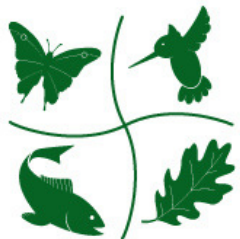


Partnering to Promote River-Friendly Landscaping Throughout the Region

Presentation to RWEPAAC September 12, 2017



EcoLandscape
CALIFORNIA
EcoLandscape.org



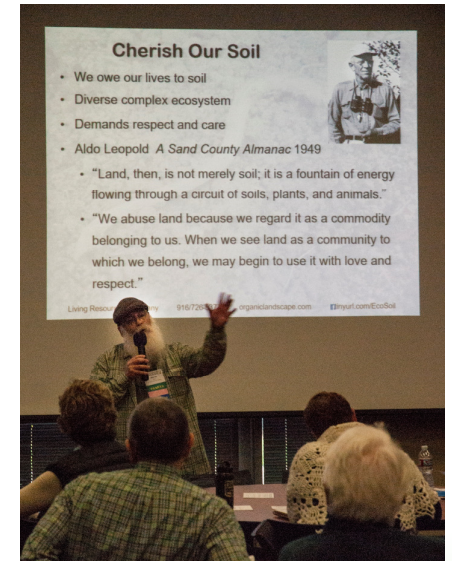
Be
WATER
SMART
Regional Water Authority
www.BeWaterSmart.info

What has EcoLandscape been up to?

Educating

- Landscape professionals
- Home gardeners
- The community

about River-Friendly Landscaping principles



Training Landscape Professionals

EcoLandscape Conference and Tradeshow February 11, 2017

- Attended by 200 landscape professionals.
- 21 courses offered
- 27 vendor exhibits
- New interactive teaching exhibit area



Training Landscape Professionals

Green Gardener Training

- Ten week class offered in Fall 2106; 16 graduates
- New flexible three-module format introduced to improve attendance
 - Fall 2017 class – 22 registrants
 - Three modules will be offered again winter 2018

New Advanced IPM (Integrated Pest Management) Training Course

- New curriculum developed and peer reviewed
- Two classes held in FY17, 25 professionals each class



Training Home Gardeners

WaterSmart Workshops Offered Throughout the Region

- 10 WaterSmart workshops (3-hour FREE workshops) for home gardeners offered throughout the region in FY2017
- 17-56 attendees at each
- Workshop topics include:
 - Getting the Best Yard with the Least Water
 - Converting Thirsty Lawns into Beautiful Beds
 - Designing Eco-Friendly Landscapes and Water-Wise Irrigation Systems

New Maintenance Curriculum Developed and Peer Reviewed

- Keeping Your Eco-Friendly Landscape Looking Great With Less Work, Less Water and Fewer Chemicals
- Taught three courses in FY17



Training and Outreach for Community

- Two Home Gardener Courses with Demonstration Landscapes Installation
 - **SSWD Well Site “Garden on Eden”**
 - ELC transformed patchy turf to low-water use landscape with educational signage
 - Three-part home gardener classroom training followed by two hands-on training days
 - Project video created to share student’s experiences and project’s goals and process
 - **Howe Park**
 - SSWD easement in public park transformed from patchy turf into four demonstration gardens with educational signage and audio tours
 - Four-part home gardener classroom training followed by two hands-on training days



Training and Outreach for Community

- Outreach at local events and to local clubs
 - Fair Oaks Harvest Day August 6 2017; 159 conversations.
 - ECOS Sacramento Earth Day April 23, 2017; 210 conversations.
 - Tables staffed by ELC volunteers and staff. Collected names and emails for workshops.
 - Presentations to Garden Clubs



Building A Sustainable Organization

- Active board of directors (7)
- Improved financial reporting and analysis
- Regular communications with partners and attendees (monthly e-newsletter)
- Expanding number of instructors and facilitators
- Continuing to build relationships with water districts, municipalities, community colleges, UC Davis, park districts, professional organizations



Merging with ReScape California

ReScape California (formerly known as the Bay Friendly Landscape Coalition) is a similar organization in Berkeley, with three staff and a ~\$500,000 annual budget.

Benefits

- Broader reach throughout Northern California, with future statewide reach
- Clearer shared messages (common curriculum, regionalized as necessary)
- Efficiencies from reduction of duplication: board, financial management, newsletters/communications, printed materials, database.
- Each organization brings unique strengths:
ReScape has stronger offerings to professionals; ELC has professional training programs plus stronger offerings to home gardeners
- Can leverage ReScape's new technology tools across the region; website, database, event management system.
- Can broaden reach of online and printed resources and tools
- Stronger voice within professional organizations:
CLCA, APLD, ASLA, IA, ISA, etc.
- Stronger appeal to statewide/nationwide corporate funders; coordinated approach, one ask



Merging with ReScape California

Staffing:

- One Executive Director
- One full-time program manager in Sacramento region
- Two full-time program managers in Berkeley

Timing:

- Monthly meetings of the Merger Committee April – July 2017. Legal agreement drafted August-Sept 2017. Merger complete October 2017.
- Branding, staffing and program alignment to continue throughout FY18

Proposed Programs of Merged Organization:

- All current programming of each organization will continue in FY18.
- Program Committee and staff will work to bring similar programs into alignment, and unique programs will be shared.
- “Bay Friendly” and “River Friendly” terminology will remain in place in regional programs.



How does merger affect RWA-ELC Partnership?

Very little.

ELC name will change to ReScape CA

Current regional programming for home gardeners will continue as is

Professional training programs will benefit and grow

- More advanced courses available
- More promotion of qualified professionals to help grow the number of qualified professionals
- Work towards having County, City requirements for qualified professionals on landscaping projects



For your consideration:

Options for RWA support

Offer RWA funding for WaterSmart workshops as a match to leverage water district participation and funding.

- Instead of RWA paying outright for workshops, offer RWA members 50% of funding for four workshops. Target 30 attendees per workshop.
- Total requested from RWA: \$5,000 – 50% of four workshops.

Support for Spanish language training for landscape professionals.

- Duplicate training offered by UCCE on September 23 (details attached). Two classes to be offered in FY18; target 30 attendees each class.
- Total requested from RWA: \$5,000

Support to develop new WaterSmart workshop: WaterSmart Irrigation from A to Z

- Current curriculum includes 1.5 hrs on irrigation; often not sufficient
- Hire contractor to develop 3 hour curriculum plus handouts
- Total requested from RWA: \$2,500



For your consideration:

Further options for RWA support

Expand the EcoLandscape Qualified Landscape Professional Referral Program.

- Increase outreach to professionals to encourage qualification and listings; promote list to municipalities, parks, schools, etc. to have them require qualification for contracts; improve website to make list easier to access and use.
- Total Requested from RWA: \$5,000

Replacing Your Lawn with River-Friendly Landscaping: Fact Sheets for DIY Home Gardeners.

- Develop one-page fact sheets to jump-start home gardener landscape transformation projects. Distribute at ELC Home gardener workshops; ELC public outreach (festivals and home shows, ELC website, potentially in nurseries and big box home stores.
- Some already exist in various formats from ELC or other organizations; this would offer a consistently branded format, in easy-to-follow instructions for inexperienced gardeners.
- Could possibly offer the content to other regional orgs and they could brand them with their own logo, but give ELC and RWA credit.
- Sample topics:
 - Best Ways To Remove Your Lawn;
 - Top Low-Water Use Plants For Our Region;
 - Retrofitting Sprinklers To Low-Water Use Drip Irrigation;
 - Bit By Bit – Converting Your Lawn One Sprinkler Zone At A Time;
 - Least-Toxic Ways To Combat Weeds;
 - Bringing Pollinators And Beneficial Insects To Your Garden.
- Total Requested from RWA: \$5,000 (Funding also requested from SSQP)



Thank you!

Thank you for your time and support

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