



California



LANDSCAPE CONTEST



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Background

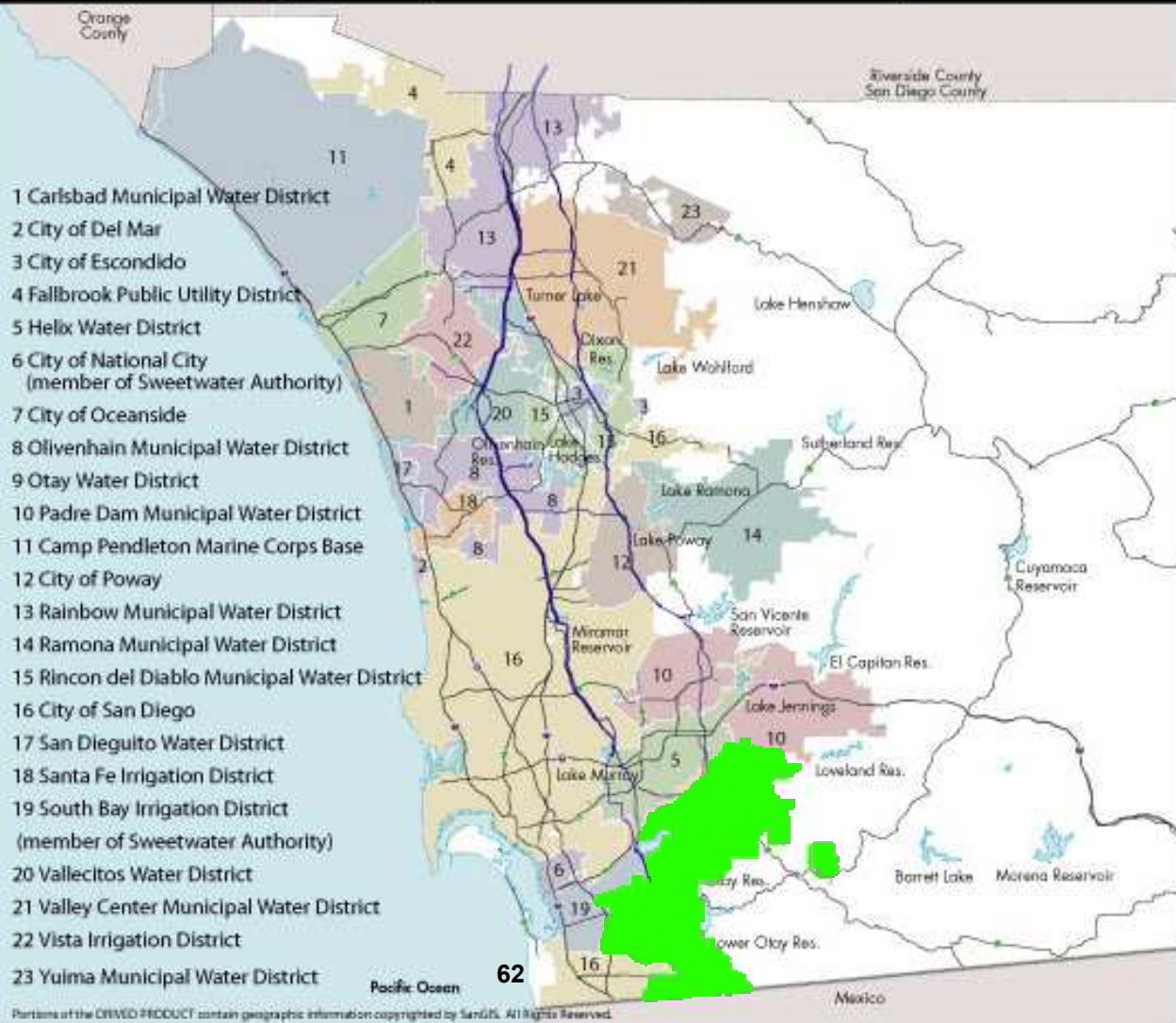
Challenges:

- **Finding ways to encourage outdoor water conservation**
- **Finding ways to drive interested parties to view The Water Conservation Garden's exhibits**
- **Finding ways to reward individuals who respond to the call for low-water-use landscape**
- **Finding ways to change the attitude of "beautiful" from water-guzzling to water-efficient**
- **Finding ways to make outdoor water saving "cool"**

Landscape Participants 2003 - 2004



San Diego County Water Authority Member Agencies





Goals 2003 - 2004

- **A quick way to get some photos of a group of water-wise gardens**
- **Photos to be used to promote water-wise gardening**
- **Create a link to the Water Conservation Garden**



Landscape Contest 2003 – False Start

- Began in April 2003
- Spring Garden Festival to promote – brochure

- Bill insert in May

be water wise and win

landscape

OTAY

For more information, visit www.otaywater.gov or call 619.476.2291.

- 4 entries
- Determined not enough interest

WATERWISE LANDSCAPE CONTEST

OTAY WATER DISTRICT
2664 Sweetwater Springs Blvd.
Spring Valley, CA 91778

For more information:
(619) 676-2291
www.otaywater.gov

A CONTEST FOR HOMEOWNERS AND PROFESSIONALS

OTAY
SPONSORED BY
OTAY WATER DISTRICT

CONTEST RULES

- All projects must be within the Otay Water District's service area.
- Entries must have included the project.
- Entries may compete for entry in different categories, but will only be judged in one.
- Overall water efficiency will be evaluated from project water bills.
- Only Otay Water District reserves the right to not have any award if the entry category does not receive more than three individual entries.
- The "Project" entries to be judged will be submitted to include:
 - 4-6 different color photos of the landscape with name and property address on the back of each photo. Photos will not be returned.
 - A final map of the landscape and a list of plants, and an irrigation schedule.
- 4-6 different color photos of the landscape before and 3-4 different color photos after the landscape upgrade with name and property address on the back of each photo. Photos will not be returned.
- A hand-drawn map of the current landscape and a list of plants, and an irrigation schedule.
- A hand-written description comparing the old landscape and existing practices with the upgraded landscape and existing schedule. Explain how the upgraded plan is more water efficient.

PROFESSIONALS, INDIVIDUALS TO INCLUDE:

FOR NEW LANDSCAPE DESIGN:

- The complete set of landscape and irrigation plans.
- Written permission from the property owner as required on the application.

FOR EXISTING LANDSCAPE PHOTOGRAPHS:

- One complete set of landscape and irrigation plans.
- Written permission from the property owner as required on the application.

FOR LANDSCAPE UPGRADES (PHOTOS):

- 3-4 different color photos of the landscape before and 3-4 different color photos after the landscape upgrade with name and property address on the back of each photo. Photos will not be returned.
- A hand-drawn description comparing the old landscape and existing practices with the upgraded landscape and existing schedule. Explain how the upgraded plan is more water efficient.



Landscape Contest 2004

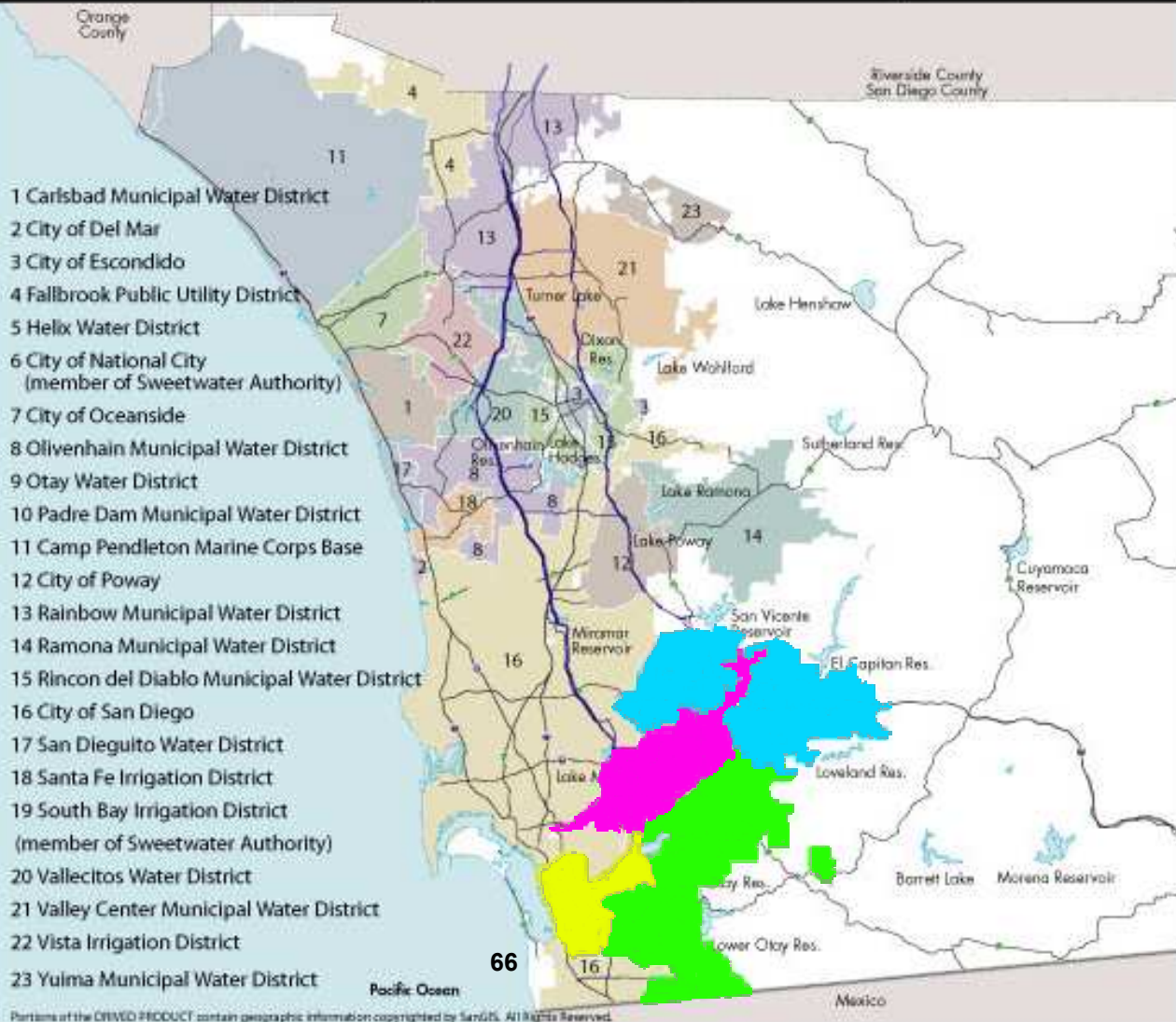
- **Began again in October 2003**
- **Distributed brochures to local nurseries in the Otay District, bill insert, newsletter articles, point-of-purchase displays**
- **Made contacts with area nurseries**
- **Received and reviewed applications (10 entries)**
- **Awarded four winners**
- **\$100 gift certificates to nurseries**
- **Felt this was good, but not reaching enough**
- **Realized they did not want to do this alone**





Landscape Participants 2005

San Diego County Water Authority Member Agencies





Challenge – Objective & Tactics

Challenge: How to promote California-Friendly landscaping—linking the Water Conservation Garden to customers' yards

Objective: Promote California-Friendly (water saving) landscaping in San Diego County in order to save water & promote MWD/SDCWA/local district water-saving programs

Tactics:

- Recognize and reward individuals and landscapers who have done an outstanding job at water-wise gardening
- Promote the winners within the San Diego media to attract the attention of a regional audience; therefore encourage MORE homeowners to plant California-Friendly landscapes
- Obtain current, beautiful photographs of water-wise landscapes to be used in other promotional materials, etc.
- Involve local nurseries in the process in order to encourage them to stock native and water-wise plant materials



Timeline - 2005

- December 1 – January 15** Production of materials, criteria, design & print posters, brochures, applications
- January 16 – April 15** Distribution of information
Public Relations
Applications accepted
- April 16 – May 20** Judging, photography, sign making
- May 21 -** Winners announced at WCG Spring Garden Festival



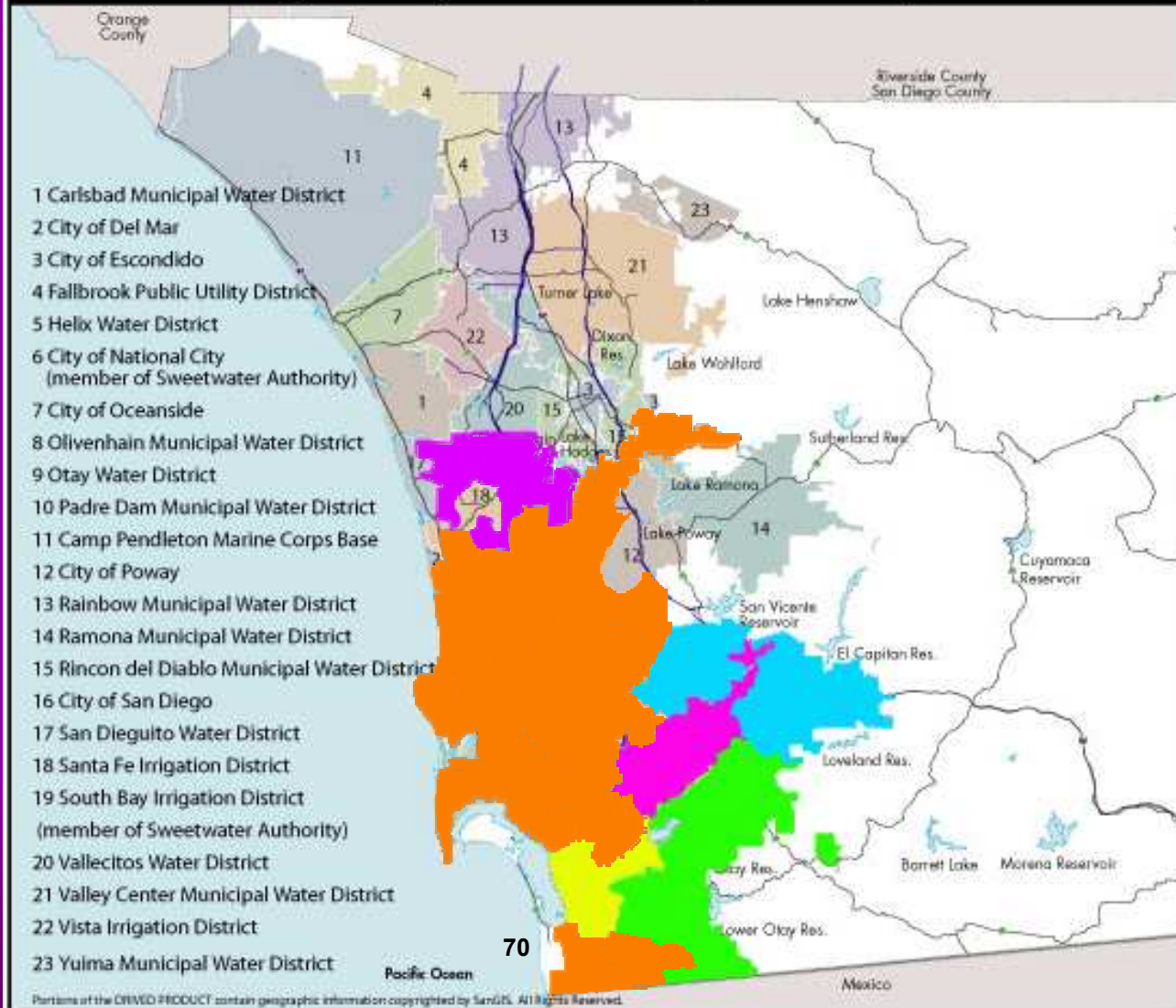
Budget 05

Brochures (5,000)	\$1,856.90
Mock-Check Laminating	183.18
Photo Processing	76.10
Yard Signs	820.70
Grand Prizes	900.00
Regional Prizes	1,000.00
Judging Expenses	23.55
Ads – Californian & Star News	1,376.54
+ In-kind from agencies	
Total Paid Expenses	\$6,236.97



Landscape Participants 2005 - 2006

San Diego County Water Authority Member Agencies





Timeline – 2005 - 2006

- | | |
|-------------------------------|---|
| September – January 15 | Production of materials, criteria, design & print posters, brochures, applications |
| January 16 – April 15 | Distribution of information
Public Relations
Applications accepted |
| April 16 – May 15 | Judging, photography, sign making |
| May 19 - | Winners announced at WCG
Spring Garden Festival |
| May 20 - | Press Coverage |



Budget 2006

Metropolitan Water District of Southern California

\$10,000 grant

**San Diego County Water Authority Communications
Partnership grant**

\$3,300

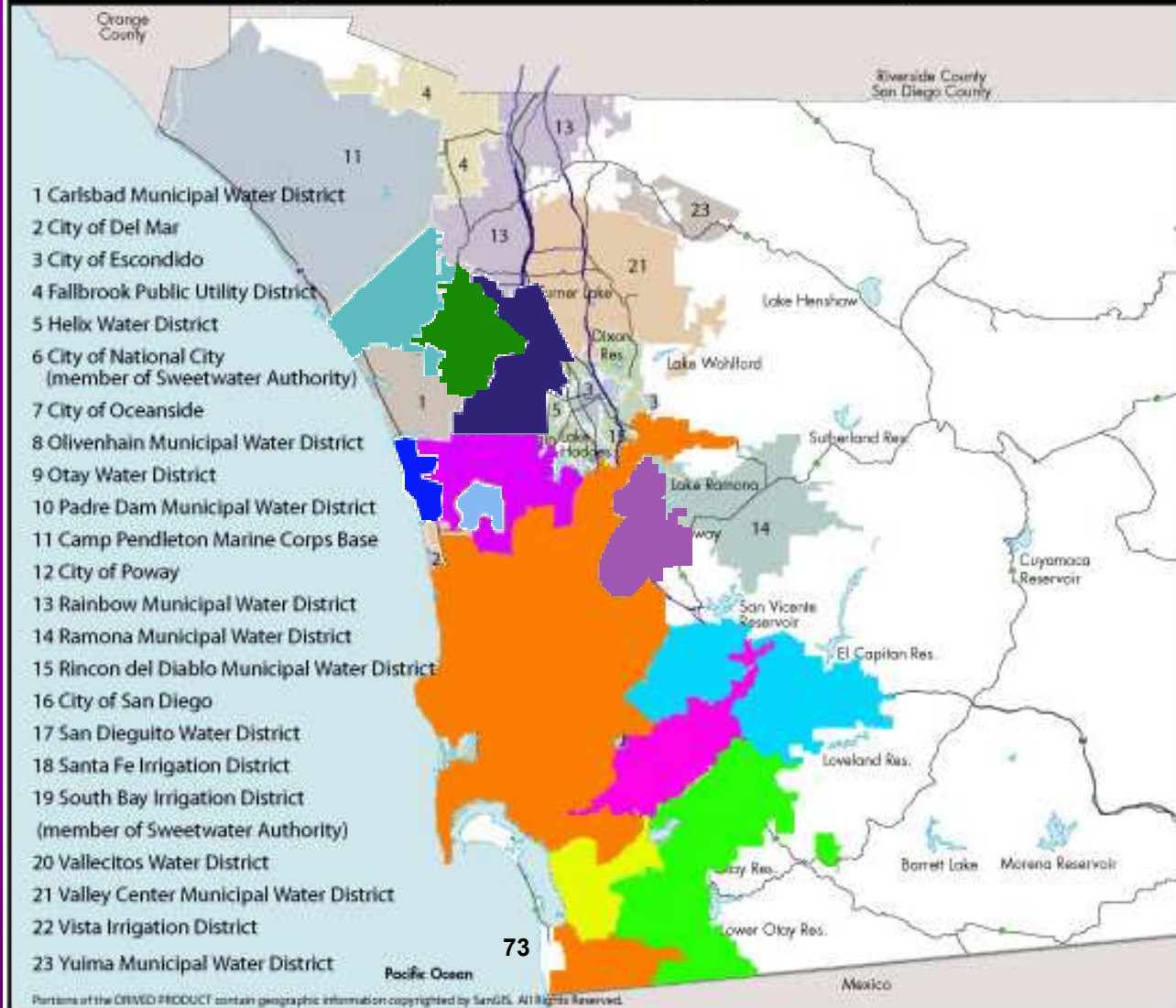
Spent: \$17,700

Final cost to each participating agency: \$407.32



Landscape Participants 2006 - 2007

San Diego County Water Authority Member Agencies





Budget 2007

San Diego County Water Authority Grant

\$25,000

Rainbird Sponsorship

\$ 4,000

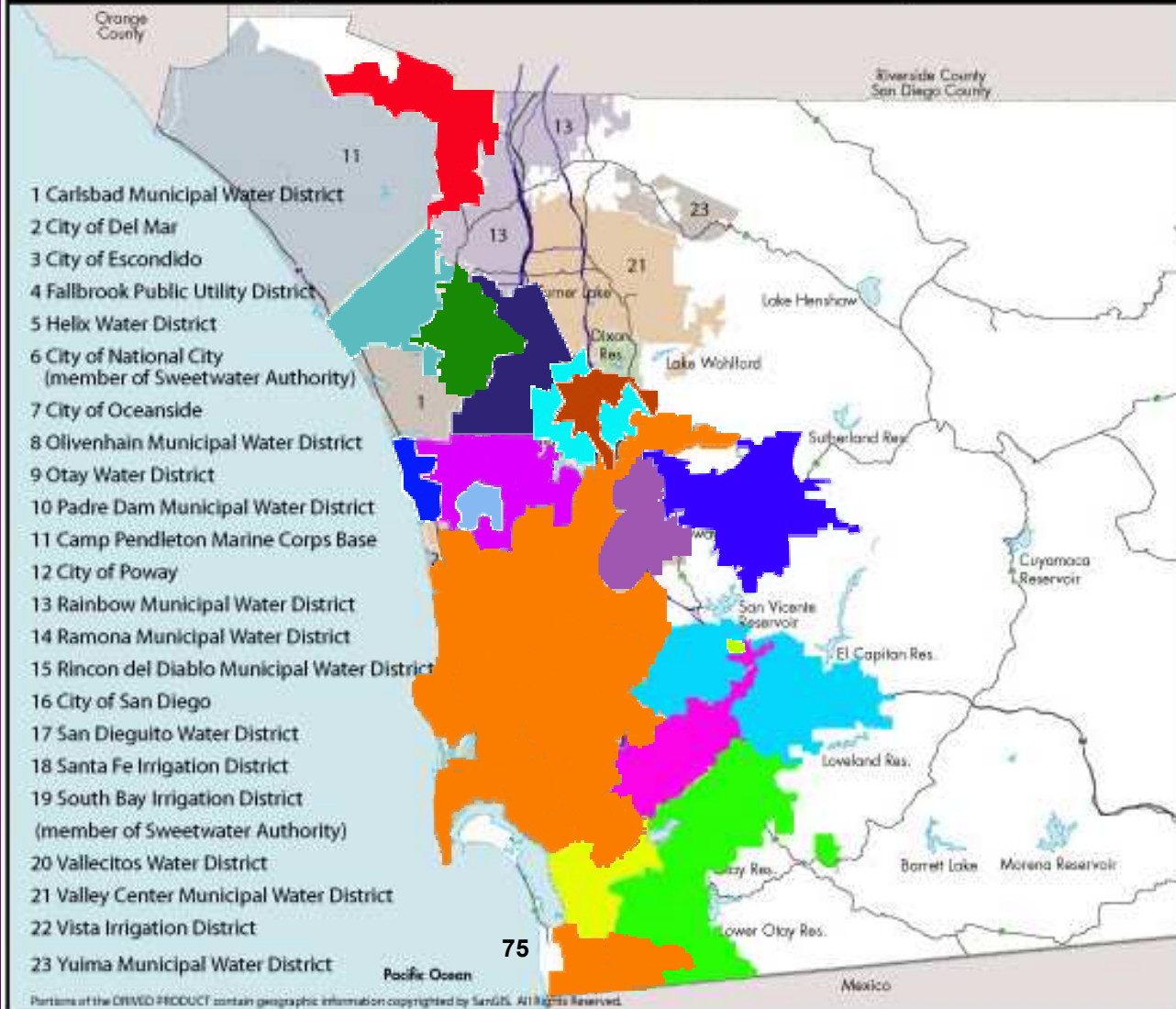
Total Cost: \$29,491.26

Final cost to each participating agency: \$49.13



Landscape Participants 2007 - 2008

San Diego County Water Authority Member Agencies





Budget 2008

San Diego County Water Authority Grant

\$25,000

Miramar Nursery

\$ 2,500

Grangetto's Farm & Garden Supply

\$1,000

Total Cost: ?

Final cost to each participating agency: ?



Process - Getting the Word Out





Preliminary Judging

Representatives from
each agency



6
FINALISTS

Judgment Day



Photo by Armando Buelna, Otay Water District

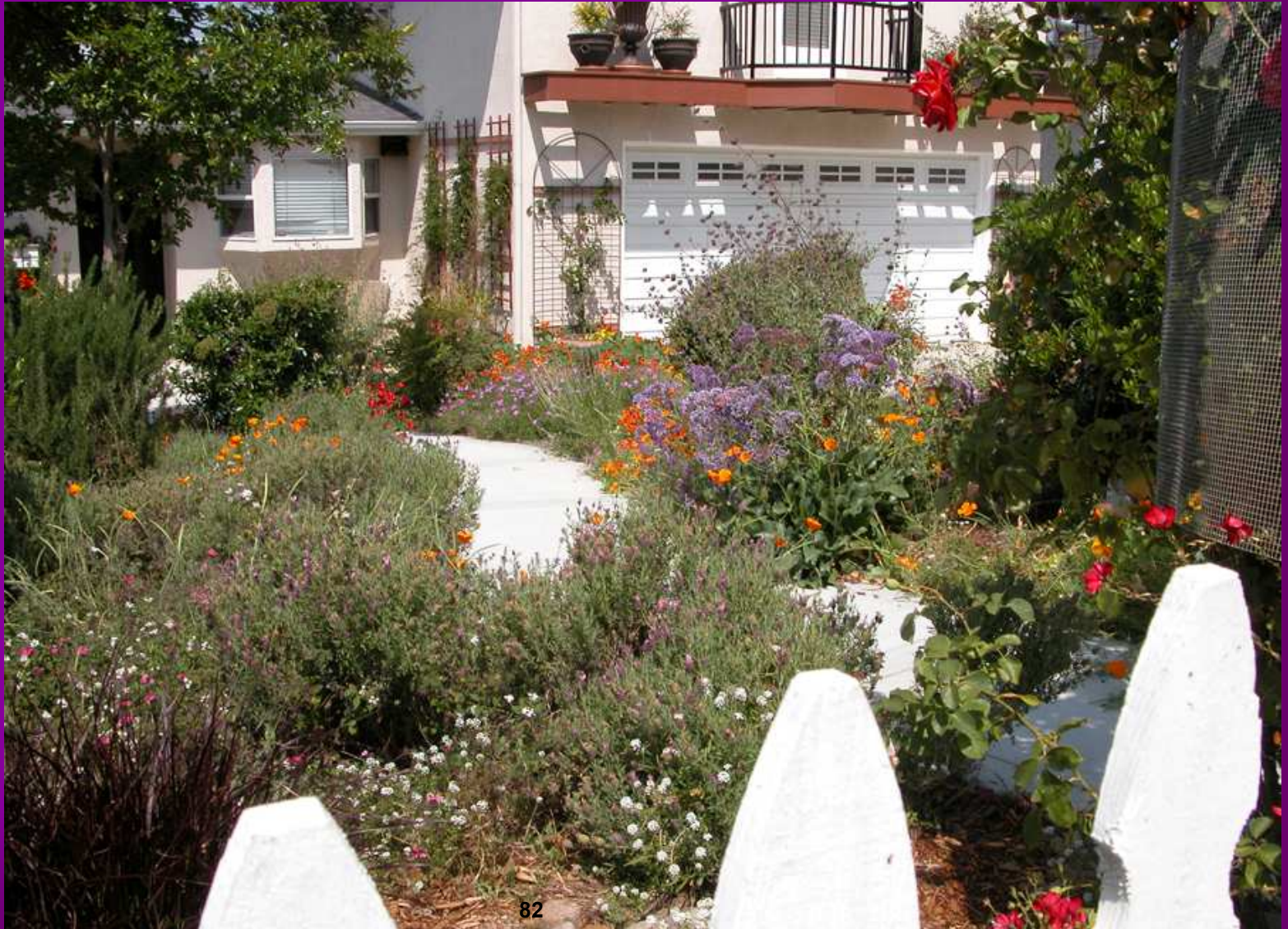
Send in the Photographers



Winners



Winners



Winners





Big Checks at the Spring Garden Festival





Signs Over San Diego County





Outcomes

Print articles:

- **Union-Tribune**
- **Helix, Otay, Padre Dam, Sweetwater websites**
- **Newsletters**
- **CLCA Offshoot**
- **AEP Environmental**
- **East & North County newspapers**

San Diego County's 3rd Annual California-Friendly Landscape Contest

More than two million homeowners eligible to compete for \$2,500 in prizes

Grow a water-wise landscape and you could win a \$500 grand prize! This year's San Diego County California-Friendly Landscape Contest has expanded to include residents of the City of San Diego and part of the North County.

The contest was developed to reward homeowners who have explored the beauty of California-Friendly plants and installed water-wise landscapes. "California-Friendly" essentially means more beauty with less water. Low-water-use landscaping helps conserve San Diego's water supply and leads to a lower water bill. Up to 50-70% of household water in San Diego County is used outdoors.

Six local water agencies are proud to be sponsoring the 3rd Annual California-Friendly Landscape Contest: City of San Diego, Helix Water District, Olivenhain Municipal Water District, Otay Water District, Padre Dam Municipal Water District and Sweetwater Authority. The more than two million residents who live in these water agency service areas are eligible to enter their yards and compete for up to \$2,500 in prizes.

Judges will review landscapes for one or more of the following elements of water-wise landscaping: innovative design with water conservation and function in mind, use of California-Friendly plants, use of color and texture in the landscape,

use of zoning techniques (grouping plants), water requirements, efficient landscape (proper tree placement), functional use of landscape, creative use of hardscape and the use of water harvesting design runoff.

Up to eight winners will be awarded the region's best do-it-yourself homeowner and best professionally landscaped yard each will receive a gift certificate to a nursery. Regional winners will also be awarded an honorary brick-paved Water Conservation Award.

Six other landscapers will be recognized as district. The best each participating agency service area receives a \$250 gift certificate. The winners will be announced during the Spring Garden Festival Water Conservation Garden.

The deadline is April 14, 2006. If interested in some contest can call 619-620-6202 to request an application. The fall season is a great consider making changes to your landscape. To learn more about endless possibilities California-Friendly landscaping, visit Conservation Garden at Cuyamaca College in El Cajon or go to www.thegarden.com. Admission is FREE.



San Diego County's 3rd Annual California-Friendly Landscape Contest. Sponsored by Helix, Padre Dam, Otay, and Sweetwater water districts. The contest recognizes and celebrates water-conserving landscapes. For more information, visit www.thegarden.com or call 619-620-6202, and the other for a professionally landscaped yard.

San Diego County's 3rd Annual California-Friendly Landscape Contest

More than two million homeowners eligible to compete for \$2,500 in prizes

By Jeff Barnes

Grow a water-wise landscape and you could win a \$500 grand prize! This year's San Diego County California-Friendly Landscape Contest has expanded to include residents of the City of San Diego and part of the North County.

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Judges will review landscapes for one or more of the following elements of water-wise landscaping: innovative design with water conservation and function in mind, use of California-Friendly plants, use of color and texture in the landscape, use of zoning



Bonnie Graney of La Mesa, the Regional Winner in the do-it-yourself category, basks in her front yard full of color.

be announced on Saturday, May 20th during the Spring Garden Festival at The Water Conservation Garden. For more information, visit www.bewaterwise.com.

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continued on page 11

It's so easy to be green

Stick out your green thumb and hitch a ride on an express headed for big awards in three garden and landscaping competitions that are currently seeking entrants:

- Tomato growers are invited to enter a contest to find San Diego's best tomatoes held by NatureSweet Tomatoes. Contestants can pick up and submit entry forms at any California Ralphs store starting tomorrow. Entrants will take three home-grown medium or large tomatoes or 10 small tomatoes to the Ralphs at 4239 Genesee Ave., between 9 and 11 a.m. Sept. 24, when the tomatoes will be tested on overall appearance, color and sweetness. A panel of local judges will then taste-test the 10 top entries. A winner and three runners-up will be announced at noon. The winner will receive \$5,000; runner-up will win \$250 store vouchers each. For more information, visit www.naturesweet.com.

For a contest application, call (619) 670-2291. The deadline to enter is April 15. To learn more about California-friendly landscaping, visit the Water Conservation Garden at 12122 Cuyamaca College Drive West, El Cajon, or log on to www.thegarden.org.

—CATHY LUBENSKY



Outcomes

Photos used:

- SDCWA Non-Calendar
- SDC runoff program – Project Clean Water – examples of water-wise landscapes
- DWR Publication
- Gardensoft CD

JUNE

Ground covers are plants that can quickly take root and cover the surrounding area. They are an excellent substitution for turf on slopes with poor soil. Ground covers generally require less labor and water, yet can provide dramatic color and beauty.

Practical Gardening Tips

- The fire season is already under way. Ask your local fire department for advice about planting and trimming your landscape to protect your home from fires, particularly if you live on a canyon or near open space.
- Transplant your overgrown container plants into larger containers so that they will not have to be watered as frequently.
- Test your soil with a soil probe for moisture content.
- Avoid shallow irrigation. Instead, water the entire root zone well, but only as needed so plants will grow deep roots. Frequent, shallow watering will result in shallow roots.
- Continue pulling new weeds before they produce seeds and become difficult to remove.

Gardener's Notes:

Ralph Waldo Emerson "Earth laughs in flowers."

SPRING

WINTER

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Outcomes

Photos used:

**“Water Smart
Landscapes for
California”
AB 2717
Landscape Task
Force Findings,
Recommendations
and Actions –
Report to the
Governor &
Legislature –
December 2005**



Water Smart Landscapes for California

AB 2717 Landscape Task Force
Findings, Recommendations, & Actions



Outcomes



Displays:

- **Spring Garden Festival - WCG**
- **Fall Garden Festival - WCG**
- **Spring Plant Sale - WCG**
- **Lobby Exhibits at all participating agencies**
- **Master Gardeners**
- **County Fair**



Outcomes

- **Signage up through August**
- **Friends of East County Arts Garden Tour – 2006/7**
- **Interest expressed by several local nurseries**
- **Continued use of photos throughout the year and with the expressed permission of Contest – MWD, U-T, DWR, SDCWA, CDs, etc.**
- **Speaking engagement –**
 - Garden Clubs**
 - AWWA Conference**
 - IA Conference**



Lessons Learned

Promotion – Social Marketing

- **During Residential Survey**
- **Meter Readers**
- **Agency Publications**
- **Point of purchase - brochures**
- **Purchased advertisement**
- ***Union-Tribune* - contest regional and growing**
- **Posters in chain coffee houses**
- **www.landscapecontest.com**
- **Photographs – ripple effect**



Brochures

San Diego County's 3rd Annual California-Friendly Landscape Contest

More than
\$2,000 in prizes
for homeowners



"California Friendly"
means more beauty
with less water

San Diego County's 4th Annual

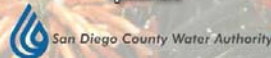


Landscape Contest

More than
\$3,500 in prizes
for homeowners



Sponsors



More than
\$3,500 in prizes
for homeowners

San Diego County's 5th Annual California



Landscape Contest





More to Come

2007 – 2008 Contest Members

All but 5 of the 24 San Diego County Water Authority Members

Reach

2004 Contest = 170,000 customers

2005 Contest = 728,000 customers

2006 Contest = 2,000,000 customers

2007 Contest = 2,500,000 customers

2008 Contest = 3,000,000 customers