

Event Report



Thursday, May 26, 2016

8:30 a.m – 2:00 p.m.

Santa Clara Valley Water District (SCVWD), 5700 Almaden Expwy., San Jose

Prepared by

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Event Summary and Format

Over ninety members of the landscape industry convened at the Santa Clara Valley Water District on Thursday, May 26, 2016, to take part in a groundbreaking new event, "Landscape Summit: Water in our Community and the Future of Landscaping." The Landscape Summit addressed pertinent water supply issues related to Santa Clara County and the landscape industry. Participants heard perspectives from state, water district, local water retailer and business experts on this important topic.

The Landscape Summit was hosted by the District and its Landscape Committee as a forum for dialogue to catalyze collaborative efforts between the District and landscape industry and create solutions to save water and to help maintain healthy water supplies. As the California drought continues into its fifth year, landscape professionals are embracing the challenges of creating more sustainable landscapes and are eager to find solutions to help them achieve their goals. According to industry experts, the main goals of sustainable landscape design and maintenance are to conserve water and energy, reduce waste and decrease runoff.



Landscape professionals and industry experts enthusiastically responded to the summit invitation and registration quickly reached capacity. The event opened with an industry vendor fair. After a warm welcome by District Director Richard P. Santos, the featured speaker was James Fiedler, Chief Operating Officer, who discussed the county's water supply picture and inspired participants to meet challenges. This was followed by a panel discussion and a lively question and answer session moderated by Lori Morris, Landscape Committee Chair. Various perspectives on how California's water supply has affected the landscape industry were shared by panelists Jerry De La Piedra (Water District), Anthony Eulo (City of Morgan Hill), Jeff Sheehan (Confidence Landscaping), and Scott McGilvray (Wateraware).

A highlight of the event was working group sessions to generate ideas and propel plans for action. These working groups provided participants the opportunity to directly speak to the District on challenges they are facing and their ideas for solutions. Participants were divided into groups based on their industry affiliation. Questions were posed regarding challenges and ideas to solve them, and facilitators recorded the groups' responses, which were synthesized in a final action planning session. Participants found value in the "cross pollination of ideas" and felt it was "absolutely great to have the educators, nursery persons, installers, designers, water board, etc. all in the room to peacefully hear each other out." Some mentioned that they enjoyed the lunch that was provided, too. One participant appreciated "bringing all the disparate groups together to discuss their issues AND asking what the District could do to help."



The event was well-received, and all post-event survey respondents welcomed the idea of similar summits in the future. Participants commented that the event was “incredibly well organized and delivered solid educational impact,” appreciated “the Water District working together with the industry to keep us all on the same page,” and found the event to have “highly compelling subject matter, great speakers and industry leaders available to exchange/explore trends, challenges, solutions.”

With key information shared by captivating speakers and a chance for interaction between government and business experts, the Landscape Summit was a memorable event.

Working Groups

Working groups at the Landscape Summit were developed to provide the landscape industry an opportunity to discuss water supply and conservation challenges they faced, ideas for solutions, and potential ways that the Santa Clara Valley Water District may assist. Tables 1-3 shown below enable responses generated from these working groups to be clearly visualized and compared. Common themes and their frequencies are listed above the tables.

Groups were divided as follows: contractors and realtors, landscape designers/architects, landscape maintenance contractors, master gardeners and parks, nurseries, and other miscellaneous participants. Each group addressed the questions below.

- (1) What are the biggest water-related challenges you are facing in your sector?
- (2) What are potential solutions to those challenges?
- (3) What can the District continue to do or initiate to specifically support these solutions?



Working Group Results: Challenges Faced by Landscape Industry

Common top challenge:

Customers need better education (5 out of 6 groups) and need to change their beliefs/habits in order to adopt water-conserving practices (4 out of 6 groups)

Other common challenges:

- Financial concerns of adopting water-conserving landscapes/return on investment (ROI) (6 out of 6 groups)
- Water conserving landscapes not viewed as aesthetically-pleasing (4 out of 6 groups)
- Lack of technical knowledge (e.g. regarding water budgets, controller operation, irrigation scheduling, plant/soil information, etc.) (3 out of 6 groups)
- Need better irrigation systems/updated technology (2 out of 6 groups)
- People want rebates for landscape conversion (2 out of 6 groups). This is viewed as an addiction (1 out of 6 groups) or a source of motivation (1 out of 6 groups)

Table 1: Challenges faced by industries

CONTRACTORS AND REALTORS	LANDSCAPE DESIGNERS/ARCHITECTS	LANDSCAPE MAINTENANCE CONTRACTORS	MASTER GARDENERS AND PARKS	NURSERIES	MISCELLANEOUS
<p>Top challenge</p> <p>Uneducated customers have unrealistic aesthetic expectations for their landscapes, which makes water conservation challenging</p>	<p>Top challenge</p> <p>Education and coordination between designers/installers, clients, and maintenance staff</p>	<p>Top challenge</p> <p>Uneducated customers have unrealistic aesthetic expectations for their landscapes, which makes water conservation challenging.</p>	<p>Top challenge</p> <p>Lack of education of the clients/public on why and how to conserve water</p>	<p>Top challenge</p> <p>Customer education</p> <ul style="list-style-type: none"> • How to provide knowledge on watering efficiently • How to change every day watering habits for both newly installed and established plants • How rebates work—nurseries are a pathway to educate customers 	<p>Top challenge</p> <p>Changing the mindset of the water-consuming client</p>

Table 1 (cont'd): Challenges faced by industries

CONTRACTORS AND REALTORS	LANDSCAPE DESIGNERS/ARCHITECTS	LANDSCAPE MAINTENANCE CONTRACTORS	MASTER GARDENERS AND PARKS	NURSERIES	MISCELLANEOUS
<p>Other challenges</p> <ul style="list-style-type: none"> • Customers do not believe an attractive landscape is possible on a “water budget.” A water budget sounds like cutting back on landscape aesthetics • Customers have unrealistic, pre-determined expectations for plant selection and choose plants which are not climate-appropriate • Customers are more interested in a “landscape beauty contest” rather than water conservation • Influencing landscape preferences to be climate-appropriate • Adopting bioswales and onsite cisterns • Changing aesthetic attitudes so that people will adopt bioswales and onsite cisterns. Currently, cisterns are not viewed as attractive • People want to conserve water without changing their aesthetic ideals. They think money can solve this problem, rather than changing their attitude about aesthetics. • Once droughts end, there is collective memory loss regarding past droughts and people return to water inefficient practices • Fixing leaks from old equipment • Outdated timer-based controllers • Promoting efficient irrigation maintenance 	<p>Other challenges</p> <ul style="list-style-type: none"> • Clients do not know plant requirements • Clients do not know how to program and use controllers • Upfront costs of lawn technology and understanding long-term value • Lack of appreciation for the aesthetics of drought-tolerant species • Knowing which cities enforce MWEL0 • Hydrozoning properly • Having designer/contractor/main tenance staff know water budget and perform checks on this • Identifying soil composition • How to sell/educate needs and getting paid for it • Contractor follow up and follow through, including follow through years later 	<p>Other challenges</p> <ul style="list-style-type: none"> • High cost of converting to water-conserving landscapes and low financial and aesthetic gain • Attitude of customers – resistance to water-conserving behaviors such as landscape conversion • Addiction of customers to rebates. (People are not motivated to convert their landscape unless they obtain a rebate.) • Customers don’t want to spend the money to conserve water in their landscapes • Property managers are uneducated on why and how to reduce landscape water use. • Water is too cheap. • Lack of customer interest in water conservation and overcoming this through education. • Helping customers perceive that water conservation should be part of landscaping. 	<p>Other challenges</p> <ul style="list-style-type: none"> • Concern about cutoff of rebates • Lack of compliance with water restrictions • People do not know how to select water-efficient plants • Changing people’s perspective on what an aesthetically pleasing landscape is (water-efficient landscape rather than a lush lawn) • People are intimidated to change their landscape • Loss of trees due to drought • Reducing water use of wealthy clients • Lack of financial incentives • Lack of peer role models to emulate for water-efficient landscaping • Getting a water dashboard to homeowners about their water use (e.g. home water reports) • Low income group residents have difficulty affording water-efficient landscapes 	<p>Other challenges</p> <ul style="list-style-type: none"> • Watering restrictions did not have clear exemptions for industry. • Nursery irrigation restrictions/exemptions differed by retailer. • Customers were not aware of nursery exemptions. This caused complaints by customers when they observed nurseries watering plants, such as new plant shipments that need immediate irrigation. This damaged public perception of nurseries. • Lost market share during drought • Retail box stores do not have educated staff • Teaching customer not to over-irrigate • Innovative irrigation systems • Watering more efficiently at nurseries • Alternative irrigation methods at nurseries • Best Management Practices (BMPs) do not allow reuse of irrigation water (e.g. irrigation drainage water). Practices were designed to minimize pathogens but waste water • Use of recycled water is mandatory at wholesale nurseries but is not feasible at the nursery retailer level • Not enough trees on the Landscape Rebate Program qualifying plant list • People do not want to change behaviors—tough to change perspectives • Sales of annuals plants, which tend to be high-water users, declined during the drought and this took a financial toll • People are overwhelmed with too much information and watering restrictions • People prefer an easy route when trying to conserve—e.g. using lawn paint to turn brown grass green, artificial turf, etc. 	<p>Other challenges</p> <ul style="list-style-type: none"> • Return on investment for water-conservation related expenditures • Cost of water-saving equipment

Working Group Results: Proposed Solutions to Challenges

Common top solution:

Promote education (5 out of 6 groups)

Other common solutions:

- Improve or revise public messaging/marketing (5 out of 6 groups)
- Promote examples/demonstration gardens (3 out of 6 groups)
- Show return on investment (ROI) (2 out of 6 groups)



Table 2: Proposed solutions to challenges

CONTRACTORS AND REALTORS	LANDSCAPE DESIGNERS/ARCHITECTS	LANDSCAPE MAINTENANCE CONTRACTORS	MASTER GARDENERS AND PARKS	NURSERIES	MISCELLANEOUS
<p>Top solution</p> <p>Education promoting “climate-appropriate” or “water-efficient” landscapes rather than “drought-tolerant” landscapes. The use of “drought-tolerant” promotes the use of low water-use plants only during drought periods.</p>	<p>Top solution</p> <p>Good communication between client and contractor (pre-construction, mid-construction, and post-construction)</p>	<p>Top solution</p> <p>Provide education and incentives to customers</p>	<p>Top solution</p> <p>Provide more tools and materials for water conservation education</p>	<p>Top solution</p> <p>Training/education of staff and customers</p>	<p>Top solution</p> <p>Education/outreach, better marketing for water conservation</p>
<p>Other solutions</p> <ul style="list-style-type: none"> • Education • Bi- or multi-lingual education • Appropriate irrigation practices • Reduced landscapes areas • More communal rather than individual landscape space 	<p>Other solutions</p> <ul style="list-style-type: none"> • Aesthetically pleasing examples of low-water use landscapes • Designers should design irrigation systems • Cities do not review irrigation/MWELO (as cities need money to do so) 	<p>Other solutions</p> <ul style="list-style-type: none"> • Advocate water conservation and educate clients (property managers, HOA’s and homeowners) • Broad-scale marketing 	<p>Other solutions</p> <ul style="list-style-type: none"> • Provide water-efficient irrigation equipment and easy-to-understand information on how to use it • Lead by example. Neighbors will emulate other neighbors’ behaviors. 	<p>Other solutions</p> <ul style="list-style-type: none"> • Legislation <ul style="list-style-type: none"> - Create exemptions to water restrictions similar to agricultural exemptions - Present restrictions in a different way 	<p>Other solutions</p> <ul style="list-style-type: none"> • R&D investments • Make low water plant selection readily available • Accessible demonstration gardens

Table 2 (cont'd): Proposed solutions to challenges

CONTRACTORS AND REALTORS	LANDSCAPE DESIGNERS/ARCHITECTS	LANDSCAPE MAINTENANCE CONTRACTORS	MASTER GARDENERS AND PARKS	NURSERIES	MISCELLANEOUS
<p>Other solutions (cont'd)</p> <ul style="list-style-type: none"> • Educate water-efficient landscape practices to those with “boots on the ground,” such as landscape maintenance workers. This may require education in non-English languages. • Require trainings or licenses to conduct landscape maintenance • In response to the drought and “Brown is the New Green” messaging, people are killing or replacing turf with mulch as a temporary solution. They may return to water-wasting practices following the drought. Instead, we should promote the creation of water-efficient garden habitats that lead to long-term water conservation. • Support habitat-creation by promoting biodiversity and ecosystem services <ul style="list-style-type: none"> • Compost • Apply soil amendments • Keep vegetation clippings on-site 	<p>Other solutions (cont'd)</p> <ul style="list-style-type: none"> • Getting an irrigation company to sponsor a garden demo • Knowledge of where the demo gardens are, and specific species/irrigation technologies • Exhibit on saving water (e.g. Los Altos demonstration garden) • Pair Master Irrigators with Master Gardeners • Irrigation audits 	<p>Other solutions (cont'd)</p> <ul style="list-style-type: none"> • Expand recycled water system • Provide rebates to connect to recycled water • Provide financing mechanisms for recycled water • Capture alternate sources of water • Enforce water waste rules • Raise price of water • Focus on determining Return On Investment (ROI) of turf conversion and other water conservation methods 	<p>Other solutions (cont'd)</p> <ul style="list-style-type: none"> • Advocate for public institutions to use best water practices. • Educational efforts by Master Gardeners, e.g. Master Gardeners should continue conducting library presentations • Disseminate more information on how to create landscapes that are both water and fire resistant. This knowledge can help prevent situations like the 1991 Oakland Hills Fire in California in which landscape plants contributed to wildfire intensity. • Graywater education for the public • Create a Fitbit-like device to log and track water use 	<p>Other solutions (cont'd)</p> <ul style="list-style-type: none"> • Customers have been scared away from nurseries during the drought <ul style="list-style-type: none"> - Freeway signs should have more positive messages 	<p>Other solutions (cont'd)</p> <ul style="list-style-type: none"> • Better communication and relate to customers’ specific communication styles using multimedia (e.g. social media, hard copy, etc.) • Provide spreadsheet with pictures to show return on investments (ROI), and demonstrate intangible benefits • Provide larger rebate amounts for projects with the most water savings (e.g. \$5/sq.ft. lawn rebate)

Working Group Results: Suggestions for Support that the District could Provide

Common top suggestion for District support:

Education/outreach (4 out of 6 groups)

Other common suggestions for District support:

- Education/outreach (6 out of 6 groups)
- Improve or revise public messaging (4 out of 6 groups)
- Use rates to promote conservation (3 out of 6 groups) by increasing water rates (2 out of 6 groups) and tiered water rates (1 out of 6 groups)
- Make rebate process more understandable/consistent (3 out of 6 groups)
- Research and implement strategic rebates/actions for greatest impact (2 out of 6 groups)
- Increase rebate amounts (2 out of 6 groups)
- Host more summits (2 out of 6 groups)



Table 3: Suggestions for support that District could provide

CONTRACTORS AND REALTORS	LANDSCAPE DESIGNERS/ARCHITECTS	LANDSCAPE MAINTENANCE CONTRACTORS	MASTER GARDENERS AND PARKS	NURSERIES	MISCELLANEOUS
<p>Top District support</p> <p>Conduct outreach to promote “climate-appropriate” or “water-efficient” landscapes rather than “drought-tolerant” landscapes. The use of “drought-tolerant” promotes the use of low water-use plants only during drought periods.</p>	<p>Top District support</p> <p>Educate residents, e.g. through demonstration gardens that provide information on what has been planted/installed</p>	<p>Top District support</p> <p>Education</p>	<p>Top District support</p> <p>Increase rebate rates and extend programs</p>	<p>Top District support</p> <p>Provide educational assistance, particularly regarding rebate education</p>	<p>Top District support</p> <p>Increase water rates and create online rebate application to make applying easy</p>

Table 3 (cont'd): Suggestions for support that District could provide

CONTRACTORS AND REALTORS	LANDSCAPE DESIGNERS/ARCHITECTS	LANDSCAPE MAINTENANCE CONTRACTORS	MASTER GARDENERS AND PARKS	NURSERIES	MISCELLANEOUS
<p>Other District support</p> <ul style="list-style-type: none"> • Promote dry summer-adapted plants rather than messaging “brown is the new green”- this sounds like people should abandon rather than redesign their landscapes • Making Landscape Rebate Program rules and requirements more understandable and less intimidating • Evaluate overall marketing plan • Create messaging that sends a consistent message to promote long-term behavioral changes. • Continue great outreach efforts • Expand outreach efforts to homeowners and landscapers • Support tax deductions for landscape rebates • Provide funding for hiring eco-friendly contractors 	<p>Other District support</p> <ul style="list-style-type: none"> • Museum exhibits • More Landscape Summits • More pollination between disciplines • Rebates for equipment that is most impactful for water conservation 	<p>Other District support</p> <ul style="list-style-type: none"> • Have a collaborative approach and a consistent message • Support and conduct elementary education • Provide more rebates • Raise water rates • Raise rebate rates • Pay landscape designers directly for landscape conversion work • Conduct more outreach to those who perform water-inefficient business-as-usual practices, e.g. “mow and blow” businesses • Host more summits • Educate realtors • Educate clients on water conservation options and impose fines • Provide consistency in regulations • Be aware that customers (end users) are driving the train 	<p>Other District support</p> <ul style="list-style-type: none"> • Allow Master Gardeners to work with District to update informational materials • Assist with installation costs • Learn from other severe drought areas and how they survived (e.g. Australia and Israel) • Tiered water rates • Provide grants to Master Gardeners to educate on water use efficiency • Create a hotline for homeowners to obtain referrals to Master Gardeners and practical information • Supply homes with rain barrels • Encourage LEED certification for new and remodeled buildings • Provide marketing information to publicize water conservation grants available to schools and libraries 	<p>Other District support</p> <ul style="list-style-type: none"> • More help from district for rebate process education for customers • Provide educational assistance to retailers such as big box stores • Make knowledge about rebate process more accessible, e.g. seminars • General messaging about the rebate program • Use social media • Distribute trifold • Assist with staff training • Collaborate to create a list of trees to add to the qualifying plant list • Develop a plant availability list. This is a list of plants from the qualifying plant list that are available at nurseries at season-specific times. • Help nurseries visibly label plants that are low-water use 	<p>Other District support</p> <ul style="list-style-type: none"> • Increase rebate amounts and opportunities for water conservation • Provide consistency in rebate rules • Get homeowners associations (HOA)’s involved • Subsidize Waterfluence and California Landscape Contractors Association (CLCA) water management program • Educate consumer in ALL forms

Post-event Survey Responses and Next Steps

A post-event survey was conducted to collect participant feedback, and there were 37 respondents. The aspect of the Summit that was most widely enjoyed was the small group feedback session (86%), followed by the panel discussion (81%). All respondents (100%) felt that the District should offer more Landscape Summits in the future. There was an equal division between those who felt that future summits should be held annually versus those who felt it should be held twice a year. Only one respondent felt it should be held quarterly. All commenters stated that summit frequency should be based on when new information/policies arise; one felt that annually would be sufficient for this. The relative majority of respondents (47%) felt that a future summit should be held in the spring, and a commenter suggested that it should not be held during the weeks of the Nor Cal or SF Garden Shows.



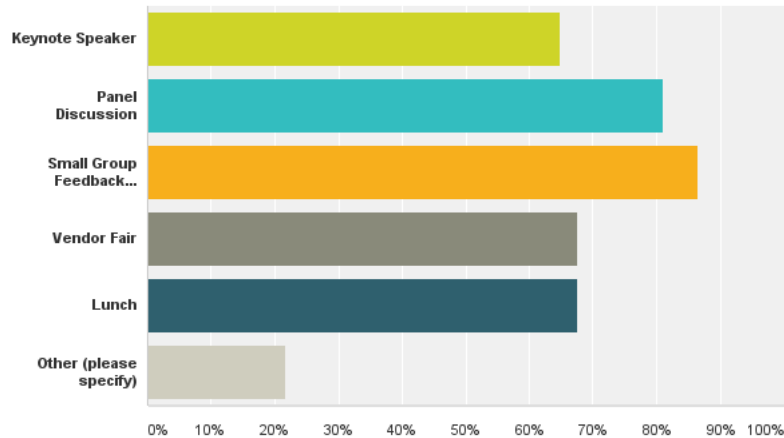
The primary change recommended for a future summit was the subject matter (44%). A few suggestions for new subject matter were offered: plant selections for summer-dry climates and adapting them to stylish landscapes; marketing opportunities when faced with drought; new developments in weather-based controllers; feedback session specifically on the rebate program and how retail customers see the program; information geared towards the smaller gardener/landscaper with little or no water management skills and no water manager on staff; presentation of future plans and opportunity for input. Other comments were as follows: more time for breakout sessions, making the vendor fair a more central aspect of the event, getting a woman on the panel, providing “homework” or steps for action, inviting cities and colleges, smaller groups during the breakout session, longer lunchtime, a gluten-free lunch option, and a larger room (one commenter felt the event would grow in the following year).

The relative majority of respondents found the event to have maximum value on a scale of 1 to 5 (43%). The most valuable insights gained were as follows: conclusions derived from the working groups, water use data (including projections), multiple perspectives from the panel and other professionals, product and controller information, networking, drought management information, knowing that people are working on water issues. Several commenters were fully satisfied with the summit and some offered positive feedback as follows: well-organized, solid educational impact, enjoyable, great Water District staff (friendly, welcoming, enthusiastic, committed), appreciation for reaching out to the industry and the opportunity to brainstorm, inspirational, highly compelling subject matter, and high-quality event.

Questions (Q1-Q8), response graphs, and comments are shown on the following pages.

Q1 What aspects of the Summit did you enjoy (check all that apply):

Answered: 37 Skipped: 0



Q1. What aspects of the Summit did you enjoy (check all that apply):

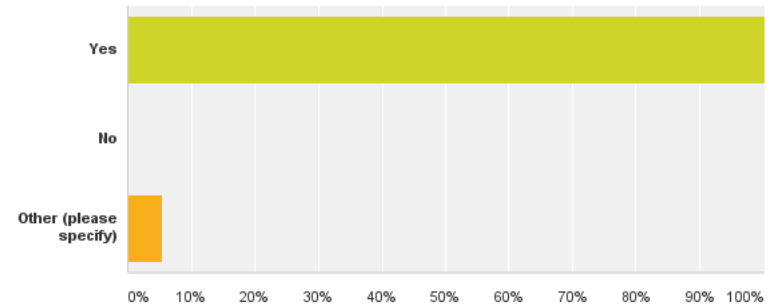
Answer Options	Response Percent	Response Count
Keynote Speaker	64.9%	24
Panel Discussion	81.1%	30
Small Group Feedback Session	86.5%	32
Vendor Fair	67.6%	25
Lunch	67.6%	25
Other (please specify)	21.6%	8

Other aspects that were enjoyed:

- (1) networking during breakfast
- (2) networking with other participants
- (3) Details from the water district that I didn't know. Thanks Jerry!
- (4) Ability to mingle with peers
- (5) venue, Lori Morris, raffle.
- (6) group was thirsty for info
- (7) Location was great to hold the event at the Water District except it felt cramped.
- (8) Meeting new people, networking

Q2 Do you think the District should offer Landscape Summits in the future?

Answered: 37 Skipped: 0



Q2. Do you think the District should offer Landscape Summits in the future?

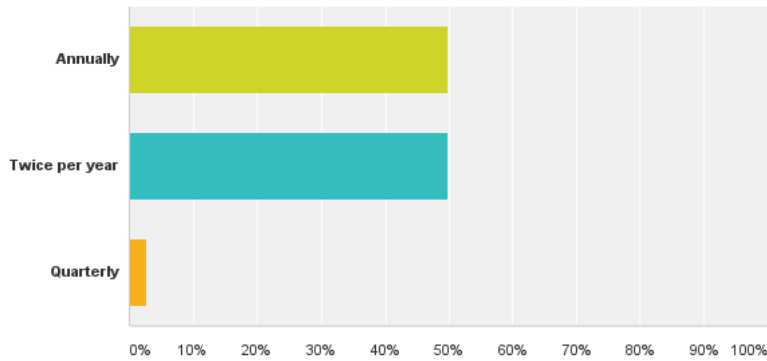
Answer Options	Response Percent	Response Count
Yes	100.0%	37
No	0.0%	0

Comments:

- (1) Absolutely!!!
- (2) Yearly would be realistic, I think. The landscape is SO important to quality of life and also in keeping our planet healthy!

Q3 If you answered yes, how often should this workshop be held?

Answered: 36 Skipped: 1



Q3. If you answered yes, how often should this workshop be held?

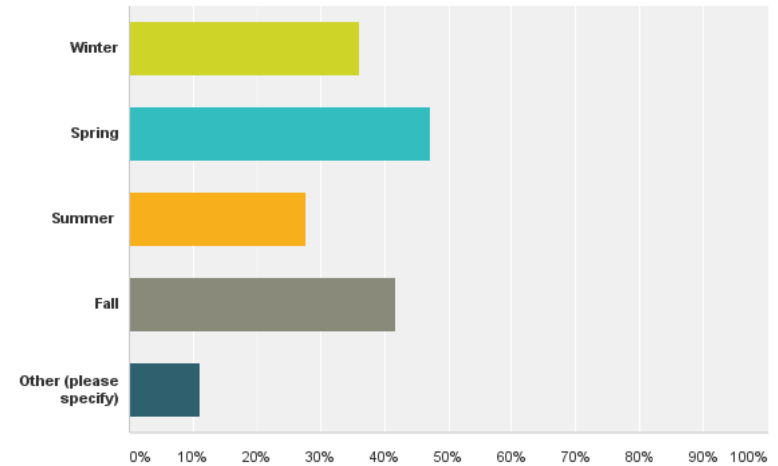
Answer Options	Response Percent	Response Count
Annually	50.0%	18
Twice per year	50.0%	18
Quarterly	2.8%	1
Other (please specify)		3

Comments:

- (1) As needed should new information arise
- (2) Annually unless there are major changes in water use policies.
- (3) I don't think things will change significantly in a quarter or even twice a year. Holding the event annually should be plenty. It also helps in the planning to hold these once a year.

Q4 What time of year should the workshop be held?

Answered: 36 Skipped: 1



Q4. What time of year should the workshop be held?

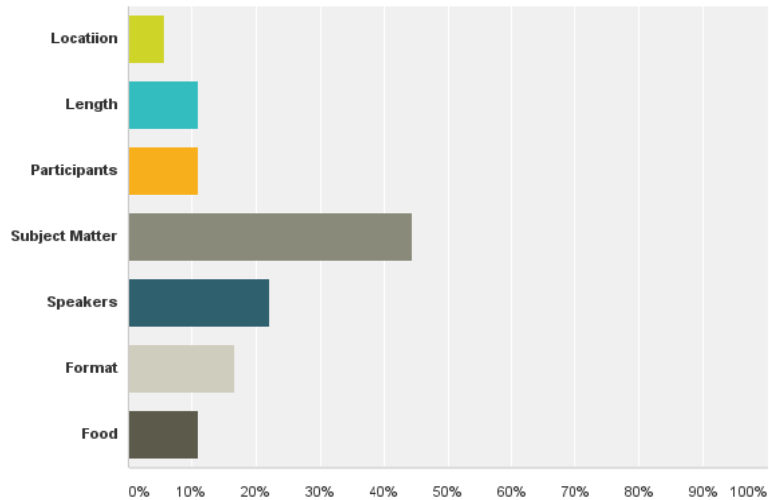
Answer Options	Response Percent	Response Count
Winter	36.1%	13
Spring	47.2%	17
Summer	27.8%	10
Fall	41.7%	15
Other (please specify)	11.1%	4

Comments:

- (1) Not that there's ever really a 'quiet' time...
- (2) No preference
- (3) When landscapers aren't quite as busy. A good time to plan, also!
- (4) No difference to me. But not the same week as NorCal or the SF garden show

Q5 What changes would you suggest for a future Landscape Summit?

Answered: 18 Skipped: 19



Q5. What changes would you suggest for a future Landscape Summit?

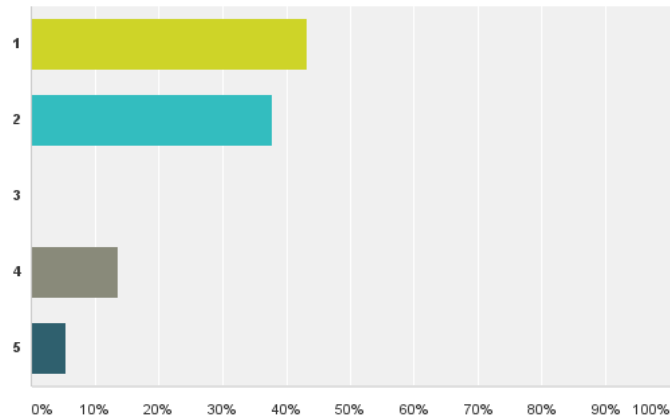
Answer Options	Response Percent	Response Count
Location	5.6%	1
Length	11.1%	2
Participants	11.1%	2
Subject Matter	44.4%	8
Speakers	22.2%	4
Format	16.7%	3
Food	11.1%	2

Comments:

- (1) Plant selections for summer-dry climates, and adapting them to stylish landscapes. Marketing opportunities when faced with drought. New developments in weather based controllers.
- (2) Would like to give more feedback on the rebate program and how our retail customers see the program, pros and cons. some of the struggles we as nurserymen are facing while helping your rebate customers.
- (3) More time with speakers; hearing information from speakers is more informative to attendees than small group break-out sessions; although I think it was probably very helpful for the water district to get the feedback on what professionals think is needed to help people conserve water
- (4) thought it was very good.
- (5) Subject matter be directed towards the smaller gardener/landscaper with little or no water management skills. Summit should b directed towards the smaller businesses the lg landscape companies can afford to pay a for water manager on staff
- (6) Give breakout questions to participants in advance. Ask for topics to discuss in advance? Try not to feel so rushed :)
- (7) All was good
- (8) Bigger room?
- (9) I thought everything worked very well. Everyone involved in setting this up did a great job! Thanks for holding this workshop.
- (10) Gluten free option
- (11) The vendor fair seemed more of a sideshow in the current format.
- (12) Beside asking for our input (we should continue) but also present future plans and allow us to input.
- (13) I thought it was very well done!
- (14) Have us leave with homework -- that call to action. is there a way we (at large) can be more helpful throughout the year?.
- (15) None- I think it covered a lot in a comparatively short time!
- (16) Try to get the City's and Colleges to attend. More time for group discussions. Mix the makeup of the groups, a person from each trade - architects'designers, maintenance, contractors.
- (17) Loved it all.
- (18) I thought the organizing and planning of this summit was spectacular. Those ladies were on it !!!! Loved theri enthusiasm and spirit.
- (19) The event was very popular. People that were not registered even showed up which didn't present a problem. But, because the event was popular, it will probably grow next year (if you hold one next year).
- (20) 1. The small groups were way too big. I was in the MG and "other" group and we had 16 people. Many comments never got written down by the scribe because there were just too many people. Conversation was difficult. 2. A long lunch was excellent for networking and meeting new folks. 3. There's merit both to dividing us by profession and across profession. 4. The vendor fair was excellent, gave a practical aspect to brainstorming ideas. 5. Location was fine, facility beautiful. 6. Speakers were excellent. 7. And lunch was great, especially for those of us who are vegetarians!
- (21) Given the size of the group, a little more time would have been nice for the small group session and group reporting back to the whole in the afternoon. Also the lunch was a little rushed; with the diversity of landscape folks there, additional time to chat informally would have been appreciated.

Q6 Overall, how valuable was this Summit to you? Please rate on scale of 1 (Extremely Valuable) to 5 (Not valuable at all).

Answered: 37 Skipped: 0



Q6. Overall, how valuable was this Summit to you? Please rate on scale of 1 (Extremely Valuable) to 5 (Not valuable at all).

Answer Options	Response Percent	Response Count
1	43.2%	16
2	37.8%	14
3	0.0%	0
4	13.5%	5
5	5.4%	2

Comment:

It was good to get the spread of plant people involved to come up with ideas and solutions from where they see them.

Q7 What information or insight was most beneficial to you specifically?

Answered: 24 Skipped: 13

- (1) collaborative thinking of groups and then discovering coming to similar conclusions between groups.
- (2) Hearing about approach of district, municipalities, historical perspective
- (3) I felt it was all very informative. I learned a lot.
- (4) Charts on ground water and water use; it helps to have this kind of data when trying to convince people of the importance of conserving water
- (5) Knowing that there are many working together on the Water issue.
- (6) Products
- (7) Stating in touch with curreent news about water issues
- (8) Cross pollination of ideas and networking. Was delighted to meet a realtor there, she was relevant too.
- (9) The data showing the projected growth in this area and the growing water requirements.
- (10) I learned some new things about smart controllers.
- (11) Hearing from the speakers then at the end putting all our thoughts together to see if we are on the same page for needs.
- (12) Educating the public
- (13) Hearing trends from other professionals in the field
- (14) Speaker on irrigation. I intend to use as resource.
- (15) Learning about what the SCVWD is doing to manage drought situation.
- (16) State usage factoids -- and impact. Prioritizing within smaller groups.
- (17) Just feeling more positive that people in the industry are really into conservtaion and educating the public about our place and value in their lives-
- (18) Liked getting more understanding of the politics of the water issue because it puts some of the county decisions into perspective. Loved the openness of the dialog to give suggestions to the Water District. Rubbing elbows with people who know and can answer questions that I or clients may have and getting an answer on the spot. Absolutely great to have the educators, nursery persons, installers, designers, water board, etc all in the room to peacefully hear each other out. I liked hearing about the new irrigation technology and the trends that stated by the professionals
- (19) listening to others
- (20) How best to educate the public
- (21) Casual discussions with individuals
- (22) The report out portion of the program of the break out groups was a good learning experience. Although, education seemed to be at the top of the list as a need.
- (23) Actual statistics on current situation and historic view; learning that I'm not the only one who is talking with my clients about sustainability.
- (24) Conservation strategies and the need for positive messaging and education were most beneficial.

Q8 Is there anything else you'd like to share about the event?

Answered: 20 Skipped: 17

- (1) Nope. Thank you.
- (2) Incredibly well organized and delivered solid educational impact.
- (3) I feel the event was well planned and very well presented. The location, and lunch were excellent! I really enjoyed the speakers and the group sessions. Thanks for lunch!
- (4) The water district staff was great - friendly, welcoming, enthusiastic
- (5) I really appreciate the Water District working together with the industry to keep us all on the same page!
- (6) bringing all the disparate groups together to discuss their issues AND asking what the District could do to help was an excellent idea/ forum.
- (7) Very grateful to be have been invited and to everyone who put together a well run event.
- (8) This was a wonderful event for like-minded individuals with many areas of the Landscape business represented. I would like to see action plans developed to put the ideas that came out of the last part of the meeting in practice.
- (9) I thought it was an informational and inspirational day and well worth my time.??
- (10) Surprised how useful it was. Question, will it become useful, helpful or will it die. I would be interested to see what happens.
- (11) Really well done. I could tell that a lot of thought went into every aspect of the day. Thank you!
- (12) Highly compelling subject matter, great speakers and industry leaders available to exchange/explore trends, challenges, solutions. I/we hope your objectives were met -- that our input was truly helpful.
- (13) Thank you! I am glad that some people in SCVWD are really committed to the Big Picture!
- (14) A thank you to everyone's hard work. Great job.
- (15) I think it is profound to have the older founders in the same room as the ones doing the work today. Thank you for respecting, listening, not defending, and being so encouraging. I think once per year is good but twice may be even better but understand that a lot of planning was needed and twice may be too much to do in one year.
- (16) 4 star summit
- (17) Quality event
- (18) I just want to thank everyone involved in putting this event together. You had some good facilitators and the information from the breakout groups was great. The panel needed a woman.
- (19) Just a suggestion that never got out -- let's get rid of the phrase "drought-tolerant." That implies that once the drought is "over," we can plant whatever we want. Which is not true at all. Thanks for your work putting this together!
- (20) Thank you to everyone involved at the District for taking the initiative to bring different elements of our industry together to brainstorm solutions for all of us.

