

Worksheet A: Understanding the Why and Why Not

The following questions can help you explore motivations and concerns. If you do not know an answer, ask for input from your supervisor, coworkers, or landscape maintenance provider.

What **motivates** your company to consider changing the landscape? (check all that apply)

- Conserve water
- Reduce water bills
- Improve aesthetics
- Meet corporate sustainability goals
- Improve property value
- Be a steward of the environment
- Demonstrate sustainability commitment to local community/employees
- Obtain sustainability certification (e.g., LEED¹)
- Reduce maintenance costs and/or time
- Reduce flooding or water damage
- Other: _____

What are your company's **concerns** about changing the landscape? (check all that apply)

- Installation cost
- Maintenance cost
- Time investment
- Changed aesthetics
- Disruption to operations (parking, noise, etc.)
- Other: _____

¹ Leadership in Energy and Environmental Design, <https://www.usgbc.org/leed>.

