



Outreach to Southern California Business and Industry

Agriculture and Industry Relations Committee

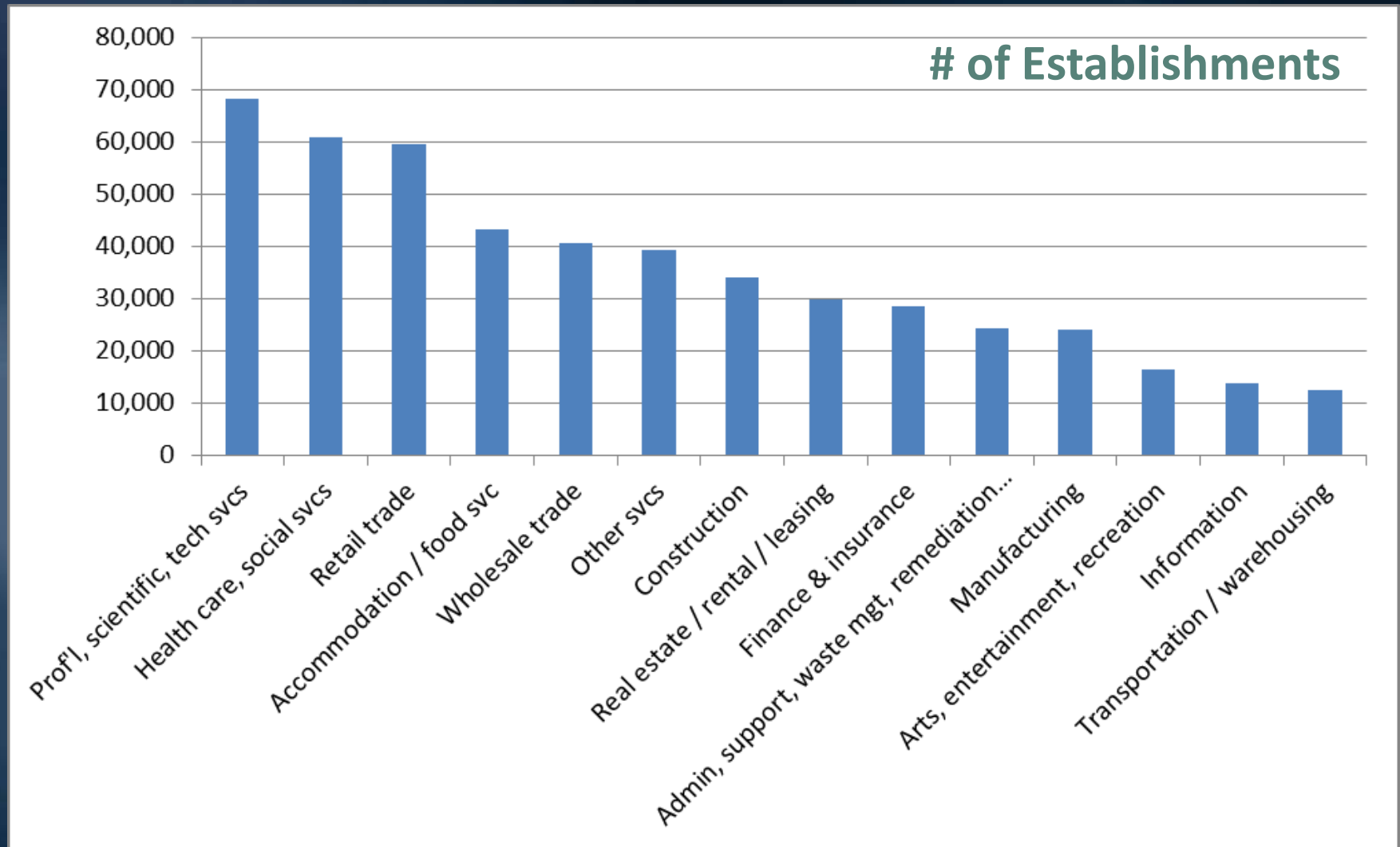
Item 4b

July 28, 2015

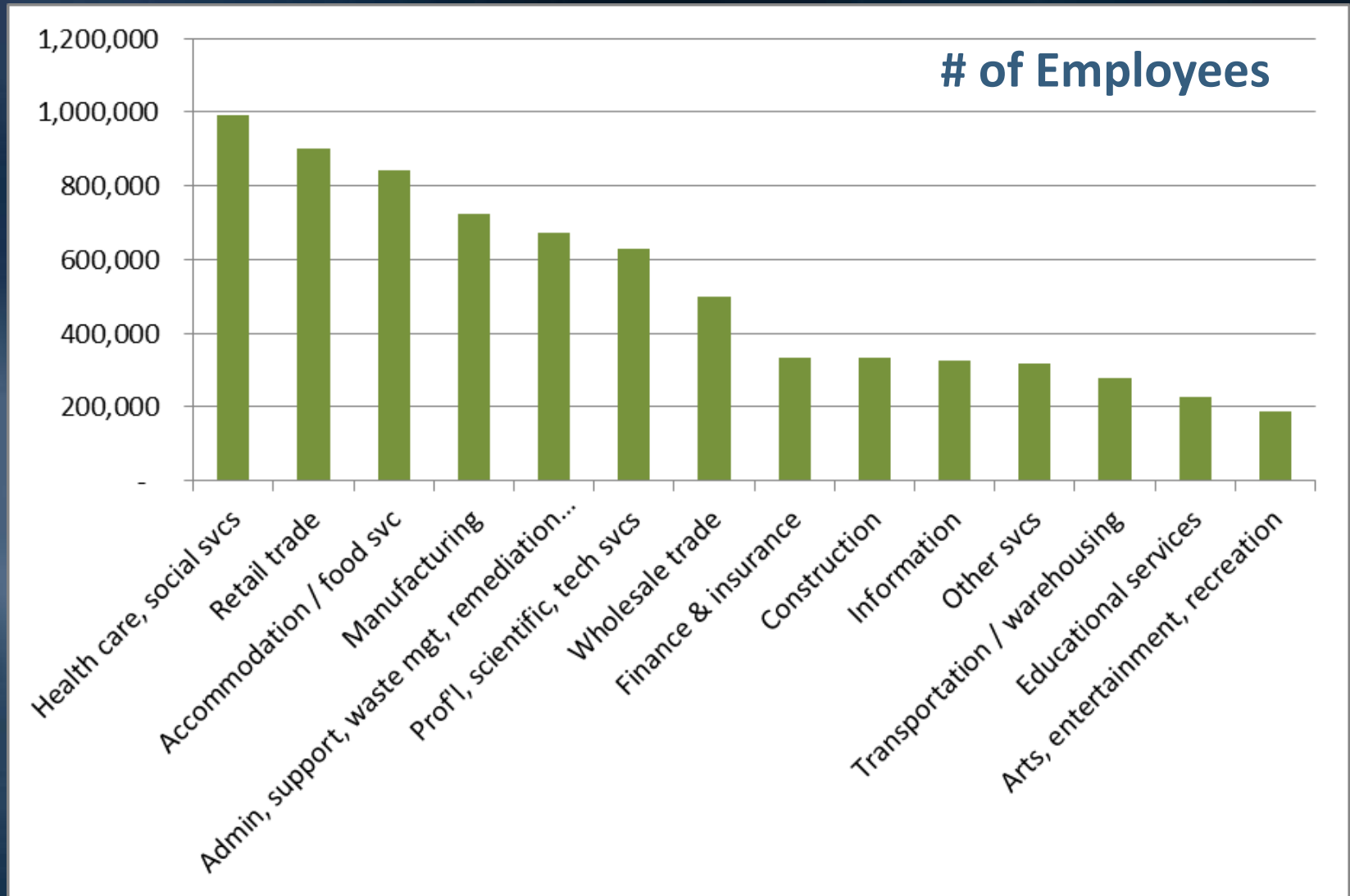
Business Demographics

- Data source
 - US Census' County Business Patterns, 2013
- Metropolitan Statistical Areas
 - Los Angeles-Long Beach-Santa Ana
 - Oxnard-Thousand Oaks-Ventura
 - Riverside-San Bernardino-Ontario
 - San Diego-Carlsbad-San Marcos

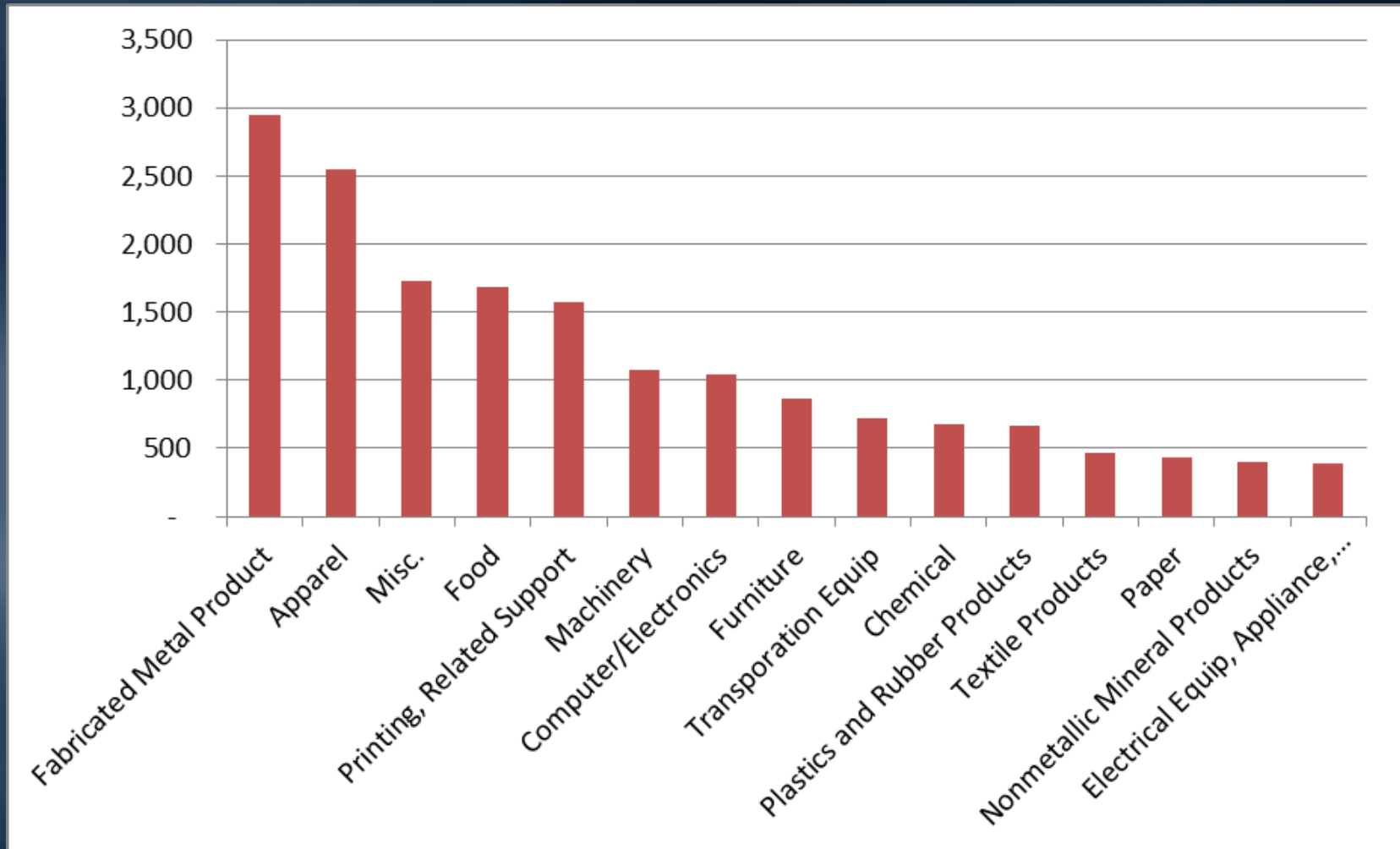
Top Business Categories



Top Employment Categories



Top Manufacturing Categories



Outreach Objectives



- Increase awareness and understanding of water issues
- Improve access to water efficiency resources
- Share best practices, stewardship efforts
- Build relationships among So Calif business leaders

Outreach

- Real Estate / Property Management
 - Building Industry Association
 - Pacific Coast Builders Conference
 - US Green Building Council
 - Urban Land Institute
 - Realtor Associations
 - CBRE
 - Apartment Association
 - Building Owners and Managers Association



Outreach

- Manufacturing
 - CA Manufacturing and Technology Association
 - Industrial Environmental Association
- Research / Technology
 - BIOCOM
 - CleanTech



Outreach

- Entertainment

- CA Attractions & Parks Assoc.
- SeaWorld San Diego

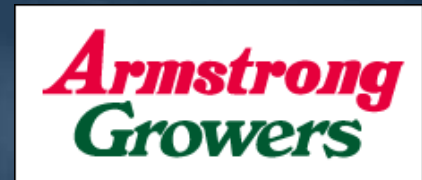


- Healthcare

- CA Association of Hospitals and Healthcare Systems

- Landscape

- Armstrong Growers and Suppliers
- So Calif Golf Course Superintendents Assoc.
- Irrrometer Training Workshop



Outreach

- Business organizations
- Energy Utilities



