Background

- Rapidly expanding urban areas result in a loss of productive green space, negatively impacting human health, wildlife & the environment
- Sustainable landscapes are good potential solution to this because it lessens environmental fragmentation and requires less maintenance (see Fig. 1)
- Despite its benefits sustainable landscaping has yet to gain widespread acceptance
- Aiming to understand public’s perspective on this topic

Research Question

What are the limiting factors regarding the spread of residential sustainable landscaping practices and how do we overcome them?

Methods/Internship

- Summer internship with Homegrown Organics
  - Shadowed site supervisor through design consultations
  - Helped maintain landscapes with the maintenance team
  (See Fig. 4)
- Conducted 20 minute interviews with 16 individuals across 4 subject groups regarding their views on sustainable landscaping
  - Those with sustainable landscapes (4 people)
  - Those without sustainable landscapes (4 people)
  - Those who inquired about sustainable landscaping but decided against it (4 people)
  - Those who work with the sustainable landscaping industry (4 people)

Results

Interviewee’s Opinion on What the Biggest Limitations of Sustainable Landscaping is

<table>
<thead>
<tr>
<th>Limitation</th>
<th>Number of Individuals Who Mentioned It</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of Money</td>
<td>12</td>
</tr>
<tr>
<td>Lack of Awareness/Knowledge</td>
<td>2</td>
</tr>
<tr>
<td>Lack of Interest</td>
<td>1</td>
</tr>
<tr>
<td>Lack of Time</td>
<td>1</td>
</tr>
</tbody>
</table>

3 main limitations

1) Lack of money

2) Lack of knowledge/awareness about sustainable landscaping

3) Don’t like the aesthetic

Potential Solutions

- 1) Economic Incentives (Ex. Rainwise)
  - Improve participants’ likelihood of adopting a more sustainable landscape
  - A shortcoming: many sustainable landscaping programs do not adhere to the needs of a lower income family to participate
- 2) Educational Programs or Informational Signage (Ex. See Fig. 3)
  - The more educated or informed an individual is on the matter the more likely they are to adopt those same practices in their own landscape
- 3) Social Marketing
  - As sustainable landscapes become more recognized and normalized people are going to feel more accepting of making the transition.

Broader Significance

- Proper marketing is required to spread sustainable landscaping
  - Need to diversify our strategies to ensure we include all demographics and appeal to homeowners
  - Needs to be accessible to everyone
- More programs like Rainwise need to be introduced and promoted
- Encouraging more sustainable landscaping will help us move towards a greener future

Acknowledgements

I would like to thank my site supervisor, John Coghlan and Rachel from Homegrown Organics for the opportunities, guidance and experience they gave me through the summer. I would also like to thank P. Sean McDonald and my faculty advisor Ken Yocom for assisting me throughout the design of my project. My final thanks is to my friends and family who supported me along the way while completing all the assignments related to this project.