



Get Involved in the Living Landscapes Matter Campaign



The Challenge

As you know, the western part of the United States is experiencing one of the worst droughts in history. Unfortunately, the managed landscapes during this drought has been under attack, labeled as a water-waster. The environmental, aesthetic and lifestyle benefits that these green spaces provide are being discounted and devalued.

Without green spaces to maintain, uses of outdoor power equipment and landscaping services diminish.

In the rush to save water, damaging programs and policies have been introduced, especially in California, such as turf rebate programs encouraging people to “rip out” their lawns and to deaden their landscapes with rocks, mulch, and artificial turf. We know that over time, this will lead to detrimental environmental impacts like increased heat island effect, poorer air quality, additional storm runoff, and increased soil erosion—not to mention loss of lifestyle and aesthetic enjoyment.

Did You Know?

Managed landscapes, including yards, lawns, community landscapes such as parks and gardens, golf courses, green areas around infrastructure and roadways and more, take up [less than 9 percent](#) of California’s water usage, according to Don Hodel, Environmental Horticulture Advisor of the University of California’s Cooperative Extension Service in Los Angeles County.

The Solution

The Living Landscapes campaign, launched by the Outdoor Power Equipment Institute (OPEI), shares the benefits of living landscapes while demonstrating that it is possible to have a drought-friendly yard and be a good environmental steward. We have developed a growing library of information and resources on [OPEI’s stewardship](#) webpage and you are invited to get involved!



Materials Available for You to Share

A variety of materials are available to you FREE of charge, which you can use to talk with your customers and staff about the value of living landscapes:

- **Infographics.** “Living Landscape Matters” is a scientific-based infographic and “TurfMutt Barks for Living Landscapes” is a fun visual depiction of the environmental benefits of landscapes. They are in .jpeg format for easy online distribution via email and social media and for posting on your website.
- **Fact sheets.** Share the environmental and lifestyle benefits of a living landscape with local media, on your web site or blog, and to customers.
- **Blog posts.** Customize or post “as is to your business blog, web page or Facebook page. Some have pre-written tweets to accompany them.
- **Radio interviews.** These taped, short audio files are perfect for sharing and posting on websites and through social media.

Contact Suzanne Henry at Suzanne@fourleafpr.com or Sue Huss at SueHuss@fourleafpr.com with questions or access to the materials above. Or visit. www.OPEI.org/Stewardship to access the materials and gain insight into the Living Landscapes Matter campaign.