



# SMARTSCAPE Interim Report

July 1, 2020 –  
December 31, 2020



THE UNIVERSITY OF ARIZONA  
**Cooperative Extension**  
Maricopa County

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Maricopa County Cooperative Extension  
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# Smartscape Program Interim Report

## 1. Program Summary Statement

The Smartscape program continued to respond and adapt to COVID-19 conditions. The Fall Smartscape course was presented online via Zoom. Instructors were still able to deliver quality information, and participants received all the materials that complement each class. Pima Smartscape administered the online test. The latter is just one example of the strengthened collaboration between the Smartscape programs of Maricopa and Pima counties.

Unfortunately, instructors felt that we could not deliver a quality training experience for the Advanced Smartscape: Irrigation course online, and we had to cancel the course rescheduled for November 2020. We are creating video components to utilize online for the next course.

With Smartscape branding developed by our sponsors, new material formatting was developed for the programs, providing cohesion to course flyers, presentations, and other items.

The Smartscape program strives to provide students with the essential skills to plan, create, and care for water-efficient landscapes. The program continues to hold a recognized and prominent place within the green industry in the greater Phoenix metropolitan area.

## 2. Program Impact Numbers Summary

### Smartscape Impact Numbers Summary July 1 - December 31, 2020

NAME OF COURSE	Dates	Total Instructional Hours	Percent Successfully Completed	Total Number Certificates
Smartscape (10 classes)	July 14 - Aug 8	30	89%	41
<b>TOTAL</b>		<b>30</b>	<b>89%</b>	<b>41</b>

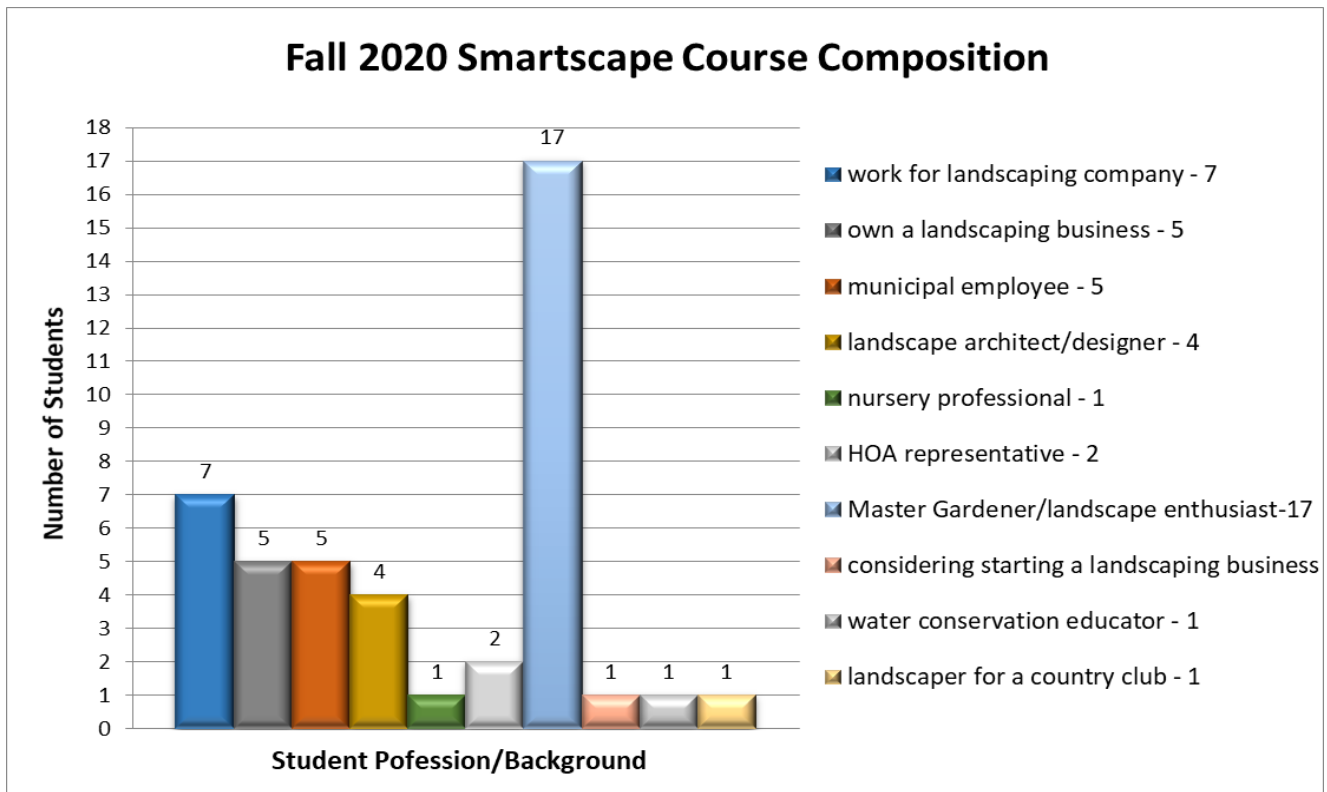
### 3. Smartscape Program Graduate Numbers

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
<b>2010</b>		<b>94</b>
	Smartscape - Spring	55
	Smartscape - Fall	39
<b>2011</b>		<b>131</b>
	Smartscape - Spring	48
	Smartscape - Fall	45
	Advanced Irrigation	38
<b>2012</b>		<b>125</b>
	Smartscape - Spring	60
	Smartscape - Fall	38
	Advanced Irrigation	27
<b>2013</b>		<b>105</b>
	Smartscape - Spring	39
	Smartscape - Fall	40
	Advanced Irrigation	26
<b>2014</b>		<b>107</b>
	Smartscape - Spring	43
	Smartscape - Fall	30
	Advanced Irrigation	34

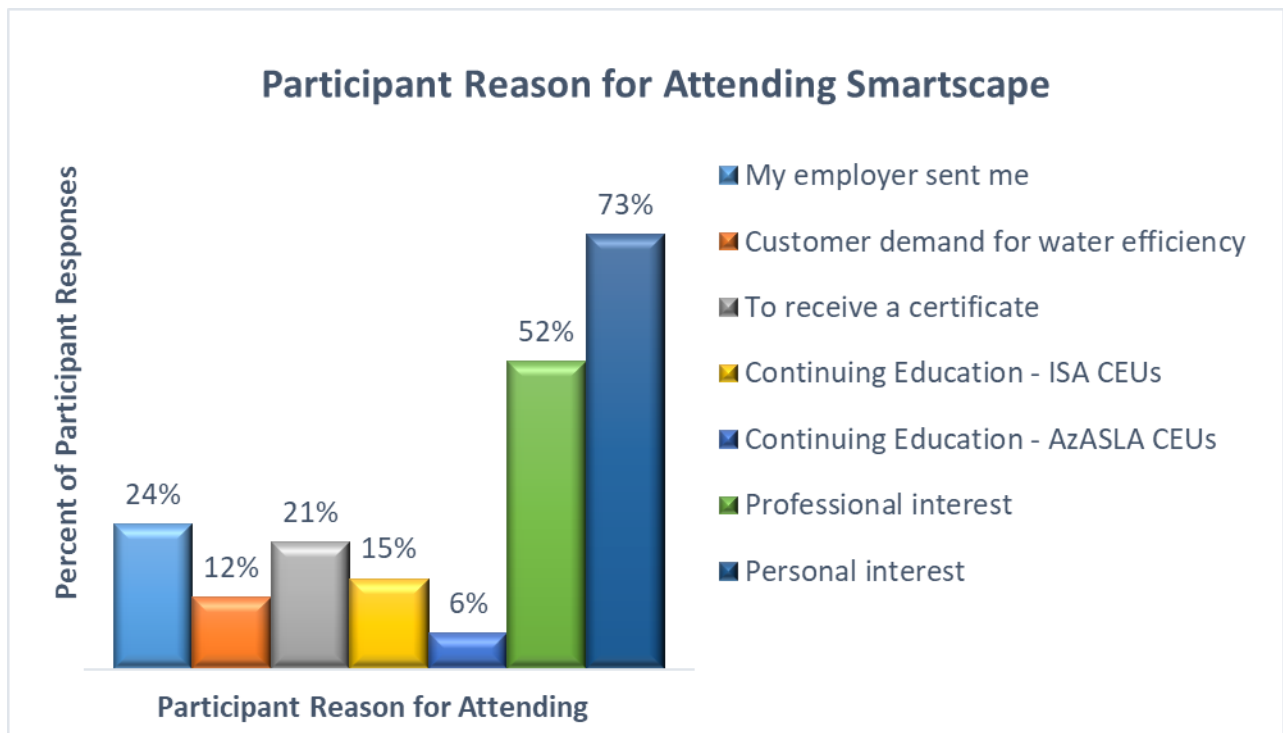
Year	Course	Graduates
<b>2015</b>		<b>137</b>
	Smartscape - Spring	52
	Smartscape - Fall	48
	Advanced Irrigation	37
<b>2016</b>		<b>142</b>
	Smartscape - Spring	45
	Smartscape - Fall	46
	Advanced Irrigation	51
<b>2017</b>		<b>131</b>
	Smartscape - Spring	48
	Smartscape - Fall	42
	Advanced Irrigation	41
<b>2018</b>		<b>161</b>
	Smartscape - Spring	43
	Smartscape - Fall	45
	Spanish Smartscape	24
	Advanced Irrigation	49
<b>2019</b>		<b>142</b>
	Smartscape - Spring	52
	Smartscape - Fall	46
	Spanish Smartscape	13
	Advanced Irrigation	31
<b>2020</b>		<b>80</b>
	Smartscape - Spring	39
	Smartscape - Fall	41
	Spanish Smartscape	
	Advanced Irrigation	
<b>Total Program Graduates to Date:</b>		<b>2160</b>

## 4. Community Impact

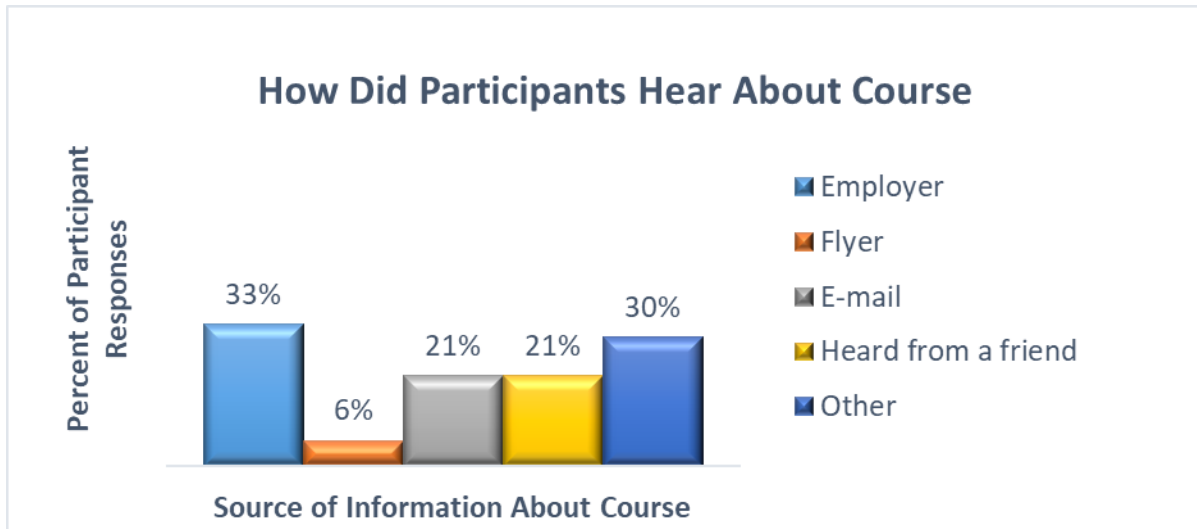
Who we are reaching within the landscape industry



Why the participants attended the course

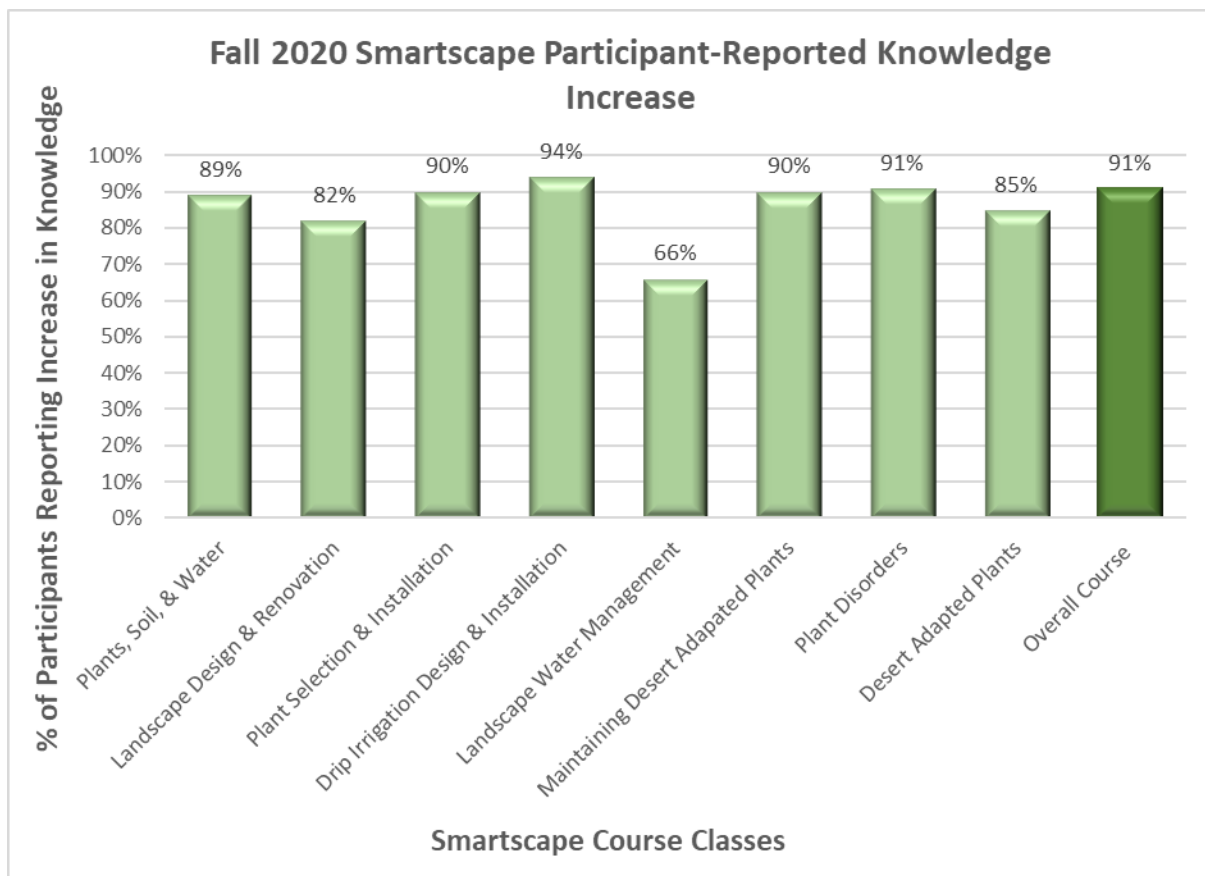


## How the participants heard about the course

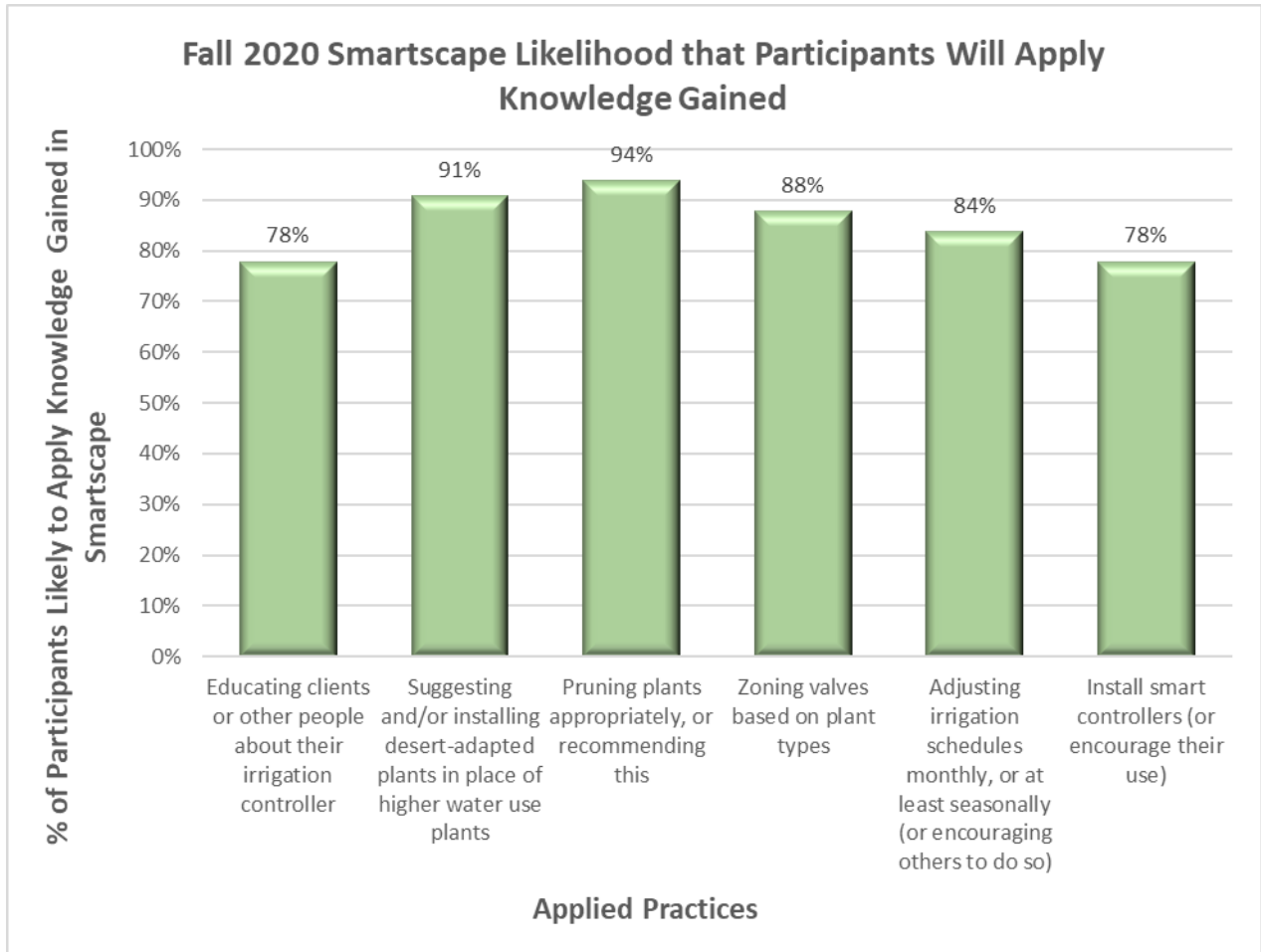


## Evaluation Data

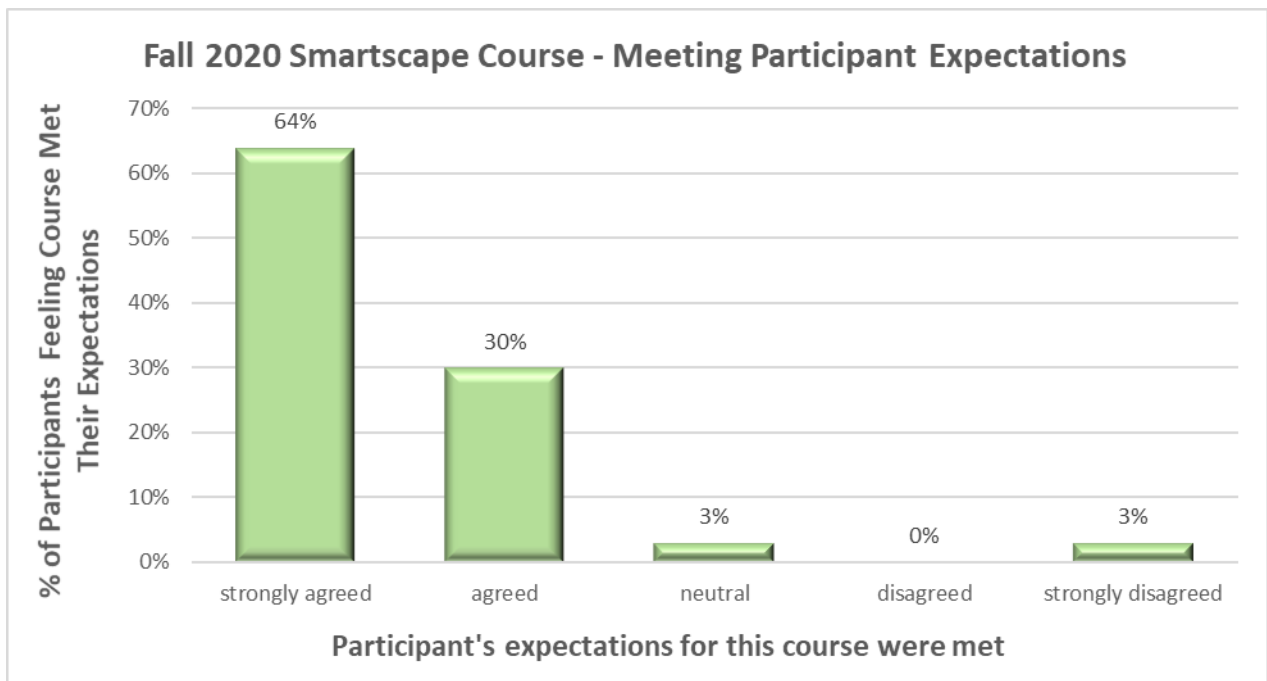
Participants Reporting Increased Knowledge (individual classes and overall course)

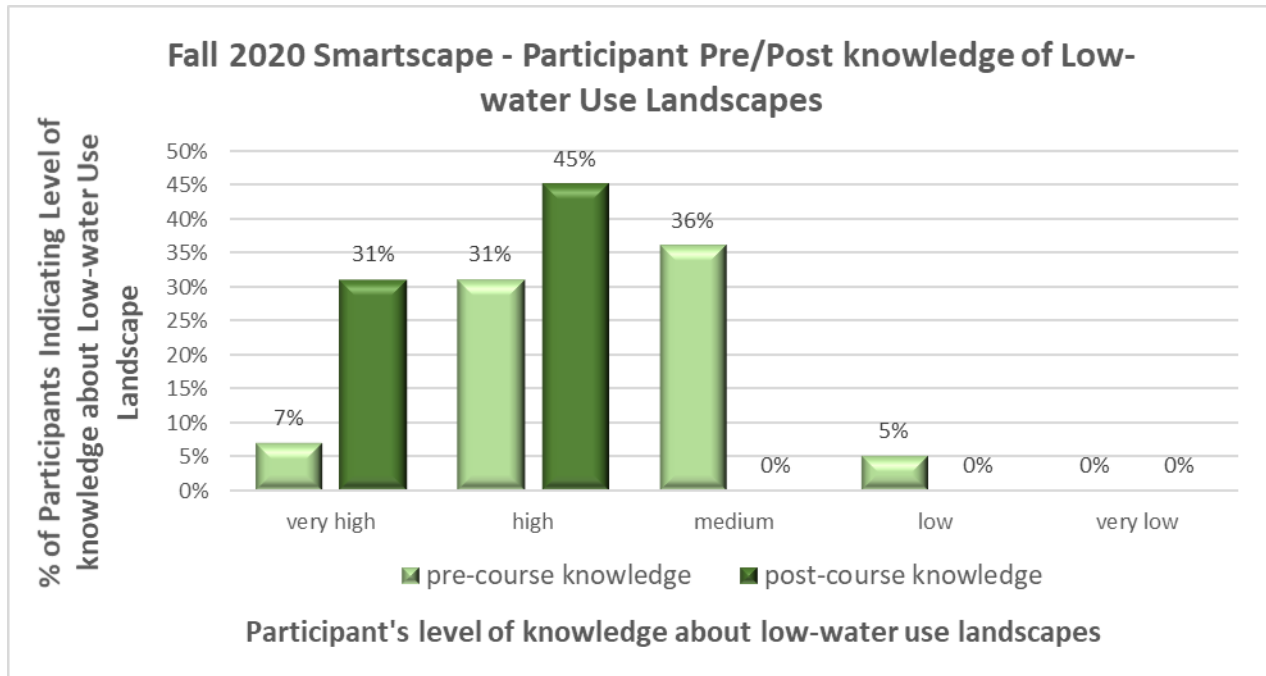


## Application of Knowledge / Skill Transfer



## Overall Course Evaluation





## 5. Innovations and Achievements

### a. Curriculum Development

- The PowerPoint presentations for each Smartscape class were reformatted to create consistency within the course, as well as between the Maricopa and Pima programs
- Created a presentation featuring UA publications associated with the topic of each class to run before class or through the break
- Developed a presentation spotlighting demonstration gardens in each Valley municipality to encourage students to utilize them as a learning resource for themselves and/or their clients
- To accommodate COVID-19 conditions, classes and testing were adapted for online Zoom delivery
- Worked with Pima Smartscape to begin translation of the Smartscape Study Guide into Spanish

### c. Research & Evaluation

- In response to participant evaluation, worked with Pima Smartscape to make our presentations more engaging

## 6. Outreach and Communication

### a. Program Promotion

- Course flyers
  - E-mails sent to Smartscape listserv (over 1000 past program participants) and businesses (landscape companies, wholesale nurseries, irrigation stores, rock yards, and soil labs – approximately 800)
  - Flyers distributed to businesses (wholesale nurseries, irrigation stores, rock yards, and equipment rental/sales businesses)

- Promotion by Smartscape supporters
  - AMWUA included Smartscape as a supporter of the 2020 SHADE conference
  - ANA (Arizona Nursery Association) includes Smartscape in its *Southwest Horticulture* publication advertisement section
  - Smartscape courses are listed on the websites of AMWUA, ACTC (Arizona Community Tree Council), and the City of Tempe
  - Cross-promotion continued with other University of Arizona Cooperative Extension programs such as the Desert Turf Program and Master Gardeners
- Social media promotion included posts to the Smartscape Facebook page (<https://www.facebook.com/SmartscapeUA/>) about upcoming classes and landscaping topics
- b. Additional Outreach
  - Delivered two presentations for the ACTC Annual Conference & Pest Management Workshop to promote Smartscape programs
  - With Pima Smartscape, developed a Smartscape program poster for the Arizona Cooperative Extension Virtual Conference 2020