



SMARTSCAPE Interim Report

July 1, 2025–
December 31, 2025

Submitted by: Emily Webb



THE UNIVERSITY OF ARIZONA
Cooperative Extension
Maricopa County

Smartscape Program Interim Report

1. Program Summary Statement

Smartscape continues to enjoy strong admiration and goodwill throughout the community, carrying forward its 30-year legacy of promoting water-conserving landscapes and elevating the professionalism of the Green Industry. This longevity reflects the unwavering commitment of our expert instructors, many of whom generously donate their time, as well as the vital support of our long-standing partners—AMWUA, ADWR, the University of Arizona, and the dedicated coordinators who have stewarded the program over the years.

This past year marked a period of transition and renewal. With the retirement of former coordinator Rebecca Senior, whose excellence continues to shape the program, Smartscape entered a new chapter grounded in both gratitude and forward momentum. As the new coordinator, I am honored to continue this legacy and remain deeply committed to delivering the science-based, practical, and industry-relevant education Smartscape is known for. Mentorship from past leadership and collaboration with our Pima County counterpart, Stephen Spikes, has made the transition both smooth and energizing. Stephen’s thoughtfulness, experience, and curriculum expertise have been invaluable, and our cross-county partnership continues to strengthen Smartscape statewide.

To prepare Smartscape for the next decades of service, this year has centered heavily on curriculum review and modernization. With evolving industry needs and increasing pressure on water resources, it is essential that Smartscape courses remain current, streamlined, and effective. We have focused on refining learning objectives, right-sizing content and updating workbooks and slide decks for accuracy, clarity, and instructional impact. Smartscape is the foundational course for our advanced offerings, and ensuring that each three-hour session delivers exactly what students need—no more, no less—remains one of our most important responsibilities.

A major theme emerging from student evaluations is the desire for more hands-on, experiential learning. In response, Smartscape has begun integrating more demonstrations, practical exercises, and real-world applications throughout our courses. These improvements not only strengthen student understanding but also help ensure that landscape professionals leave our classes more confident, more skilled, and better prepared to implement water-wise best practices in their work.

Smartscape remains a program that makes a measurable difference—supporting professionals, conserving resources, and shaping healthier urban landscapes across Maricopa County. As we continue to update materials, expand learning opportunities, and cultivate strong partnerships, we look forward to another year of growth, innovation, and service.

2. Program Impact Numbers Summary

Smartscape Impact Numbers Summary July 1 - December 31, 2025				
NAME OF COURSE	Dates	Total Instructional Hours	Percent Successfully Completed	Total Number Certificates
Smartscape (10 classes)	July 8 - Aug 7	30	76%	25
Advanced Smartscape: <i>Plant Materials</i> (4 classes)	Sept 3 –11	12	94%	15
TOTAL		42		

3. Smartscape Program Graduate Numbers

Year	Course	Graduates
1994 -		
2001	Smartscape	489
2002	Smartscape	41
2003	Smartscape	45
2004	Smartscape	33
2005	Smartscape	45
2006	Smartscape	44
2007	Smartscape	18
2008	Smartscape	50
2009	Smartscape	40
2010		94
	Smartscape - Spring	55
	Smartscape - Fall	39
2011		131
	Smartscape - Spring	48
	Smartscape - Fall	45
	Advanced Irrigation	38
2012		125
	Smartscape - Spring	60
	Smartscape - Fall	38
	Advanced Irrigation	27
2013		105
	Smartscape - Spring	39
	Smartscape - Fall	40
	Advanced Irrigation	26
2014		107
	Smartscape - Spring	43
	Smartscape - Fall	30
	Advanced Irrigation	34
2015		137
	Smartscape - Spring	52
	Smartscape - Fall	48
	Advanced Irrigation	37
2016		142
	Smartscape - Spring	45
	Smartscape - Fall	46
	Advanced Irrigation	51

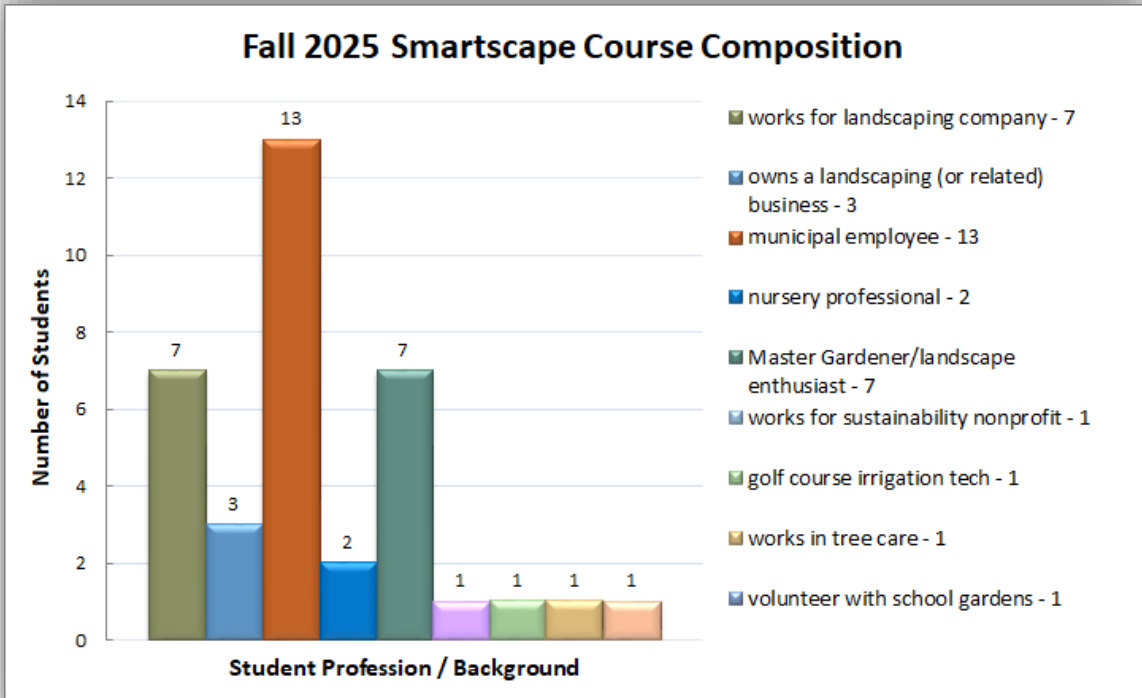
Year	Course	Graduates
2017		131
	Smartscape - Spring	48
	Smartscape - Fall	42
	Advanced Irrigation	41
2018		160
	Smartscape - Spring	43
	Smartscape - Fall	45
	Spanish Smartscape	23
	Advanced Irrigation	49
2019		142
	Smartscape - Spring	52
	Smartscape - Fall	46
	Spanish Smartscape	13
	Advanced Irrigation	31
2020		81
	Smartscape - Spring	39
	Smartscape - Fall	42
	COVID Spanish Smartscape	
	COVID Advanced Irrigation	
2021		114
	Smartscape - Spring	36
	Smartscape - Fall	21
	Spanish Smartscape	22
	Advanced Irrigation	16
	Advanced Plants	19
2022		100
	Smartscape - Spring	23
	Smartscape - Fall	24
	Spanish Smartscape	14
	Advanced Irrigation	22
	Advanced Plants	17
2023		102
	Smartscape - Spring	26
	Spanish Smartscape	6
	Advanced Irrigation	18
	Advanced Urban Forest	18
	Smartscape - Fall	27
	Advanced Plants	7

3. Smartscape Program Graduate Numbers cont'd.

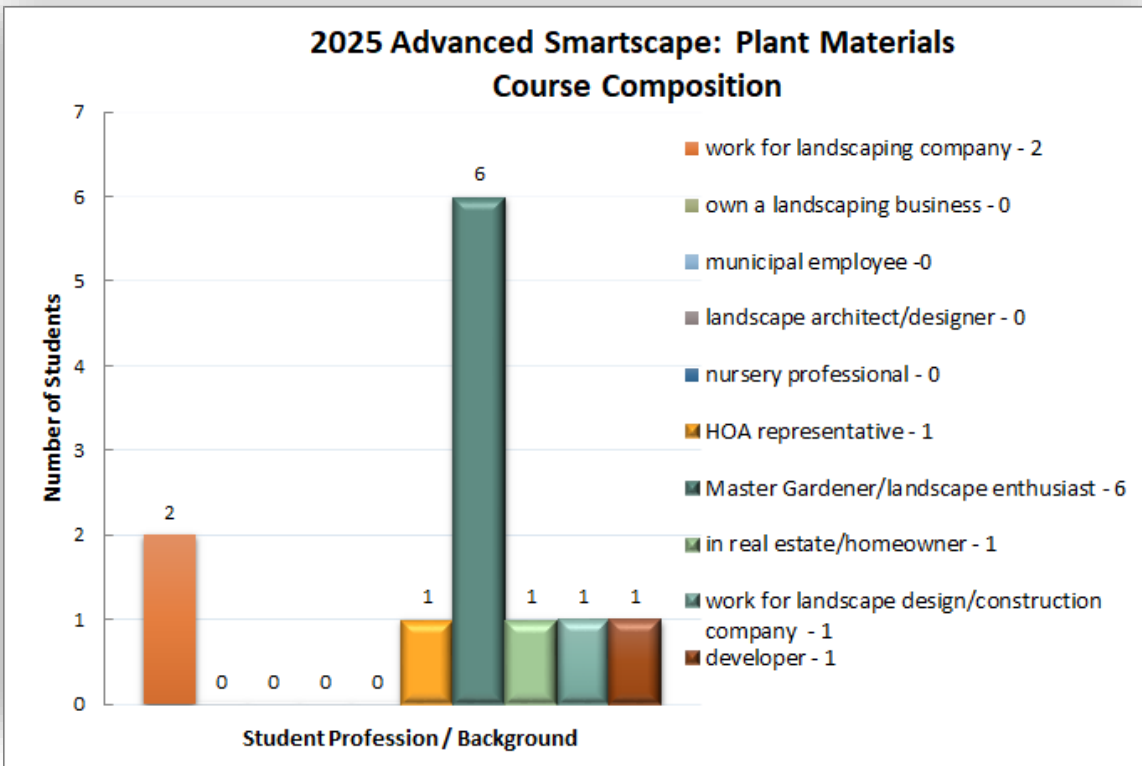
Year	Course	Graduates
2024		107
	Smartscape - Spring	13
	Spanish Smartscape	19
	Advanced Irrigation	18
	Advanced Urban Forest	20
	Smartscape - Fall	25
	Advanced Plants	12
2025		104
	Smartscape - Spring	28
	Spanish Smartscape	
	Advanced Irrigation	23
	Advanced Urban Forest	13
	Smartscape - Fall	25
	Advanced Plants	15
Total Program Graduates to Date:		2,687

4. Community Impact

Who we are reaching within the landscape industry.

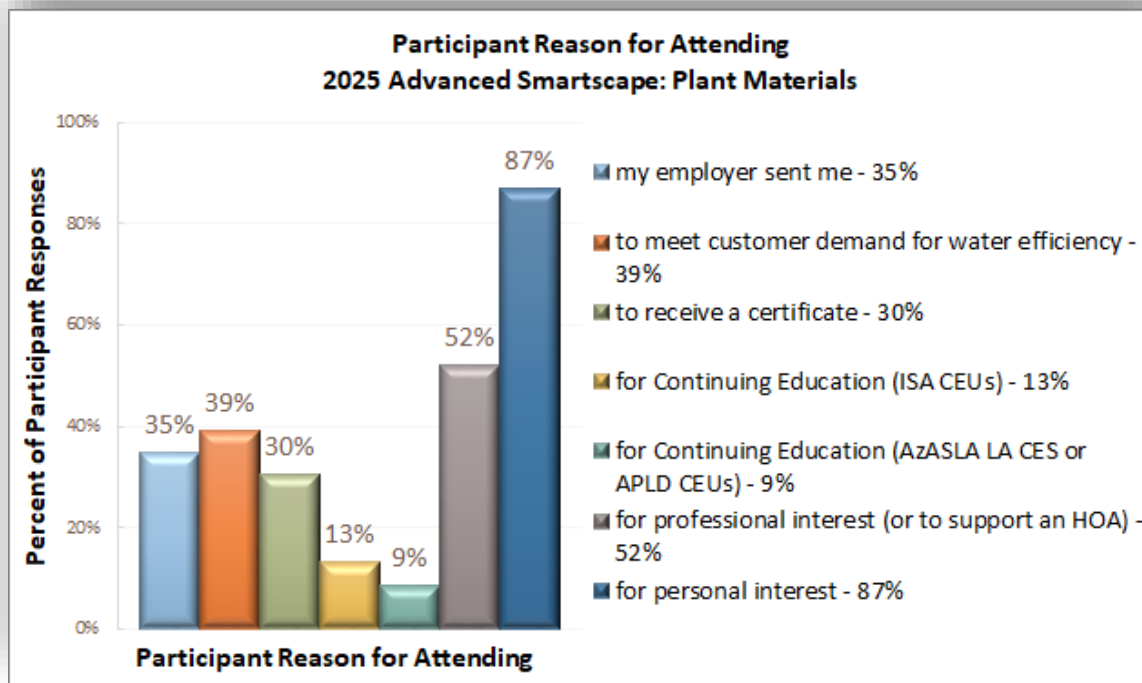
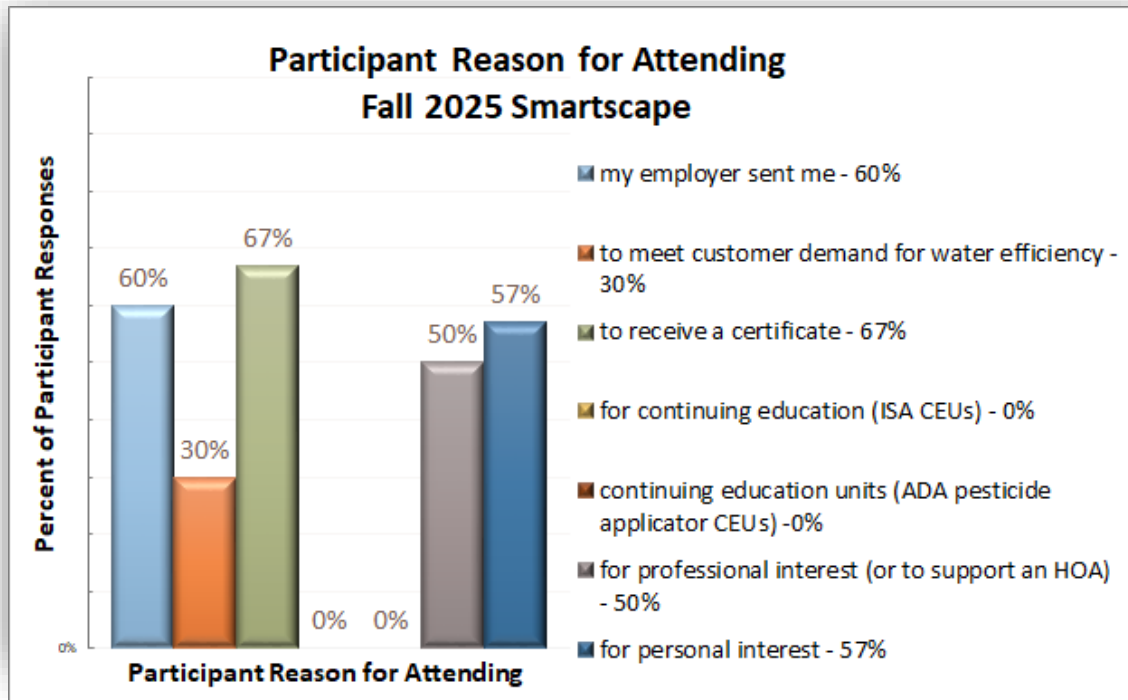


Note: Missing data above because students did not complete overall course evaluation despite request.



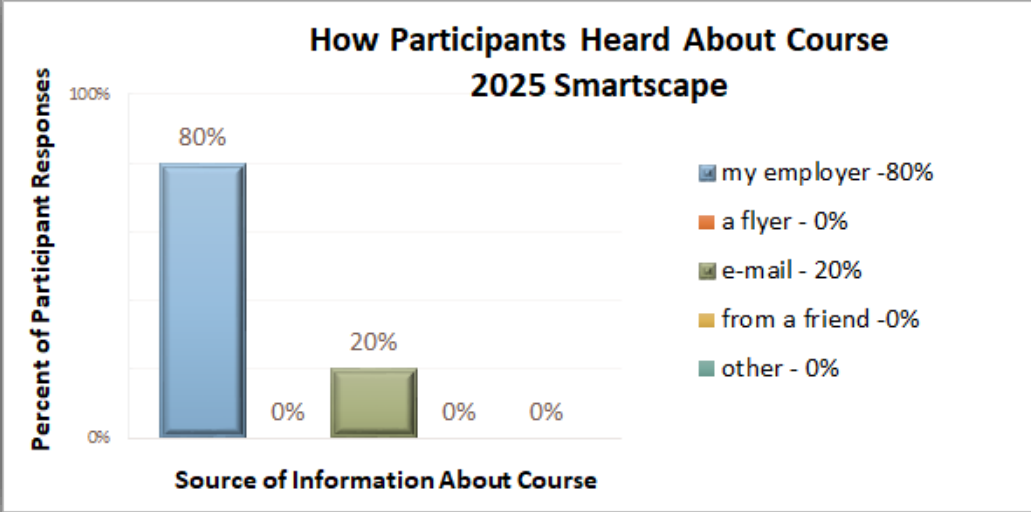
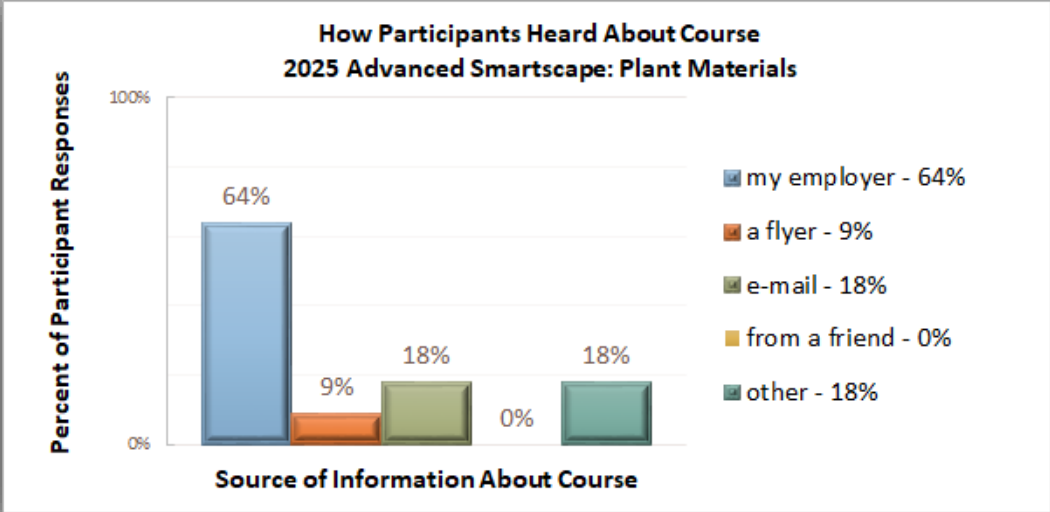
Why participants attended the course.

Participants could indicate more than one reason for attending.



How the participants heard about the course

Participants could indicate more than one source of information.



Overall Course Evaluation – Meeting Participant Expectations of Course

Likert scale of 1-4 (strongly disagree, disagree, agree, strongly agree)

From the end of course overall evaluations:

My Expectations for 2025 Advanced Smartscape: Plants Were Met

- 70%** strongly agree
- 20%** agree
- 10%** disagree
- 0%** strongly disagree

3.60 average

My Expectations for 2025 Fall Smartscape Were Met

- 83%** strongly agree
- 17%** agree
- 0%** disagree
- 0%** strongly disagree

3.83 average

5. Program Maintenance and Achievements

a. Curriculum Delivery and Support

- Fall 2025 Smartscape completed.
- Ryan Wood successfully presented the Advanced Smartscape: Plant Materials course.
- Smartscape.org web updates completed for 2025 courses.
- The Spanish language Plant Materials class was planned but cancelled due to low enrollment numbers.

b. Program Development

- Attended a weekly meeting with the Pima Smartscape team for support and to ensure our courses are delivering equal training through Print and PowerPoint materials.
- Collaborating with the Pima Smartscape coordinator, Stephen Spikes, on curriculum review has been very productive.

6. Outreach and Communication

a. Program Promotion

- Course flyers
- E-mails, flyers sent to Smartscape past program participants.
- Requested promotion by Smartscape supporters, specifically the CEAG members and supporters to help distribute and promote the courses in their organizations.
- AMWUA included Smartscape as a supporter of the 2025 SHADE conference.
- Smartscape courses are listed/linked on the websites of MCCE, AMWUA, ADWR, ACTC (Arizona Community Tree Council). The Extension website page encourages a visit to the Smartscape website with the link.
- Cross-promotion continued with other University of Arizona Cooperative Extension programs such as Pesticide Safety Education, and Master Gardener Programs.
- Tabled at the Fall Plant Festival.

b. Additional Outreach

- Presented at the HOA outreach meetings.
- Promoted Smartscape at the SHADE Marketplace Phoenix AZ
- Promoted Smartscape at the Scottsdale Home and Garden show.

7. 2026 Goals

a. Increase Hands-On Learning

- Launch advanced hands-on activities for the upcoming leak detection short course using the newly purchased advanced leak detection equipment.
- Create rotating “learning stations” in each class using the iPads and diagnostic tools to promote student-to-student exploration, troubleshooting, and demonstrations.

- Provide instructor support and training to help teaching staff integrate the new equipment effectively into their curriculum.
- Continue responding to student feedback by identifying additional tactile tools that can enhance engagement and understanding in Plant Materials, Irrigation, and Urban Forest Management.

b. Keep Smartscape Graduates Connected

- Launch the monthly Smartscape newsletter through Trellis, incorporating Smart Tips, updates, upcoming classes, and contributions from business owners and supervisors.
- Begin transitioning registration workflows to the Trellis event system to gradually replace Eventbrite and reduce program costs.
- Collaborate regularly with Pima County Smartscape to unify resources, cross-promote courses, and ensure statewide consistency in the graduate experience.
- Engage business owners directly by inviting them to contribute tips, case studies, or best practices for the newsletter and website.

c. Increase Program Visibility

- Begin production of short educational videos for Facebook and Instagram using the newly acquired audio/video equipment. Focus topics may include irrigation basics, pruning tips, desert plant selection, and maintenance best practices.
- Launch a Smartscape Marketing Kit specifically designed for business owners, including flyers, CEU information, course overviews, and promotional materials they can share with their crews.
- Expand outreach to employers through targeted email campaigns, site visits, and distribution of the new marketing kits, acknowledging their major role in student recruitment.
- Implement 1–2 day workshops (three-hour sessions) between major courses to maintain student engagement year-round. Topics may include leak detection, plan reading, irrigation troubleshooting, or plant diagnostics.
- Develop and pilot the new Leak Detection Short Course as a 2025 signature offering, leveraging the newly purchased equipment and aligning with industry needs.
- Continue website enhancements in collaboration with AMWUA’s new coordinator and Pima County Smartscape to ensure graduates, employers, and the public can easily access Smartscape resources and course information.