



WELCOME PAGE

## ABOUT THE COUNCIL

- **Member-services organization**
  - Members in room? Thank you!
- **Unique Collaboration** of Water utilities, non-profits, businesses and industry professionals.
- **Traditional focus**—voluntary identification, implementation and reporting on Best Management Practices for water conservation & efficiency
- **Ongoing activities:** research and analysis; training; clearinghouse for data and information; working to accelerate the transition to sustainable landscaping
- **Our Sustainable Landscaping Efforts:**
  - Most Active
  - Broadest Collaboration and Newest Partners
  - Getting people “Out of their Silos” ...

## SUSTAINABLE LANDSCAPING



- An integrated, holistic, **multiple benefits approach** to...
- landscape design, construction, and maintenance that...
- **transcends water-use efficiency** to...
- reflect a site's climate, geography, and soils and to...
- **capture the related benefits** of:

## THE MULTIPLE BENEFITS APPROACH TO SUSTAINABLE LANDSCAPING

- potable water savings
- **stormwater capture**
- groundwater recharge
- **water filtration**
- pollution reduction
- **air purification**
- carbon sequestration
- **soil creation**
- erosion prevention
- fire protection
- **urban shading and cooling**
- wildlife habitat creation
- **local food production**
- property value improvement
- **recreational space**
- ecosystem enhancement
- **societal sense of place**



FOUR STEPS ALONG  
THE PATH TO  
SUSTAINABLE  
LANDSCAPING

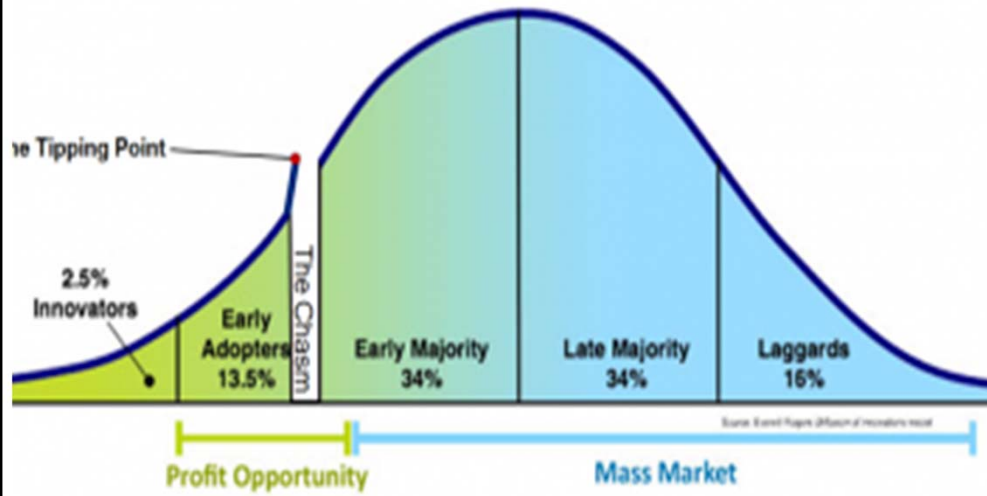
## STEP 1

- **New Norm Symposia Report:  
September 2014**
  - #1 Recommendation: Develop  
*Market Transformation Plan*

## MARKET TRANSFORMATION PLAN

- A **strategic process** ...
- that will **intervene** in a **market** ....
- to create **lasting change** in **market behavior** ....
- by **removing barriers** and **exploiting collaboration** opportunities ....
- to **accelerate** the adoption of sustainable landscaping...
- as a matter of **standard practice**.

# MARKET TRANSFORMATION DYNAMICS





## STEP 2

- **Market Transformation Framework:  
February 2015**

- *Identified Principal Barriers*
- *Identified Corresponding  
Intervention Strategies & Efforts*

## NINE BARRIERS

- **Absence of Buy-In to the Watershed Approach**
- Insufficient Unified Leadership, Collaboration & Outreach
- **Inadequate Economic Incentives**
- Pervasive Fear of Breaking Social Norms
- **Ineffective, Inconsistent Messaging**
- Inadequately Educated & Trained Workforce
- **Absence of Performance Criteria**
- Insufficient Standards, Codes & Enforcement
- **Insufficient Knowledge**

## NINE INTERVENTION STRATEGIES

- Develop Buy-In to Watershed Approach
- **Build Effective Leadership, Outreach and Collaboration**
- Build Business Cases
- **Redefine End User Values and Behaviors**
- Devise Effective Messaging and Branding
- **Improve Workforce Education, Training, Certification & Licensing**
- Design Pilot Programs and Performance Criteria
- **Develop and Enforce Codes, Standards and Regulations**
- Conduct Necessary Research

## THREE PERVASIVE EFFORTS

- Develop Buy-In to Watershed Approach
- Build Effective Leadership, Outreach and Collaboration
- Conduct Necessary Research



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TABLE 4

BARRIERS & REMOVAL STRATEGIES		
Barrier Category	Primary Intervention Categories	Example Barrier Removal Strategy
Watershed Approach	All	Identify champions to communicate the value of sustainable, alternative options to turf
Leadership, Collaboration & Outreach	Devising Effective, Unified, and Targeted Marketing / Branding / Outreach	Unite state and local sustainable landscaping stakeholders to coordinate standards and expectations for the landscaping industry
<b>Economic Incentives</b>	<b>Building a Business Case</b>	<b>Implement or increase financial incentives for consumers and businesses; Prove a market demand</b>
Social Norms	Redefining End User Value Hierarchy & Resultant End User Behaviors	Redefine social norms; Employ social diffusion via Community Based Social Marketing
Messaging	Devising Effective, Unified, and Targeted Marketing / Branding / Outreach	Initiate a state-wide sustainable landscape messaging campaign; Devise creative, effective messaging, with person-to-person delivery options, prompts, and commitment solicitations
Education & Workforce Development	Developing Education, Training, Certifications & Licenses Programs	Establish and mandate state-wide sustainable landscaping certifications for landscape professionals
Performance Criteria	Researching Data Gaps, Pilot Programs & Designing Performance Criteria	Design and implement a standardized landscape evaluation protocol
Codes, Standards, Regulations & Enforcement	Assisting in Development and Enforcement of Codes & Standards; Catalyzing Regulatory Action	Redesign old codes, standards, and regulations and develop new ones to catalyze sustainable landscaping; Design enforcement tools and generate enforcement resources
Research	Researching Data Gaps, Pilot Programs & Designing Performance Criteria	Prioritize research needs and delegate targeted research tasks

**HIGHLIGHT 1**

## STEP 3

- **Stakeholder Workshop: April 2015**
  - *Narrowed Strategy List from 26 to 15*
  - *Identified Top 6 Stakeholder Priorities*

## 15 STRATEGIES CONSIDERED

- 1. Build Watershed Approach**
2. State/Local Landscaping Coordination
- 3. Internal Landscape Industry Coordination**
4. Homeowner Business Case
- 5. Property Manager Business Case**
6. Landscape Industry Business Case
- 7. Mandate High Visibility Examples**

8. Develop CBSM
- 9. Statewide Messaging Campaign**
10. Landscape Industry Continuing Education
- 11. Public Education Programs**
12. Performance Criteria
- 13. Regional Plant Standards**
14. Irrigation Technology Standards
- 15. Life-Cycle Landscape Cost/Benefit Studies**

## TOP SIX PRIORITIES IDENTIFIED

- 1. INCREASE BUY-IN to Multi-Benefit Approach**
  2. BUILD THE HOMEOWNER & PROPERTY MANAGER BUSINESS CASES
  - 3. POPULARIZE & MANDATE HIGHLY VISIBLE SUSTAINABLE LANDSCAPES**
  4. IMPLEMENT STATE-WIDE INTEGRATED MESSAGING, BRANDING & COMMUNITY BASED SOCIAL MARKETING (CBSM) CAMPAIGN
  - 5. GROW TRAINING PROGRAMS**
  6. DEVELOP PERFORMANCE CRITERIA/MEASUREMENTS/STANDARDS
- 

15 Strategies



## STEP 4

### ■ **Market Transformation Plan— June 2015**

- *Identifies Next Steps*
- *Identifies Partners, Roles & Responsibilities*
- *Identifies Resources*
  - *Available and Needed*
  - *Time, Talent & \$\$\$*

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## Market Transformation Plan: ELEMENTS

- [Executive Summary]
- Recommendations for Phase 1
  - Tasks, Roles & Responsibilities, Resources
  - Parallel Efforts
- Recommendations for Phase 2
- Appendices

## PHASE II EFFORTS – THE REST!

- 1. MANDATE LOCAL & STATE GOV'T CROSS-SECTOR LANDSCAPING COORDINATION**
  2. INCREASE LANDSCAPING INDUSTRY INTERNAL COORDINATION
  - 3. BUILD THE LANDSCAPE INDUSTRY BUSINESS CASE**
  4. REQUIRE CEUs IN LANDSCAPE WORKFORCE
  - 5. IMPLEMENT REGIONAL PLANT STANDARDS**
  6. IMPLEMENT IRRIGATION TECHNOLOGY MARKET EFFICIENCY STANDARDS
  - 7. PERFORM LIFE-TIME LANDSCAPE CONVERSION COST-BENEFIT ANALYSES**
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## MOVING FORWARD



- **Solicit Partnerships**
  - On-going
- **Solicit Funding for Marketing Expertise**
  - Your contributions sought !
- **Organize Stakeholder “Steering-like Committee”**
  - Fall 2015
- **Move Forward on Strategies**



## QUESTIONS OR COMMENTS

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