

The Imperative to Save More Water:

Challenges and Opportunities for California's Landscape Contractors

Presentation to Independent Technical Panel on Demand Management Measures

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CLCA: Who are we anyway?

- Subgroup of \$17 billion environmental horticulture industry
- About 2000 members
- Represent more than 13,000 licensed landscape and landscape-related contractors
- Landscape contractors perform landscape construction or maintenance or both
- CLCA's Mission is to serve our members, promote professionalism, and advance public awareness of the landscape industry.

Long Record of Engagement with Water Conservation Issues

- AB 325 Task Force (1991-92)
- CUWCC Memorandum of Understanding (1991)
- Sponsorship of AB 607 (2003) and AB 2298 (2004)
- California Water Plan Update Public Advisory Committee (2000-09)
- AB 1881 and Model Water-Efficient Landscape Ordinance Update (2006-10)
- Water Management Certification Program (2007)
- Green Building Standards Code (2009-10)

2014 Survey Shows Landscape Contractors Are Adapting to Changing Market

- Clients are concerned about drought.
- Installation clients want new kind of landscape.
- Maintenance clients want more efficient water management.
- Contractors are trying various approaches to cater to market change, but trying they are.
- Drought awareness apparently good for business.
- This is GOOD NEWS!

Updated Position Statement on Landscape Water Conservation

“The California Landscape Contractors Association enthusiastically supports the growing movement to make our state’s landscapes more sustainable. We also pledge to help shape and accelerate those efforts. Urban landscapes, like all development, should meet the needs of the present without compromising the ability of future generations to meet their own needs.”

Needed from Public Policymakers

- Water meters everywhere ASAP
- Dedicated landscape-only meters for large landscapes of all kinds
- Rate structures that encourage efficient use
- Rebate programs
- New developments plumbed for reclaimed water
- Enforce Model Ordinance!
- Talk to us!
- Follow directive of SWRCB and target runoff

Landscape Water Conservation Legislation Supported by CLCA in 2014

- AB 2104 – Common interest developments: water-efficient landscapes
- AB 2100 – Common interest developments: yard maintenance: fines: drought
- SB 992 – Common interest developments: property use and maintenance
- AB 2282 – Building standards: recycled water infrastructure
- AB 2434 – Income taxes: exclusion

Suggested Additional Demand Management Measures

- Don't neglect existing landscapes. That's where most of the water is to be saved!
- Measure water use, including landscape water use.
- Price water to reflect its true cost.
- Encourage and perhaps require certification of water managers who service large landscapes.
- Look to CLCA to support any measure that targets waste or otherwise saves water without doing harm to urban landscapes or unnecessarily restricting owners from expressing themselves through their gardens.