

June 25th, 2015

Julie Saare-Edmonds
Senior Environmental Scientist
Division of Statewide Integrated Water Management
Department of Water Resources
P.O. Box 942836
Sacramento, CA 94236-0001

RE: June 12, 2015 Draft of Expedited Model Water Efficient Landscape Ordinance Update

Dear Julie:

As a lecturer on irrigation issues and an owner of small multi-store distributor of landscape irrigation supplies, I have been on a number of water advisory boards and was active in committees leading up to AB1881 and since. I have tried to get the word out to our homeowner and small contractor customers. These populations have not been reached and thus are not familiar with the “best practices” that WELO is trying to make happen. The publicity and increased scrutiny of water use during our drought have made people begin to embrace conservation products and practices.

Most of their projects aren't covered by enforcement because they have been too small to require formal compliance or that the local agencies and your department have not been funded to adequately have the resources to educate and enforce WELO at that level. Lowering the area of project that requires compliance is not likely to increase compliance.

What I have argued for is the production of a few informational flyers. These can be distributed by yourself, water agencies, in newsletters, in water bills, at educational events, by conservation groups and at the counters of locations where plants and irrigation parts are purchased. This would help well intentioned people produce the results that your agency is after. Re-enforcing education with financial assistance for practices and products will make results more effective.

The key message for small landscapers and homeowner is practical “best practices”. Your materials could explain the original goals of WELO and the projects that require formal compliance, a list of ways that all can incorporate it

into their projects, and ways to learn more. They could have overlap with each other and be produced for homeowners and small contractors, both in English and Spanish.

Best Wishes in your efforts,

Tom Bressan
The Urban Farmer Store
Bay-Friendly Board Member