

MEMORANDUM

DATE: June 8, 2004

TO: The Board of Supervisors

FROM: Beth Davis, James City Service Authority Environmental Education Coordinator

SUBJECT: Resolution of Appreciation – Let's be Water Smart Landscape Challenge Partners

The James City Service Authority (JCSA) experiences significant increases in water demand in the summer versus winter as a result of outdoor water use. These water demand increases place a stress on the water system and impact our limited water resources. One of the methods of addressing outdoor water use is the education of our citizens.

The "Let's be Water Smart" program was established as part of the County's water conservation effort. One of the most important facets of the program are the Water Smart Partners (Partners). The Partners are members of the local landscape industry who recognize the benefits of educating the public on proper outdoor water use. There are currently 30 Partners.

Earlier this year, the Partners were asked to participate in a "Landscape Makeover" contest that would be used to demonstrate various methods of conserving water in outdoor use. Fifteen of the Partners enthusiastically volunteered their knowledge, experience, and donated the materials to makeover the contest winner's landscape that had been ravaged by Hurricane Isabel.

On April 24, 2004, the Partners completely made over Carter and Michele LeBlanc-Piché's landscape incorporating water saving techniques out of the effort. The estimated cost of the makeover was \$12,000, as stated earlier, all of which was donated by the partners. The project resulted in the production of an excellent educational video that will broadcast on Channels 48 and 74.

The Partners participating in the landscape makeover included: Basnight Land and Lawn, Belden Landscapes, Cooke's Gardens, Crafter's Market in the Outlet Mall, Heart's Ease Landscape and Garden Design, Henderson, Inc., Precipitation Unlimited, Inc., Smith Turf and Irrigation, ServiceMASTER LawnCare of Williamsburg, Turf Care, Turf Love, Virginia Cooperative Extension and James City County/Williamsburg Master Gardeners Association, Vista Professional Outdoor Lighting, Waltrip Recycling, and Wild Birds Unlimited.

Staff recommends adoption of the attached resolution recognizing the efforts of the above listed Water Smart Partners.

Beth Davis

CONCUR:

Larry M. Foster

BD/adw
h2osmart.mem

Attachment