

# Presentation Overview

- Comprehensive Water Conservation Plan
- Landscape Transformation Initiative
- Calscape Nursery Program
- Native Garden Kits
- Greenhouse

# Comprehensive Water Conservation Plan

- Smart Irrigation Controller Program
- One-on-One Consultations
- Rain Barrel Program
- WaterView Software
- Education and Outreach
- **Landscape Transformation Initiative**

# Landscape Transformation Initiative

- Develop regional partnerships
- Increase the profile and use of native and climate appropriate plants
- Education and outreach - Sustainability Garden
- Incentive and Assistance Programs – Naturescape
- Native plant kits to encourage native plantings
- Calscape Nursery Program





# Calscape Nursery Program

PLANT CALIFORNIA NATIVES • BE CALIFORNIA FRIENDLY



# Program Origins



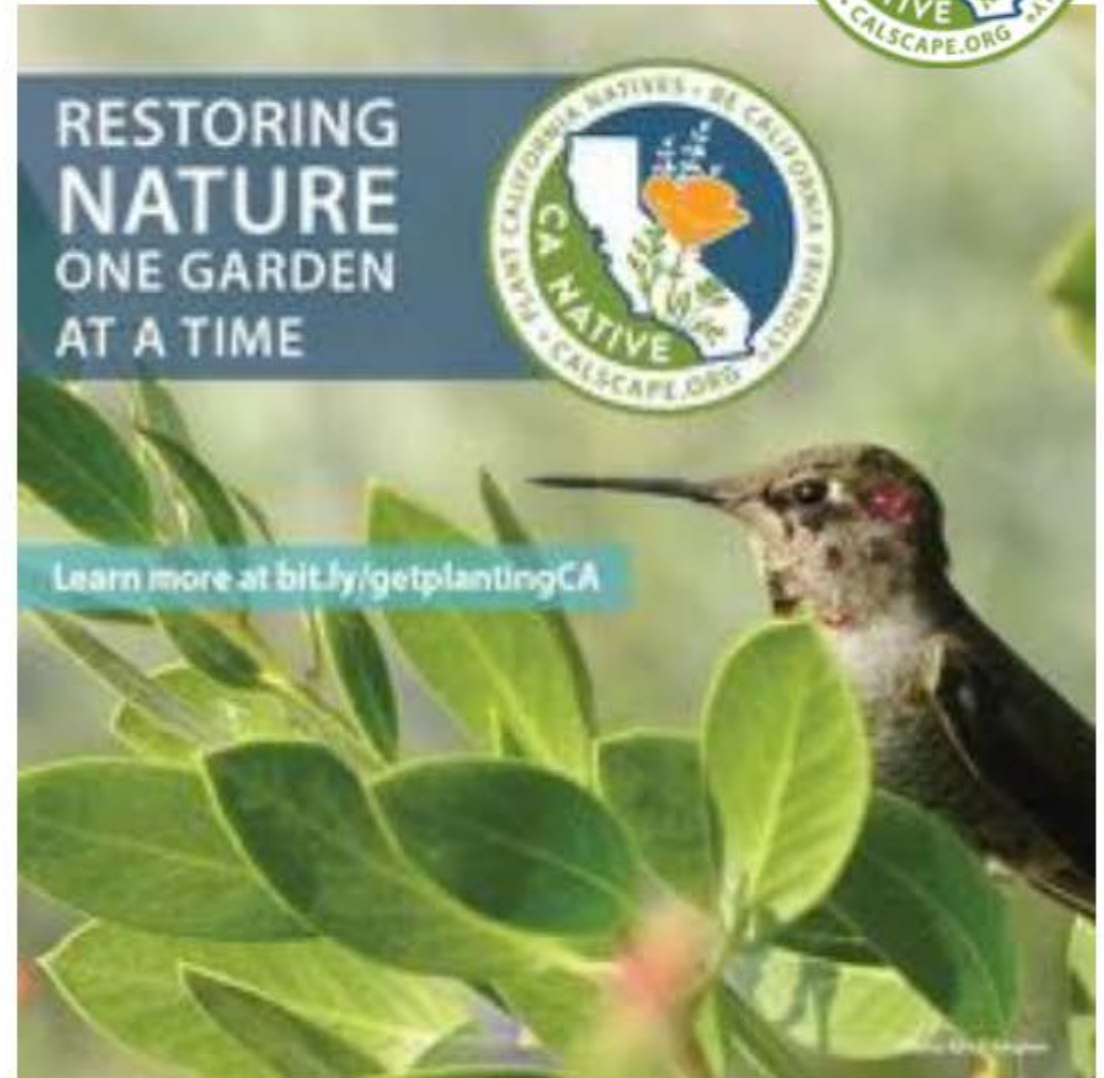
- Landscape Transformation & NatureScape Program
- WaterNow Project Accelerator Award
- Statewide nursery survey
- Set regional pilot program objectives:
  - Unique branding for CA native plants
  - Professional development & training
  - Point-of-sale marketing materials



# Calscape Nursery Program



- Unique branding for CA native plants
- Digital & point-of-sale marketing materials
- Educational resources for nursery professionals
- Leverages Calscape.org features
- Create nursery profiles & add plant inventory
- Media kits for water agencies & nurseries





# Calscape Nursery Training



- Free native plant training for nursery staff
- Developed with Tree of Life Nursery
- Emphasis on Nursery Maintenance & Customer Interaction
- Earn 8 CEUs toward CCN Pro Certification
- Opportunities to develop advanced trainings



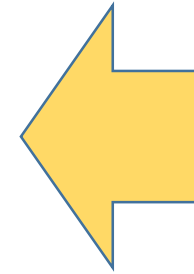
# Point of Sale Materials



- Banner and poster signage
- Plant pot stickers
- Flyer and brochures
- Branding guide
- Logistics and co-branding







**Point of Sale Placement**



**Co-Branding**





# Campaign Elements



- Social media assets
- Web banners
- E-newsletter template
- Photos and guidelines
- County Plant Guides





# Native Plant Kits

- Cost neutral program to assist with native plant recognition
- Business plan being developed with Tree People
- Partnership with Calscrape and seasonal advertising
- Late fall/winter sales for spring distribution
- Distributed plants will have Calscrape pot stickers and marketing
- Plants will be smaller than those typically sold at nurseries
- Opportunities to expand regional partnerships



## Painted Shade

Part shade | 100 sqft | 28  
starter plants

**\$161.00**

# Greenhouse

- Provides locally grown native plants for garden kits
- Provides additional educational opportunities
- Increases awareness of native plants at compost facility
- Potential to provide excess plants to nurseries at discounted price
- Supports development of regional partnerships
- Can be used for replacement plants in Sustainability Garden and facilities
- Could support future restoration efforts



# Proposed Greenhouse Location

- Adjacent to entrance to Rancho
- Out of the way of day to day operations
- Visibility from Las Virgenes Road
- Proximate to both potable and recycled water



# Next Steps

- Establish Nexus for placement of Greenhouse at Rancho (to comply with the Deed Restriction for the EPA Grant)
- Develop and refine cost estimate for construction of the Greenhouse and on-going costs
- Develop options for Triunfo Water and Sanitation District and other potential partnerships in the Program
- Prepare and present a detailed Business Plan, including costs and schedule, to the JPA and/or LVMWD Boards