



Leveraging Pilot Programs for Conservation Outreach

Communications and Legislation

Item 6-a

October 7, 2019

Calscape Nursery Pilot Program

Collaboration with California Native Plant Society, Moulton Niguel Water District, 10 other MWD/DOC agencies, Long Beach Water and WaterNow Alliance to increase native plant availability in retail nurseries

Nursery Staff Training

- No-cost professional training on Calscape.org

Point of Sale Marketing

- Branded promotional materials for nursery display

Consumer Education

- Connect consumers to native plant inventories

Nursery Pilot Area



Turf Replacement Toolkit

Direct mail piece to take residents from interest to action

- Visual tool and design inspiration
- California Friendly and native plant resources
- Streamline rebate application process



New Digital and Print Media

**ADS CREATED FOR
GAMEDAY PROGRAMS
& YEARBOOKS**

New Digital Campaign

**“WASTING WATER IS...”
MARKETING CAMPAIGN**

