

An Introduction to GreenCO's Best Management Practices for Urban Landscapes

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What is GreenCO?

An alliance of seven organizations representing the common interests of landscape-related trades



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- More than 2,500 member companies
- Employ 40,000+ people
- Green industry contributes \$2.4B per year to the state economy

Associated
Landscape
Contractors
of Colorado
(ALCC)



Colorado
Association of
Lawn Care
Professionals
(CALCP)



ASLA
Colorado
(Landscape
Architects)



Colorado
Nursery and
Greenhouse
Association
(CNGA)



Garden
Centers of
Colorado
(GCC)



International
Society of
Arboriculture
(ISA)



Rocky
Mountain Sod
Growers
Association
(RMSGA)

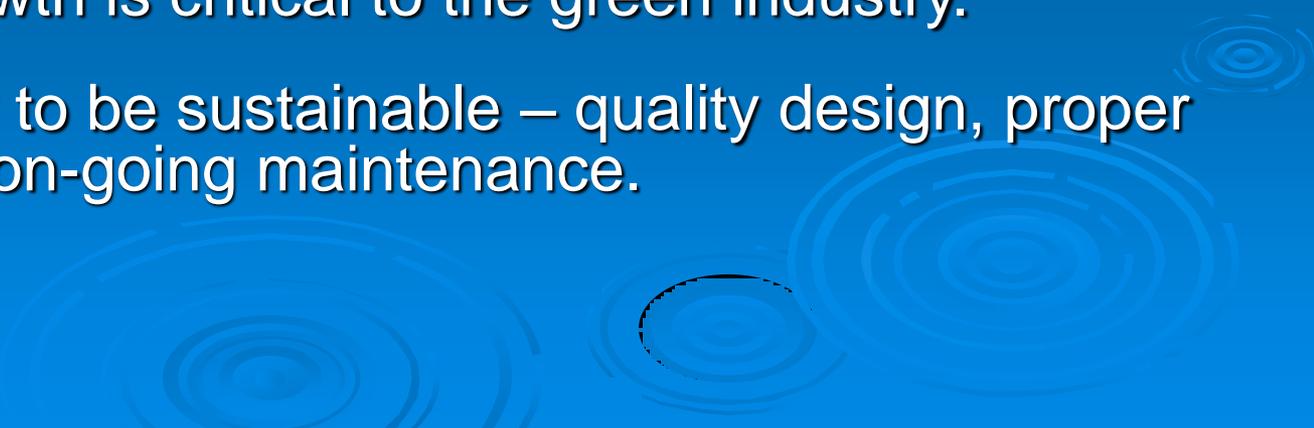




GreenCO's Water Mission

“To inform, encourage, and instill the practice of sound water use across Colorado and ensure that built landscapes remain an essential foundation of Colorado’s quality of life, economic health and public image.”

Green Industry and Water Conservation: Why Does it Matter?

- Water is a limited resource.
 - Water use increases with population growth.
 - Improving urban water use efficiency aids in meeting increased demand.
 - “Using less water to satisfy a particular purpose” - does not mean eliminating attractive landscapes.
 - Sustainable growth is critical to the green industry.
 - One opportunity to be sustainable – quality design, proper installation and on-going maintenance.
- 

GreenCO Basic Principles

- Healthy landscapes enhance water quality and the environment.
- Over-irrigation is the primary source of water waste in landscaping.
- Prevent/reduce pollution by controlling it at its source, rather than correcting its impacts.
- Improved water quality and conservation are dependent on behavior changes.
- Well designed and maintained landscapes are key components of sustainable communities.
- Committed to conservation as a way of doing business.



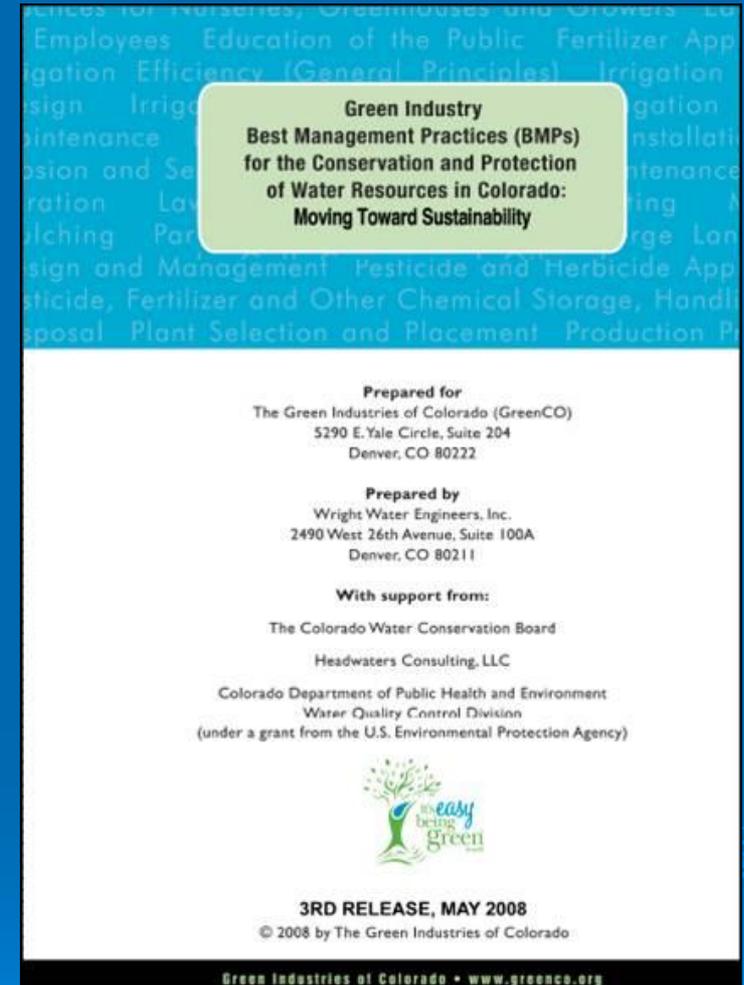
Evolution of GreenCO's BMPs

- 2002:
 - Worked together with many stakeholders to compile industry BMPs
 - Developed initial GreenCO BMP Manual
- 2004:
 - Updated BMP Manual
 - Developed training/certificate program
 - Spanish release
- 2008:
 - Revised and expanded Manual
 - Began development of broader sustainability focus
- 2010:
 - GreenCO BMPs included in Colorado WaterWise Guidebook for Municipal Water Conservation
- 2013
 - Produced informational Fact Sheets and “How-To” videos on how and when to water



GreenCO BMP Manual

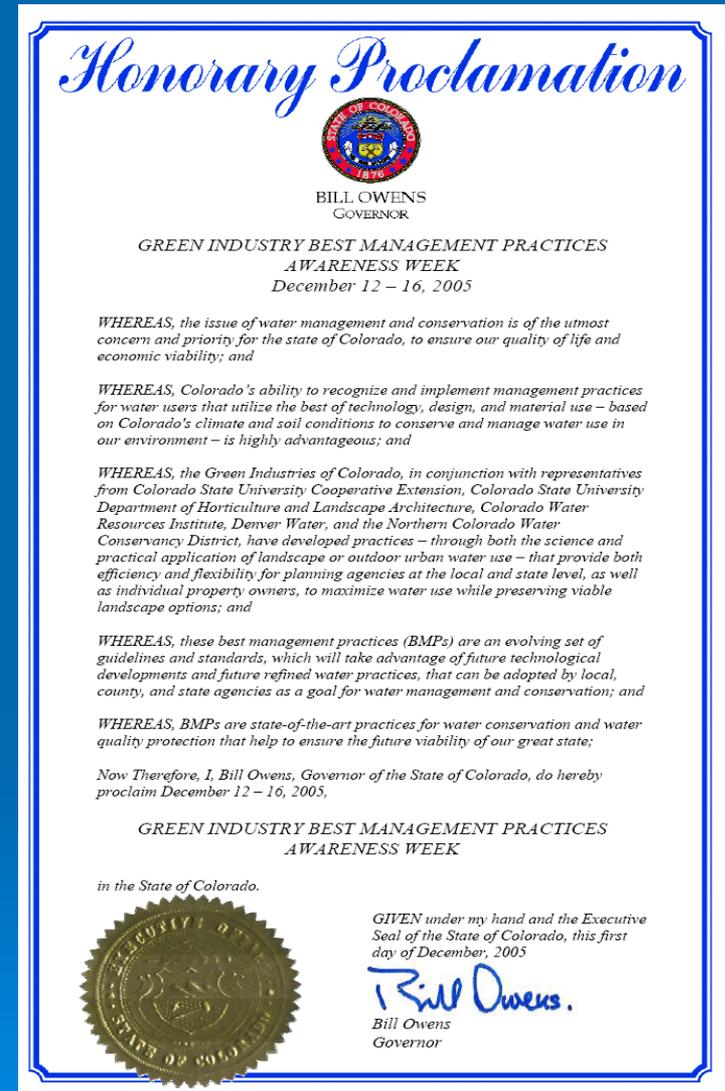
- 3rd Release – May 2008
- “Voluntary” practices to:
 - reduce landscape water use
 - protect water quality
 - promote sustainable landscaping
- These practices are the industry standard
- Basis of training program
- Available in English and Spanish
- Complimentary manual sent to all covered entities in CO
- Accompanied by the “Opportunities for Integration into CWCB Conservation Plans” packet



Free download at www.greenco.org

Effort Supported by Many Partners

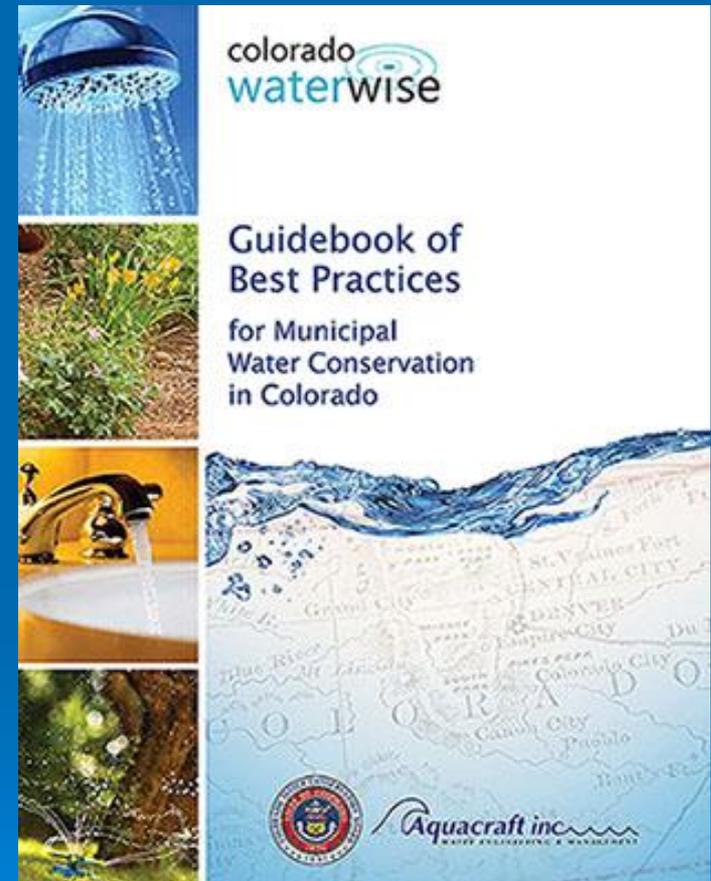
- Colorado Water Conservation Board
 - Funded 2008 release
- Governor's Office of Energy Management and Conservation
- Colorado State University
- Colorado State University Cooperative Extension
- Colorado Water Resources Research Institute
- Colorado WaterWise
- Colorado Foundation for Water Education
- CDPHE Non-Point Source Program
- CDPHE Pollution Prevention Partnership
- Irrigation Association
- EPA WaterSense
- Wright Water Engineers, Inc.
- Vetted by 100+ green/blue professionals



Governor Bill Owens
2005 Proclamation of Support

Integration of BMPs into Local Practice

- Governor Bill Owens Proclamation in 2005
- Adopted and funded by CWCB and CDPHE
- Documented in Statewide Water Supply Initiative (SWSI II)
- Included in Colorado WaterWise's Guidebook for Municipal Water Conservation in Colorado
- BMPs adopted in HB 10-1338 and SB 13-183
- Adopted/integrated by many cities and municipalities
- Basis for informational Fact Sheets and How-To videos in May 2013



GreenCO BMPs are the standard for outdoor water use in Colorado

2013 GreenCO BMP Outreach Efforts

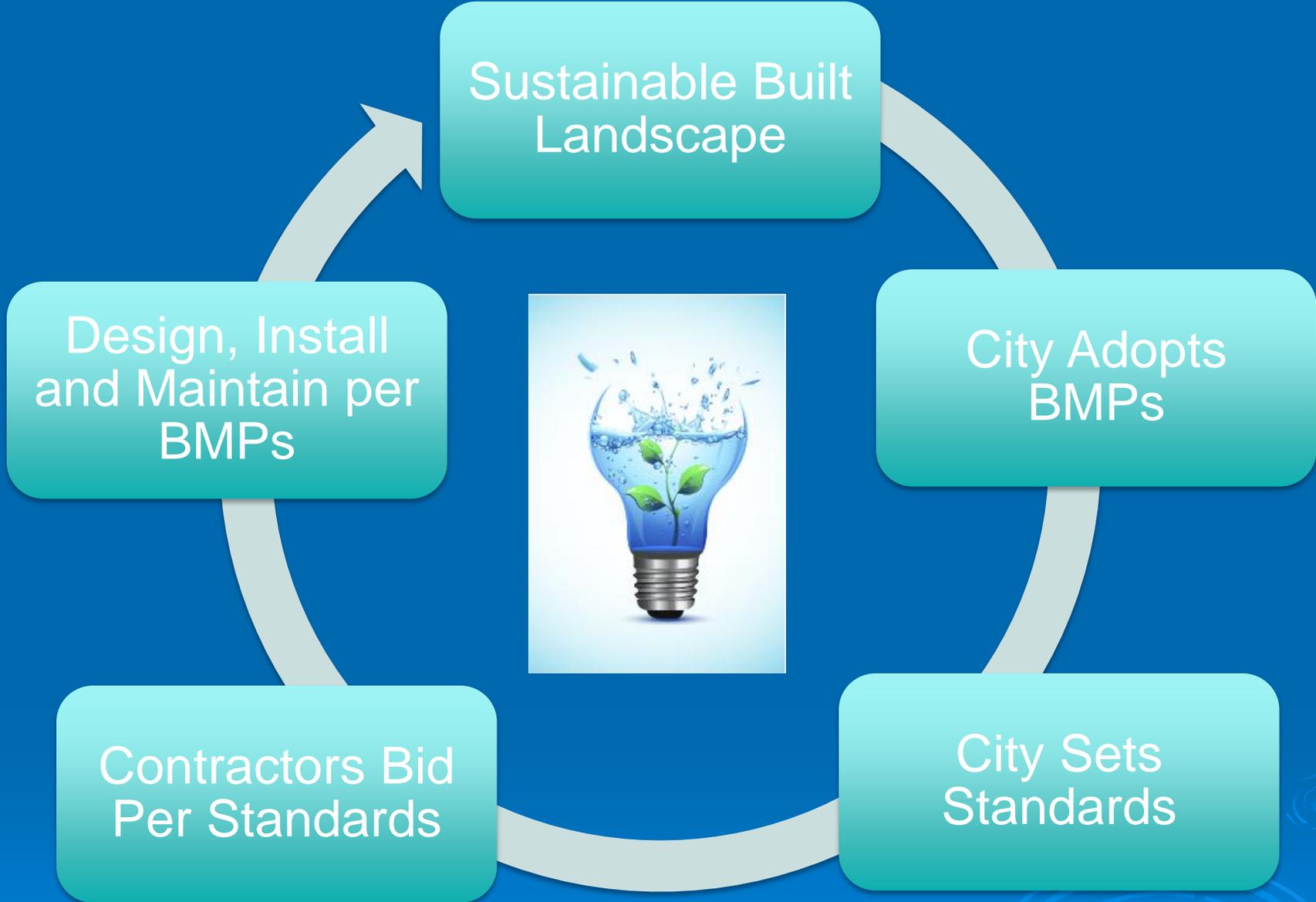
➤ Educational Fact Sheets

- How your sprinkler system can save water and money
- Water conserving tips for HOAs and large commercial properties
- Xeriscape is not a garden, it's a system
- When and how to water your yard
- Help your yard survive the drought

➤ “How-To” Videos

- Protecting your trees in a drought
- Sprinkler tips to save water
- Helping your yard weather drought conditions
- Xeriscape is not a garden, it's a system

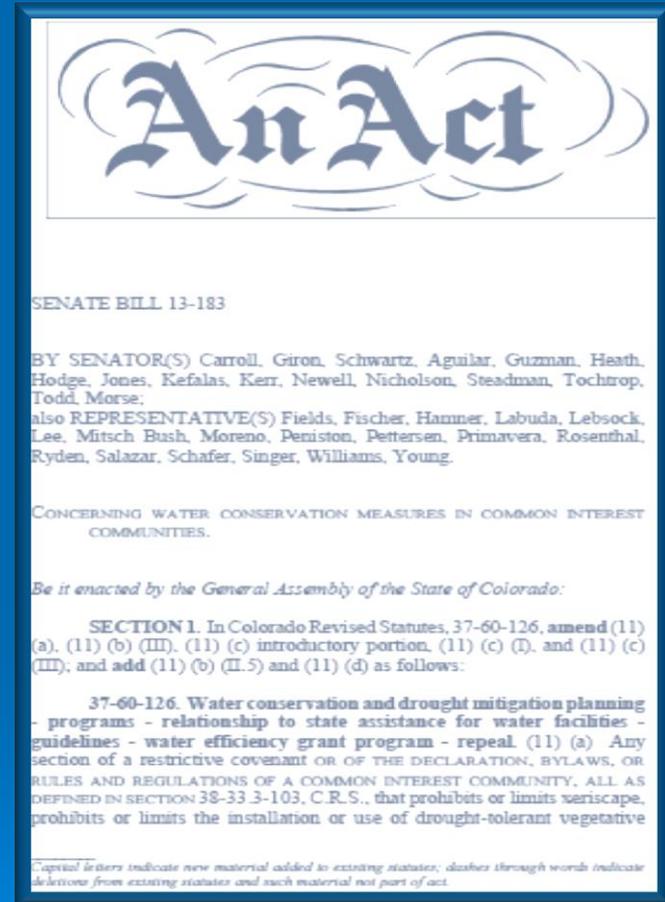




BMP cycle when integrated into local practice

BMP Related Legislative Efforts

- House Bill 10-1358:
Water efficiency options in new homes
- Senate Bill 13-183:
HOAs can't have covenants that prohibit Xeriscape



Policy Commitments

- Water quality and storage projects must be a state funding priority.
- Water projects should be balanced to accomplish conservation, quality and storage.
- We are committed to innovative methods that water is used, stored and leased.

Long Term Water Policy Positions

- It's imperative to re-educate the public on how to reduce outdoor use. Also of great importance is how to keep trees, plants and valuable landscapes alive during dry conditions. Thanks to solid science and best management (or xeric) practices, it's possible to do both.
- Water providers need thoughtful long-term policy that incentivizes conservation and uses a more balanced consumption/billing approach known as water budgeting. With water budgeting, a homeowner is allowed so much water and it's up to them to decide how to use it.
- The use of gray water should be strongly considered for irrigation in more applications and areas in the state. The most current research on what types of gray water (recycled, reclaimed, gray) should be used when deciding how and what to irrigate.
- River compacts are extremely complicated and in many cases were based on apportioning water at levels that are infrequently flowing in our rivers. This requires thoughtful discussion and collaboration among western states. Arizona has no water restrictions this year, despite a severe drought in the headwaters state where its water comes from.
- Water storage in Colorado is critical to make sure water we own the rights to is not leaving the state. Several projects in planning stages would help us capture water in wet years to use in dry ones (e.g. NISP, Windy Gap, etc.) Additional storage could help mitigate long term problems caused by drought and should be investigated.
- Water conservation is important everywhere – indoors and out. Some water providers say that it's pointless to talk about indoor conservation during a summer drought, but we need citizens to shift their thinking. Focusing only on outdoor watering is not a balanced approach – indoor water consumption happens everyday for 12 months versus 6/7 months for outdoor water use. Indoor water saving messaging is also crucial to conservation and should be part of an ongoing, consistent focus on water conservation.
- Water restrictions need to be based on science and horticultural practices. You can attain required savings by using these guidelines. Arbitrary limits on how many minutes or prescribed watering days don't necessarily save water and it certainly doesn't educate consumers about how to water when the landscape needs it. We understand why water providers have to set the limits they do, but we don't agree with many of their policies because they don't follow horticultural practice nor do they teach sustainable practices and thinking.
- The economic impacts of drought are felt by everyone: water providers, property owners and the green industry. Keeping landscapes alive and maintaining property values should be a priority for policy makers.



Questions?

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