



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





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

Your sought-after landscape could be a winner! The Otay Water District announces its first ever **Water Wise Landscape Contest**. Residential and commercial sites will be judged for suitable plant selection, efficient irrigation methods, appropriate maintenance and overall attractiveness. Entry categories include: homeowner-installed landscapes, either a new home or as a retrofit; professionally installed residential; commercial or institutional-sited landscapes.

Applications are available online by visiting www.otaywater.gov and clicking on the Home Conservation section, or by calling 619.673.2291. The application deadline is June 11. Local judges will select winners by July 11, and the District will display pictures of the winning landscapes in our lobby and at the Water Conservation Garden.

If you are looking for money-saving landscape ideas that will reduce your water bills or wish a prize or entry to earn, visit the Water Conservation Garden for inspiration. The Garden is located at 12122 Covance College Drive, West in Di Cañon. For details, call 619.673.2291 or visit www.otaywater.gov.

OTAY WATER DISTRICT

- 4 entries
- Determined not enough interest

WATERWISE LANDSCAPE CONTEST

OTAY WATER DISTRICT
2664 Sweetbriar Springs Blvd.
Spring Valley, CA 91978

For more information:
(619) 670-2291
www.otaywater.gov

A CONTEST FOR HOMEOWNERS AND PROFESSIONALS

OTAY WATER DISTRICT
SPONSORED BY

CONTEST RULES

- All projects must be within the Otay Water District's service area.
- Design must have included the project.
- Submit one envelope for the entry to all different categories, but will notify the winner.
- General water efficiency will be evaluated from practices water-wise.
- Only Water District inspectors are right to not have any award if the entry category does not contain more than three residential units.
- Professional designers in that category are not required to include their client's name.
- 4-6 different color photos of the landscape with name and address address on the back of each photo. Photos will not be returned.
- 1 final copy of the landscape and a list of plants, and an irrigation schedule.

LANDSCAPE ENTRIES (PHOTOS)

- 3-4 different color photos of the landscape before and 3-4 different color photos after the waterwise upgrade and name and address address on the back of each photo. Photos will not be returned.
- A hard copy of the named landscape and a list of plants, and an irrigation schedule.
- A brief written description comparing the old landscape and existing practices with the upgraded landscape and watering schedule. Explain how the upgraded plan is more water efficient.

PROFESSIONALS, HOMEOWNERS TO INCLUDE:

- The complete set of landscape and irrigation plans.
- Written permission from the property owner as required on the application.
- 4-6 different color photos of the landscape. Write name and address address on the back of each photo. Photos will not be returned.

FOR LANDSCAPE ENTRIES (PHOTOS)

- One landscape set of landscape and irrigation plans.
- Written permission from the property owner as required on the application.
- 3-4 different color photos of the landscape before and 3-4 different color photos after the waterwise upgrade with name and address address on the back of each photo. Photos will not be returned.
- Final color description comparing the old landscape and existing practices with the upgraded landscape and watering schedule. Explain how the upgraded plan is more water efficient.



Landscape Contest 2004

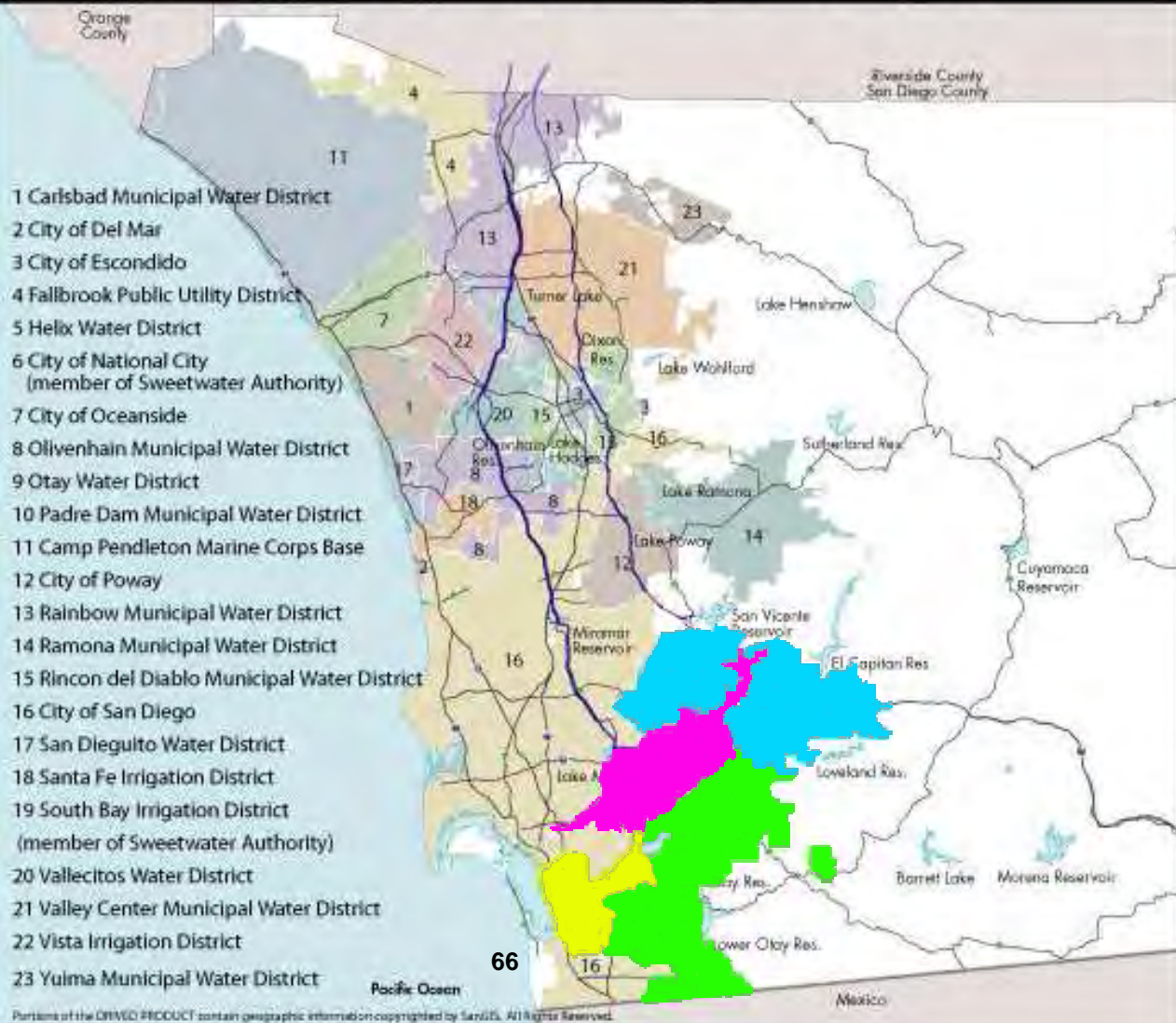
- **Began again in October 2003**
- **Distributed brochures to local nurseries in the Otay District, bill insert, newsletter articles, point-of-purchase displays**
- **Made contacts with area nurseries**
- **Received and reviewed applications (10 entries)**
- **Awarded four winners**
- **\$100 gift certificates 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



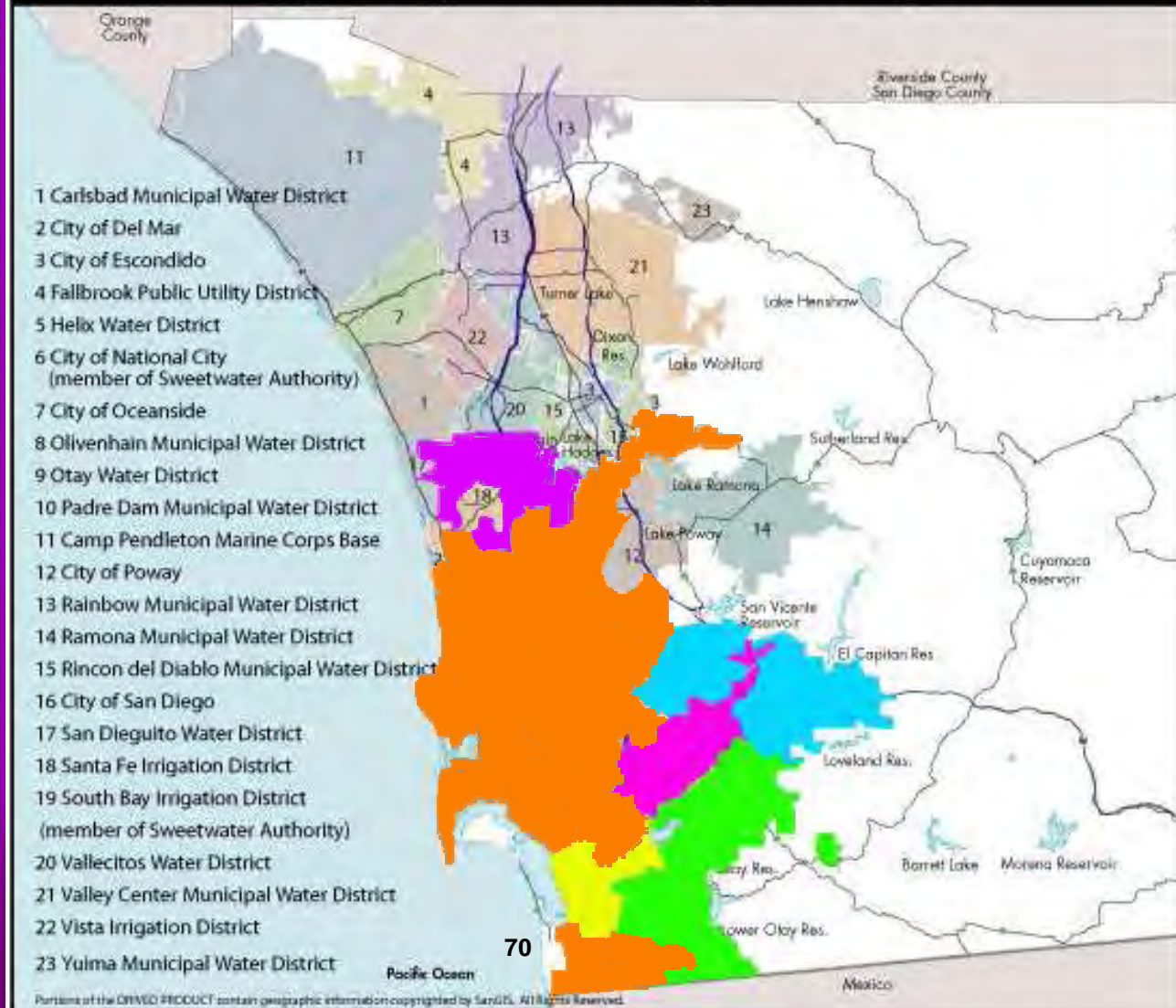
Budget 05

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

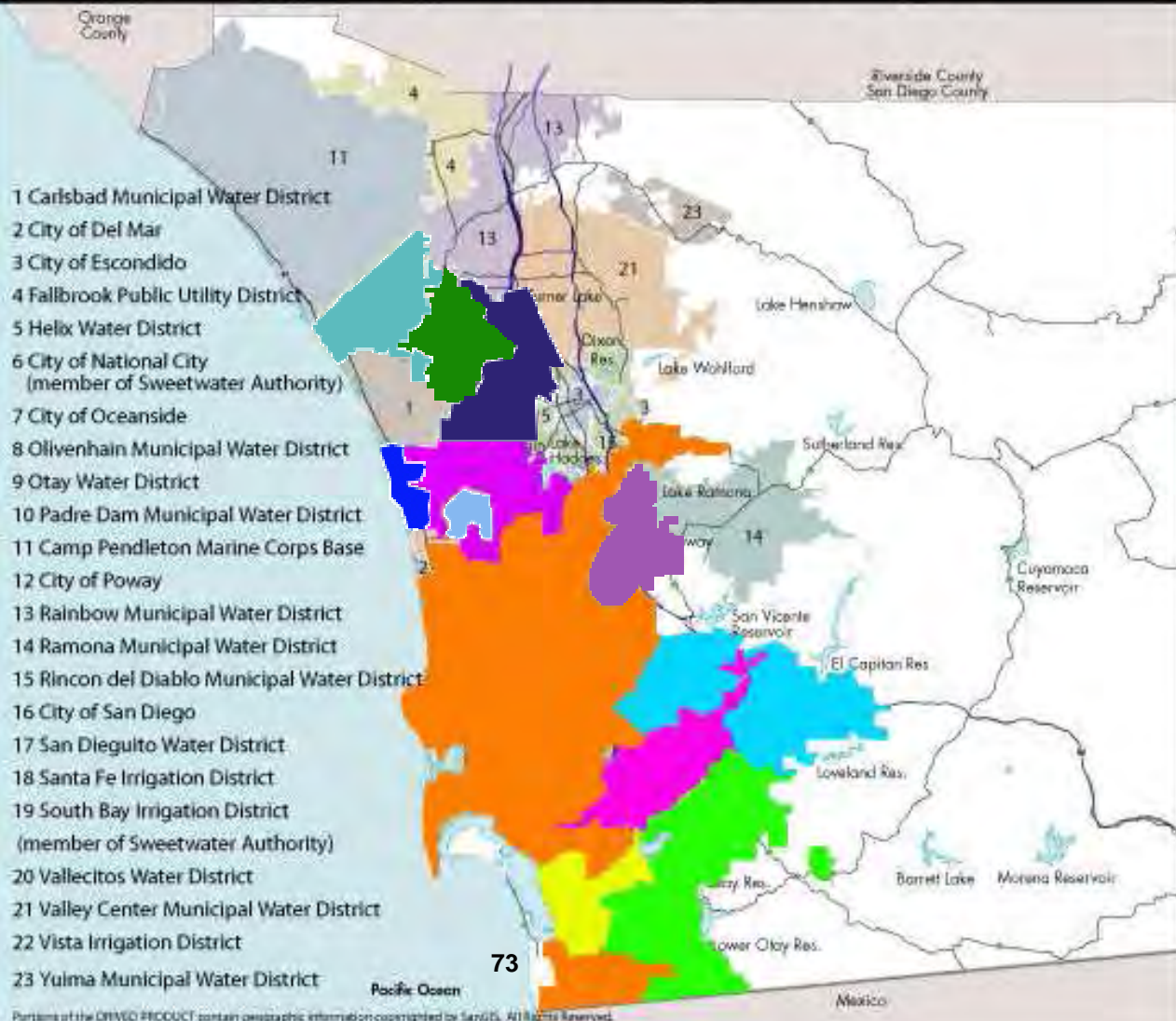
Spent: \$17,700

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

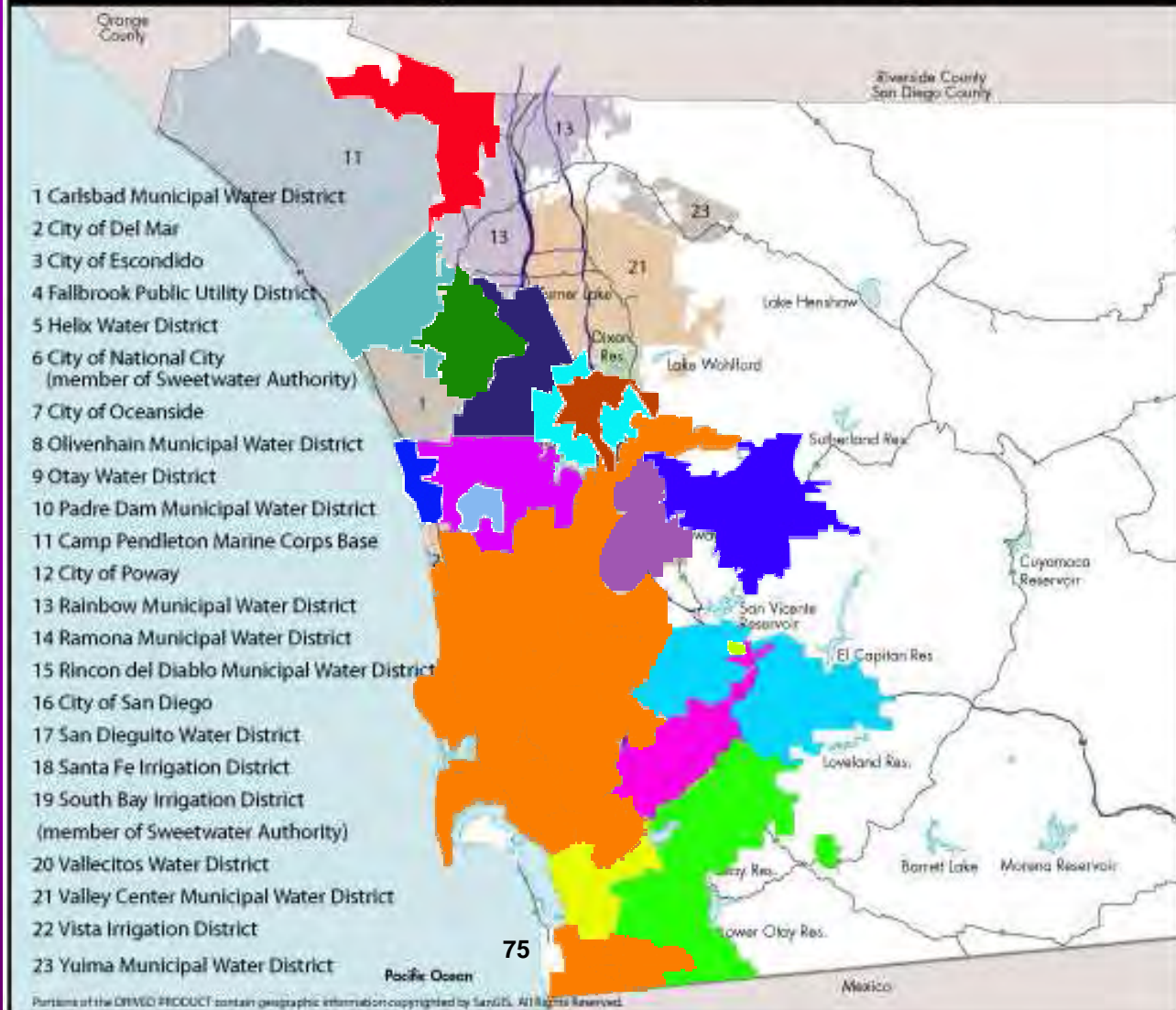
Total Cost: \$29,491.26

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 parts 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.

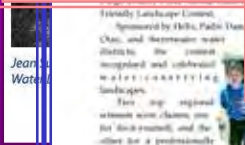
Judges will review landscapes for one or more of the following elements of water-wise landscaping: innovative design with water conservation and function in mind, use of California-Friendly plants, use of color and texture in the landscape,

use of zoning techniques (grouping plants to reduce water requirements), efficient landscaping (proper tree placement, functional 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 nursery. Regional winners will also be awarded a honorary brick plant 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 at the Water Conservation Garden. The deadline is April 14, 2006. If interested in the contest can call 619-6202 to request an application. The contest is a great reminder making changes to your landscape. To learn more about endless possibilities California-Friendly landscaping, visit Conservation Garden Challenge in El Cajon or go to www.thegarden.org. Admission is FREE.



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

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.

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.

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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

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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.

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; runners-up will win \$250 store vouchers each. For

mac

GARDEN CLASSES • HOME TV

a friendly

over and the best paper will each receive a certificate to local award. Additional prizes, appropriate maintenance, methods and over-are the contest does doesn't exc-

designed to en-berant landscap-Friendly" in the

contest's name means "more beauty with less water," according to Barnes. Up to 50 percent to 70 percent of household water in San Diego County is used outdoors. Landscaping with drought-tolerant plants obviously uses less water, and also leads to lower water bills.

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





Outcomes

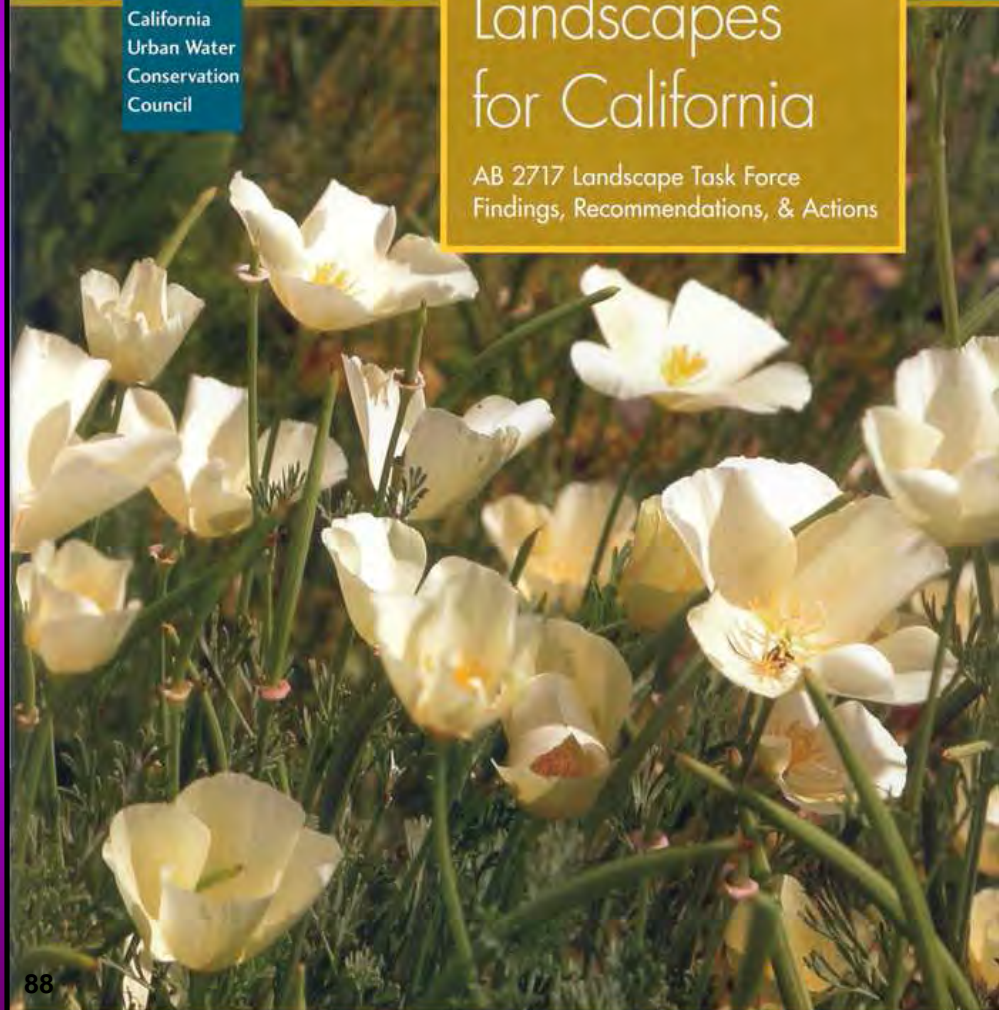
Photos used:

**“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