

# Webinar

## Water Wise Development Coalition Meeting - 4

Date: December 06, 2023

00:00:00 --> 00:00:00: All right.

00:00:02 --> 00:00:02: Well, hi everyone.

00:00:02 --> 00:00:03: Thanks for joining us today.

00:00:04 --> 00:00:07: This is I'm forgetting what number, but it's our next

00:00:07 --> 00:00:09: Water Wise Development Coalition meeting.

00:00:11 --> 00:00:14: For those of you who are new, this is hosted

00:00:14 --> 00:00:17: by the Urban Land Institute in partnership with the Alliance

00:00:18 --> 00:00:21: for Water Efficiency, the Sonoran Institute and the Water

00:00:21 --> 00:00:22: Alliance.

00:00:22 --> 00:00:25: And the whole point of this is to convene land

00:00:25 --> 00:00:29: use and real estate professional professionals with policy

00:00:29 --> 00:00:32: decision makers to support water wise development and real

00:00:34 --> 00:00:37: estate.

00:00:37 --> 00:00:41: So we do quarterly virtual meetings and I work with

00:00:41 --> 00:00:43: our speakers to set a Wednesday meeting in advance and

00:00:43 --> 00:00:46: I always send out the calendar invite.

00:00:46 --> 00:00:49: So if you, if you or anyone you know wants

00:00:49 --> 00:00:52: to join for future meetings and you're not currently on

00:00:52 --> 00:00:52: the list, I think everyone here is on the list

00:00:52 --> 00:00:55: already.

00:00:56 --> 00:00:59: But for anyone new who wants to join, they can

00:00:59 --> 00:01:02: either e-mail me or they can join via filling out

00:01:02 --> 00:01:04: the survey And I can just, I'll put that in

00:01:07 --> 00:01:09: the chat box, but here's the link.

00:01:09 --> 00:01:11: And we work with you guys to figure out the

00:01:11 --> 00:01:14: the topics for each meeting.

00:01:15 --> 00:01:19: So the topic for this meeting is landscape codes and

00:01:19 --> 00:01:19: resources and we have a wonderful lineup of speakers for

00:01:19 --> 00:01:19: you today.

00:01:19 --> 00:01:22: The 1st is Paul Lander, who is an adjunct professor

00:01:22 --> 00:01:25: at the University of Colorado Boulder and he's done a

00:01:25 --> 00:01:29: lot of research related to water wise landscape ordinances

00:01:29 --> 00:01:31: for

00:01:29 --> 00:01:31: the Lincoln Institute of Land Policy.

00:01:32 --> 00:01:35: He'll be followed by Paul Piazza, principal program specialist

00:01:35 --> 00:01:39: for

00:01:35 --> 00:01:39: Sonoma County Water Agency, and he'll be talking about

00:01:39 --> 00:01:43: water

00:01:39 --> 00:01:43: wise and fire wise landscape design templates, guidance and

00:01:43 --> 00:01:45: policies

00:01:43 --> 00:01:45: that they've been implementing.

00:01:45 --> 00:01:49: And then finally, Cassie AO, I'm going to mispronounce your

00:01:49 --> 00:01:50: last name, Ayagi.

00:01:51 --> 00:01:53: Ayagi, thank you so much.

00:01:53 --> 00:01:55: President of Forum LA Landscaping.

00:01:56 --> 00:01:58: And she's going to be talking about on the ground

00:01:58 --> 00:02:02: implementation of water wise landscaping and how that

00:02:02 --> 00:02:05: interfaces with

00:02:02 --> 00:02:05: various policies from the state and local landscape.

00:02:06 --> 00:02:09: And we'll follow up with a group discussion about, you

00:02:09 --> 00:02:12: know, how can we provide resources to you all on

00:02:12 --> 00:02:15: landscape ordinances, templates and implementation?

00:02:16 --> 00:02:19: What sorts of things do you needs and how can

00:02:19 --> 00:02:20: the coalition help?

00:02:23 --> 00:02:23: All right.

00:02:24 --> 00:02:26: So with that, I'm going to turn it over to

00:02:26 --> 00:02:28: our first speaker, Paul Lander.

00:02:31 --> 00:02:32: Thanks, Marianne.

00:02:32 --> 00:02:33: I appreciate it.

00:02:33 --> 00:02:35: And thanks to the Coalition.

00:02:35 --> 00:02:38: I'm going to go ahead and share my screen here.

00:02:47 --> 00:02:50: So thank you to everyone in the Coalition.

00:02:50 --> 00:02:52: For one, just continuing this dialogue.

00:02:53 --> 00:02:56: I'm very excited because there's more dialogue and more

00:02:56 --> 00:02:59: conversation,

00:02:56 --> 00:02:59: more interest in water and water and landscape than there

00:02:59 --> 00:03:01: has been for a long time.

00:03:01 --> 00:03:03: One of the things I was going to say, and

00:03:04 --> 00:03:06: I'll mention again, I'm a veteran of the early 8

00:03:06 --> 00:03:10: days of promoting xeriscape and climate friendly landscapes,

00:03:10 --> 00:03:11: you know,

00:03:10 --> 00:03:11: for decades.

00:03:12 --> 00:03:15: But I would suggest that things are different now probably  
00:03:15 --> 00:03:20: because of more awareness of climate change, generational  
change, and  
00:03:20 --> 00:03:22: just more concern about our water resources.  
00:03:22 --> 00:03:24: So that's a good thing.  
00:03:24 --> 00:03:26: And so I'd say it's different than it's been in  
00:03:26 --> 00:03:26: the past.  
00:03:27 --> 00:03:29: Last year, I had the opportunity to work with the  
00:03:30 --> 00:03:33: Babbitt Center and review a little bit kind of what's  
00:03:33 --> 00:03:34: going on in the West.  
00:03:34 --> 00:03:37: And as a cultural geographer or landscape architect, I'm  
really  
00:03:37 --> 00:03:39: interested in both the large and the small scale.  
00:03:39 --> 00:03:41: And I just want to talk a little bit about  
00:03:41 --> 00:03:43: what that research revealed to us.  
00:03:43 --> 00:03:45: Certainly not the be all and end all on this  
00:03:45 --> 00:03:45: topic.  
00:03:46 --> 00:03:50: Another good thing, several partners in this coalition have  
stepped  
00:03:50 --> 00:03:55: up to provide lists and directories, materials, ordinances, that  
kind  
00:03:55 --> 00:03:56: of thing.  
00:03:56 --> 00:03:59: And the interesting thing, it's almost hard to keep up.  
00:03:59 --> 00:04:01: Things are changing so rapidly.  
00:04:01 --> 00:04:03: So that was part of the pitch to the Babbitt  
00:04:03 --> 00:04:03: Center.  
00:04:04 --> 00:04:06: Since things are changing so rapidly, what might we learn  
00:04:06 --> 00:04:07: from this?  
00:04:08 --> 00:04:11: So one of the things I would suggest to you  
00:04:11 --> 00:04:15: and part of the the summary really, and looking at  
00:04:15 --> 00:04:19: this publication we did was like all these kinds of  
00:04:19 --> 00:04:20: things.  
00:04:20 --> 00:04:24: This is the urban ecosystem is set up biological, cultural,  
00:04:24 --> 00:04:28: there's all kinds of nested systems in here, right.  
00:04:28 --> 00:04:31: And part of the reaction to, although I'm gonna talk  
00:04:31 --> 00:04:35: about and appreciate the efforts of decision makers and  
others  
00:04:35 --> 00:04:38: to put a lot of money into identifying and removing  
00:04:38 --> 00:04:41: high water turf or non functional turf, those kinds of  
00:04:41 --> 00:04:42: things.  
00:04:42 --> 00:04:45: I would suggest that I'd say that my water conservation  
00:04:45 --> 00:04:48: friends, let's not stop there, right?  
00:04:48 --> 00:04:49: The easy part is ripping out the grass.

00:04:49 --> 00:04:51: What else goes in its place?

00:04:51 --> 00:04:54: So we have to understand the urban ecosystem of knowing our friends, what by our region you are people are concerned.

00:04:54 --> 00:04:57: Oh, I don't want it to look like Tucson.

00:04:57 --> 00:04:59: It's like, well, everybody shouldn't look like Tucson except Tucson.

00:04:59 --> 00:05:01: And so that's part of the beauty for recognizing what that is.

00:05:02 --> 00:05:04: And there's codes and regulations that help communities kind of

00:05:04 --> 00:05:05: define what they want to look like.

00:05:05 --> 00:05:08: So the other thing is we have a lot of

00:05:08 --> 00:05:09: people who I would say kind of jump ahead, they

00:05:10 --> 00:05:12: want to remove all the turf, but they don't have

00:05:12 --> 00:05:14: codes in place that actually reinforce the kind of community

00:05:14 --> 00:05:17: and the kind of landscape they want to have.

00:05:17 --> 00:05:20: So you have to make sure that gets in place

00:05:20 --> 00:05:22: before you start a wholesale landscape conversion.

00:05:22 --> 00:05:24: The other one is the planners particularly.

00:05:24 --> 00:05:27: Don't take this on yourself.

00:05:28 --> 00:05:31: Create and engage A-Team.

00:05:31 --> 00:05:32: There's a host of people in your communities.

00:05:32 --> 00:05:33: And as we'll talk about when you convert the landscape,

00:05:33 --> 00:05:36: there are multiple benefits to accrue to communities and to

00:05:36 --> 00:05:39: the natural ecosystems from this.

00:05:39 --> 00:05:42: And so there's also been a lot of collective and

00:05:42 --> 00:05:44: collaborative professionals who may want to be a part of

00:05:44 --> 00:05:46: that.

00:05:46 --> 00:05:49: And we'll talk about that a little bit more.

00:05:49 --> 00:05:49: And then ultimately, like everything, utilize adaptive

00:05:50 --> 00:05:51: management, right?

00:05:52 --> 00:05:55: We have to measure that.

00:05:55 --> 00:05:56: And I'll know as part of the water conservation community

00:05:56 --> 00:05:59: in the past, we've often been promoting of the landscape

00:05:59 --> 00:06:02: change, but didn't actually measure the changes that took

00:06:02 --> 00:06:05: place

00:06:05 --> 00:06:08: to know that if they really did make the difference.

00:06:08 --> 00:06:09: So why now?

00:06:09 --> 00:06:10: Well, there's a recognized need for change, right?

00:06:11 --> 00:06:13: From a climate change and a large conversation, right?

00:06:13 --> 00:06:15: And so we all get that and it's in the

00:06:15 --> 00:06:18: news all the time.

00:06:18 --> 00:06:19:

00:06:19 --> 00:06:23: And there's lots of things from the IPCC, international airports  
00:06:23 --> 00:06:26: to things that come out in Colorado, any one of  
00:06:26 --> 00:06:29: our Western states concerned about what is the future  
portend.

00:06:29 --> 00:06:32: And we know in the water arena particularly that if  
00:06:32 --> 00:06:35: you look at with climate change, it's a much more  
00:06:35 --> 00:06:37: dire situation that we have right now.

00:06:37 --> 00:06:39: So if a who's everyone to think about and take  
00:06:39 --> 00:06:42: assessment of, are we using our water resources in the  
00:06:42 --> 00:06:45: best way we think possible for the benefit of the  
00:06:45 --> 00:06:47: largest component of our communities?  
00:06:47 --> 00:06:47: Right.

00:06:47 --> 00:06:50: And without that, we're going to see in urban areas,  
00:06:50 --> 00:06:52: you know, all these detrimental effects.

00:06:52 --> 00:06:55: And so one of the positive things is thinking about  
00:06:55 --> 00:06:58: changing that heat is a huge issue we had now  
00:06:58 --> 00:07:00: for the first time in cultural change in the last  
00:07:00 --> 00:07:04: five years, large cities now have chief heat officers, right,  
00:07:04 --> 00:07:06: looking specifically at heat impact.

00:07:06 --> 00:07:09: So again, the world is changing and there's an opportunity  
00:07:09 --> 00:07:11: for all of us in this coalition.

00:07:11 --> 00:07:14: And that would only be part of the conversation, but  
00:07:14 --> 00:07:16: to investigate what some options might be for the future.

00:07:17 --> 00:07:19: You all know this intuitively and there's a bunch of  
00:07:19 --> 00:07:20: different graphics out there.

00:07:20 --> 00:07:24: That's what happens to be grabbing from Phoenix area.  
00:07:24 --> 00:07:28: But in most Western communities, a lion's share of treated  
00:07:28 --> 00:07:32: drinking water goes to landscapes and all, not necessarily  
either  
00:07:32 --> 00:07:36: appropriately or utilized very straightforward.

00:07:36 --> 00:07:39: Well, another reason why now, because of all this, there's  
00:07:39 --> 00:07:41: a policy spotlight on this, right?

00:07:42 --> 00:07:44: Policy makers at every kind of level have done that.

00:07:44 --> 00:07:46: And there's a large lot of money kind of going  
00:07:46 --> 00:07:47: after that, right?

00:07:48 --> 00:07:50: It became very clear to me a couple years ago  
00:07:50 --> 00:07:53: that Nevada Legislature raised the bar.

00:07:53 --> 00:07:55: And I don't think it goes too far to say  
00:07:56 --> 00:07:58: that a lot of things, well, to the urban landscape,  
00:07:58 --> 00:08:01: there has been not much standard and anybody could be  
00:08:01 --> 00:08:02: engaged.

00:08:02 --> 00:08:03: And that's both a good and a bad thing.

00:08:03 --> 00:08:06: And so part of the things that's happening is we're

00:08:06 --> 00:08:09: having a discern where we want to use water, where

00:08:09 --> 00:08:12: we think we get the most bang for our efforts

00:08:12 --> 00:08:15: there and who should be taking care of that or

00:08:15 --> 00:08:18: what kind of training should they have locally in Castle

00:08:18 --> 00:08:21: Rock in Colorado, right, with Castle Rock and Aurora 2

00:08:21 --> 00:08:24: cities here that have gotten way out ahead of the

00:08:24 --> 00:08:28: curve because they have relatively junior or smaller water rights

00:08:28 --> 00:08:29: portfolios.

00:08:29 --> 00:08:31: And so they've been very quite aggressive and trying to

00:08:31 --> 00:08:34: define the future community that they want to look like.

00:08:36 --> 00:08:37: And at the end of the day, there's a lot

00:08:37 --> 00:08:39: of money floating out there, right?

00:08:39 --> 00:08:42: California spend his Cassie's going to talk about hundreds of

00:08:42 --> 00:08:45: millions of dollars in their mid teens, drought, ripping out

00:08:45 --> 00:08:48: lawns, most of which is a positive thing, many of

00:08:48 --> 00:08:49: which are questionable.

00:08:49 --> 00:08:50: And she'll talk about that.

00:08:51 --> 00:08:53: The states of Colorado and Utah have both put a

00:08:53 --> 00:08:54: lot of money in there.

00:08:54 --> 00:08:57: Utah's talking about \$5 million now on their mayor to

00:08:57 --> 00:08:58: \$10 million.

00:08:58 --> 00:09:01: So the good news for those of us interested in

00:09:01 --> 00:09:04: urban water wise development, there's a lot of support out

00:09:04 --> 00:09:06: there both in regulation and money.

00:09:07 --> 00:09:10: But I would suggest most of those folks, while they're

00:09:10 --> 00:09:13: really motivated, need the assistance of a group like this

00:09:13 --> 00:09:17: so that make sure we're spending our money wisely and

00:09:17 --> 00:09:20: getting what we really look for in the review.

00:09:20 --> 00:09:20: In this report.

00:09:20 --> 00:09:22: If you go look at it while we've looked at

00:09:22 --> 00:09:26: review the literature, both professional and academic literature with over

00:09:26 --> 00:09:29: 130 references in the annotated bibliography.

00:09:29 --> 00:09:31: So we not only just give you what the citation

00:09:31 --> 00:09:33: is, but a little synopsis of what are some kind

00:09:33 --> 00:09:34: of key points to it.

00:09:34 --> 00:09:36: So it makes it a little easier for a planner

00:09:36 --> 00:09:38: to go through and identify those resources that might be

00:09:38 --> 00:09:39: most applicable.

00:09:40 --> 00:09:43: The good news is there's better science all the time

00:09:43 --> 00:09:47: about urban areas relative to the conditions of the

performance

00:09:47 --> 00:09:51: of trees, turf, different kinds of vegetation, storm water runoff,

00:09:51 --> 00:09:53: heat up, all those kinds of things.

00:09:54 --> 00:09:57: And we also looked at a fair amount of legislation,

00:09:57 --> 00:09:58: right, Lots of different ordinances.

00:09:58 --> 00:10:01: And like I said, you can certainly connect back with

00:10:01 --> 00:10:02: the coalition later.

00:10:02 --> 00:10:05: There's other places, people on this call who have really

00:10:05 --> 00:10:06: good ordinance inventory.

00:10:06 --> 00:10:08: And again, it's growing all the time.

00:10:08 --> 00:10:11: But we see this from small to large communities across

00:10:11 --> 00:10:13: the West, and they're being quite specific.

00:10:13 --> 00:10:15: And the kinds of things that you can see in

00:10:15 --> 00:10:18: these code elements, the kinds of things they're calling out

00:10:18 --> 00:10:21: that are different than before, that are raising the bar

00:10:21 --> 00:10:22: from anything goes.

00:10:24 --> 00:10:28: As I mentioned before, really encouraging planners,

particularly on whom

00:10:28 --> 00:10:29: this is falling.

00:10:29 --> 00:10:31: Many planners across the West, this is falling on their

00:10:31 --> 00:10:32: desk.

00:10:32 --> 00:10:33: Hey, Paul, you're a water person.

00:10:33 --> 00:10:35: Go get some of that state money.

00:10:35 --> 00:10:37: Well, a lot of planners are not a landscape person.

00:10:37 --> 00:10:38: They're not a water person.

00:10:38 --> 00:10:40: They're wondering how they're going to navigate all this.

00:10:41 --> 00:10:43: So The thing is, take a deep breath and recognize

00:10:43 --> 00:10:46: there were a host of other allied professionals who have

00:10:46 --> 00:10:49: that expertise and because of the Co benefits, would really

00:10:49 --> 00:10:51: love to be a part of this kind of thing,

00:10:51 --> 00:10:52: right?

00:10:52 --> 00:10:54: And what are some of those benefits?

00:10:54 --> 00:10:56: We identified and got this from the literature as well

00:10:56 --> 00:10:57: as some of the things.

00:10:57 --> 00:10:59: This is from Denver Parks and Recreation, just grabbed this

00:10:59 --> 00:11:01: slide the other day, right?

00:11:01 --> 00:11:04: They're looking at incorporating a lot more native grasses

because

00:11:04 --> 00:11:06: of all these benefits you see on the left.

00:11:06 --> 00:11:09: What I'm going to suggest because it's an ecosystem, there

00:11:09 --> 00:11:13: are allied professionals relative to each one of those benefits

00:11:13 --> 00:11:15: who historically we have been invited in by we, I

00:11:15 --> 00:11:19: mean historically where the money has come from for landscape

00:11:19 --> 00:11:22: has been from water providers and they've kind of gone

00:11:22 --> 00:11:25: it alone that Arizona over ice, which is just it's

00:11:25 --> 00:11:28: too big to handle by themselves and they really benefit

00:11:28 --> 00:11:29: if they do that.

00:11:29 --> 00:11:32: One example of that is coming to San Diego where

00:11:32 --> 00:11:35: they've actually now for the first time in my knowledge,

00:11:35 --> 00:11:39: married the water quality people and the water quantity people.

00:11:39 --> 00:11:42: And so the water quality people said, oh, this landscape

00:11:42 --> 00:11:45: conversion has a lot of benefit for us.

00:11:45 --> 00:11:48: It keeps dry weather flow, you know, irrigation water flying

00:11:48 --> 00:11:51: all of our hardscapes and then ultimately going into the

00:11:51 --> 00:11:54: storm water system in the ocean that they are under

00:11:54 --> 00:11:55: EPA guidance to clean up.

00:11:55 --> 00:11:57: That helps us too.

00:11:57 --> 00:11:57: Can we play?

00:11:58 --> 00:11:59: So they throw water into the pot.

00:11:59 --> 00:12:01: And I think we're going to see more and more

00:12:01 --> 00:12:03: of these stacked incentives, as we call them.

00:12:04 --> 00:12:06: And you can see just a few of the things

00:12:06 --> 00:12:09: of all the many benefits that come out of this

00:12:09 --> 00:12:10: kind of conversion.

00:12:10 --> 00:12:13: And by understanding, measuring these kinds of things, we help

00:12:13 --> 00:12:16: make the case to invite partners in and to be

00:12:16 --> 00:12:19: part of our coalition and a part of our efforts.

00:12:19 --> 00:12:22: So the last thing we did, we talked to over

00:12:22 --> 00:12:25: 75 professionals and they reiterated and confirmed a lot of

00:12:25 --> 00:12:27: things that you all know, right?

00:12:27 --> 00:12:28: We need long term policy.

00:12:28 --> 00:12:30: This is not a one and done.

00:12:30 --> 00:12:32: This is a generational change, right?

00:12:32 --> 00:12:34: But the good news of lots of property owners from

00:12:34 --> 00:12:38: residential to commercial are interested in climate friendly landscapes.

00:12:38 --> 00:12:41: And we're going to need lots more training for planners,

00:12:41 --> 00:12:44: for people on the ground, all those kind of things.

00:12:44 --> 00:12:46: And so again, while most of the money to date

00:12:46 --> 00:12:50: has gone to taking out the landscape material, the turf,

00:12:50 --> 00:12:54: I'm going to advocate for spreading that money around and

00:12:54 --> 00:12:58: actually helping with training and education and helping all of



00:12:58 --> 00:13:00: us look at another future for that.

00:13:01 --> 00:13:03: Finally, at the end of the day, the thing that

00:13:03 --> 00:13:06: most of us like about work in this field, aesthetics

00:13:06 --> 00:13:07: matter, right?

00:13:07 --> 00:13:10: So both of these photos are, quote, water wise, but

00:13:10 --> 00:13:14: there's a lot more people concerned across the West of

00:13:14 --> 00:13:17: these programs and policies coming in so rapidly.

00:13:17 --> 00:13:19: The communities are gonna look more like the left than

00:13:19 --> 00:13:20: they are on the right.

00:13:20 --> 00:13:24: So with that, I'd say thanks again for your time.

00:13:24 --> 00:13:27: We've got some time for questions and then we're going

00:13:27 --> 00:13:29: to hear from a couple of other folks about some

00:13:29 --> 00:13:32: framing from the water provider level as well as from

00:13:32 --> 00:13:34: taxi about on the ground.

00:13:37 --> 00:13:39: And I don't know how I can find my cursor

00:13:39 --> 00:13:40: to stop this year.

00:13:41 --> 00:13:42: Thanks so much, Paul.

00:13:43 --> 00:13:43: Yep.

00:13:43 --> 00:13:45: So we can take a a few questions for Paul

00:13:45 --> 00:13:47: before we move on to the next speaker.

00:13:48 --> 00:13:49: Does anyone have any questions?

00:13:54 --> 00:13:56: If not, we can hold them until the end.

00:13:56 --> 00:13:58: You're also welcome to put your questions in the chat

00:13:58 --> 00:14:00: box and we can address them afterwards so you don't

00:14:00 --> 00:14:01: forget your questions.

00:14:03 --> 00:14:04: OK, great.

00:14:04 --> 00:14:05: Thank you, Paul.

00:14:05 --> 00:14:09: All right, our next speaker is another Paul, Paul Thiazza.

00:14:11 --> 00:14:12: Oh, you're muted, Paul.

00:14:14 --> 00:14:15: Thanks, Marianne.

00:14:16 --> 00:14:17: Good afternoon, everybody.

00:14:18 --> 00:14:20: Let me get my presentation up on the screen.

00:14:24 --> 00:14:25: All right, good to go.

00:14:27 --> 00:14:30: So I appreciate you having me today.

00:14:30 --> 00:14:31: Again, my name is Paul Piazza.

00:14:31 --> 00:14:34: I'm the water use efficiency manager for Sonoma Water, and

00:14:35 --> 00:14:38: I'm going to be talking about the water Smart landscape

00:14:38 --> 00:14:41: design templates, which were a project of the Cinema Rin

00:14:41 --> 00:14:43: Saving Water partnership.

00:14:43 --> 00:14:46: And I would like to recognize all the other partners

00:14:46 --> 00:14:50: that were involved in making this project successful.

00:14:51 --> 00:14:54: And Baker Landscape Architects in particular was hired as

our  
00:14:54 --> 00:14:55: project lead.  
00:14:55 --> 00:14:58: But there were a lot of meaningful contributions over the  
00:14:59 --> 00:15:02: number of years that this project took to be successful,  
00:15:02 --> 00:15:03: and they're noted here.  
00:15:04 --> 00:15:08: Similarly, there were many individual champions at the  
agencies that  
00:15:08 --> 00:15:12: deserve some recognition, including my predecessor at  
Sonoma Water at  
00:15:12 --> 00:15:15: the time, Carrie Pollard, who's now working with Marin  
Water.  
00:15:16 --> 00:15:19: And then also want to recognize several other key staff  
00:15:19 --> 00:15:21: at the City of Santa Rosa and on my staff  
00:15:21 --> 00:15:23: currently as being involved.  
00:15:23 --> 00:15:27: A little bit about the partnership itself.  
00:15:27 --> 00:15:30: We are a group of 13 water utilities in Northern  
00:15:30 --> 00:15:33: California just north of the San Francisco Bay region.  
00:15:34 --> 00:15:38: We're a single regional wholesale water supplier, which is  
Sonoma  
00:15:38 --> 00:15:39: Water.  
00:15:39 --> 00:15:44: And essentially the partnership was formed in 2010 with our  
00:15:44 --> 00:15:48: primary retail contractors that we provide water to.  
00:15:48 --> 00:15:51: So there were eight of them and also Marin Water  
00:15:51 --> 00:15:53: who contracts with us for retail water.  
00:15:54 --> 00:15:58: Over the years, the partnership has grown to include Cal  
00:15:58 --> 00:16:01: American Water, which is CPUC regulated utility and also the  
00:16:01 --> 00:16:04: city of Healdsburg and Cloverdale.  
00:16:04 --> 00:16:07: So any of these utilities essentially have as a water  
00:16:08 --> 00:16:09: source the Russian rivers.  
00:16:10 --> 00:16:13: We all have that connection and the approach of the  
00:16:13 --> 00:16:18: partnership was that we're trying to act together to maximize  
00:16:18 --> 00:16:23: economies of scale essentially and maximize water savings  
in the  
00:16:23 --> 00:16:24: region.  
00:16:25 --> 00:16:29: And although Sonoma Water is the wholesaler takes a lead  
00:16:29 --> 00:16:33: to manage the the work of the partnership, we're provided  
00:16:33 --> 00:16:39: direction from a technical advisory committee that's  
comprised of staff  
00:16:39 --> 00:16:44: from each of the retail contractors, the templates themselves.  
00:16:44 --> 00:16:48: And the project came about because of the devastating  
effects  
00:16:48 --> 00:16:50: of the 2017 Tubs fire.  
00:16:50 --> 00:16:53: This was a wind driven fire that started in the

00:16:53 --> 00:16:56: late hours on October 8th near Tubs Lane in a  
00:16:56 --> 00:16:59: rural area just north of the city of Calistoga and  
00:16:59 --> 00:17:00: Napa County.  
00:17:00 --> 00:17:03: But within five hours or so managed to travel over  
00:17:03 --> 00:17:08: 25 miles to the southwest into the densely populated  
neighborhoods  
00:17:08 --> 00:17:11: of the city of Santa Rosa, such as Coffee Park,  
00:17:11 --> 00:17:14: which is the subdivision that's pictured here.  
00:17:15 --> 00:17:17: Over 5600 homes were lost.  
00:17:17 --> 00:17:22: Half of those occurred within the city of Santa Rosa  
00:17:22 --> 00:17:26: and at the time this was the largest loss of  
00:17:26 --> 00:17:29: property in the history of California.  
00:17:30 --> 00:17:34: Unfortunately, that has been eclipsed by a few other fires  
00:17:34 --> 00:17:35: in the last couple of years.  
00:17:37 --> 00:17:40: Consequently, there was a goal for this project to support  
00:17:41 --> 00:17:45: the community and the rebuilding effort and particularly in  
providing  
00:17:45 --> 00:17:50: A streamlined approach for meeting the requirements for  
water efficient  
00:17:50 --> 00:17:54: landscapes that exist statewide in California and to also  
recognize  
00:17:54 --> 00:17:58: that there is significant cost incurred for the rebuilders to  
00:17:58 --> 00:18:01: get their landscapes reconstructed.  
00:18:01 --> 00:18:05: We also wanted to increase the water efficiency of the  
00:18:05 --> 00:18:08: landscapes that were going in in place of the existing  
00:18:08 --> 00:18:12: landscapes of the time and incorporating into that work not  
00:18:12 --> 00:18:16: only water saving designs, but also recognizing the need to  
00:18:16 --> 00:18:19: be resilience in the face of climate change and also  
00:18:19 --> 00:18:21: incorporate fire safer practices.  
00:18:23 --> 00:18:27: Some of the sustainable design elements that were included  
in  
00:18:27 --> 00:18:30: the templates were to make a shift to increase the  
00:18:30 --> 00:18:34: actual pervious surfaces on the landscape, whether it's in the  
00:18:34 --> 00:18:38: landscape itself or whether it's in the choice of hardscapes  
00:18:38 --> 00:18:40: around those landscapes.  
00:18:41 --> 00:18:46: Recognizing the benefits of disconnecting the downspouts to  
infiltrate that  
00:18:46 --> 00:18:47: rainwater into the ground.  
00:18:48 --> 00:18:53: Incorporating some additional systems around rooftop  
rainwater catcher or use  
00:18:53 --> 00:18:54: of grey water.  
00:18:55 --> 00:18:59: Make sure that shade trees are incorporated to curb the  
00:18:59 --> 00:19:02: urban heat effect that is only going to grow in  
00:19:02 --> 00:19:03: the future.

00:19:03 --> 00:19:08: And then build habitat and grow additional food where it's going to be consumed.

00:19:08 --> 00:19:09:

00:19:12 --> 00:19:17: In regard to the water efficient landscape ordinance in California,

00:19:17 --> 00:19:22: there's really 2 tracks or performance lines that you can follow.

00:19:22 --> 00:19:23:

00:19:23 --> 00:19:27: So for those landscapes that are above 2500 square feet, essentially California requires a water budget based compliance track where

00:19:27 --> 00:19:32:

00:19:32 --> 00:19:36: the design of the landscape and its estimated water use must be below what is calculated as a maximum applied water allowance.

00:19:36 --> 00:19:39:

00:19:39 --> 00:19:40:

00:19:41 --> 00:19:45: But for those landscapes that are below 2500 square feet, there is a very simplified prescriptive performance track and that

00:19:45 --> 00:19:49:

00:19:49 --> 00:19:53: was really the target of the landscape template project.

00:19:54 --> 00:19:58: For that, there is a breakout of 75% low water use plants versus 25% medium.

00:19:58 --> 00:20:01:

00:20:01 --> 00:20:06: And as noted, a few other requirements as well for the fire safe guidelines.

00:20:06 --> 00:20:08:

00:20:09 --> 00:20:12: Many of you are probably very familiar with these, but we wanted to make sure that the rebuilding process did provide some resiliency in the face of additional future threats from fire.

00:20:12 --> 00:20:15:

00:20:15 --> 00:20:19:

00:20:19 --> 00:20:20:

00:20:21 --> 00:20:25: We do have a somewhat urban, rural interface in this area, so we wanted to make sure at least one of or two of the designs incorporated the wildland urban interface requirements in California and making sure that we were

00:20:25 --> 00:20:28:

00:20:28 --> 00:20:33:

00:20:33 --> 00:20:38:

00:20:38 --> 00:20:43: following good practices and consultation with our fire officials.

00:20:44 --> 00:20:49: The design templates itself were based off 4 different design styles.

00:20:49 --> 00:20:49:

00:20:50 --> 00:20:53: Each of these had two different templates, both kind of a a smaller square footage and a larger square footage.

00:20:53 --> 00:20:57:

00:20:57 --> 00:21:02: And then we also incorporated corner lots and cul-de-sac lot examples for home owners to use.

00:21:02 --> 00:21:04:

00:21:06 --> 00:21:11: The design template package that was made available includes not

00:21:11 --> 00:21:15: only the actual template designs, but also conceptual plans to

00:21:16 --> 00:21:19: show how the the gardens would sort of integrate with

00:21:20 --> 00:21:22: both the side and backyard landscapes.

00:21:23 --> 00:21:27: Recognizing that homeowners would, you know, preferably like to know

00:21:27 --> 00:21:30: what the design is going to look at maturity.

00:21:30 --> 00:21:33: We did develop 3D renderings as well.

00:21:34 --> 00:21:38: And then it was expected that these design templates would

00:21:38 --> 00:21:42: be customized where needed to fit the various different size

00:21:42 --> 00:21:42: landscape.

00:21:43 --> 00:21:46: So we did, you know, create sample markup sheets, we

00:21:46 --> 00:21:52: developed plant substitution lists recognizing that sourcing plan inventory from

00:21:52 --> 00:21:56: local nurseries might not always go smoothly or that customer

00:21:56 --> 00:22:00: choice may dictate an interest in making some small changes.

00:22:00 --> 00:22:04: And then lastly, there were cost opinions developed recognizing that

00:22:04 --> 00:22:07: some of these templates were developed at a lower price

00:22:07 --> 00:22:09: point, some of them had a little bit higher costs

00:22:09 --> 00:22:11: and to leave that up to the home or to

00:22:11 --> 00:22:14: choose the design that best fits their needs.

00:22:15 --> 00:22:17: So just want to go through a few of the

00:22:17 --> 00:22:17: examples.

00:22:17 --> 00:22:21: Now what you're looking at is one of the actual

00:22:22 --> 00:22:23: planting sheets.

00:22:24 --> 00:22:28: So you you've got both a full size planting design

00:22:28 --> 00:22:30: and irrigation design plan sets.

00:22:30 --> 00:22:34: These are the standard 24 inch by 36 inch size

00:22:34 --> 00:22:37: that are essentially print ready.

00:22:38 --> 00:22:41: And then, although I'm not going to go through them

00:22:41 --> 00:22:44: today, there are other detail sheets for the needs of

00:22:44 --> 00:22:48: the the project for both the planting, irrigation, paving, and

00:22:48 --> 00:22:52: all the sustainability features that are incorporated.

00:22:54 --> 00:22:56: This is one of the conceptual design plans.

00:22:57 --> 00:23:00: In this particular case, it's representing the native adaptive design.

00:23:00 --> 00:23:03: And a couple of photos just to help people grasp

00:23:04 --> 00:23:07: what these landscapes could bring to their home.

00:23:07 --> 00:23:11: This is an example of the 3D rendering shown here.

00:23:11 --> 00:23:15: The trees are absent and that was done specifically to

00:23:15 --> 00:23:18: help the homeowners to get a sense of the landscape,

00:23:18 --> 00:23:21: of the lower canopy of the landscape as planted.

00:23:22 --> 00:23:26: There was 3 conceptual designs created for the landscape, so

00:23:26 --> 00:23:30: without the trees, with the trees at newly planted stage.

00:23:30 --> 00:23:33: And then here you can see what the landscape would  
00:23:33 --> 00:23:35: look like with the trees at maturity.  
00:23:36 --> 00:23:39: And so just running through some of these examples quickly,  
00:23:39 --> 00:23:43: this is the contemporary design, which was designed to bring  
00:23:43 --> 00:23:47: kind of a modern and minimalist clean look, something that's  
00:23:47 --> 00:23:49: a little bit easier to maintain.  
00:23:49 --> 00:23:52: And similarly, this is kind of a look with the  
00:23:52 --> 00:23:57: conceptual design without the trees and with the shade trees.  
00:23:59 --> 00:24:02: Moving on to the eco edible, the landscape design here  
00:24:02 --> 00:24:06: again is just a mix of edible and habitat plantings  
00:24:06 --> 00:24:11: that help kind of maximize the sustainability of the landscape  
00:24:11 --> 00:24:15: in terms of providing beneficial habitat, lessening the need for  
00:24:15 --> 00:24:20: introduced pest controls, developing food sources at site and  
00:24:20 --> 00:24:20: the  
00:24:20 --> 00:24:20: like.  
00:24:21 --> 00:24:24: So conceptually, 3D rendering without the trees.  
00:24:24 --> 00:24:27: This is the front yard and there is a little  
00:24:27 --> 00:24:28: bit of community space.  
00:24:29 --> 00:24:32: It's hard to see in detail here, but each of  
00:24:32 --> 00:24:36: these plans does incorporate stormwater elements.  
00:24:37 --> 00:24:39: So do you see here there's a bit of a  
00:24:40 --> 00:24:44: dry Creek bed that works with these landscape or hardscape  
00:24:44 --> 00:24:49: features to drain into capture and infiltrate storm water.  
00:24:49 --> 00:24:53: And then the Parkway strip between sidewalk and curb is  
00:24:53 --> 00:24:58: also a depressed catchment as well for rainwater collection  
00:24:58 --> 00:24:59: and  
00:24:58 --> 00:24:59: infiltration.  
00:24:59 --> 00:25:01: So again here with the trees shown.  
00:25:03 --> 00:25:04: And then lastly, the cottage style.  
00:25:04 --> 00:25:07: This is sort of a a Sonoma version of the  
00:25:07 --> 00:25:11: cottage garden, recognizing that, you know, the over planted  
00:25:11 --> 00:25:15: cottage  
00:25:11 --> 00:25:15: version that's popular in Europe doesn't quite hold mustard  
00:25:15 --> 00:25:19: here  
00:25:15 --> 00:25:19: with the Mediterranean climate, but still provides a lot of  
00:25:19 --> 00:25:23: natural materials and very colorful plantings that give you that  
00:25:23 --> 00:25:24: very full look.  
00:25:24 --> 00:25:30: And here again, a 3D concept without the trees incorporating  
00:25:30 --> 00:25:35: some of the permeability of the swales and LID features  
00:25:35 --> 00:25:40: there between the Parkway strip and curb and then with  
00:25:40 --> 00:25:41: the trees again.  
00:25:43 --> 00:25:48: So recognizing that there is a lot of different lot  
00:25:48 --> 00:25:52: shapes and sizes, we made these to be customizable.

00:25:53 --> 00:25:58: We did provide plans with markup as examples for them

00:25:58 --> 00:26:02: to be able to make adjustments to the layout and

00:26:02 --> 00:26:08: planting plan and adjust the irrigation plan and provided a

00:26:08 --> 00:26:13: desktop manual that included step by We also hosted a

00:26:13 --> 00:26:19: couple of workshops with landscape architects that were donating their

00:26:19 --> 00:26:25: time essentially to help homeowners that needed some hands on

00:26:25 --> 00:26:29: help to make these customizations work for them.

00:26:30 --> 00:26:33: And to date, in discussion with the City of Santa

00:26:33 --> 00:26:37: Rosa staff, it's estimated that about 40% of the homes

00:26:37 --> 00:26:41: that are going through the rebuild have utilized these design

00:26:41 --> 00:26:42: templates.

00:26:43 --> 00:26:47: More recently, we're happy to announce that we've finished a

00:26:47 --> 00:26:52: project to develop a companion maintenance manual, which essentially was

00:26:52 --> 00:26:56: for the recognition that homeowners are creating a very new

00:26:57 --> 00:27:00: landscape that maybe is not something they've had a lot

00:27:00 --> 00:27:05: of experience maintaining and they're going to have a need

00:27:05 --> 00:27:08: to kind of relearn and get some guidance on how

00:27:08 --> 00:27:09: to do that.

00:27:10 --> 00:27:11: So that was really the focus of this work.

00:27:11 --> 00:27:15: Although it is, you know, an open source resource that

00:27:15 --> 00:27:19: is applicable to any low water use landscape in our

00:27:19 --> 00:27:20: region.

00:27:20 --> 00:27:24: It really is nice because it includes a maintenance calendar

00:27:24 --> 00:27:28: that helps drive activity throughout the year to make sure

00:27:28 --> 00:27:31: that they're taking care of any of the important tasks

00:27:31 --> 00:27:35: needed to both continue to water the landscape efficiently or

00:27:35 --> 00:27:38: to make adjustments based on any plant mortality that should

00:27:38 --> 00:27:42: occur over time and then just seasonal maintenance task.

00:27:43 --> 00:27:46: So with that, I'm happy to end and take any

00:27:46 --> 00:27:47: questions.

00:27:51 --> 00:27:52: Thank you, Paul.

00:27:52 --> 00:27:54: I love seeing those garden design styles.

00:27:54 --> 00:27:58: It's so different when you're looking at like a, you

00:27:58 --> 00:28:02: know, an architectural rendering versus an actual image.

00:28:02 --> 00:28:03: I think that's great.

00:28:05 --> 00:28:06: I'll start with a quick question.

00:28:06 --> 00:28:10: I noticed that there wasn't defensible space included in those

00:28:10 --> 00:28:10: templates.

00:28:10 --> 00:28:13: Was there a reason why you guys didn't include that?

00:28:15 --> 00:28:19: In the sense that these are urban subdivisions, they did

00:28:19 --> 00:28:23: include artscapes within the 1st 5 feet or materials that

00:28:24 --> 00:28:28: were suitable such as inorganic mulch in place of wood

00:28:28 --> 00:28:30: type chip mulch material.

00:28:31 --> 00:28:35: But we aren't necessarily for these landscape templates within that

00:28:35 --> 00:28:37: Wilden urban interface.

00:28:37 --> 00:28:42: That requires much more extensive, you know, design parameters to

00:28:42 --> 00:28:45: meet that defensible space requirement.

00:28:49 --> 00:28:49: Yeah.

00:28:49 --> 00:28:51: Does anyone else have questions?

00:28:53 --> 00:28:54: Go ahead, Scott.

00:28:55 --> 00:28:55: Yeah.

00:28:55 --> 00:28:59: I wondered, Paul, if you'd worked at all with, you

00:28:59 --> 00:29:04: know, local hardware stores, nurseries otherwise to like kind of

00:29:04 --> 00:29:09: coordinate your calendar and newsletters and things like that to

00:29:09 --> 00:29:14: give give regular reminders to people of what maintenance task

00:29:14 --> 00:29:18: is coming up and what supplies they might need, things

00:29:18 --> 00:29:19: like that.

00:29:21 --> 00:29:22: Yeah, Thanks, Scott.

00:29:22 --> 00:29:23: That's a great question.

00:29:24 --> 00:29:26: I can't say that we've been doing any of our

00:29:26 --> 00:29:29: social media outreach that we would normally be doing on

00:29:29 --> 00:29:31: behalf of the partnership to target the maintenance of the

00:29:32 --> 00:29:32: landscapes per SE.

00:29:33 --> 00:29:36: But we do push out a lot of information about

00:29:36 --> 00:29:40: the availability of the maintenance manual itself through our social

00:29:40 --> 00:29:43: media channels and on our website and we let the

00:29:43 --> 00:29:48: calendar in the maintenance manual sort of drive that conversation.

00:29:50 --> 00:29:50: Thanks.

00:29:54 --> 00:29:58: Along those lines, do you coordinate with nurseries on availability

00:29:58 --> 00:30:01: of native plants or other plants that are included in

00:30:01 --> 00:30:02: your designs?

00:30:03 --> 00:30:07: We haven't taken that step, although the partnership does have

00:30:07 --> 00:30:11: another program called the Water Smart Plant Label program that

00:30:11 --> 00:30:15: coordinates with all of our regional nursery partners to both



00:30:15 --> 00:30:18: brand and label all low water use plants that they  
00:30:18 --> 00:30:20: have available for sale.  
00:30:20 --> 00:30:24: And we do maintain a list of those participating nurseries  
00:30:24 --> 00:30:27: on the partnership website and do a lot of outreach  
00:30:27 --> 00:30:31: to our constituents to make them aware that those partnering  
00:30:31 --> 00:30:34: nurseries are better able to serve their needs for this  
00:30:34 --> 00:30:36: project and for other needs.  
00:30:40 --> 00:30:40: Thank you.  
00:30:41 --> 00:30:48: Any other questions, I'm not seeing any.  
00:30:48 --> 00:30:51: As a reminder, please feel free to put your questions  
00:30:51 --> 00:30:53: in the chat box and we can circle back to  
00:30:53 --> 00:30:53: them.  
00:30:54 --> 00:30:56: Our last speaker is Cassie.  
00:30:56 --> 00:30:57: Take it away, Cassie.  
00:30:59 --> 00:30:59: All righty.  
00:31:00 --> 00:31:04: Can everybody hear me and see my screen?  
00:31:05 --> 00:31:05: Yes, looks great.  
00:31:06 --> 00:31:07: Awesome.  
00:31:07 --> 00:31:11: OK, well, thank you guys so much for having me  
00:31:11 --> 00:31:12: here.  
00:31:12 --> 00:31:16: I'm super happy to share what I feel after hearing  
00:31:16 --> 00:31:21: both Paul's my, my unique perspective where I have boots  
00:31:21 --> 00:31:26: on the ground working with these ordinances and  
00:31:26 --> 00:31:28: implementing them  
00:31:28 --> 00:31:33: in private in public spaces.  
00:31:28 --> 00:31:33: So I've been doing this for since 1997.  
00:31:33 --> 00:31:36: And I think as Paul sort of kicked things off,  
00:31:37 --> 00:31:39: Paul Landers kicked things off.  
00:31:39 --> 00:31:44: There has been a lot of evolution over my my  
00:31:44 --> 00:31:48: time doing this and I love how aligned what I'm  
00:31:48 --> 00:31:53: sharing today is with what both Paul's have shared.  
00:31:54 --> 00:31:56: But at the same time, you know, things are moving  
00:31:57 --> 00:31:58: pretty slowly still.  
00:31:58 --> 00:32:01: And, and maybe some of the things I have to  
00:32:01 --> 00:32:04: share today could, could make us consider, you know, some  
00:32:05 --> 00:32:08: of the reasons why things might be loose moving on  
00:32:08 --> 00:32:09: that slower side.  
00:32:09 --> 00:32:13: And so I'm, I'm excited to hear people's feedback in  
00:32:13 --> 00:32:13: that regard.  
00:32:14 --> 00:32:18: So I do work with ordinances on the ground and  
00:32:18 --> 00:32:22: in California here, I'm based in Los Angeles and we  
00:32:23 --> 00:32:27: we do experience having to incorporate a lot of low

00:32:27 --> 00:32:30: impact development through our projects.

00:32:31 --> 00:32:34: Many of those are done by contractors because it's attached

00:32:34 --> 00:32:36: to the permits for the remodels.

00:32:36 --> 00:32:40: And so from a landscaping perspective, when most of our

00:32:41 --> 00:32:46: projects are landscaping only, a lot of landscapers aren't exposed

00:32:46 --> 00:32:50: to that, even though they are a huge part of

00:32:50 --> 00:32:51: reducing runoff.

00:32:52 --> 00:32:55: We do interact with Muelo.

00:32:55 --> 00:32:58: Sounds like everybody here is more than familiar with that.

00:32:58 --> 00:33:00: So I don't need to spell it out.

00:33:01 --> 00:33:04: I think the thing about the the Muelo is that

00:33:04 --> 00:33:07: couple of different things as as Paul pointed out, there

00:33:08 --> 00:33:09: are square footage triggers.

00:33:10 --> 00:33:14: But again, a lot of landscaping that happens here is,

00:33:14 --> 00:33:17: is on sort of what we call remodels or existing

00:33:17 --> 00:33:20: landscape and a lot of landscape professionals are not pulling

00:33:21 --> 00:33:23: permits, permits for these things.

00:33:23 --> 00:33:25: They don't require a permit.

00:33:25 --> 00:33:28: They they may re trigger the one of the tracks

00:33:28 --> 00:33:31: for AMUELO, but a lot of these are not going

00:33:31 --> 00:33:35: through any kind of processes for projects that are full

00:33:35 --> 00:33:38: remodels and getting permits or new construction.

00:33:38 --> 00:33:42: Those are going through AMUELO for those that all of

00:33:42 --> 00:33:45: the ones that we put through, I will say from

00:33:45 --> 00:33:49: a process standpoint it it is an intensive process and

00:33:49 --> 00:33:52: the most recent one we put through it was a

00:33:52 --> 00:33:54: \$2000 processing fee.

00:33:54 --> 00:33:59: So that feels, you know, like not not super productive

00:33:59 --> 00:34:03: when when you know, the goals we're going for are

00:34:03 --> 00:34:06: to, you know, are so much bigger.

00:34:06 --> 00:34:12: And when we're putting together this the the paperwork for

00:34:12 --> 00:34:17: the ordinance, you know, in, in California, our title 24

00:34:18 --> 00:34:23: tends to really impact our our green efficiency in our

00:34:23 --> 00:34:24: buildings.

00:34:25 --> 00:34:31: And then we have some aspirational non ordinance things like

00:34:31 --> 00:34:38: leadership and energy and environmental design for in neighborhoods, for

00:34:38 --> 00:34:42: neighborhoods and developers and sites.

00:34:42 --> 00:34:45: These are what I would consider not ordinances, but aspirational,

00:34:46 --> 00:34:49: their accreditations that you can get through the United States

00:34:49 --> 00:34:51: Green Building Council.

00:34:51 --> 00:34:57: And it's interesting because these these are much, much broader

00:34:57 --> 00:35:02: than a water saving ordinance and start to demonstrate beyond

00:35:02 --> 00:35:05: ordinance landscaping choices.

00:35:05 --> 00:35:09: And when you put together the site's initiative with some

00:35:09 --> 00:35:13: of the lead standards, you can start to check all

00:35:13 --> 00:35:17: of the boxes that I heard Paul, both Paul's alluding

00:35:17 --> 00:35:18: to.

00:35:18 --> 00:35:22: So these ordinances often feel as if they're meant to

00:35:22 --> 00:35:24: create quick, narrow change sometimes.

00:35:25 --> 00:35:26: That's my perception.

00:35:26 --> 00:35:29: And I think they're not imparting the broader messages that

00:35:29 --> 00:35:33: I heard earlier today and they don't certainly address some

00:35:33 --> 00:35:37: of our larger challenges in the face of climate change.

00:35:37 --> 00:35:40: And in that regard, you know, where we may see

00:35:40 --> 00:35:44: some of that happening more is where we see sort

00:35:44 --> 00:35:46: of the clean up efforts.

00:35:47 --> 00:35:51: For example, we have the California Invasive Species Council putting

00:35:51 --> 00:35:54: millions of dollars per year into from their funding to

00:35:54 --> 00:35:59: remove invasives throughout California, which effects our fires, our floods

00:35:59 --> 00:36:00: and our slides.

00:36:01 --> 00:36:07: And in our yard, it's actually water, water use.

00:36:08 --> 00:36:12: We also have the Safe Clean Water Program funding, which

00:36:12 --> 00:36:15: has funded millions of dollars towards all of the larger

00:36:15 --> 00:36:19: picture that both Paul's pointed out earlier.

00:36:19 --> 00:36:26: So, yeah, so I guess I see ordinances, incentives and

00:36:26 --> 00:36:32: policies are just incredibly well intended.

00:36:32 --> 00:36:36: But even with the best intentions, if they're too narrowly

00:36:36 --> 00:36:39: focused, we get some undesirable outcomes.

00:36:40 --> 00:36:44: They tend to solve for emergencies rather than create solutions.

00:36:44 --> 00:36:47: So I some of the photos that I saw earlier

00:36:47 --> 00:36:49: really highlighted that.

00:36:49 --> 00:36:52: But when we are just thinking about saving water, we

00:36:52 --> 00:36:55: end up with gravel scapes and synthetic turf that amplify

00:36:55 --> 00:36:57: heat versus amplifying nature.

00:36:58 --> 00:37:02: When we're just saving water, we plant climate friendly and

00:37:02 --> 00:37:06: we end up using invasives that big box store sell

00:37:06 --> 00:37:10: and again, amplifying our fire danger slides and flooding versus

00:37:10 --> 00:37:15: using native plants and creating defensible space in our yards

00:37:15 --> 00:37:16: and in our environment.

00:37:18 --> 00:37:22: We reduce our permeability when we're only focused on saving

00:37:22 --> 00:37:26: water because frankly, people will RIP out plants, turn the

00:37:26 --> 00:37:29: irrigation off and we end up with more runoff and

00:37:29 --> 00:37:33: pollution versus setting aside open space instead of over paving.

00:37:34 --> 00:37:36: And through that same effort, shutting the water off to

00:37:36 --> 00:37:38: save water, we kill trees.

00:37:38 --> 00:37:42: We lose our natural cooling and shade, our energy savings,

00:37:42 --> 00:37:46: and of course, the hydration that that coolness and shade

00:37:47 --> 00:37:50: provides to our soils and gets every drop of water

00:37:50 --> 00:37:54: out of out of any hydration that we are supplementing

00:37:54 --> 00:37:55: plants.

00:37:56 --> 00:37:59: We we create unhealthy communities.

00:37:59 --> 00:38:04: We lose nature, We create heat and pollution.

00:38:04 --> 00:38:10: And instead of walkable accessible green spaces that, you know,

00:38:10 --> 00:38:14: check more of the boxes so we can see how

00:38:14 --> 00:38:21: the narrowness of the message laid out specifically during I

00:38:21 --> 00:38:26: think, you know, the last five years of drought or

00:38:26 --> 00:38:26: so.

00:38:26 --> 00:38:31: And I'm, I believe that Metropolitan Water District has completely

00:38:31 --> 00:38:34: done a 180 and are doing a great job repairing

00:38:35 --> 00:38:36: and educating.

00:38:36 --> 00:38:40: But they spent millions of dollars incentivizing synthetic turf and

00:38:40 --> 00:38:40: gravel scapes.

00:38:41 --> 00:38:44: They've done an amazing job resetting that.

00:38:44 --> 00:38:47: But we can see the stark difference in the first

00:38:47 --> 00:38:50: round of education and the more broad version they use

00:38:50 --> 00:38:54: now that checks more of the boxes with their rebates

00:38:54 --> 00:38:55: and incentives.

00:38:55 --> 00:38:59: So we really, we really want to build this this

00:38:59 --> 00:39:01: virtuous cycle.

00:39:02 --> 00:39:05: We know that people want to do the right thing.

00:39:06 --> 00:39:10: But does the focus on, you know, ordinances only or

00:39:10 --> 00:39:15: even the phrase water wise versus drought thriving, does it

00:39:15 --> 00:39:19: keep us too narrow in the face of climate change?

00:39:19 --> 00:39:24: And do ordinances inadvertently misdirect or limit how we educate

00:39:24 --> 00:39:28: for the best landscaping choices and outcomes and demonstrating those

00:39:29 --> 00:39:31: choices throughout our cities?

00:39:31 --> 00:39:35: And and that's a question is, are these ordinances being

00:39:35 --> 00:39:38: demonstrated in our cities?

00:39:38 --> 00:39:41: I'm so impressed with some of the work Sonoma's doing

00:39:41 --> 00:39:42: from Paul's demonstration.

00:39:42 --> 00:39:45: I wasn't aware with that of that stuff.

00:39:45 --> 00:39:50: But here in Los Angeles, you know, redundancy really makes

00:39:50 --> 00:39:51: a difference.

00:39:51 --> 00:39:53: And when you drive through LA, the redundancy you see

00:39:54 --> 00:39:56: in your street capes, the scrapes, scapes, excuse me.

00:39:57 --> 00:40:01: Our Parkway is full of grass, not streetscapes that are

00:40:01 --> 00:40:06: collecting runoff and filled with native plants and native trees,

00:40:06 --> 00:40:11: demonstrating storm water infiltration to our communities.

00:40:11 --> 00:40:16: Our schools are continue to be filled with asphalt instead

00:40:16 --> 00:40:17: of oaks.

00:40:18 --> 00:40:22: And we know that children learn better with natural airflow

00:40:23 --> 00:40:27: and nature nearby, and that obviously all of the energy

00:40:27 --> 00:40:32: savings and things that happen in schools would allow them

00:40:32 --> 00:40:35: to be outside in cooler spaces and move more, get

00:40:36 --> 00:40:37: more exercise.

00:40:37 --> 00:40:41: We continue to not have enough park space and a

00:40:41 --> 00:40:46: lot of our park space still has unused grass areas

00:40:46 --> 00:40:51: and non-native plants and this effects our mental health and

00:40:51 --> 00:40:58: Wellness, particularly in communities of color where there's already less

00:40:58 --> 00:41:02: foliage and trees and hotter spaces to begin with.

00:41:03 --> 00:41:06: And, and, and the last area I really could see

00:41:07 --> 00:41:11: us looking more broadly is in our commercial and industrial

00:41:11 --> 00:41:12: spaces.

00:41:12 --> 00:41:16: When you drive through Los Angeles, it feels so obvious

00:41:16 --> 00:41:19: to me that you could just, you know, put trees

00:41:19 --> 00:41:19: everywhere.

00:41:20 --> 00:41:25: These shopping areas and destination areas in the city

00:41:25 --> 00:41:28: where

00:41:25 --> 00:41:28: people could gather and really economically boost.

00:41:28 --> 00:41:32: Local areas are hot with no trees.

00:41:32 --> 00:41:35: And when we plant trees, we can cool these areas

00:41:35 --> 00:41:38: 20?? and shoppers can stay longer and buy more and

00:41:38 --> 00:41:41: there can be a bigger sense of community and safety.

00:41:42 --> 00:41:46: So our frame and our, and really hence our landscaping

00:41:46 --> 00:41:51: choices can make a different difference between solving for just

00:41:51 --> 00:41:54: one problem just to create another.

00:41:55 --> 00:41:58: Or we can make choices that I believe can save

00:41:58 --> 00:41:58: the world.

00:41:59 --> 00:42:02: And the reason I do believe they can save the

00:42:02 --> 00:42:05: world is because we are talking about turnkey choices.

00:42:05 --> 00:42:08: These are not just regional applications.

00:42:08 --> 00:42:10: They can be applied everywhere.

00:42:10 --> 00:42:14: And just like Paul Piazza had little edits and adaptations

00:42:14 --> 00:42:17: in every plan because every yard's a little different.

00:42:17 --> 00:42:20: You go to every region and you just switch your

00:42:20 --> 00:42:24: native palette switch, you know the the strategy so that

00:42:24 --> 00:42:27: we can get check as many boxes and broaden our

00:42:27 --> 00:42:29: education and our focus.

00:42:29 --> 00:42:32: So this is my garden.

00:42:32 --> 00:42:36: We had as many of these benefits as we can

00:42:36 --> 00:42:41: for our clients that were able to, but my garden

00:42:41 --> 00:42:44: saves water and so much more.

00:42:44 --> 00:42:46: I'd like just to talk a little bit about the

00:42:46 --> 00:42:47: trees.

00:42:47 --> 00:42:50: For starters on I kept as many mature trees as

00:42:50 --> 00:42:53: I could when I had got my home.

00:42:53 --> 00:42:56: And on the far right, you can see the trunk

00:42:56 --> 00:42:59: of about what was it like a 70 foot eucalyptus

00:42:59 --> 00:43:03: tree that ended up getting sulfur mold and I had

00:43:03 --> 00:43:04: to pull out.

00:43:04 --> 00:43:08: But I've directed deep irrigation to my trees and particularly

00:43:09 --> 00:43:12: in drought, I have made sure that they get deep

00:43:12 --> 00:43:15: water once a month when we have not had the

00:43:15 --> 00:43:17: rain that we need.

00:43:18 --> 00:43:22: And what I've also done, particularly since losing that giant

00:43:22 --> 00:43:26: eucalyptus trees as I've created a succession plan for trees.

00:43:26 --> 00:43:29: And I think that's something that we are missing in

00:43:29 --> 00:43:33: the face of climate changes, plant entry, succession plans in

00:43:33 --> 00:43:34: the city.

00:43:34 --> 00:43:38: I have added a young valley oak, a young Engelmann

00:43:38 --> 00:43:42: oak, an elderberry, multiple toy on trees, so all different

00:43:42 --> 00:43:43: sizes.

00:43:43 --> 00:43:46: And I planted them all around in case I start

00:43:46 --> 00:43:49: to lose trees if there's a fire, things of that  
00:43:49 --> 00:43:49: nature.  
00:43:50 --> 00:43:53: I mean, obviously I gain a lot of shade and  
00:43:54 --> 00:43:59: cooling, natural and passive for this yard I have, except  
00:43:59 --> 00:44:03: for my 80 foot long driveway because I live in  
00:44:03 --> 00:44:06: a flag lot, everything is permeable.  
00:44:07 --> 00:44:11: And what I've done with that driveway because everything  
runs  
00:44:11 --> 00:44:14: off from both of my neighbors onto my 80 foot  
00:44:14 --> 00:44:16: long driveway, down my driveway.  
00:44:16 --> 00:44:19: And if I hadn't done anything, it would have run  
00:44:19 --> 00:44:21: right into my garage, which you can see on the  
00:44:21 --> 00:44:23: far right of this picture.  
00:44:23 --> 00:44:26: So we put in a drain, and that drain now  
00:44:26 --> 00:44:30: goes into this vernal pool on the back that you  
00:44:30 --> 00:44:34: can see my son leaping through that's planted year round  
00:44:34 --> 00:44:38: with a native Meadow and some other native grasses and  
00:44:38 --> 00:44:42: plants and things that tolerate a lot of water during  
00:44:42 --> 00:44:44: those times a year.  
00:44:44 --> 00:44:46: And not only is it beautiful, but I feel like  
00:44:46 --> 00:44:48: I'm managing more than my own water.  
00:44:49 --> 00:44:52: And I do have the property and space to do  
00:44:52 --> 00:44:54: it, but it's really cool.  
00:44:54 --> 00:44:59: We live in a slightly hillside area, so we do  
00:44:59 --> 00:45:04: have to deal with erosion and using native plants with  
00:45:04 --> 00:45:09: a deep network of roots and mulch really protects against  
00:45:09 --> 00:45:10: that.  
00:45:10 --> 00:45:13: It also protects against invasive plants.  
00:45:14 --> 00:45:18: Invasive plants come in through, you know, wind and birds.  
00:45:18 --> 00:45:22: But I just read an article recently that our big  
00:45:22 --> 00:45:26: box stores is still statistically the biggest source of invasive  
00:45:26 --> 00:45:30: plants and things like the fountain grass and pampas grass  
00:45:30 --> 00:45:32: are fire spreaders.  
00:45:32 --> 00:45:34: And we know that from Maui.  
00:45:34 --> 00:45:37: We still have that problem here severely in our wild  
00:45:37 --> 00:45:39: spaces in California.  
00:45:40 --> 00:45:42: And so when we are trying to check all the  
00:45:42 --> 00:45:44: boxes here, we also have a zone 0, which you  
00:45:44 --> 00:45:46: can't see from this photo.  
00:45:46 --> 00:45:49: But a zone 0 is the 1st 5 foot around  
00:45:49 --> 00:45:50: your structure.  
00:45:51 --> 00:45:53: Your structure is the most vulnerable thing when you're in

00:45:53 --> 00:45:54: a severe wildfire area.

00:45:55 --> 00:45:58: And that 5 foot area is a buffer so that

00:45:58 --> 00:46:01: embers that fly in on the wind don't find places

00:46:02 --> 00:46:05: to collect fuel and ignite and burn your home down.

00:46:06 --> 00:46:09: And so when you think about, you know, maybe this

00:46:09 --> 00:46:12: year you think about earthquakes, maybe we've had some fun

00:46:12 --> 00:46:13: things happen.

00:46:13 --> 00:46:17: But when we're lands making landscaping choices like what we're

00:46:17 --> 00:46:21: describing today, we our biggest threat from hurricanes is flooding

00:46:22 --> 00:46:25: and our biggest threat from earthquakes is fire.

00:46:25 --> 00:46:28: And we're making choices that start to defend against the

00:46:28 --> 00:46:32: outcomes or could make us more resilient against both of

00:46:32 --> 00:46:32: those.

00:46:33 --> 00:46:38: So we're really trying to think in a full cycle.

00:46:40 --> 00:46:43: And our company, as I mentioned, is a design, build

00:46:44 --> 00:46:45: and maintenance company.

00:46:45 --> 00:46:48: But we actually don't start with design, we start with

00:46:48 --> 00:46:48: maintenance.

00:46:49 --> 00:46:53: We start with maintenance because we can't design anything until

00:46:53 --> 00:46:56: we fully understand how is it going to get maintained.

00:46:56 --> 00:46:57: Is it homeowner?

00:46:57 --> 00:46:58: Is it a gardener?

00:46:58 --> 00:47:01: Is it a gardener that has had the proper training?

00:47:02 --> 00:47:06: Is it going to be weekly, monthly, quarterly, annually?

00:47:06 --> 00:47:09: All of these things matter so much and how we

00:47:09 --> 00:47:10: are approaching this cycle.

00:47:11 --> 00:47:14: Then once we understand the maintenance, we can move into

00:47:14 --> 00:47:17: the design and create strategies that work for the real

00:47:17 --> 00:47:19: realities of that maintenance.

00:47:20 --> 00:47:24: One of the biggest things I think that differentiate us

00:47:24 --> 00:47:29: from a design, I guess strategy is that we've seen

00:47:29 --> 00:47:34: projects where plants are planted very large and space very

00:47:34 --> 00:47:35: close together.

00:47:36 --> 00:47:39: We know for so many reasons, Number one, it uses

00:47:39 --> 00:47:42: more water to get a larger plant established.

00:47:42 --> 00:47:45: When they're crowd, when plants are crowded, it's a waste

00:47:45 --> 00:47:46: of water.

00:47:47 --> 00:47:50: Often times things can't be hydrozone because there's too



many  
of the different plants in the alike zone.

00:47:50 --> 00:47:53: And so one of the things we're doing is we  
00:47:54 --> 00:47:56: are educating people, you know, whether it's residential or  
00:47:56 --> 00:48:01: commercial  
00:48:01 --> 00:48:04: or public spaces that but we are planning for three  
00:48:04 --> 00:48:05: to five years out and beyond.

00:48:06 --> 00:48:11: So planting 1 gallon plants so that there is plenty  
00:48:11 --> 00:48:15: of space for these plants to grow to use that  
00:48:15 --> 00:48:16: water efficiently.

00:48:17 --> 00:48:21: We don't have root competition, health problems and in  
wildfire  
00:48:21 --> 00:48:24: areas we have the kind of spacing and hierarchy that  
00:48:24 --> 00:48:27: we need to have to maintain ember blockers in our  
00:48:27 --> 00:48:28: defensible space.

00:48:29 --> 00:48:32: We're an in house build company and so we templatize  
00:48:32 --> 00:48:34: a lot of the way we do these things so  
00:48:34 --> 00:48:37: that we can get the most out of all of  
00:48:37 --> 00:48:38: these strategies.

00:48:39 --> 00:48:42: And again, we end with maintenance.  
00:48:42 --> 00:48:46: It is the number one thing that makes these survive  
00:48:46 --> 00:48:50: and helps our design come to fruition.

00:48:50 --> 00:48:53: And it is the beauty and the aesthetic at the  
00:48:53 --> 00:48:56: end of the day that makes these things desirable.

00:48:56 --> 00:49:00: So if our city can show how beautiful this can  
00:49:00 --> 00:49:04: be, like some of the photos we've seen today, we  
00:49:04 --> 00:49:08: can check all the boxes and get this upward spiral  
00:49:08 --> 00:49:10: that everybody here certainly wants.

00:49:13 --> 00:49:16: Are we making clients sacrifice?  
00:49:17 --> 00:49:19: Even though what we have found is that people are  
00:49:19 --> 00:49:22: totally willing to sacrifice, and we've seen that when they  
00:49:22 --> 00:49:24: just put in huge gravel scape, synthetic turf.

00:49:24 --> 00:49:28: But no, people aren't sacrificing.  
00:49:28 --> 00:49:32: They're learning how to create nature corridors, save nature,  
create  
00:49:32 --> 00:49:35: habitats throughout their neighborhood.

00:49:35 --> 00:49:37: This client is a client.  
00:49:37 --> 00:49:41: If anyone's driven through Hancock Park and you can see  
00:49:41 --> 00:49:45: right behind him, Hancock Park is a row of just  
00:49:45 --> 00:49:49: monolithic wands, yard after yard after yard.

00:49:49 --> 00:49:52: Well, this guy decided he was came in very educated,  
00:49:52 --> 00:49:55: very interested in lead to begin with.

00:49:55 --> 00:49:59: He was remodeling his historic home and wanted to bring

00:49:59 --> 00:50:01: all of these landscape qualities.

00:50:02 --> 00:50:04: So he has a permeable driveway.

00:50:04 --> 00:50:08: Everything runs off either into rain barrels or into storm

00:50:08 --> 00:50:10: water infiltration.

00:50:11 --> 00:50:14: It's 80% native, 20% edible.

00:50:14 --> 00:50:17: He's got his edible garden up front so he can

00:50:17 --> 00:50:19: share with the neighbors.

00:50:19 --> 00:50:22: You can see his Parkway is a native Zedge lawn.

00:50:22 --> 00:50:25: The backyard where the kids play is native Zedge.

00:50:25 --> 00:50:28: There's also native privacy hedge.

00:50:29 --> 00:50:30: So he's feeling pretty proud.

00:50:30 --> 00:50:34: And unfortunately, I think I started this thing out saying

00:50:34 --> 00:50:37: things are moving a bit slow considering how much things

00:50:37 --> 00:50:38: are changing.

00:50:38 --> 00:50:40: But Hancock Park still looks like this.

00:50:40 --> 00:50:43: And you know, we do tours, we do marketing, we

00:50:44 --> 00:50:48: do what we can, but it's, it's possible more strategies

00:50:48 --> 00:50:48: are needed.

00:50:49 --> 00:50:52: And I think again, going back to public spaces and

00:50:53 --> 00:50:56: community, the more we can see these spaces in our

00:50:56 --> 00:51:01: community, the more it demonstrates that it's beyond

ordinances.

00:51:01 --> 00:51:03: This is just how we do things.

00:51:03 --> 00:51:05: So this is the city of Sierra Madre.

00:51:06 --> 00:51:09: They have a contiguous garden space throughout their City

Hall,

00:51:09 --> 00:51:12: their fire department and their Police Department.

00:51:12 --> 00:51:16: And we did these giant demonstration gardens that really

show

00:51:16 --> 00:51:21: a bunch of different things with interpretive signage,

permeable walkways.

00:51:21 --> 00:51:26: And the whole frontage along all three buildings has a

00:51:26 --> 00:51:31: number of lawn alternatives from ones that are walkable like

00:51:31 --> 00:51:36: the Carrick's native Zedge Meadows to Yarrow meadows, to

red

00:51:36 --> 00:51:40: fescue meadows to Coyote Bush meadows.

00:51:40 --> 00:51:42: So people get an understanding of, you know, how green

00:51:43 --> 00:51:45: these things can be year round and, and whether you

00:51:45 --> 00:51:48: can play on them, whether whether you can't or not.

00:51:49 --> 00:51:53: We have our here locally in our Angeles forest.

00:51:53 --> 00:51:57: Our National Forest here is the home of the Tongva.

00:51:57 --> 00:52:01: So we have a lot of examples in this garden

00:52:01 --> 00:52:07: of medicinal natives, edible natives like Catalina cherry, the

manzanitas,  
00:52:07 --> 00:52:10: the Berberis, and obviously white sages.  
00:52:10 --> 00:52:13: You can see a lot of fun things that really  
00:52:13 --> 00:52:17: help people connect with the land and recall what this  
00:52:17 --> 00:52:21: is all about and what's how long these materials have  
00:52:21 --> 00:52:22: been here.  
00:52:22 --> 00:52:25: And there's a reason because they've adapted here for  
millions  
00:52:25 --> 00:52:28: of years and have gone through all the different roller  
00:52:28 --> 00:52:29: coasters of drought and deluge.  
00:52:30 --> 00:52:32: But the most important part, and we also have a  
00:52:33 --> 00:52:35: fire demonstration garden as part of the fire department.  
00:52:35 --> 00:52:39: I think the most important part of this project is  
00:52:39 --> 00:52:42: that this did not this, this was involved the community  
00:52:42 --> 00:52:45: from the get go part of they were part of  
00:52:45 --> 00:52:49: the visioning for this and they went through this visioning  
00:52:49 --> 00:52:52: with us and also work in the garden getting their  
00:52:52 --> 00:52:54: hands dirty with us.  
00:52:54 --> 00:52:57: And there are kids today that were in elementary school  
00:52:57 --> 00:53:00: that remember exactly which plant they planted.  
00:53:00 --> 00:53:01: They're in high school now.  
00:53:01 --> 00:53:04: They walk by and they look at their plant, they  
00:53:04 --> 00:53:05: see how it's grown.  
00:53:05 --> 00:53:08: It's a very walkable accessible space that's through the main  
00:53:08 --> 00:53:11: drag of Sierra Madre where there's some shops and  
restaurants.  
00:53:11 --> 00:53:15: So highly visible, it's the main drag to drive onto.  
00:53:15 --> 00:53:19: So these demonstration gardens are critical and have done a  
00:53:19 --> 00:53:23: lot for this community, which is also in a severe  
00:53:23 --> 00:53:24: wildfire area.  
00:53:24 --> 00:53:28: So what's been helpful is to really broaden our focus  
00:53:28 --> 00:53:33: and really encourage landscapes that are sinking water back  
into  
00:53:33 --> 00:53:37: the ground table, not just saving water started off with  
00:53:37 --> 00:53:38: trees.  
00:53:38 --> 00:53:41: We we really want to prioritize our trees.  
00:53:41 --> 00:53:43: One thing there are some Realtors on this call.  
00:53:43 --> 00:53:46: I'm sure you know that landscapes appreciate over time.  
00:53:46 --> 00:53:49: So if we're ripping them out in three to five  
00:53:49 --> 00:53:53: years, we're wasting water, first of all, and we're not  
00:53:53 --> 00:53:57: getting the value of appreciating that landscape and, and  
that,  
00:53:57 --> 00:54:00: you know, real beautiful, you know, picture.

00:54:00 --> 00:54:01: We want when we sell that.

00:54:01 --> 00:54:05: So we want to preserve our habitats and make the

00:54:05 --> 00:54:09: city a nature corridor and not just healthy for humans,

00:54:09 --> 00:54:13: but healthy for everything that supports us in this world.

00:54:14 --> 00:54:18: We we want to look beyond foliage and the impacts

00:54:18 --> 00:54:21: on our built environment and so we need to set

00:54:21 --> 00:54:26: aside space and particularly with developers, we need to set

00:54:26 --> 00:54:28: aside space for foliage.

00:54:28 --> 00:54:31: Instead of building all the way out to the setbacks,

00:54:31 --> 00:54:34: we need to make space for trees and and greenery.

00:54:35 --> 00:54:39: This was hit on early educating landscapers.

00:54:39 --> 00:54:41: I would love to see that maintenance manual.

00:54:41 --> 00:54:42: That was so neat.

00:54:43 --> 00:54:47: The California Native Plant Society in partnership with the

00:54:47 --> 00:54:52: Theodore

00:54:47 --> 00:54:52: Payne Foundation created a landscape certification class

00:54:52 --> 00:54:56: here in Los

00:54:52 --> 00:54:56: Angeles and it's multilingual and they are teaching gardeners

00:54:56 --> 00:54:58: how

00:54:56 --> 00:54:58: to garden with natives.

00:54:58 --> 00:55:01: And no longer relying on just the hedger and the

00:55:01 --> 00:55:04: blower, they are actually pulling out the pruners and doing

00:55:04 --> 00:55:08: seasonal that are making the most of their time in

00:55:08 --> 00:55:08: the garden.

00:55:10 --> 00:55:14: And, and we're helping people not just do it all

00:55:14 --> 00:55:15: at once.

00:55:15 --> 00:55:18: When it comes to creating a zone 0 or a

00:55:18 --> 00:55:22: defensible landscape or even an adapted landscape to, to be

00:55:22 --> 00:55:25: more resilient, these things can take time.

00:55:25 --> 00:55:26: It can't all be at once.

00:55:27 --> 00:55:32: Maybe it's simply retrofitting a system from overhead to drip.

00:55:32 --> 00:55:37: Maybe it's pulling out a lawn and and switching it

00:55:37 --> 00:55:39: to natives or a a native Meadow.

00:55:40 --> 00:55:45: Maybe it's turning those intensively energy intensive annuals

00:55:45 --> 00:55:46: into some

00:55:45 --> 00:55:46: native perennials.

00:55:47 --> 00:55:51: Maybe it's a one for one exchange for from hydrangeas

00:55:51 --> 00:55:54: to carbon Bush anatomies or something.

00:55:54 --> 00:55:58: So we're helping people through our maintenance division

00:55:58 --> 00:56:00: make these

00:55:58 --> 00:56:00: changes and calibrate over time.

00:56:01 --> 00:56:06: And and that's so that's pretty much all I have.

00:56:07 --> 00:56:09: I really appreciate having a chance to share.

00:56:09 --> 00:56:10: So thank you so much.

00:56:15 --> 00:56:16: Thank you so much, Cassie.

00:56:16 --> 00:56:17: I love seeing your garden.

00:56:18 --> 00:56:22: I'd love to open it up to questions for Cassie

00:56:22 --> 00:56:24: and we could make it AQ and A for the

00:56:24 --> 00:56:25: entire panel.

00:56:25 --> 00:56:26: Honestly.

00:56:27 --> 00:56:28: Mike, I know you had a question.

00:56:28 --> 00:56:29: Do you want to unmute?

00:56:36 --> 00:56:37: Mike, I can't hear you.

00:56:41 --> 00:56:45: Mike's question for the group was what would you advise

00:56:45 --> 00:56:48: for areas where wildfire risk is low, yet does still

00:56:48 --> 00:56:52: exist and wildfire mitigation is not on people's minds?

00:56:58 --> 00:57:00: I'm happy to jump in on that.

00:57:00 --> 00:57:03: I am by no means a fire expert, but what

00:57:03 --> 00:57:06: I can say and what was brought up in the

00:57:06 --> 00:57:10: separate question about the templates that you got a look

00:57:10 --> 00:57:14: at was that fire safer landscaping designs doesn't mean that

00:57:14 --> 00:57:17: the landscaping is barren and unattractive in large part.

00:57:17 --> 00:57:22: Depending on the wildfire threat to where you live, it

00:57:22 --> 00:57:27: may simply be, you know, choosing plants that are adapted

00:57:27 --> 00:57:31: better to fire, making sure that the space adjacent to

00:57:31 --> 00:57:35: your buildings is kept sort of lean and clean.

00:57:35 --> 00:57:38: Plant material is, you know, 3 feet or less and

00:57:38 --> 00:57:38: height.

00:57:40 --> 00:57:45: Any leaf litter and other types of materials that can

00:57:45 --> 00:57:50: create a flammable start are kept picked up at appropriate

00:57:50 --> 00:57:53: times during maintenance and the like.

00:57:53 --> 00:57:56: So I I don't think that there is any place

00:57:56 --> 00:58:00: in the United States that couldn't incorporate some of these

00:58:00 --> 00:58:04: concepts to the benefit because as we all know, with

00:58:04 --> 00:58:09: climate change, no one would have expected the

00:58:09 --> 00:58:12: neighborhoods that

00:58:09 --> 00:58:12: burned in the 2017 tubs fire to burn until they

00:58:12 --> 00:58:12: did.

00:58:13 --> 00:58:16: And we've heard a lot of the discussion amongst our

00:58:16 --> 00:58:18: fire officials about the new normal.

00:58:18 --> 00:58:21: And I would say being proactive in the communities that

00:58:21 --> 00:58:25: you're currently finding yourself is not a bad approach, right?

00:58:26 --> 00:58:26: Hey, Paul.

00:58:27 --> 00:58:27: Can I?

00:58:27 --> 00:58:28: Oh, go ahead, Paul.

00:58:28 --> 00:58:30: I was going to follow up on that question.

00:58:31 --> 00:58:33: We were on another call with another native grass group

00:58:33 --> 00:58:33: the other day.

00:58:33 --> 00:58:37: And Paul, I'm wondering particularly since you're rebuilding from fire

00:58:37 --> 00:58:40: as here in Colorado we had the Marshall fire, same

00:58:40 --> 00:58:42: thing, an urban grass fed fire.

00:58:42 --> 00:58:43: The people were not kind of expecting.

00:58:44 --> 00:58:46: The concern has come up as rebuild and I don't

00:58:46 --> 00:58:49: know if you've experienced this, Paul, concerned by the insurance

00:58:49 --> 00:58:50: industry.

00:58:50 --> 00:58:53: Are we doing an app or do they have their

00:58:53 --> 00:58:56: own criteria for what they consider fire safe or not?

00:58:56 --> 00:58:59: Because people were talking about, you mentioned, you know, heights

00:58:59 --> 00:59:02: of grasses, even grasses themselves, the plant materials and I

00:59:02 --> 00:59:04: don't know if you've had any reaction.

00:59:04 --> 00:59:06: I guess the concern for a lot of us on

00:59:06 --> 00:59:08: this call is the insurance industry might come through with

00:59:08 --> 00:59:11: a template that looks pretty hard to meet other than,

00:59:11 --> 00:59:12: like you said, kind of barren.

00:59:14 --> 00:59:18: Yeah, we have been hearing from folks that are getting

00:59:18 --> 00:59:23: letters from insurance companies that are, are looking to re

00:59:23 --> 00:59:29: up their policies that they're dictating specific requirements for landscapes.

00:59:31 --> 00:59:34: You know, I, I can't say specifically because I haven't

00:59:34 --> 00:59:37: seen what those companies are putting forward and I suspect

00:59:37 --> 00:59:40: they vary depending on the company to company.

00:59:40 --> 00:59:44: But in our work we did work with our local

00:59:44 --> 00:59:48: fire officials to vet these designs.

00:59:48 --> 00:59:52: We also interact with some of the experts that research,

00:59:53 --> 00:59:56: you know, fires in terms of how they affect homes

00:59:56 --> 01:00:00: and you know those types of workshops that we've put

01:00:00 --> 01:00:05: on locally, those people are professionals that form the insurance

01:00:05 --> 01:00:06: industry.

01:00:06 --> 01:00:08: So I think we are starting to see some of

01:00:08 --> 01:00:10: that incorporated in policy.

01:00:10 --> 01:00:13: Through insurance and to the best of our ability, we've

01:00:14 --> 01:00:17: tried to, you know, incorporate that in the templates and

01:00:17 --> 01:00:20: in the discussion we've had with our constituents.

01:00:20 --> 01:00:21: Great.

01:00:21 --> 01:00:21: Thank you.

01:00:22 --> 01:00:24: Yeah, I'd love to add to that.

01:00:25 --> 01:00:30: Number one, I, I have a lot of backgrounds in

01:00:30 --> 01:00:33: defensive landscaping as well.

01:00:33 --> 01:00:35: In fact, I'm kind of don't look at it now,

01:00:35 --> 01:00:36: but I'll post a little link.

01:00:37 --> 01:00:41: And I think one of the favorite, my favorite parts

01:00:41 --> 01:00:45: of this link is that IBHS, which is the insurance

01:00:45 --> 01:00:50: group are showing the difference between invasive grasses

01:00:51 --> 01:00:56: burning and

01:00:56 --> 01:00:57: and being combustible versus the slow and lack of

01:00:58 --> 01:01:00: combustibility

01:01:01 --> 01:01:03: of a native plant.

01:01:03 --> 01:01:07: But I think one of the big problems and mistakes

01:01:07 --> 01:01:10: that we make is we focus on plant material when

01:01:10 --> 01:01:13: it comes to fire instead of the structure, the most

01:01:13 --> 01:01:18: vulnerable thing on anyone's property and, and someone

01:01:18 --> 01:01:22: showed a

01:01:22 --> 01:01:24: picture of it today, but it's your home.

01:01:24 --> 01:01:29: No one cries when a plant burns, but everybody's life

01:01:29 --> 01:01:35: is absolutely affected when a home or a person is

01:01:35 --> 01:01:36: injured or home is burned.

01:01:36 --> 01:01:40: And so we have been study and really redirecting the

01:01:40 --> 01:01:44: conversation away from vegetation and reminding people

01:01:44 --> 01:01:47: that it is

01:01:47 --> 01:01:52: home.

01:01:52 --> 01:01:55: First, your home is the most vulnerable a thing in

01:01:55 --> 01:01:56: a fire.

01:01:57 --> 01:02:01: And, and again, the reason that this is so important

01:02:01 --> 01:02:02: is because and, and for the question that the person

01:02:03 --> 01:02:06: who originally asked when you're outside of the wildfire

01:02:06 --> 01:02:10: severity

01:02:10 --> 01:02:15: zone is because embers are flying in from miles and

01:02:15 --> 01:02:16: miles away.

01:02:16 --> 01:02:18: The 95% of fires, at least in our in California

01:02:18 --> 01:02:21: are ember driven.

01:02:21 --> 01:02:24: And that's why this zone, your home is #1 one,

01:02:24 --> 01:02:27: anything that that connects with your home that's

01:02:27 --> 01:02:30: combustible.

01:02:30 --> 01:02:33: And then that 5 foot zone, 0 ember free zone.

01:02:33 --> 01:02:36: And I will leave it there.

01:02:36 --> 01:02:39: I could go on to, you know, all of the

01:02:18 --> 01:02:20: hierarchy beyond that.

01:02:20 --> 01:02:22: But again, if you take the focus back over to

01:02:22 --> 01:02:25: your home, that is the thing that everybody wants to

01:02:26 --> 01:02:26: save.

01:02:27 --> 01:02:30: And then we can use our landscaping to bolster the

01:02:30 --> 01:02:31: defenses further.

01:02:34 --> 01:02:35: Going Cassie.

01:02:36 --> 01:02:36: Thanks everyone.

01:02:37 --> 01:02:40: I want to make one more point on that is

01:02:40 --> 01:02:41: that these things run downstream.

01:02:41 --> 01:02:44: And so even if you're outside of a severity zone

01:02:44 --> 01:02:47: or an amber zone, all of the runoff pollution, air

01:02:47 --> 01:02:51: and everything effects neighborhoods and typically those are in the

01:02:51 --> 01:02:54: flatlands and and more vulnerable areas.

01:02:54 --> 01:02:55: So it all matters.

01:02:57 --> 01:02:57: Good points.

01:02:59 --> 01:03:00: Waverly, you had a question.

01:03:00 --> 01:03:00: Do you want to unmute?

01:03:00 --> 01:03:01: Go ahead.

01:03:02 --> 01:03:02: Sure.

01:03:02 --> 01:03:02: Great.

01:03:03 --> 01:03:06: Thank you so much to all the panelists for this

01:03:06 --> 01:03:08: pretty inspiring presentation.

01:03:08 --> 01:03:11: I love to see the designs and the the native

01:03:11 --> 01:03:15: plants and think about all these kind of multi beneficial

01:03:15 --> 01:03:15: uses.

01:03:15 --> 01:03:18: So thank you for that from a coming from a

01:03:18 --> 01:03:22: planner and thinking about kind of the regulatory approaches to

01:03:22 --> 01:03:25: how we can ensure that these are the types of

01:03:25 --> 01:03:29: landscapes that we're seeing on new development moving forward.

01:03:31 --> 01:03:33: And recognizing that that all of you have done some

01:03:33 --> 01:03:35: research and work in California.

01:03:35 --> 01:03:39: I'm just very curious if you have any thoughts on

01:03:39 --> 01:03:44: kind of the regulatory side about how planners working in

01:03:44 --> 01:03:50: local governments in California can either improve their

01:03:50 --> 01:03:54: Mwello landscaping

01:03:50 --> 01:03:54: policies or kind of go even beyond some of the,

01:03:54 --> 01:03:58: the, the state required elements to see more of the

01:03:58 --> 01:04:03: types of landscapes that we're that we're looking for.

01:04:04 --> 01:04:07: And if you have any more examples, I know you



01:04:07 --> 01:04:11: highlighted some of communities that are really paving the way

01:04:11 --> 01:04:12: on the land use code side.

01:04:13 --> 01:04:14: I'd love to hear them as well.

01:04:18 --> 01:04:23: Well, I have my perspective, which is that even the

01:04:23 --> 01:04:29: water efficient landscape ordinance in California, which has been around

01:04:29 --> 01:04:33: in a variety of forms for probably over 25 years

01:04:33 --> 01:04:38: isn't being implemented effectively on a wide scale basis.

01:04:38 --> 01:04:42: Meaning they just opened a new public rule making process

01:04:42 --> 01:04:48: in California to update the water efficient landscape ordinance specifically

01:04:48 --> 01:04:53: because they're not getting a large percentage of local agencies

01:04:53 --> 01:04:58: even meeting their annual reporting requirements to the Department of

01:04:58 --> 01:04:59: Water Resources.

01:04:59 --> 01:05:04: Or about how many of these development projects have undergone

01:05:04 --> 01:05:07: the requirements successfully.

01:05:07 --> 01:05:12: So that recognizes staffing challenges and a lot of small

01:05:12 --> 01:05:16: agencies that are already challenged to keep up with work.

01:05:18 --> 01:05:21: And so I would say it's sort of baby steps

01:05:21 --> 01:05:24: and there is a lot of good included in the

01:05:25 --> 01:05:26: ordinance currently.

01:05:27 --> 01:05:34: It's differentiated between shells and May when it comes down

01:05:34 --> 01:05:36: to actual language.

01:05:37 --> 01:05:42: And so my experience has been most public agencies are

01:05:42 --> 01:05:47: really kind of just adhering to what languages must be

01:05:47 --> 01:05:53: required in the ordinance versus more of the far reaching,

01:05:53 --> 01:05:58: you know, forward thinking additional requirements.

01:05:58 --> 01:06:00: There's having a hard time keeping up.

01:06:00 --> 01:06:03: So I don't have a good example of someone who's

01:06:03 --> 01:06:06: going beyond the current wheelow requirements.

01:06:09 --> 01:06:10: Thank you so much, Paul.

01:06:12 --> 01:06:15: And I would just add you can't toot your own

01:06:15 --> 01:06:16: whore and Waverly.

01:06:16 --> 01:06:18: But I think you know, the fact that you've all

01:06:18 --> 01:06:20: lived at California, I would say because the water agencies,

01:06:21 --> 01:06:23: when I was talking to Cassie before, sometimes the water

01:06:23 --> 01:06:26: agencies in the planning departments, as you know, don't talk

01:06:26 --> 01:06:28: to each other and they have very different.

01:06:28 --> 01:06:30: The state comes down with Marlow, but you had waters  
01:06:30 --> 01:06:32: local, those kinds of things.  
01:06:32 --> 01:06:35: So like all these things, much more conversation and  
collaboratory  
01:06:35 --> 01:06:38: discussion would really be helpful and someone else to  
advocate  
01:06:38 --> 01:06:42: for this multi benefit besides just the water agencies because  
01:06:42 --> 01:06:45: you know, they're getting their benefits theoretically with the  
water  
01:06:45 --> 01:06:46: savings.  
01:06:46 --> 01:06:48: But as we know, there's a host of other kind  
01:06:48 --> 01:06:50: of benefits, and we need some others to kind of  
01:06:50 --> 01:06:51: advocate for that larger view.  
01:06:53 --> 01:06:53: Great.  
01:06:54 --> 01:06:54: Thanks, Paul.  
01:06:54 --> 01:06:54: Great.  
01:06:57 --> 01:06:58: Well.  
01:06:59 --> 01:06:59: Paul, do you have something else?  
01:07:00 --> 01:07:03: Well, I was going to say, if there's anything that  
01:07:03 --> 01:07:06: could help drive this forward, it's, you know, regional  
collaborations  
01:07:07 --> 01:07:11: between stacked functions, which is something Paul Lander  
mentioned earlier.  
01:07:11 --> 01:07:15: And that, you know, we do collaborate with our stormwater  
01:07:15 --> 01:07:20: folks, specifically around the Russian River Watershed  
Association, which was  
01:07:20 --> 01:07:26: formed to implement watershed wide stormwater and water  
quality initiatives,  
01:07:26 --> 01:07:30: but recognizes that there's a lot of crossover between their  
01:07:30 --> 01:07:33: work and what we do in the water use efficiency  
01:07:33 --> 01:07:34: sector.  
01:07:35 --> 01:07:37: So we do partner with them and we do a  
01:07:37 --> 01:07:40: lot of partnering with local NGOs that are focused on  
01:07:40 --> 01:07:42: climate change initiatives.  
01:07:42 --> 01:07:46: And we do, you know, go in on grant funding  
01:07:46 --> 01:07:48: collaboratively as well.  
01:07:48 --> 01:07:51: So any if you're looking to stretch the envelope, it's  
01:07:51 --> 01:07:53: going to take, you know, time and money.  
01:07:53 --> 01:07:57: And so you're going to need to kind of connect  
01:07:57 --> 01:08:01: people together and and bring your collective benefits to  
make  
01:08:01 --> 01:08:02: this happen regionally.  
01:08:04 --> 01:08:05: That's great.  
01:08:05 --> 01:08:07: And I'll just say I'll probably be in touch with

01:08:07 --> 01:08:09: all of you offline if that's all right.

01:08:09 --> 01:08:13: But our we've had a growing water smart workshop in

01:08:13 --> 01:08:17: Southern California in June and we have two communities that

01:08:18 --> 01:08:22: are moving forward, one on updating their procedures and their

01:08:22 --> 01:08:27: guidance materials on their Muelo and also another community looking

01:08:27 --> 01:08:32: at templates just like you talked about Paul, that you

01:08:32 --> 01:08:35: have in Sonoma for landscape transformation.

01:08:35 --> 01:08:36: So thanks again everyone.

01:08:36 --> 01:08:36: Great.

01:08:39 --> 01:08:40: Questions.

01:08:41 --> 01:08:44: I'd love to open it up for a group discussion

01:08:44 --> 01:08:47: on how the coalition can support all of this work.

01:08:48 --> 01:08:51: I know there's so many different resources out there on

01:08:51 --> 01:08:53: landscapes and I'm wondering if maybe we could have a

01:08:53 --> 01:08:56: shared document where we just sort of list resources or

01:08:56 --> 01:08:59: maybe there's somebody already doing this and we can share

01:08:59 --> 01:09:01: that existing resource.

01:09:01 --> 01:09:04: I'm hoping people can just sort of unmute and just

01:09:04 --> 01:09:05: talk about what are the needs.

01:09:05 --> 01:09:08: And I actually might pitch it over to Darren at

01:09:08 --> 01:09:12: Northern Water because I know they're working on templates and

01:09:12 --> 01:09:15: maybe they've gathered some resources already.

01:09:21 --> 01:09:21: Darren, I'm seeing you.

01:09:21 --> 01:09:22: Hey.

01:09:23 --> 01:09:23: Sorry about that.

01:09:24 --> 01:09:25: So I'm trying to figure out how to turn on

01:09:25 --> 01:09:26: my screen again.

01:09:27 --> 01:09:29: Yeah, So we are working on templates.

01:09:29 --> 01:09:32: In fact, I believe that they are complete and we

01:09:32 --> 01:09:36: are, I think launching them on Monday, actually, I think

01:09:36 --> 01:09:40: is the kind of the big reveal party in Louisville.

01:09:40 --> 01:09:41: I think the Louisville Rec Center.

01:09:41 --> 01:09:43: And, and I'm sorry that I'm I'm the only one

01:09:43 --> 01:09:45: that's on this call from Northern Water, but I'm also

01:09:45 --> 01:09:48: on on our team, probably the least knowledgeable of the

01:09:48 --> 01:09:49: the project.

01:09:49 --> 01:09:52: So, but I, but what I can say, you know,

01:09:52 --> 01:09:55: thank you to, to Paul Piazza for, for your, your

01:09:55 --> 01:10:01: presentation because that your landscape templates were very instrumental in

01:10:01 --> 01:10:06: really designing and developing our sustainable landscape templates in there.

01:10:06 --> 01:10:09: But I think we, we came up with, I think

01:10:09 --> 01:10:13: 5 or 6 different templates that are specifically F4 superior

01:10:13 --> 01:10:18: in Lewisville and Boulder County residents that that were unfortunate,

01:10:18 --> 01:10:21: yeah, victims of the, the, the Marshall Fire.

01:10:22 --> 01:10:23: And there's yeah.

01:10:23 --> 01:10:27: So there's a lot of fire wise elements to it

01:10:27 --> 01:10:32: as well as obviously, you know, water wise too.

01:10:32 --> 01:10:35: So more, I think more will come out I think

01:10:35 --> 01:10:39: shortly and we will be hosting all of those designs,

01:10:39 --> 01:10:43: maybe not quite to the extent that I know Sonoma

01:10:43 --> 01:10:44: Marin does.

01:10:44 --> 01:10:47: I've been on that, that tool so many times and

01:10:47 --> 01:10:49: I've just been always in awe of that.

01:10:50 --> 01:10:52: But yeah, but we will be, I think promoting our

01:10:53 --> 01:10:57: our sustainable landscape templates here within the next couple of

01:10:57 --> 01:10:57: weeks.

01:10:58 --> 01:10:59: That's exciting.

01:10:59 --> 01:11:00: Darren, go ahead.

01:11:01 --> 01:11:02: I was just going to say I would only echo

01:11:02 --> 01:11:03: Darren's comment.

01:11:03 --> 01:11:05: And you know what Paul said before and Cassie's alluded

01:11:05 --> 01:11:08: to one of the things we still struggle with this

01:11:08 --> 01:11:11: capacity within the local government to even check these templates.

01:11:11 --> 01:11:12: You know, we've done all this stuff to kind of

01:11:12 --> 01:11:14: make it forward, but we have staff that either aren't

01:11:14 --> 01:11:16: trained or those kinds of things.

01:11:16 --> 01:11:18: So again, more training for that.

01:11:18 --> 01:11:21: And again, I'm back to whatever your vehicle is, not

01:11:21 --> 01:11:23: to make this political, but I think we really have

01:11:23 --> 01:11:26: to impress upon those putting millions of dollars in the

01:11:26 --> 01:11:29: turf conversion that we need money for this training to

01:11:29 --> 01:11:32: understand these templates and to help planners understand and move

01:11:32 --> 01:11:32: that cause.

01:11:32 --> 01:11:35: Again, it is a system and we're doing a good

01:11:35 --> 01:11:37: job of addressing kind of pieces of it.

01:11:37 --> 01:11:39: But as Cassie did a great job articulating, if you

01:11:39 --> 01:11:41: only look at a piece, that's not the end of

01:11:41 --> 01:11:43: the job and yet people are overwhelmed.

01:11:43 --> 01:11:45: So I think we have to find ways where we

01:11:45 --> 01:11:48: can try to educate and make resources available to people

01:11:48 --> 01:11:49: all the way along the chain.

01:11:52 --> 01:11:53: I agree.

01:11:53 --> 01:11:57: Darren, could you put any information about that launch in

01:11:57 --> 01:11:59: the chat box for that's in my that's in my

01:11:59 --> 01:12:02: vicinity, so I might want to attend.

01:12:02 --> 01:12:03: Yeah, totally.

01:12:03 --> 01:12:05: I I let me find those details.

01:12:05 --> 01:12:08: I might have to ping one of my teammates to

01:12:08 --> 01:12:10: find more information on that, but I will if I

01:12:10 --> 01:12:13: can't find it and put it in the chat before

01:12:13 --> 01:12:13: we wrap up.

01:12:13 --> 01:12:15: I will at least e-mail it to you and then

01:12:15 --> 01:12:16: maybe you can share it with the then.

01:12:16 --> 01:12:17: I can share it.

01:12:17 --> 01:12:18: Yes, that's perfect.

01:12:18 --> 01:12:18: Great.

01:12:19 --> 01:12:20: Austin, I saw you on mute.

01:12:20 --> 01:12:20: Go ahead.

01:12:21 --> 01:12:21: Yeah.

01:12:21 --> 01:12:24: I just want to jump in and say there's, we're

01:12:24 --> 01:12:27: hearing a need for kind of a how to guide

01:12:27 --> 01:12:30: and sometimes that sits on the city planning side and

01:12:31 --> 01:12:34: a landscape manual that really breaks down code language

01:12:34 --> 01:12:38: to residential customers and what they can do to meet code

01:12:38 --> 01:12:39: requirements.

01:12:39 --> 01:12:42: And then also how is that kind of scaled up

01:12:42 --> 01:12:46: across multiple jurisdictions when you're an entity like Denver

01:12:46 --> 01:12:49: Water that serves water kind of both in a city role

01:12:49 --> 01:12:51: and a wholesale role.

01:12:51 --> 01:12:54: So that's one thing that I, I think there's a

01:12:54 --> 01:12:56: lot of interest around right now.

01:12:56 --> 01:12:59: And how do you make it granular enough that it

01:12:59 --> 01:13:03: works for your customers, but also to the the Sonoma

01:13:03 --> 01:13:07: Marin partnership standpoint across a larger area?

01:13:07 --> 01:13:08: So those are a couple things.

01:13:08 --> 01:13:10: And what are all the right things to include in

01:13:10 --> 01:13:11: something like that?

01:13:13 --> 01:13:14: Paul, could you jump in?

01:13:16 --> 01:13:16: Oh, you're muted?

01:13:18 --> 01:13:24: Yeah, that's pretty broad, broad list to cover.

01:13:27 --> 01:13:30: You know, I, I, I know that the, the public

01:13:30 --> 01:13:34: rule making that just opened up for California's water fish

01:13:35 --> 01:13:40: landscape ordinance was, you know, initiated by DWR specifically to

01:13:40 --> 01:13:42: make it more understandable.

01:13:43 --> 01:13:47: Kind of to your point, you know, code language isn't

01:13:47 --> 01:13:51: always easy to navigate, not only for end users, but

01:13:51 --> 01:13:54: even for government staff and developers.

01:13:55 --> 01:13:59: I just took the first pass through the draft changes

01:13:59 --> 01:14:02: and it took me all day yesterday and a lot

01:14:02 --> 01:14:04: of note taking and sticky notes.

01:14:04 --> 01:14:06: And I'm going to have to go back through it

01:14:06 --> 01:14:08: another four times probably before I understand it.

01:14:08 --> 01:14:12: But to your point, you know, I, I think that

01:14:12 --> 01:14:18: having some guidance material to supplement the code requirements is,

01:14:18 --> 01:14:21: is always going to be a necessity.

01:14:21 --> 01:14:24: You know, and I know that a lot of the

01:14:24 --> 01:14:28: public agencies that have, you know, a regional adaptation of

01:14:28 --> 01:14:33: California's water efficient landscape ordinance don't just hand the code

01:14:33 --> 01:14:35: or reference the code for developers.

01:14:35 --> 01:14:39: They, they have a development packet that they've put together

01:14:39 --> 01:14:43: that kind of helps handle them through the process.

01:14:44 --> 01:14:48: They've developed additional resources potentially locally that are a little

01:14:48 --> 01:14:51: bit easier to implement or easier to understand than what

01:14:51 --> 01:14:54: is provided as part of the code through the state.

01:14:55 --> 01:14:57: And so all of that is is going to benefit

01:14:57 --> 01:14:58: the process.

01:14:58 --> 01:15:03: And could you repeat the second part of your question?

01:15:05 --> 01:15:07: Yeah, the the second part was.

01:15:07 --> 01:15:11: So I think that answers the first part really well

01:15:11 --> 01:15:15: of like having those manual and breaking the code language

01:15:15 --> 01:15:17: into to how you comply with code.

01:15:17 --> 01:15:20: The next one was kind of that like step by

01:15:20 --> 01:15:23: step guide and I, I think I saw a link

01:15:23 --> 01:15:27: in your presentation to like the maintenance after installation

side  
of things.  
01:15:27 --> 01:15:28: So even even something that's larger from design build and  
01:15:28 --> 01:15:32: then maintain and how do we interact with our customers  
01:15:32 --> 01:15:36: that are doing more of a do it yourself approach  
01:15:37 --> 01:15:40: or what are they considering?  
01:15:40 --> 01:15:42: So they're asking their contractors the right questions along  
01:15:42 --> 01:15:45: the  
01:15:45 --> 01:15:45: way.  
01:15:46 --> 01:15:49: And I think when I was looking through your document,  
01:15:49 --> 01:15:52: I there, there's a lot of different topics in there  
01:15:52 --> 01:15:53: that I thought were great.  
01:15:54 --> 01:15:56: But I'm just trying to, in my mind figure out  
01:15:56 --> 01:15:59: what is the right tool for customers that are approaching  
01:15:59 --> 01:16:00: in this.  
01:16:00 --> 01:16:04: Not from a customer or a landscape ordinance perspective,  
but  
01:16:04 --> 01:16:07: just as like this is the right thing to do.  
01:16:07 --> 01:16:08: Right now.  
01:16:08 --> 01:16:10: I don't have much interest in landscape, but I know  
01:16:10 --> 01:16:13: that I need to move away from turfgrass and have  
01:16:13 --> 01:16:15: a more robust landscape that can serve all these different  
01:16:15 --> 01:16:16: needs.  
01:16:20 --> 01:16:21: Yeah.  
01:16:21 --> 01:16:24: Well, I mean, we kind of hit them on all  
01:16:24 --> 01:16:24: sides.  
01:16:24 --> 01:16:27: You know, it's a multi front approach to sort of  
01:16:27 --> 01:16:29: get them moving in the right direction.  
01:16:29 --> 01:16:33: And I think there's the DIY approach.  
01:16:33 --> 01:16:37: And so providing a significant amount of resources to help  
01:16:37 --> 01:16:40: them understand what needs to be done and why and  
01:16:41 --> 01:16:44: to take that first step and sort of breakdown the  
01:16:44 --> 01:16:47: barriers that are in front of them for being able  
01:16:48 --> 01:16:49: to do that themselves.  
01:16:50 --> 01:16:55: For example, we collaborate with our local master Gardener  
program  
01:16:55 --> 01:16:59: to provide free residential consultations.  
01:16:59 --> 01:17:02: So we've both trained up Master Gardeners to a higher  
01:17:02 --> 01:17:06: level of understanding of design criteria and low water use  
01:17:06 --> 01:17:10: plant criteria and irrigation system conversion criteria to give  
them  
01:17:10 --> 01:17:13: the confidence to go out and meet one-on-one with  
customers

01:17:13 --> 01:17:16: to help discuss with them how to get started if

01:17:16 --> 01:17:20: they're doing this themselves, how to convert their landscape, even

01:17:20 --> 01:17:23: provide a rudimentary sketch if they don't have the financial

01:17:23 --> 01:17:25: resources to hire a designer.

01:17:26 --> 01:17:27: So we have a program like that.

01:17:27 --> 01:17:31: And then we also partner with the landscape community.

01:17:31 --> 01:17:35: We've developed a training program called the Qualified Water Efficient

01:17:35 --> 01:17:40: Landscaper Program, which actually is offered throughout several western States

01:17:40 --> 01:17:43: and a province in Canada now to both elevate the

01:17:43 --> 01:17:48: understanding of landscape contractors to these concepts and feel confident

01:17:48 --> 01:17:51: that they can go out and sell this to a

01:17:51 --> 01:17:54: homeowner that might be resistant to removing a lawn.

01:17:54 --> 01:17:58: And explain the benefits to them about why and give

01:17:58 --> 01:18:02: them the confidence that this is a benefit to their

01:18:02 --> 01:18:05: bottom line as well as to their customers.

01:18:07 --> 01:18:10: And then we do a lot of just community outreach.

01:18:10 --> 01:18:13: We're, you know, we're building exhibits at the fair that

01:18:13 --> 01:18:17: demonstrate all these landscape concepts, putting them out on the

01:18:17 --> 01:18:21: website, doing social media campaigns year round sometimes.

01:18:21 --> 01:18:22: So I wouldn't say it's one thing.

01:18:22 --> 01:18:25: I would say you kind of have to be multifaceted

01:18:25 --> 01:18:27: for it to really take hold and move forward.

01:18:29 --> 01:18:30: Yeah, that's really helpful.

01:18:30 --> 01:18:33: And I I would also say here in Colorado, a

01:18:34 --> 01:18:37: lot of the most recent codes are planning to quell.

01:18:37 --> 01:18:40: So thank you for that starting that wonderful resource.

01:18:41 --> 01:18:43: And and I would say, you know, a meeting like

01:18:43 --> 01:18:45: this is very helpful from the standpoint of we're learning

01:18:45 --> 01:18:46: a lot from Colorado.

01:18:47 --> 01:18:51: We were recently on a grant application trying to mimic

01:18:51 --> 01:18:54: a garden in a box program that was developed in

01:18:54 --> 01:18:57: Colorado as a way to breakdown barriers to do it

01:18:57 --> 01:19:02: yourself landscape conversions and working with local nurseries to provide

01:19:02 --> 01:19:06: a palliative plants that's A and a design that's scalable

01:19:06 --> 01:19:07: and replicable.

01:19:07 --> 01:19:10: So we we're all in this together, I think and



01:19:10 --> 01:19:13: can learn and and share resources in a way that

01:19:13 --> 01:19:14: makes us more successful.

01:19:15 --> 01:19:16: Sorry, Cassie.

01:19:17 --> 01:19:17: No, it's OK.

01:19:19 --> 01:19:23: Going back to the, the partnerships and the nonprofits,  
there's

01:19:23 --> 01:19:27: several nonprofits and I'm sure in everyone's region there are

01:19:27 --> 01:19:29: the same, you know, counterparts.

01:19:29 --> 01:19:35: But here there's the United States Green Building Council for

01:19:35 --> 01:19:40: Los Angeles and they have, and it is they do

01:19:40 --> 01:19:46: have a version for practitioners contractors, but they have a

01:19:46 --> 01:19:52: contractors home hardening class for wildfire defense and a  
landscape

01:19:53 --> 01:19:55: wildfire defense class.

01:19:55 --> 01:19:58: And the Theodore Payne Foundation, as I mentioned, has  
this

01:19:59 --> 01:20:00: certified garden class.

01:20:00 --> 01:20:02: And these are gardeners that come to homeowners.

01:20:02 --> 01:20:06: They're teaching these gardeners how to help people adapt  
their

01:20:06 --> 01:20:07: gardens, you know, bit by bit.

01:20:07 --> 01:20:11: So I think finding those resources that might already be

01:20:11 --> 01:20:13: doing things like that in your.

01:20:13 --> 01:20:16: Region is is really useful because there's so many well

01:20:16 --> 01:20:19: intended organizations that are launching these things and  
we don't

01:20:19 --> 01:20:20: even know about it.

01:20:20 --> 01:20:22: It's hard to put it all together, but they're that

01:20:22 --> 01:20:23: they're out there.

01:20:28 --> 01:20:31: So I'm going to circle back on the question of

01:20:31 --> 01:20:33: can the coalition help gather resources?

01:20:33 --> 01:20:37: Do these, are these resources listed somewhere already that  
we

01:20:37 --> 01:20:38: could share with the coalition?

01:20:39 --> 01:20:40: I'd love to hear from the group.

01:20:48 --> 01:20:50: Is Lindsay Rogers on the call still?

01:20:54 --> 01:20:56: I am so sorry I had to step away for

01:20:56 --> 01:20:57: a minute but I am back.

01:20:57 --> 01:20:59: Can you repeat the question?

01:21:00 --> 01:21:00: No problem.

01:21:00 --> 01:21:01: Thanks for joining Lindsay.

01:21:02 --> 01:21:04: I it was a question of the group of can

01:21:04 --> 01:21:09: the coalition help with gathering resources related to these  
landscape

01:21:09 --> 01:21:10: resources?

01:21:10 --> 01:21:13: Can we put together like a shared document, share links,

01:21:13 --> 01:21:15: things like that, or does that already exist somewhere and

01:21:16 --> 01:21:17: we could share that with the coalition?

01:21:18 --> 01:21:20: I'm just wondering how how can we support this?

01:21:23 --> 01:21:25: Yeah, I think it's a great question.

01:21:25 --> 01:21:28: I think Marianne, on a, you know, planning call we

01:21:28 --> 01:21:31: held initially a couple months back for this topic, we

01:21:31 --> 01:21:35: had, you know, raised a similar idea because there are

01:21:35 --> 01:21:39: so many organizations and individuals out there who are

01:21:39 --> 01:21:43: compiling

01:21:43 --> 01:21:47: some of these resources, whether it's, you know, design

01:21:47 --> 01:21:53: templates

01:21:53 --> 01:22:00: or landscape codes or, you know, other planning documents.

01:22:01 --> 01:22:04: So to my knowledge at least, you know, like regionally

01:22:04 --> 01:22:08: that sort of like aggregated resource document doesn't exist.

01:22:09 --> 01:22:11: So it could be a really good fit for the

01:22:15 --> 01:22:16: Coalition, you know, something informal, but a way to

01:22:16 --> 01:22:17: compile

01:22:29 --> 01:22:31: those various guidance documents.

01:22:31 --> 01:22:32: Great, thank you.

01:22:32 --> 01:22:36: Anyone else have thoughts on this?

01:22:36 --> 01:22:40: Richard, you have a question.

01:22:40 --> 01:22:41: Do you want to just unmute quickly?

01:22:41 --> 01:22:44: No, not as much a question.

01:22:44 --> 01:22:47: I was just commenting on Paul's note earlier about the

01:22:48 --> 01:22:50: interest in counties.

01:22:50 --> 01:22:53: I represent almost a County Down in the Sunland Valley

01:22:53 --> 01:22:56: and as we're going into a comprehensive planning update

01:22:56 --> 01:22:58: process,

01:22:58 --> 01:23:01: water use as a as a primary driver of that

01:23:01 --> 01:23:03: process.

01:23:03 --> 01:23:06: And and we're really smiling because she and I have

01:23:06 --> 01:23:10: had a version of this conversation a couple times about

01:23:10 --> 01:23:13: how do counties drive change when we lack a lot

01:23:13 --> 01:23:15: of the kind of levers through water efficiency programming,

01:23:15 --> 01:23:18: the

01:23:18 --> 01:23:21: water provision or those kinds of things.

01:23:21 --> 01:23:24: So kind of come at this from a landscaping perspective

01:23:24 --> 01:23:27: and some of these other things particularly like the slide.

01:23:27 --> 01:23:30: That I think.

01:23:30 --> 01:23:33: Paul Well, one of the polls had with the, you

01:23:33 --> 01:23:36: know, this is what a water lined landscape looks like

01:23:15 --> 01:23:17: and it's not a yard full of gravel.

01:23:18 --> 01:23:20: I think that's an excellent visual SO.

01:23:23 --> 01:23:24: Thank you.

01:23:25 --> 01:23:27: All right, well, I'm going to wrap us up with

01:23:27 --> 01:23:29: just a few slides and if you have any other

01:23:29 --> 01:23:31: comments, feel feel free to put them in the chat

01:23:31 --> 01:23:31: box.

01:23:32 --> 01:23:36: Just quick, quickly our upcoming meeting, we were thinking about

01:23:36 --> 01:23:41: talking about water wise policies, regulations and incentives, kind of

01:23:41 --> 01:23:42: giving that national overview.

01:23:43 --> 01:23:47: So I was going to connect with Sonoran Alliance for

01:23:47 --> 01:23:50: Water Efficiency and Babbitt Center on, on that.

01:23:50 --> 01:23:53: But if there's anyone else who's interested in getting involved

01:23:53 --> 01:23:55: in the planning for this or, and, or speaking for

01:23:56 --> 01:23:58: this, please put it in the chat box or shoot

01:23:58 --> 01:23:58: me an e-mail.

01:23:59 --> 01:24:01: And then you can see the upcoming topics as well.

01:24:01 --> 01:24:04: And these are open for discussion.

01:24:04 --> 01:24:07: If if anyone wants to discuss further, please do.

01:24:09 --> 01:24:11: And then I just wanted to do a quick pitch

01:24:12 --> 01:24:14: for our Resilience Summit that's coming up.

01:24:14 --> 01:24:17: It'll be on April 12th this year in New York

01:24:17 --> 01:24:20: City, and it's going to include a workshop on water

01:24:20 --> 01:24:23: scarcity and stress, but it also includes a lot of

01:24:23 --> 01:24:27: content on all sorts of different resilience topics that are

01:24:27 --> 01:24:32: relevant now, like liability insurance and finance and local implementation

01:24:32 --> 01:24:35: and extreme heat and coastal resilience and flooding.

01:24:35 --> 01:24:37: So there's all sorts of things that are going to

01:24:37 --> 01:24:38: be covered.

01:24:38 --> 01:24:41: We're going to have wonderful speakers and you can use

01:24:41 --> 01:24:43: this QR code to find out more information.

01:24:45 --> 01:24:47: And if that's all I have today, is there anyone

01:24:47 --> 01:24:49: who wants to say anything else?

01:24:49 --> 01:24:50: Any other comments or questions?

01:24:55 --> 01:24:56: Thank you for having us.

01:24:57 --> 01:25:00: Oh, thank you to our speakers for their excellent presentations.

01:25:01 --> 01:25:03: I know there's interest in sharing.

01:25:03 --> 01:25:06: I have the recording and if the speakers are open

01:25:06 --> 01:25:09: to sharing their slides, I'll share the slides and we'll

01:25:09 --> 01:25:12: also work on maybe an aggregation document where people from  
01:25:12 --> 01:25:15: the coalition are welcome to add their resources.  
01:25:17 --> 01:25:18: Great, great, excellent.  
01:25:19 --> 01:25:21: I hope everyone has a wonderful evening.  
01:25:22 --> 01:25:23: Depending on your time zone, I guess.  
01:25:24 --> 01:25:25: But yeah, thank you for calling in today.  
01:25:27 --> 01:25:27: Thanks, everyone.  
01:25:27 --> 01:25:28: Thanks, Marianne.  
01:25:28 --> 01:25:29: Thanks, everyone.  
01:25:29 --> 01:25:30: Take care.  
01:25:31 --> 01:25:31: Bye.  
01:25:31 --> 01:25:31: You too.  
01:25:37 --> 01:25:40: Marianne, I'm more than happy to have you share the  
01:25:40 --> 01:25:41: slide deck if you'd like.  
01:25:42 --> 01:25:43: Thank you so much.  
01:25:43 --> 01:25:46: You know, I don't know if you want APDF version  
01:25:46 --> 01:25:48: of it or if you just want to distribute it  
01:25:48 --> 01:25:51: as a PowerPoint, but the file size again tends to  
01:25:51 --> 01:25:53: be constraining, sometimes through e-mail.  
01:25:53 --> 01:25:56: So if I convert to a PDF I can compress it  
01:25:56 --> 01:25:57: much more easily.  
01:25:58 --> 01:26:00: I'll share them by PDF, but we don't have the  
01:26:01 --> 01:26:04: file issue because we use SharePoint so it's all by  
01:26:04 --> 01:26:04: the cloud.  
01:26:05 --> 01:26:05: Sounds great.  
01:26:06 --> 01:26:08: Thank you for the inviting.  
01:26:08 --> 01:26:10: Very nice to meet with you and get to participate  
01:26:10 --> 01:26:11: today, so.  
01:26:11 --> 01:26:13: Oh well, it was wonderful having you and we want  
01:26:13 --> 01:26:14: to share your resources.  
01:26:14 --> 01:26:16: So thank you so much, Paul and Cassie.  
01:26:17 --> 01:26:17: I appreciate you.  
01:26:17 --> 01:26:17: Bye.  
01:26:18 --> 01:26:18: Take care.  
01:26:19 --> 01:26:19: Bye.  
01:26:19 --> 01:26:19: You too.

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