

OREGON WATER WISE LANDSCAPE CONTRACTOR WATER WISE LANDSCAPE CONTRACTOR CERTIFICATION

OREGON LANDSCAPE CONTRACTORS ASSN. (OLCA)

ENVIRONMENTAL RESOURCES COMMITTEE

WHY DID WE DO THIS?

- INTERMITTENT DROUGHT
- POPULATION GROWTH
- PUBLIC AWARENESS

GREEN INDUSTRY CONFERENCES

- LANDSCAPE CONTRACTORS
- WATER PROVIDERS
- NURSERYMEN
- DISTRIBUTORS
- MANUFACTURERS

ENVIRONMENTAL RESOURCE COMMITTEE

- FORMED IN 2003
- OLCA REPRESENTATIVES FROM AROUND OREGON
- TASKED WITH FORMULATING A PLAN TO COUNTER WATER SHORTAGES AND RESTRICTIONS

WATER WISE PROGRAM

- BASED ON IA BMP'S

- QUALIFICATIONS BASED ON IA CERTIFICATIONS (CLIA, CID AND CIC)
- VOLUNTARY PARTICIPATION

WATER WISE GOALS

- RAISE STANDARDS AND AWARENESS IN INDUSTRY
- REALIZE WATER CONSERVATION THROUGH BMP'S
- AVOID RESTRICTION IN DROUGHT CONDITIONS

WATER PROVIDER PARTICIPATION

- ALL WATER PROVIDERS HAVE GREEN-LIGHTED THE PROGRAM
- LEVEL OF INVOLVEMENT VARIES THROUGHOUT OREGON
- ENDORSEMENT AND PROMOTION OF WATER WISE CONCEPT AND CONTRACTOR

OBSTACLES TO PROGRESS

- DROUGHT IS SPORADIC
- WATER COST RELATIVELY LOW
- WATER SUPPLY VS POPULATION GROWTH ISSUES
- VOLUNTARY AT THIS TIME