

**MODEL WATER EFFICIENT LANDSCAPE ORDINANCE**  
**APLD Talking Points and Preparation Guidelines**

*California permitting agencies are required to adopt either AB 1881, The Model Water Efficient Landscape Ordinance (WELO), or comparable by January 2010. While the Model Ordinance does not constitute a threat to our right to practice, it has come to our attention that **some** local agencies have proposed restrictive language. **APLD encourages you to actively defend your right to practice** by contacting your city's permitting department or water resource agency to find out when the ordinance will be brought before the city council, and by showing up during public comment periods to assert your rights as a professional Landscape Designer.*

**Preparation Guidelines**

**-Prepare.** The best thing you can do to enhance your confidence and ensure a successful outcome is to prepare. It will take you about an hour to do all of the reading and practicing required to make this presentation before your local city council or agency.

**-Download, print out, and bring with you copies of the documents on this page:**  
<http://www.apldca.org/MemberOnlyLegislative.aspx>.

The Practice Chart is especially useful and easy to understand, and multiple copies should be made, as you will offer copies to agency decision-makers.

**-Obtain and review the Model Water Efficient Ordinance, with an emphasis on section 492.6(13).**

[http://www.water.ca.gov/wateruseefficiency/docs/MWELO TbContent Law.pdf](http://www.water.ca.gov/wateruseefficiency/docs/MWELO_TbContent_Law.pdf)

**-Obtain and read your local ordinance(s), particularly language that pertains to SINGLE FAMILY RESIDENTIAL projects.** If the language in the Landscape Design Documentation section excludes Landscape Designers, it is important to educate your local agency.

**-Practice your presentation AT LEAST ONCE.** Be sure you have it in a format that is easy for you to read and feel comfortable speaking in front of a group. Breathe, and speak slowly and clearly.

**-You are a member of the community presenting a reasonable, constructive request.** Your tone should be professional, friendly, and open. You are speaking to a room full of potential clients and allies.

**-Bring your business cards, and pass them out after the meeting to decision-makers, stakeholders, and interested members of the public.** Remember, these are all potential clients to whom you have just demonstrated your commitment to professionalism.

**-Congratulate yourself! You have just stood up for your right to practice your profession.**

**The talking points on page two are a template to follow.** Please feel free to personalize, but do not veer off the main points. You normally have less than two minutes to comment.

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**Talking Points for Council and Agency Presentations**

**Introduce yourself** and establish yourself as a Professional Landscape Designer, and member of APLD. State how long you have practiced, and any other credentials you hold, i.e., educational background, certifications, licenses, etc. If you are an expert on some aspect of Landscape Design, i.e., native plants, water-wise planting, etc., state this.

**State your goal** and explain what you are asking for (very important to do this right after establishing who you are):

- “I am here to encourage you to adopt in full the language in AB 1881, Section 492.6 (13). This pertains directly to my right to practice the profession of Landscape Design for Single Family Residences, which is protected by the Business and Professions Code of California.
- “Failure to adopt the precise model language pertaining to submittal of documentation packages, Section 492.6(13), could restrict my right to practice, which is guaranteed by California Business and Professions Code. Furthermore, this could create a de facto restraint of trade.”
- “Prior to releasing the final version of AB 1881, the California Office of Administrative Law carefully reviewed the language to ensure that it is consistent with existing regulations for licensed and unlicensed professionals in the Landscape Industry. I have a chart here from the State describing in detail the various professions included in the Business and Professions Code, and I have brought copies for you.”
- “The language in Section 492.6 (13) is consistent with current code, allows Professional Landscape Designers to submit the Landscape Design portion of the Documentation Package for Single Family Residences, and I encourage you to adopt that language in your ordinance.”

If appropriate, and there is time, **establish APLD’s credentials**:

- “As a member of the Association of Professional Landscape Designers, I am committed to professionalism, sustainability, and water conservation. APLD is an International organization with 450 members in California”
- “Our members reach out to the public on sustainable design by
  - Serving as advisors for green industry agencies and non-profits
  - Public speaking
  - Publishing articles”

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- **APLD supports a water ordinance to encourage conservation.** AB 1881 is a step toward greater water efficiency, and APLD members can be an important part of that solution.
- **Landscape Designers' client base is residential homeowners who need assistance with landscape design and renovation.** Thus, we are in a unique position to help permitting agencies educate consumers and introduce effective conservation strategies to homeowners.

If appropriate, offer your assistance to support agency efforts for public outreach and education for residential landscapes

**THANK YOUR AUDIENCE** for their time, and offer to stay after the meeting to answer questions.

If you are speaking and you are interrupted, please respectfully ask for the full time allocated for an individual to speak on the subject. If that time has been exceeded, please thank your audience and sit down.

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**THANK YOU FOR TAKING THE TIME TO PROTECT LANDSCAPE DESIGNERS' RIGHT TO PRACTICE IN CALIFORNIA.**

Please continue to support APLD's efforts to do the same by sharing information about your experience and current climate in the municipalities in which you practice by sending the following information to [legislation@apldca.org](mailto:legislation@apldca.org)

- Copies of proposed and final ordinances
- If you attend and testify at public or private meetings with decision-makers, please send a brief description of your experience.
- Suggestions or feedback as to how APLD can continue to proactively address legislative issues, and of course, your questions.

*These Talking Points were prepared by the APLD California Chapter, with assistance from the APLD National Legislative Chair, Executive Director, and Counsel. They supersede any previous communications or interpretations of AB 1881, and constitute the only recognized APLDCA Talking Points on the legislation known as AB 1881, including the six APLDCA Districts.*