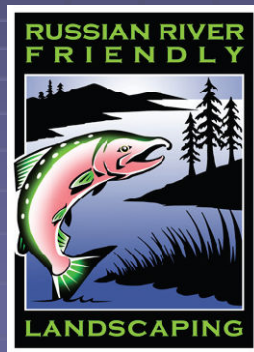




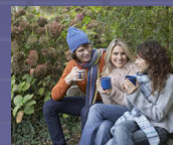
Successful Application of Russian River-Friendly Landscape Practices



Sustainable

"The long-term maintenance of well being which has environmental, economic and social dimensions..."

Wikipedia



Initiatives

- ✓ Convert Poorly Designed Lawn Areas
- ✓ Convert Planter Areas from Overhead to drip
- ✓ Improve Head to Head Coverage
- ✓ Install High Efficiency Heads
- ✓ Install Filters and Pressure Regulators
- ✓ Install Smart Controllers
- ✓ Budget, Measure, Report

Promoting Sustainable Landscape Practices: Start with Economics

- Landscape Locally
- Landscape Less to the Landfill
- Nurture the Soil
- Conserve Water
- Conserve Energy
- Protect Water and Air Quality
- Create and Protect Wildlife Habitat



The Client and Their Budget

- Property Managers
- HOA Board of Directors
- City Managers
- Business Owners

\$ Economically Sustainable?

Water Rates

Example: City of Santa Rosa – Irrigation Only Meters

Year	Tier 1	Tier 2	Tier 3
2005	\$2.89	N/A	N/A
2006	\$3.15	N/A	N/A
2007	\$3.22	\$4.02	\$6.03
2008	\$3.51	\$4.38	\$6.57
2009	\$3.83	\$4.77	\$7.16
2010 Jan 1-June 31	\$4.19	\$5.73	\$8.59
2010 July 31-Dec 31	\$4.31	\$5.89	\$8.83
2011	\$4.53	\$6.18	\$9.27

Case Study - Proposal “Conserve Water”

- Replace 16 old model conventional controllers w/Smart Controllers
- Reconnect valves on battery timers to controllers
- Convert 600 pop-up spray heads to high efficiency MP Rotators
- Move/Add heads for improved coverage
- Convert 1200 shrub heads to drip

Case Study: ROI

Labor	\$29,500
Material	\$24,600
Rebates	\$21,000
Net Cost	\$33,100
Annual H2O Savings (2M gals) @3.51/Kgal	\$7,020

Case Study: Results

Year	Million gals
2006	5.3
2007	5.5
2008	4.8
2009	2.6
20010	2.8



Case Study: Onsite Composting “Nurture the Soil”

- Use plant debris onsite
- (3) 10x6x4' bunkers
- Overhead Irrigation
- Monthly Turn
- Spread 2-3 x per year



Case Study: Results



- Eliminate 25 trucks to the landfill per year
- Produce 50 yards compost per year
- Damaged soil → richer drought resistant soil

Summary

- Clients agree to proposals with ROI
- Russian River Friendly Landscape practices:
 - Save Money
 - Improve the landscape
 - Benefit the environment
 - Provide business opportunity for landscapers