



*East Bay Municipal Utility District*

**LANDSCAPE ADVISORY COMMITTEE**  
**Meeting Notice and Preliminary Agenda**

***Date: Monday, September 20, 2021***  
**Overcoming Barriers to Lawn Conversion**  
**2:00pm-3:30pm**  
***Webinar***

---

<b>2:00</b>	Welcome EBMUD Water Supply and Updates	Kristin Bowman
<b>2:15</b>	Lawn Conversion Panelists	Lou Bendon, Rebecca Pollon Ann-Marie Benz
<b>3:00</b>	Discussion	ALL
<b>3:30</b>	Meeting Adjourned	

## **How do we remove the barriers to lawn conversion and mainstream regenerative landscapes?**

Grass lawns are the largest irrigated crop in the United States and dominate our urban and suburban environments. In California's arid and Mediterranean climates, turf grass demands 70% more water than climate-appropriate plants (1). To inspire Californians to make the switch, three experts will present ideas on how to remove the barriers and inspire people to convert lawns to climate appropriate regenerative landscapes.

Panelists will address common push backs such as aesthetic preferences, pet requirements and how to negotiate with a homeowner association. Come with your own success stories to share with the group! This presentation will also include an EBMUD water supply update and information on new landscape rebates. Panelists include: Ann-Marie Benz, California Native Plant Society Horticultural Outreach Manager; Lou Bendon, Flycatcher Marketing President; and Rebecca Pollon, Rossmoor Landscape Manager.

*This event qualifies for CEU's from Irrigation Association, AWWA, ReScape CA, Master Gardeners, and QWEL.*

1. Woodward, Jessica. 2019. Master Thesis "Mainstreaming Sustainable Landscapes in East Bay Municipal Utility District.