

PROFESSIONAL DEVELOPMENT SUBCOMMITTEE – Monday July, 23rd 2018 Meeting Notes

OLD ITEMS

- ❖ Looking back at **topics, questions, & ideas based on survey – solutions from within for General Meetings etc.**
 - There are some things people are looking for in education and from EBMUD that the professional development committee can help provide by:
 - Helping Kristin bring in targeted talks – If we have topics of strong value we can generate more interest and higher attendance
 - Develop presentations on the different certifications/qualifications – create a panel of these groups (Lori on QWEL, Paul on CLCA, ReScape on BFQP, etc.) to help answer questions, provide information on targeted audiences and membership benefits on each
 - Focus a topic around maintaining to a water budget and how to message your clients about the benefits of water efficiency
 - Include a presentation on how to use the EBMUD landscape book – Perhaps also including discounts on the publication at the event and/or including a drawing/raffle
- ❖ Subcommittee chairs and co-chairs have discussed restructuring the subcommittees into large group discussion with breakout sessions
 - History on subcommittee groups:
 - Scott Sommerfeld was originally involved in getting the subcommittees developed. He took the questions and concerns of the LAC and separated them into the 3 categories that created the subcommittees. These have been meeting together for the last 2-3 years.
 - What points we left off from the last meeting:
 - Bring in targeted talks about our professions
 - ReScape helping mitigate the peer to peer interactions
 - Encourage groups to be more educated

NEW ITEMS

- ❖ Attendees: Gretchen Reed, Paul Schultz, Paul Mordrell, Kristen Bowman, Karly Behncke
- ❖ The professionals that are doing a bulk of the landscaping work are being done by larger companies that know how to comply with WELO, and the smaller projects (single-family residential), “mow and blow” crews don’t have the same incentives or capacity to join trainings on this.
 - Thoughts:
 - Those who have the certifications should get the first dibs at the rebates?
 - If the certifications cannot be required, how do we encourage attendance at EBMUD events?
 - Regarding the back flow program – there is a health and safety component to it that makes requiring those with certifications part of the program that EBMUD is enforcing
 - We need to encourage the contractors to be on the level of certifications. This is to help differentiate themselves. Our focus could be helping them understand what certifications are available to them.
 - Ideas for new topics:

- Panel discussion on different types of certifications that can be earned by landscape professionals
 - Develop a brochure or quick hand out for information on different professional certifications
- EBMUD will have a workshop on rebates to help people walk through the rebate process.
- Paul M. to do a talk on water efficiency review. How do they submit a successful package? Smaller contractors are having a hard time with this. Having some landscape architects that have become more familiar with it walk through their process.
 - Series of sample plans (sample documentation packages) with checklist requirements for indoor and outdoor
- How to program and use smart controllers. Homeowners could also benefit from a talk on controllers from the manufacturers. This could also involve some information on hydrozoning. But how can you get them to work with your existing landscapes too?
- DSA – public projects must be submitted to them for approval that meets landscape minimum requirements for water and accessibility. Are professionals working with state agencies like this? This is usually involved with campus and school grounds.

❖ Next Steps/Ideas

- Creating a quick graphic on a potential certifications/verifications brochure (see attached spreadsheet)
- An idea for a contractor event
- Create an example of a suggestion card to hand out at the end of meeting (SEE ATTACHED)