EXECUTIVE SUMMARY

Costa Linda Water District: Nativescape Program

Public Information Representative I Portfolio Project

October 2025

Project Goal

Educate residents that **homes use 65% of outdoor water** and how **native plant landscapes save up to 85%** — through data visualization and outreach.

Key Findings

Insight	Impact
Residential lawns = 65% of total outdoor use	Largest conservation opportunity
Golf courses high per acre, but <10% total	Volume matters more than intensity
Native plants use **85% less water** than turf	Proven solution for drought & runoff
Less water use = less stress on infrastructure	Strong incentive for adoption

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Deliverables

Tool	Output
Tableau Public	Interactive dashboard: water use + runoff map
ArcGIS Online	Runoff severity by parcel
Canva	"Ditch the Lawn" rebate flyer with QR code
Excel	Cleaned, calculated dataset (CSV)

Data Sources

- California Urban Water Conservation Council (CUWCC)
- Costa Linda GIS Parcel Layer (2025)
- EPA Stormwater Calculator
- CA DWR Model Water Efficient Landscape Ordinance (MWELO)
- CNPS & Calscape Native Plant Water Use Estimates

Skills Demonstrated

- Data cleaning & synthesis (Excel)
- Interactive visualization (Tableau Public)
- Geospatial analysis (ArcGIS Online)
- Public outreach design (Canva)
- Clear, actionable communication

Call to Action

Launch "Ditch the Lawn, Save Our Coast"

→ Target high-runoff homes
→ Offer **$15,000 rebates** for up to 5,000 sq ft turf removal
→ Track savings via GIS + water meter data

From data to doorstep — this project turns water use insights into **community action**.

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Portfolio: https://github.com/shoganvisuals

Dashboard: https://tinyurl.com/Tableau-Native-Plants