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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

1. Carlsbad Municipal Water District
2. City of Del Mar
3. City of Escondido
4. Fallbrook Public Utility District
5. Helix Water District
6. City of National City (member of Sweetwater Authority)
7. City of Oceanside
8. Olivenhain Municipal Water District
9. Otay Water District
10. Padre Dam Municipal Water District
11. Camp Pendleton Marine Corps Base
12. City of Poway
13. Rainbow Municipal Water District
14. Ramona Municipal Water District
15. Rincon del Diablo Municipal Water District
16. City of San Diego
17. San Dieguito Water District
18. Santa Fe Irrigation District
19. South Bay Irrigation District (member of Sweetwater Authority)
20. Vallecitos Water District
21. Valley Center Municipal Water District
22. Vista Irrigation District
23. Yuima Municipal Water District

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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

• 4 entries
• Determined not enough interest
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

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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

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Landscape Participants 2005 - 2006

San Diego County Water Authority Member Agencies

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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

1. Carlsbad Municipal Water District
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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

1 Carlsbad Municipal Water District
2 City of Del Mar
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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 Buela, Otay Water District
Send in the Photographers
Winners
Winners
Big Checks at the Spring Garden Festival
Outcomes

Print articles:

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

Photos used:

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

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

San Diego County’s 4th Annual California Friendly Landscape Contest
More than $3,500 in prizes for homeowners

San Diego County’s 5th Annual California Friendly Landscape Contest
More than $3,500 in prizes for homeowners

“California Friendly” means more beauty with less water

Sponsors
San Diego County Water Authority
RAIN BIRD

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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