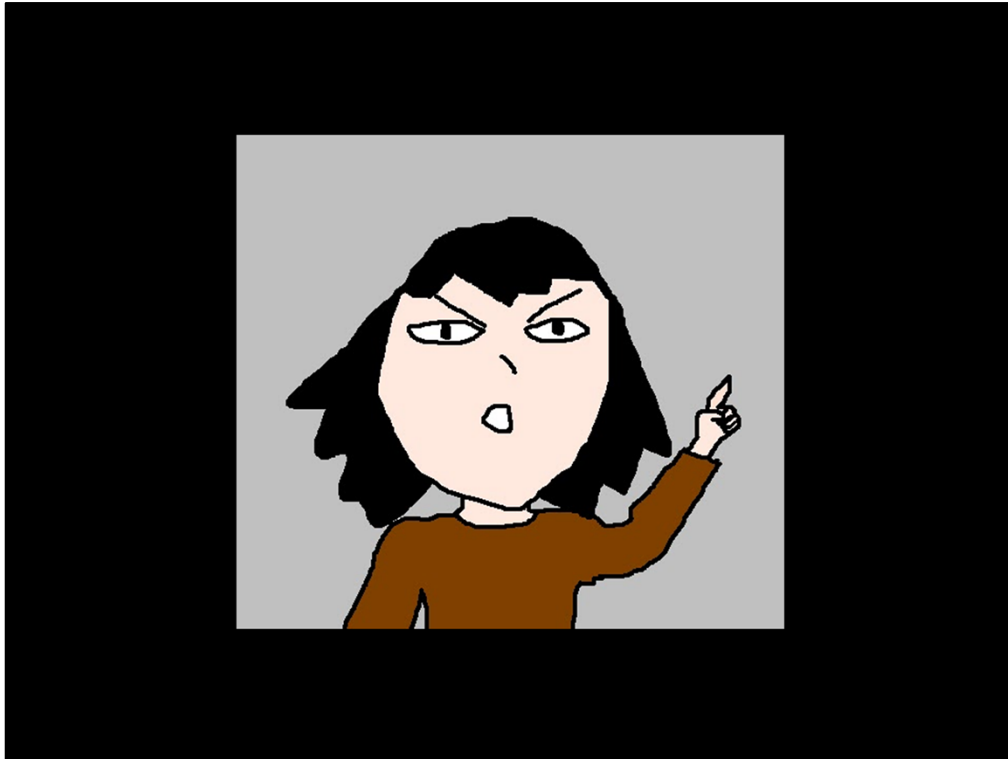
CALIFORNIA
NATIVE PLANT SOCIETY

Successful Landscaping: Teaching Californians to UNLEARN

Hei-ock Kim, CNPS Special Projects Coordinator

Today I want to talk about the education needed to develop a successful native landscaping culture in California, and how a lot of it amounts to unlearning what we think we know.

Normally I like to emphasize the power of positive messaging. Phrases like “Must-see!” and “Choose wisely” can be more affirming to your audience than



“Don’t miss out!” or “Don’t forget.”

And yet, there is a place in our world of happy thoughts for “Don’t”:



No no, don't
get up!

Isn't it nice once in awhile to hear "Don't get up" or

Don't worry,
I've got this.



“Don’t worry”?

So when I talk to people about the benefits of California native landscaping, I often find that they get very excited about my “Don’ts”. “Instead,” I tell them with a deep breath,



Relax... (scroll 2 more slides)





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Credit: Dennis Mudd



Even in the summer, natives bring color (2 more slides)





and life to California gardens – these are all inland gardens photographed in the brutal heat of August 2013.

You may ask why there are so many don'ts in native landscaping. The answer is surprisingly simple: because our gardening predecessors taught us to love things that "don't" come from California, and when you try to make things go where they "don't" fit,



you get high-maintenance, high-need situations. So what are some of the key Don'ts and how do they benefit us?

Public/water agencies:

- Meet or exceed mandates to save water

Homeowners:

- Save money
- Save time
- Save energy



Water twice a week?? More like twice a month or season...

Don't overwater. Natives generally need only what they get from Mother Nature. In a garden situation, they might need a little bit more to stay fresh. Too much, however, and you just get a lot of weeds and potentially dead natives.

This is good for everyone of course. Native gardens typically save 40%-80% of our potable water. And homeowners not only get to save money but weed less too!



Too rich for native plants

Public/water agencies:

- True source control of pollutants in urban runoff

Homeowners:

- Save money
- Save time
- Save energy

Don't fertilize or amend – natives WANT lean soil, that's what they've evolved to thrive in.

Besides reducing work and expense, the advantage here is that native gardens contribute to a reduction in synthetic or excess nutrients in our urban runoff.

Public/water agencies:

- Reduce labor & cost of collecting, storing, managing green waste

Homeowners:

- Save money
- Save time
- Save energy



Plan for mature size

Don't overplant – then you won't have to prune constantly. Natives may look sparse when they're little, but resisting the temptation to overfill will be rewarding in the end. Left alone, the plants will grow to the size they're meant to, so you just need to choose plants for their mature size.

Now think a moment about the ramifications. They go beyond saving labor for the homeowner. Less green waste also means less pressure on municipalities to collect, store, and move green waste.

Native landscaping = IPM (Integrated Pest Management)

biological control
natural weed suppression
maximum water retention
natural pest/disease resistance



I also like to mention that native plants naturally have pest resisting qualities, so Don't use pesticides. In fact, native landscaping IS Integrated Pest Management. Professionals regularly tell me that, with a 60-70% healthy canopy, native landscapes demonstrate inherent weed inhibition. So they actually don't even budget for weed control after establishment, and that can save them up to 60% of their costs.



Public/water agencies:

- Improve health of environment & communities
- Reduces public concerns about overspraying

Homeowners:

- Reduce health risks
- Improve garden health
- Save money
- Save time
- Save energy

Reduced pesticide use also means less risk of drift from indiscriminate application, less threat to beneficial, non-target animals especially pollinators, and to non-target plants. Which is pretty important considering

The average gardener applies
20 times
more pesticides than
farmers do.



The image features a large, detailed bottle of Roundup Weedkiller on the left and a significantly smaller bottle on the right. The large bottle is labeled 'Liquid concentrate ROUNDUP GC WEEDKILLER' and 'KILLS WEEDS & ROOTS'. The smaller bottle is also labeled 'ROUNDUP WEEDKILLER'. The background is black, and the text is white. There are small decorative icons of a rose and an apple at the bottom of the image area.

gardeners use 20 times more pesticides than farmers! And Surfrider reports that a significant amount of it ends up in our oceans and rivers through urban runoff.

The upshot of all this is that we really don't need to be working so hard. On their own, native gardens:



Attract pollinators and other beneficial animals. USDA, by the way, says that native pollinators are the most effective, they prefer native plants, and that all landscapes should contain natives.



Promote healthy soils and enhance edible gardens



And in fact play a role in environmental justice: all that reduced cost and effort means that almost anyone of any economic means can access the beautiful outdoor living that California is known for.

I love to show this slide because it shows just how true that is. This garden was planted and is maintained by someone who is in a wheelchair, suffered from a stroke years ago and still has diminished capacity.



City of Santa Monica
www.sustainablem.org/gardengarden

The City of Santa Monica put some hard research and numbers to the topic. They conducted a 9-year study of side-by-side gardens:

Native Garden

Traditional Garden



From: www.sustainablem.org/gardengarden

one native and one conventional with a lawn. The results were conclusively in favor of native landscapes:

Native Garden

"cost-effective, environmentally beneficial, **easy to replicate**"

- 83% less water
- 68% less maintenance
- 56% less green waste

Just look at these numbers - 83% less water! Furthermore, it is cost-effective, environmentally beneficial, and easy to replicate.

(if someone asks - 56% less green waste: during tough winter, didn't give supplementary water (which need to do if not getting typical rains by Jan, water when they're growing, not when they're dormant); during early summer gave extra water and killed natives generating green waste)



So why isn't native landscaping mainstream? Why are people still out there making things hard for themselves?



We have 34 chapters all over CA and Baja that hold hundreds of educational events like workshops, free lectures, plant sales ... the list goes on.

CALSCAPE.cnps.org

Find the native plants best-suited for your landscape.



We also have an online plant finder called CalScape that helps people search for ideal plants, local to their area, simply by plugging in their address.

CALSCAPE.cnps.org

Blue Eyed Grass
Sisyrinchium bellum

Climate Natural Range

About Blue Eyed Grass (*Sisyrinchium bellum*)
Blue Eyed Grass is beautiful 12-20" tall perennial that grows in open places, meadows, seasonally moist grasslands and woodlands throughout the state. It's fast growing, going from a seed to full height in one season. In the winter and spring the plant produces a beautiful array of small and fragrant blue flowers, among themselves a color from a cool blue to a softish purple, occasional white flowering plants are found. The plant is semi summer deciduous. It can tolerate cold down to 20 degrees F. It's a great plant for a homegarden or butterfly garden.

This plant is very popular among native plant landscapers and very easy to grow. It is moderately drought tolerant. Avoid water this plant at all during the dry season. Seed to root in the ground after the flowering is done, and it will spring up again with the next rainy season. For best results the soil should stay moist during the rainy season, so it's fine to give supplementary water then if rainfall is insufficient. Good choices for companion plants are Golden Yarrow, Garden Saffron, Native Hempnettle, Milkweed, Toyon, Big Bush Buckwheat, and many Blue Chalk. It's commonly available in Native Plant Nurseries. It reliably reseeds and will often spread through your garden as long as it's not mowed out by bigger plants.

Landscaping Information	
Ease of care	Very
Landscaping popularity	Very
Irrigation once established	No Irr
Mulch	Prefers no mulch
Pruning	Semi summer deciduous
Propagation	Self-sows easily
Common uses	Groundcover, Bird and Butterfly Garden
Nursery Availability	Commonly available
Nurseries	Albright Seed Company, Capitol Wholesale Nursery, Central Coast Wilds, Elkhorn Native Plant Nursery, Lerner Seeds, Las Pilitas Nursery Santa Margarita, Las Pilitas Nursery Escondido, Matilija Nursery, Moosa Creek Nursery, Mostly Natives Nursery, Native Revival Nursery, North Coast Native Nursery, Rana Creek Wholesale Nursery, Rancho Santa Ana Botanic Garden, RECON Native Plants, Santa Barbara Natives, The Acorn Cap, Theodore Payne Foundation, Tree of Life Nursery, Yerba Buena Nursery

Each plant has an extensive profile with gorgeous photos, which covers everything from mature height and width to maintenance guidelines to how readily available it is and which nurseries carry it.

But water agencies can't rebate every homeowner in the state, city planners can only dictate so far what people can and cannot do, and agencies have already been working for years to inspire behavior changes in their customers. What more can be done?

Our goal:

To see a rise in professionals who recommend native landscapes to their clients, and who produce beautiful and successful native landscapes

At CNPS, we realized the answer lies in the professionals. The outmoded landscaping practices we inherited are still so prevalent that the average professional knows as little about native landscaping as the average homeowner does, and possibly less.

And yet the impact they have on our landscaping culture is far greater. They work on large-scale, high-profile native landscapes in addition to thousands of private properties, and their successes and failures influence public opinion. In order to get the fastest results, their education needs to be addressed in a more focused manner.



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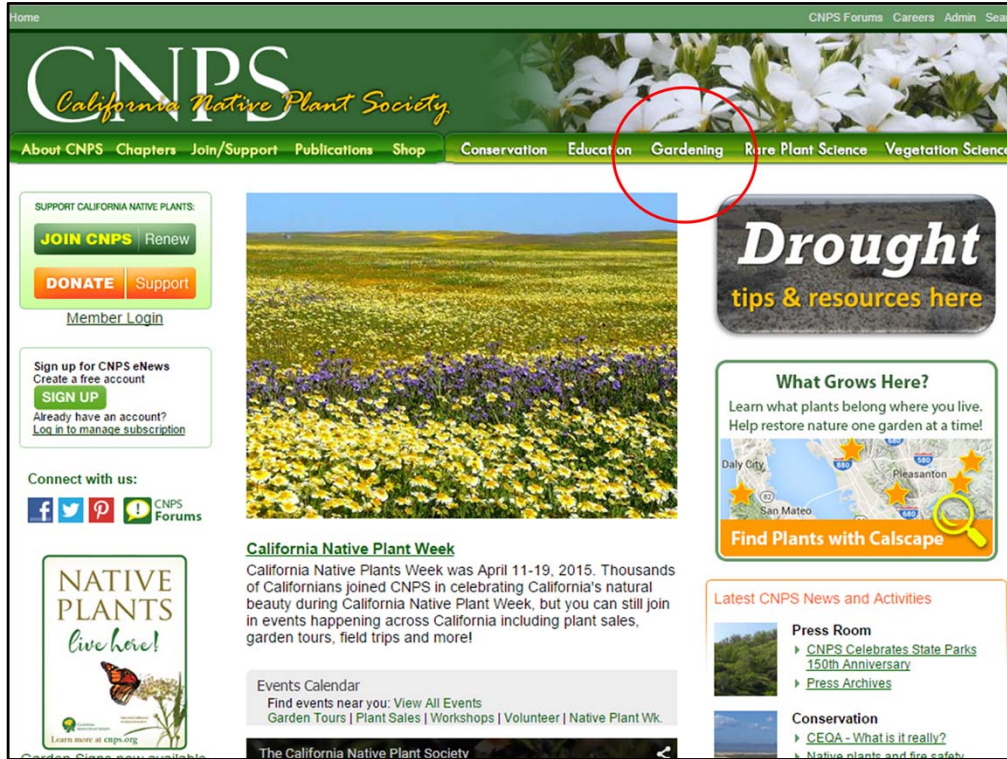
Certified Native Landscape Specialist (CNLS) Program



The education needs to be formalized, offered statewide, and standardized regionally, so we began creating a certification program for people who install and maintain native landscapes.



before I go into it, I want to take a moment to describe who CNPS is and why we are uniquely qualified to offer this education.



CNPS is a statewide, 10,000-member nonprofit that works to protect and promote California's native plants and their natural habitats. We have been the state's premier native plant resource for 50 years. As you can see by our website, we are a science-based organization, heavily involved in conservation and research efforts, as well as also outreach and education in native plant gardening.



Many details of the Certification Program I'm about to describe, by the way, can be found in the Gardening section under the placeholder title, CNPS Landscaper Certification.

So, as a professional, your credibility would be supported by the oldest native plant resource in California.

As a client, there is no substitute for knowing that the company or individual you hire to manage your landscape is truly as knowledgeable AND environmentally responsible as they claim to be.

Who should get the CNLS?

- Landscape contractors and companies
- Public agency/water districts educational staff
- Independent maintenance gardeners
- Staff maintenance gardeners
- Landscape architects and designers



Who is our audience? We invite:

large and small Landscape companies, owners and workers

Public and water educational staff such as water conservation specialists

Maintenance gardeners, and in particular Spanish-speakers who miss out on valuable information because of the language barrier

School districts and nursery maintenance staff

Designers whose plans can become better informed for healthier landscapes

Certification curriculum

- a. Overview
 - 1) Leveraging your certification
 - 2) Introduction
 - 3) Soils
 - 4) Watering principles
 - 5) Site Prep
 - 6) Installation
 - 7) Early establishment/Maintenance
 - 8) Troubleshooting & Case histories



The curriculum, as you can see, is comprehensive, so I'll just paint the picture in broad strokes.

Section 1: How to Leverage Your Certification

- Increased marketability & eligibility for jobs
- Reduced health risks
- Increased effectiveness in educating clients
- Reduced labor & operating costs
- Improved best practices and IPM
- Access to CNPS marketing resources



We feel it's important to teach students how to take full advantage of their certification and become better resources for their clients. Once they're certified, we'll also add them into an online searchable database in Calscape.

We also hope that eventually we'll be able to convince agencies to request only certified professionals in their contract language.

Don't settle

- Be proactive rather than reactive
- Ask “the next questions”
- Educate your clients with confidence about environmentally responsible gardening principles
- Take ownership of your work

Here's another key Don't: Don't Settle for the old ways. This reminds professionals that they can do better, that they can redefine themselves and their work by choosing to stop problems before they start

Section 2: Introduction

- Environmentally responsible landscaping
- Basic ecology & taxonomy
- California's unique climate
- Invasive species
- **Most commonly used native species**



Only 5 Mediterranean regions worldwide



A major element of the Introduction is plant identification. Students will be required to know the most commonly used landscape natives.

Penstemon spp.

Growth form: perennial

Height: grows to 2 ½ ft

Stem: round

Leaf Arrangement: opposite

Leaf shape: lance-shaped and opposite
leaves may be clasping or fused at leaf
base

Flower shape: tube shaped

Flower colors: purple, blue, lavender,
pink, red

- Most leaves on lower ½ of flowering stems
- Not fragrant (except *P. palmeri*)
- Other *Penstemons* at Calscape.com in class file



Penstemon heterophyllus
tube-shaped flower



Penstemon heterophyllus
size



Penstemon spectabilis
flowers



Penstemon spectabilis
flowering stems & leaves

Here's a sample page from the workbook we'll give them (also in your handout) showing the identifying characteristics for penstemon.

Plant Description	
Plant type	Grass
Height	12" - 24"
Width	6" - 12"
Form	Fountain
Fragrance	None
Growth rate	Fast
Deciduous / Evergreen	Summer deciduous
Leaves	dark green; grassy and tufted
Flowers	Blue, Purple
Flowering season	<u>Jan</u> Feb Mar <u>Apr</u> May Jun Jul Aug Sep Oct Nov <u>Dec</u>
Site Characteristics	
Site Type	Open places, meadows, seasonally moist grasslands, woodlands
Sun	Sun, part shade
Soil	good drainage; flat areas, loamy soils that hold moisture well
Cold Tolerance	to 20° F (-12° C)
Drought Tolerance	Somewhat drought tolerant
Native Status	California native
Plant community	Foothill Woodland, Sagebrush Scrub, Yellow Pine Forest, Wetland-riparian
Companion Plants	Golden Yarrow, Slender Sunflower, Honeysuckles, Milkweed, Toyon, Big Basin Buckwheat, Woolly Blue Curl, California Aster
Landscaping Information	
Ease of care	Very easy to grow
Landscaping popularity	Very Popular
Irrigation once established	No Irrigation during dry season
Mulch	Prefers no mulch
Pruning	Semi summer deciduous
Propagation	Self-sows easily
Common uses	Groundcover, Bird and Butterfly Garden
Nursery Availability Nurseries	Commonly available Albright Seed Company, Capitol Wholesale Nursery, Central Coast Wilds, Elkhorn Native Plant Nursery, Lerner Seeds, Las Pilitas Nursery Santa Margarita, Las Pilitas Nursery Escondido, Matilija Nursery, Moosa Creek Nursery, Mostly Natives Nursery, Native Revival Nursery, North Coast Native Nursery, Rana Creek Wholesale Nursery, Rancho Santa Ana Botanic Garden, RECON Native Plants, Santa Barbara Natives, The Acorn Cap, Theodore Payne Foundation, Tree of Life Nursery, Yerba Buena Nursery

This means professionals can remind themselves of important information – notice the maintenance information – *on their phones in the field.*

Section 3: Soils

- Soil testing – field methods
- Healthy soils
- Soils and plant selection
- Soil problems & solutions

Section 4: Watering Principles

- Cool, wet winters **and** hot, dry summers
- Water use by landscape plants
- Managing irrigation



The next 2 sections, Soils and Watering Principles, form the crux of the whole curriculum. Without soil and water, you have no plants.

By the way, we call it Watering and not Irrigation because we want to stress the implementation of a CONSCIOUS PLAN, not just leaving the timer at its factory setting of 10 minutes 3 times a week and walking away. Ironically, as water is the essential ingredient for life, landscape watering is the source of many of our current environmental woes.

Section 5: Site preparation

- Hardscape & construction
- Water availability
- Receiving and storing plants
- Adapting an existing landscape

Section 6: Installation

- Prepare planting hole
- Planting
- Hands-on learning



Site prep and Installation are the stages at which most plants are set up either to succeed or die, so there will be a lot of hands-on practice here.

Section 7: Early Establishment & Maintenance

- Seasonal issues
- Environmental issues
- Horticultural practices (including mulching, pruning, feeding, weeding)

Section 8: Troubleshooting & Case Histories



Our curriculum building team

- **Chris Soltis**
Owner – Soltis Landscapes
- **Ellen Mackey**
Senior ecologist & co-author of Care and Maintenance manual
- **Frank Simpson**
*Landscape consultant & Instructor – UCLA Extension,
Landscape Architecture*
- **Ken Lee**
*Horticulture and Landscape Design faculty –
Saddleback College*



Want to give a shoutout to our amazing curriculum building team of 8 experts, who are volunteers by the way, and who represent Contractors, Designers, Nurserymen, and University faculty

Our curriculum building team

- **Mike Evans**
Owner – Tree of Life Nursery
- **Nick Basinski**
Pesticide specialist, CNPS member
- **Orchid Black**
Garden designer & Sustainable Garden Practice instructor for Horticulture and Gardening program – UCLA extension
- **Vic Claassen**
Research Soil Scientist – UC Davis Dept. of Land, Air, and Water Resources



With backgrounds in ecology, Biology, Pesticides, Marketing, design, etc.

Additional advisers

- **Clayton Tschudy**
Horticulture Director, Water Conservaton Garden
- **Dan Gluesenkamp**
Executive Director, CNPS
- **Frederique Lavoipierre**
Education Director, Santa Barbara Botanic Garden
- **Pam Pavela**
Western Municipal Water District
- **Tish Berge**
Admin & Finance Director, Rincon Municipal Water District



And our additional advisers from water agencies and public gardens

California's coalition is growing...



- Arlene Hopkins: Los Angeles Unified School District
- Brett Hall: UC Santa Cruz
- Brian Leahy: Dept. Pesticide Regulation
- Caltrans
- CA Landscape Contractors Association
- California Natural Resources Agency
- California's Own Landscape
- Carol Bornstein: Natural History Museum of LA County
- Celeste Cantù: Santa Ana Watershed Project Authority
- Cheryl Wilen: UCIPM
- Dept. of Water Resources
- Don Schulz: Cuyamaca College
- Frances Spivy-Weber: State Water Resources Control Board
- Greg Weber: California Urban Water Conservation Council
- Gregory Plum, Sonoma County Water Authority
- Juan Garcia: Irvine Ranch Water District
- Kassim Al-Khatib: UCIPM
- Metropolitan Water District

As you can see, this project is bigger than CNPS – all of California needs it, so all of California needs to work together. What's great is that people understand very quickly how important this is.

in fact, we already have numerous other partners among public agencies, water districts, professional associations, Universities, Nonprofits, Landscape companies – and more are signing on every day.

... and growing...

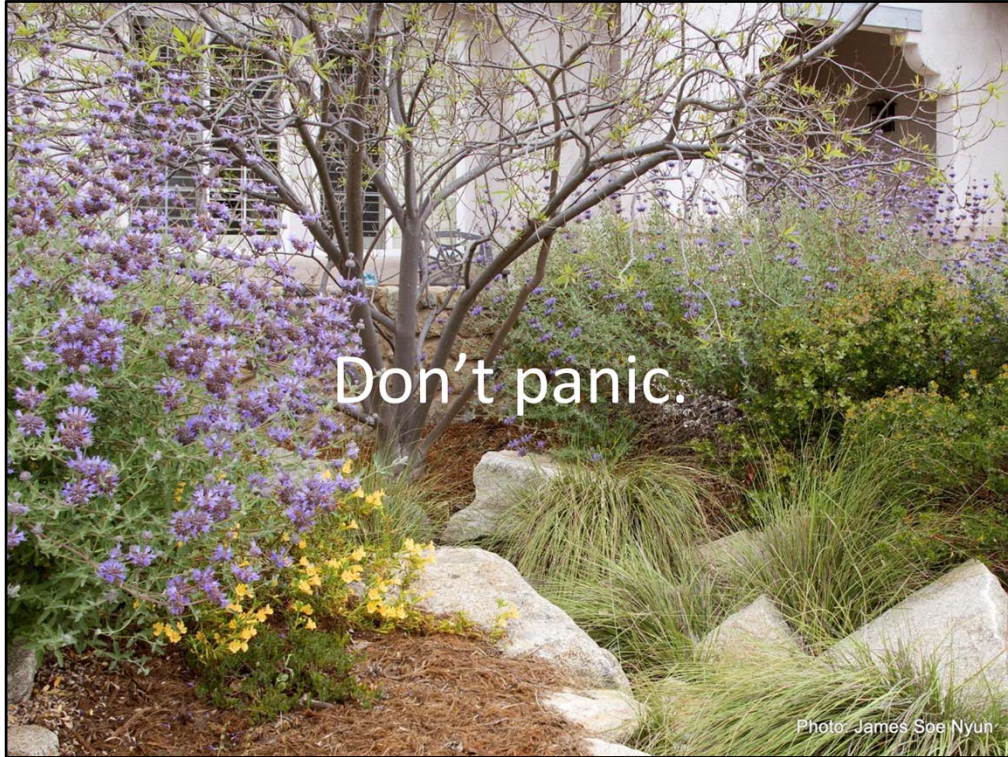
- Mission Resource Conservation District
- Rancho Santa Ana Botanic Garden
- Resource Conservation District, San Diego
- Rincon del Diablo Municipal Water District
- Riverside-Corona Resource Conservation District
- Russell Ackerman: City of Santa Monica
- San Dieguito Water District
- Santa Barbara Botanic Garden
- Soltis and Company, Inc.
- Stephanie Landregan: UCLA Extension Landscape Architecture Program
- Theodore Payne Foundation
- Think Blue San Diego
- Tree of Life Nursery
- Vallecitos Water District
- Water Conservation Garden
- Western Metropolitan Water District



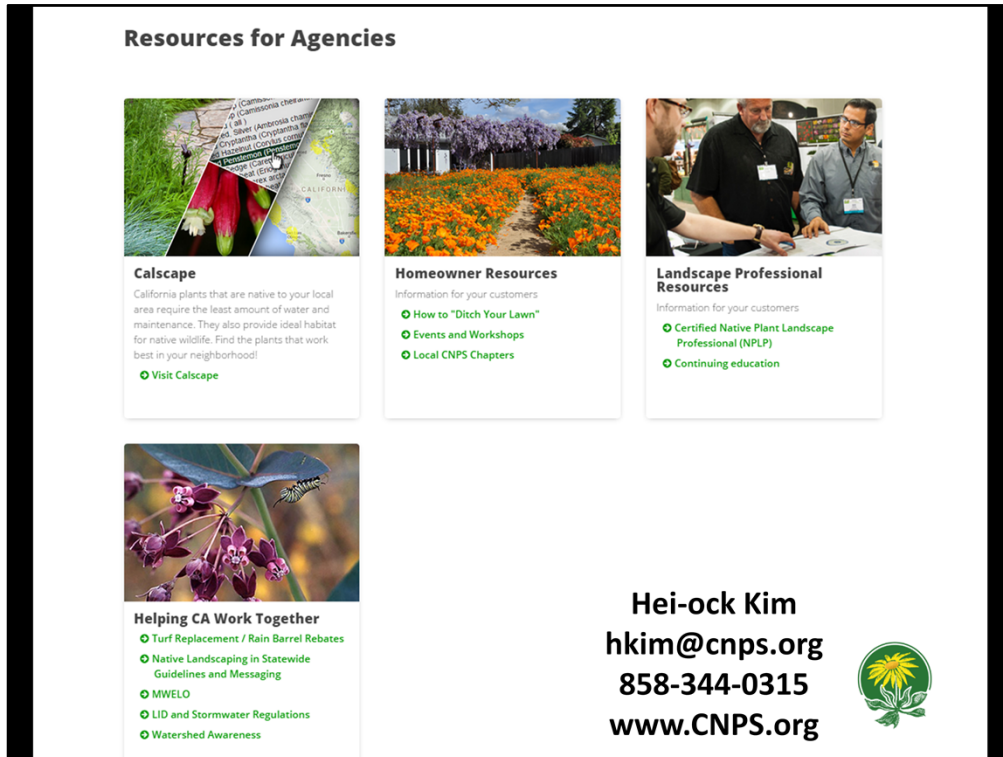
Everyone is contributing in various ways, from providing funds to marketing to facilities to technical reviewers.

I get to thank a few partners personally today for their support – MWD first of all, Western MWD, Irvine Ranch, Moulton Niguel, DWR, Greg Weber of CUWCC.

Are there other partners here today?



My last Don't to people when I talk about natives is: Don't Panic. One of the most ideal drought solutions is already here – we just need to implement.



Finally I wanted to show you a mockup of our new website coming soon, which demonstrates our structure of offerings.

For agencies, we know your customers are coming to you for answers and we want to help you provide them with information.

We also want to keep you posted on things like CNPS' contributions to DWR's MWEL0, and invite you to have a presence at our events to disseminate information directly to your customers.

In sum, I'd like to say how proud we are to be one nonprofit trying to help all of California take a huge step, and that it's working because we're all cooperating. I'd also like to say that we are ONE nonprofit trying to help all of California take a huge step, and that we need everyone's help.

So I'm also here to make a shameless pitch for money to help us in our startup phase: (e.g.)

Pay teachers

Support administrative staff to continue the program

After the startup phase, we designed the certification program to be self-sustaining

through fees and membership dues.

The curriculum is almost complete, and we want to launch our first class in late fall or early winter. Right now, we are in an amazing situation in that all the development (worth \$250K alone) has been done so far by volunteers dedicating 100s of hours.

Even Calscape (worth 1000s of dollars) was donated. So this is a GREAT deal for you to invest in.

I hope you will all be contacting me to be involved.

(if they ask: We need about \$100K a year for the next 3 years)

(If they already hired G3, say I haven't seen the curriculum but not exclusively natives and focused on homeowners rather than landscape professionals. Actual testing that people have to pass, and they get card, and professional designation to put after their name, and CLCA and DPR and UCLA Extension Landscape Architecture program will be using our sections as continuing education, etc.)