

**The Future of Water Management**

UC Davis  
WaterWise Symposium  
September 22, 2010



**Warren S. Gorowitz**  
Vice President – Sustainability and Conservation  
ewing WATER WISE

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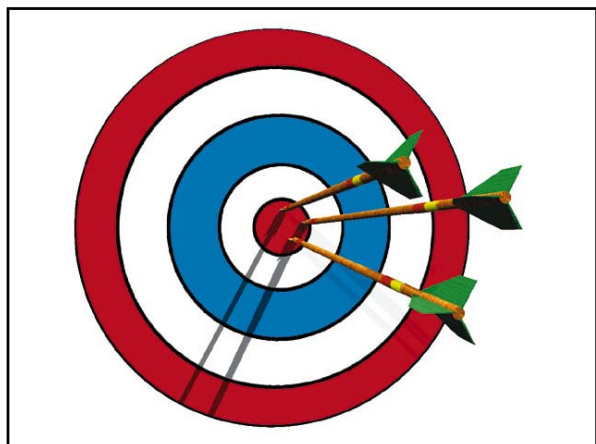
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**WHAT IS THE #1  
IRRIGATED CROP  
IN THE USA?**

A close-up photograph of a patch of vibrant green grass.

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### Oct 2007 - Georgia Drought

- NO Outdoor Irrigation
- \$1000 fine, water being turned off for violators
- “Zero tolerance”

**IT COULD HAPPEN HERE!**



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### 2007 Georgia Drought

- 81,000 employees
- 35,000 layoffs between 9/07 & 12/07
- \$8.1 billion industry second only to poultry
- \$3.5 billion impact on industry
- Loss of tree canopy



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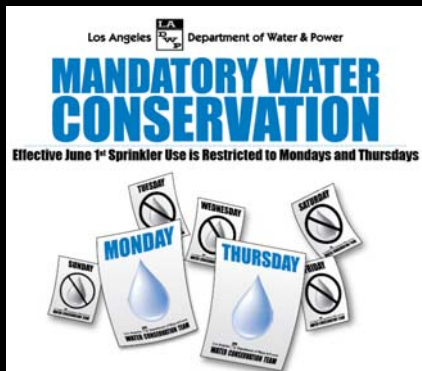
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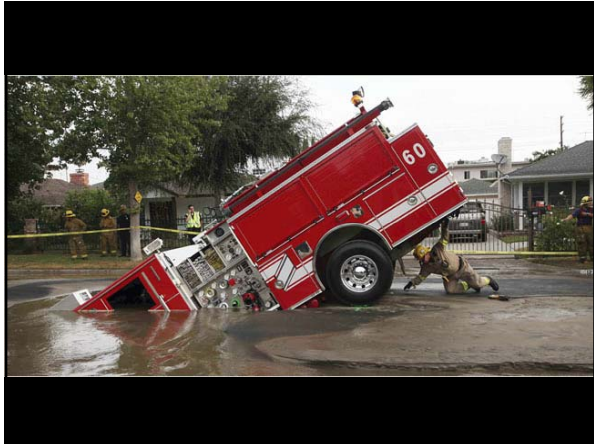
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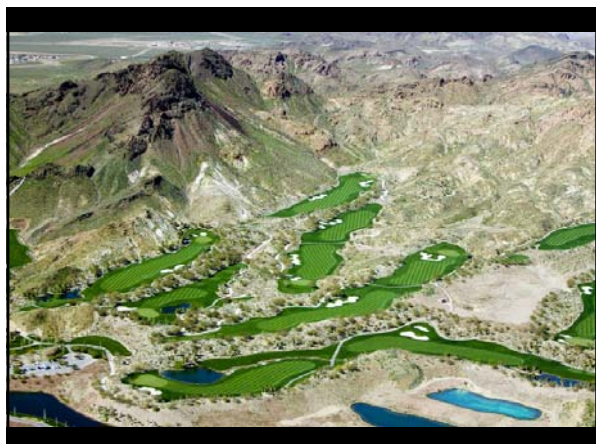
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How is the industry responding?



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20x2020 Water Conservation Plan



California to reduce its per capita use 20 percent, from the current 192 gallons per capita daily (GPCD) to 154 GPCD by 2020



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Leadership in Energy & Environmental Design

© U.S. Green Building Council, 2008

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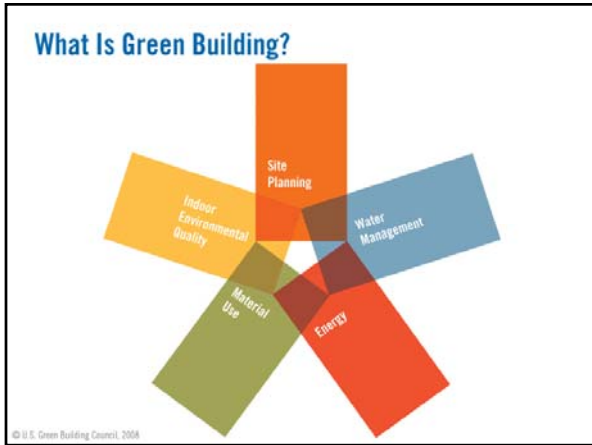
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## THE SUSTAINABLE SITES INITIATIVE™

[www.sustainablesites.org](http://www.sustainablesites.org)

© 2010 Sustainable Sites Initiative

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**THE SUSTAINABLE SITES INITIATIVE™**

An interdisciplinary effort to create voluntary national guidelines and a rating system for sustainable land design, construction and maintenance practices for landscapes of all types, with or without buildings

© 2010 Sustainable Sites Council

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS  
ASLA 2010 ASLA 2010 ASLA 2010

Lady Bird Johnson Wildflowercenter  
The National Center for Wildflower Gardening

UNITED STATES BOTANIC GARDEN

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**CLCA's Water Management Certification Program**

Part of the solution to California's Water Crisis . . .

CLCAV The California Landscape Contractors Association

WaterSense  
Water 27% Saved

WATER MANAGEMENT  
CLCA  
CERTIFICATION PROGRAM

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**No Water. No Future.**

CLCA

WATER MANAGEMENT  
CLCA  
CERTIFICATION PROGRAM

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**CLCA's Water Management Certification Program helps reduce landscape water usage using advanced irrigation technology and a water budget.**

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**The Performance Test requires management of a site to a Landscape Water Budget for one year.**

To maintain certification a landscape water budget must be met yearly.

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### EPA WaterSense?

- A partnership program sponsored by the U.S. Environmental Protection Agency (U.S. EPA)
- Goal: to protect the future of our nation's water supply by promoting and enhancing the market for water-efficient products and services



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**Labeled Products**


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**Certification Programs for Irrigation Professionals**

- WaterSense is labeling professional certification programs in three areas:
  - Irrigation System Design
  - Irrigation System Installation and Maintenance
  - Irrigation System Auditing
- WaterSense has labeled 7 programs to date:
  - One under the design specification
  - One under the installation and maintenance specification
  - Three under the auditing specification
- WaterSense has partnered with over 900 irrigation professionals:
  - 310 designers
  - 433 installation and maintenance professionals
  - 584 auditors






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**WaterSense for New Homes**

- Front Yard landscape only – but applies to all areas builder improved
- Two Landscape Design Options
  - Option 1 – EPA Watersense Water Budget Tool
  - Option 2 – Turfgrass shall not exceed 40 percent of landscaped area
  - Irrigation System Auditing
- All irrigation systems shall be designed or installed by a WaterSense Irrigation Partner
- All irrigation systems shall be audited by a WaterSense Irrigation Partner





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# Stormwater Management & Technology Solutions

ewing WATER WISE

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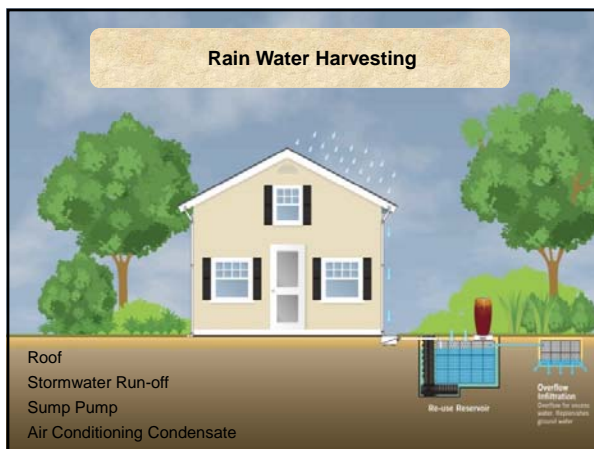
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Something to think about today...

How do we get this message out to the rest of the industry that doesn't really care?

**ewing WATER WISE**

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**Thank You!**

Warren S. Gorowitz  
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Mobile 310-480-9533



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**WaterSmart Innovations Conference & Expo**

October 6-8, 2010  
Las Vegas, NV

[www.watersmartinnovations.com](http://www.watersmartinnovations.com)

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**December 5-7, 2010**  
**Phoenix Convention Center**  
**Phoenix, Arizona**  
[www.irrigationshow.org](http://www.irrigationshow.org)



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