This presentation premiered at WaterSmart Innovations

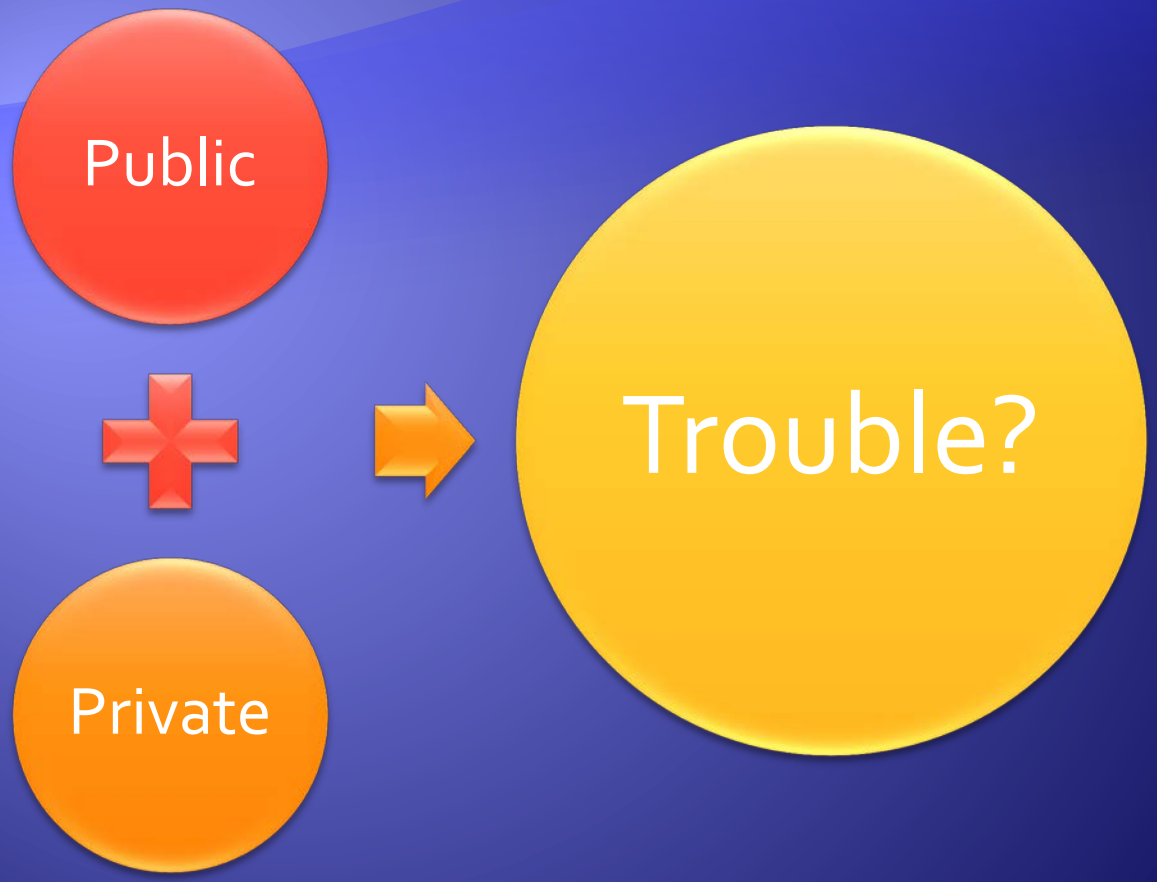
watersmartinnovations.com

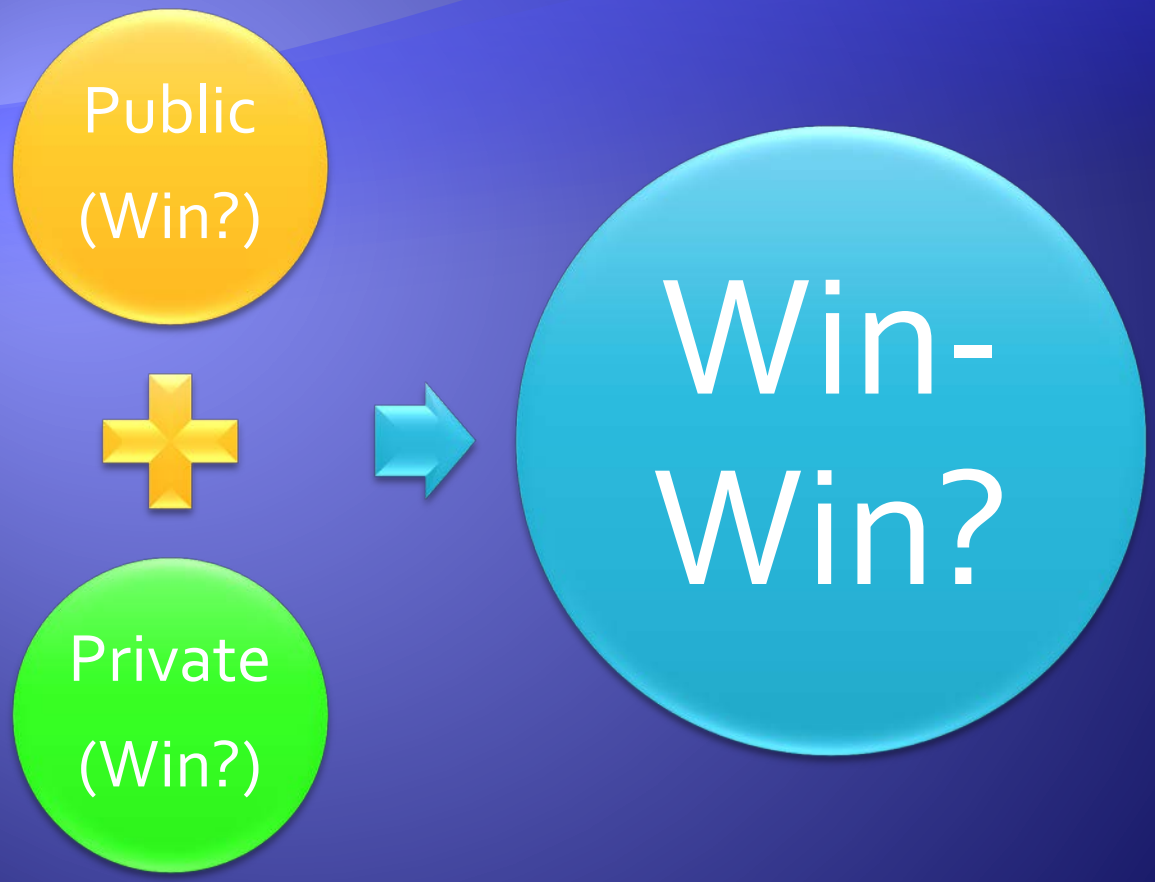
watersmart
INNOVATIONS

THINKING INSIDE THE BIG BOX

Public - Private Partnerships

watersmart INNOVATIONS 2012 | October 4, 2012


Public
Private
Trouble?

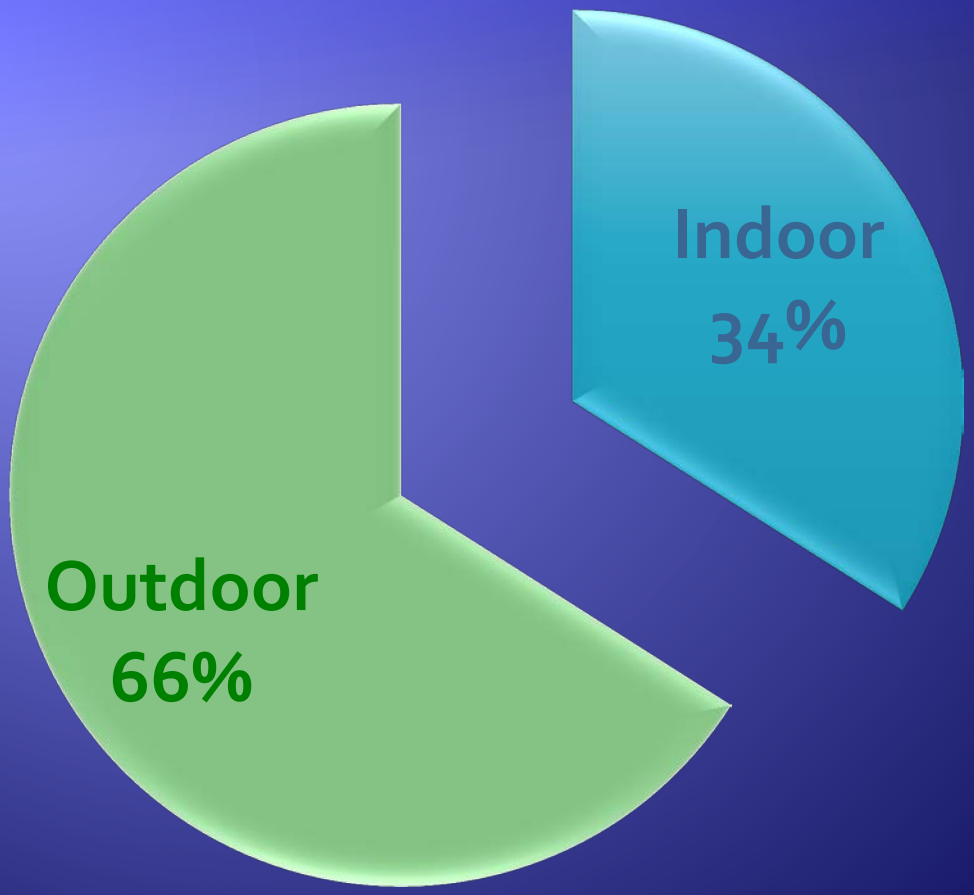

Public
(Win?)
Private
(Win?)
Win-
Win?

OUR PARTNERSHIP
OUR NEEDS
OUR GOALS

It's not just a good idea, it's the law!

- Water Conservation Act of 2009 (Senate Bill x7-7)
  - 10% reduction by 2015.
  - 20% reduction by 2020.

Where is the water going?



Outdoor Strategies

"Smart" Controllers

Efficient Sprinkler Nozzles

Change landscaping?

4050

4189

Breaking the stereotype

WESTERN WATER•WISE

Landscape Contest

RULES : ENTRY FORM : IDEAS : SPONSORS : AWARDS : CONTACT : HOME

2011 regional winners

Judith Carlson
FIRST PLACE

Patti Bonawitz
SECOND PLACE

John & Deby Anderson
THIRD PLACE

2011 local winners

Elvira Ostrander
CITY OF CORONA

Scott Bradstreet
EVMWD

Lucas Giese
IEUS

Linda Richards
SBVMWD

Joyce Johnson
CITY OF UPLAND

View the awards page for images

Western Municipal Water District and its partners want to recognize **water-efficient residential landscapes!**

For excellent ideas, exhibits, resources and classes, visit Western's water conservation garden, Landscapes Southern California Styles located at 450 E. Alessandro Blvd. in Riverside. You can also or phone us at 951.789.5000.

Show the region that using less water can be beautiful.

Your masterpiece may be the one that gets selected from the entries to receive honors and prizes while also being showcased on our website!

http://www.westernlandscapecontest.com/

WESTERN WATER•WISE

Landscape Contest Sponsors:

Water Agency Sponsors: Western Municipal Water District . Eastern Municipal Water District . Inland Empire Utilities Agency . San Bernardino Valley Municipal Water District . City of Corona . Elsinore Valley Municipal Water District . Jurupa Community Services District . Rancho California Water District . Riverside Public Utilities . City of Upland **Corporate Sponsors:** Webb Associates . Toro . Rainbird . Valley Soil, Inc. . Riverside County Flood Control & Conservation District Chino Basin Water Conservation District . Inland Empire Garden Friendly . Riverside County Water Task Force . BeWaterWise.com

Workshops

Breaking the stereotype

Action

Inland Empire Utilities Agency
A MUNICIPAL WATER DISTRICT

EASTERN MUNICIPAL WATER DISTRICT
SINCE 1950

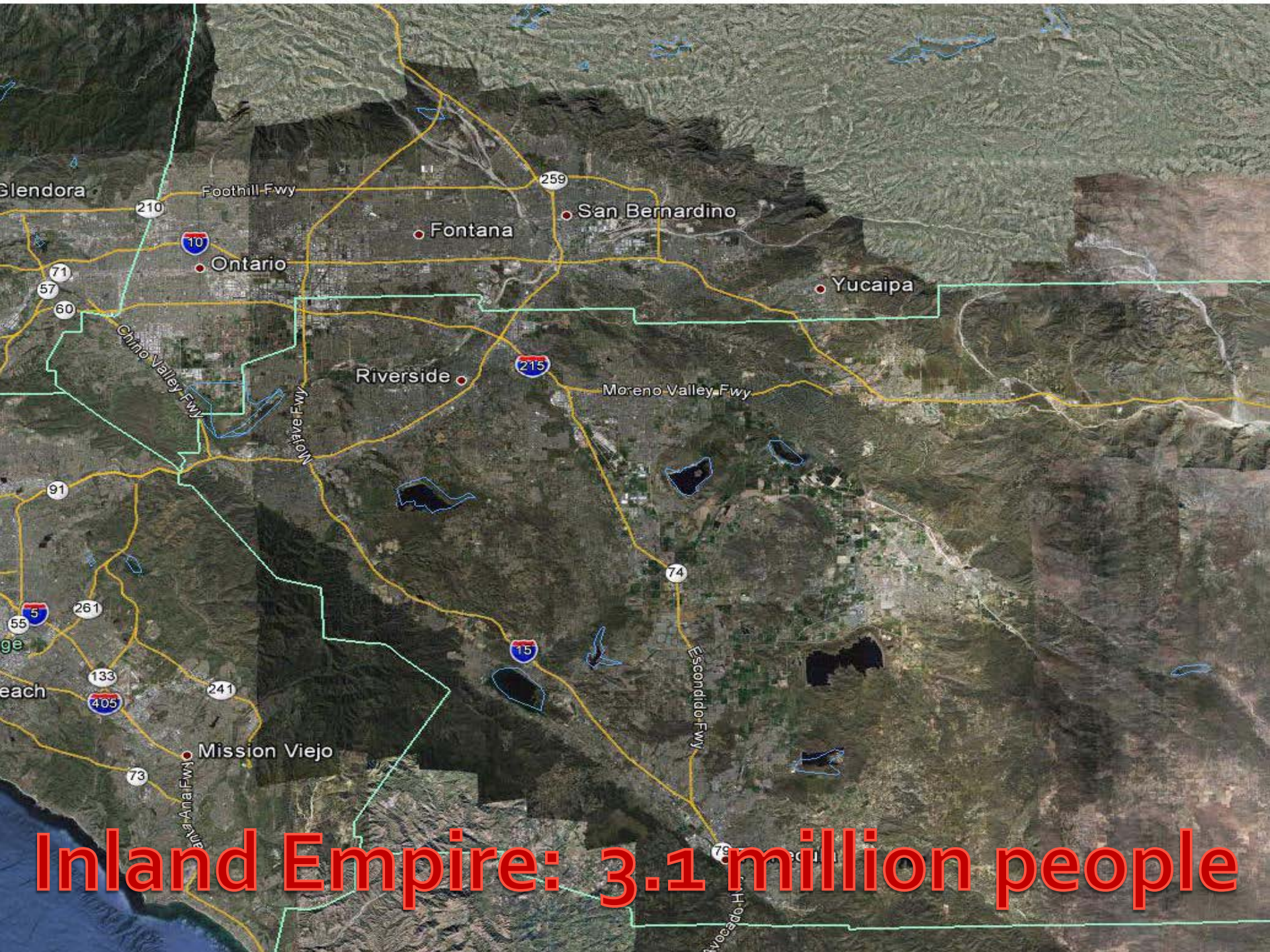
SAN BERNARDINO Valley MUNICIPAL WATER DISTRICT

Celebrating 10 YEARS
WRI
Water Resources Institute
CAL STATE SAN BERNARDINO

WESTERN MUNICIPAL WATER DISTRICT

Chino Basin Water Conservation District

RANCHO SANTA ANA BOTANIC GARDEN

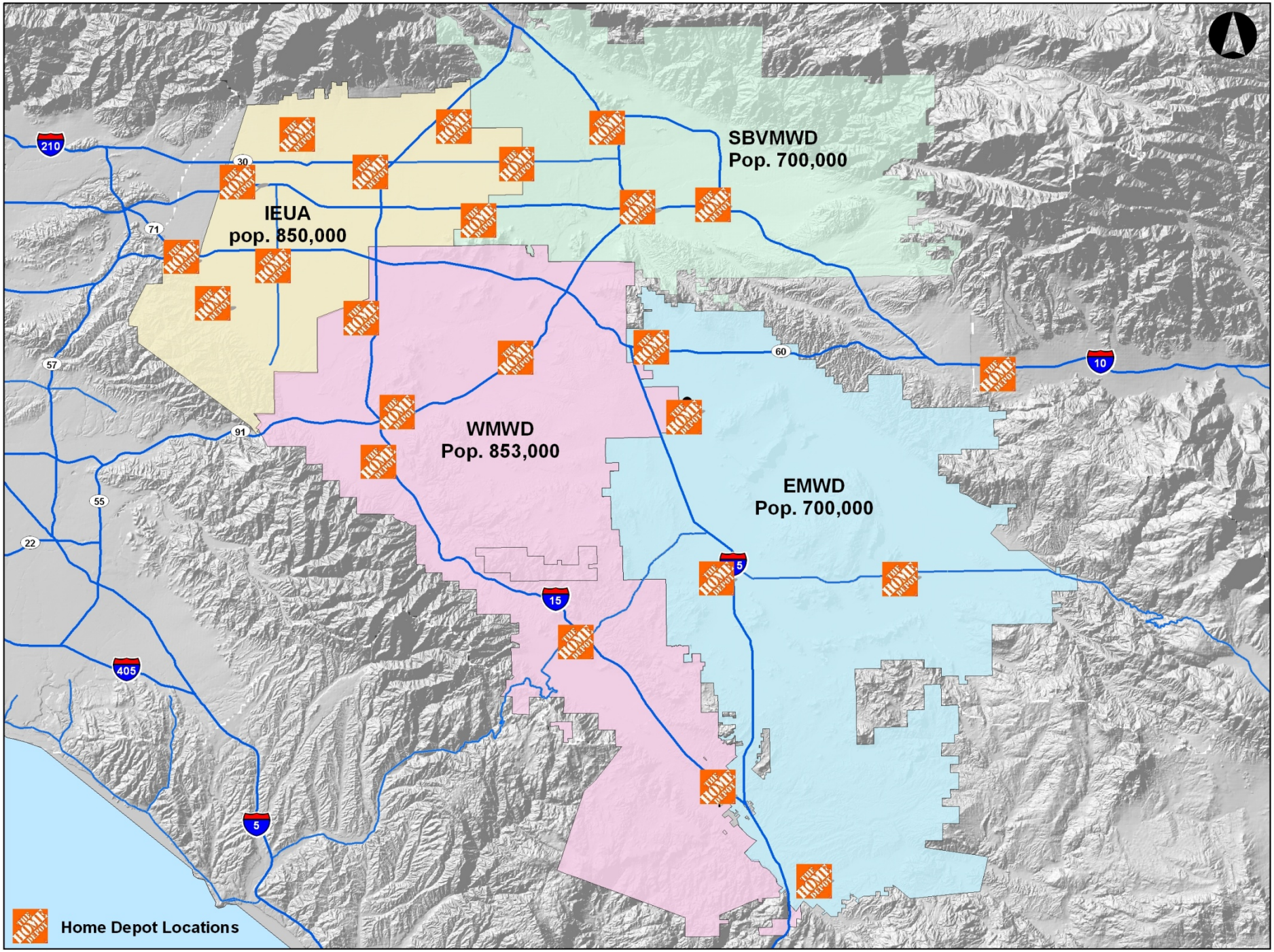

Glendora
Foothill Fwy
210
10
Ontario
71
57
60
Chino Valley Fwy
Mojave Fwy
Fontana
259
San Bernardino
Yucaipa
Riverside
215
Moreno Valley Fwy
91
74
5
55
261
133
405
241
15
Escondido Fwy
Mission Viejo
73
Inland Empire: 3.1 million people

Education + Access to Plants + Branding (easy) = Water Savings

ENERGY STAR

We don’t grow plants ☹

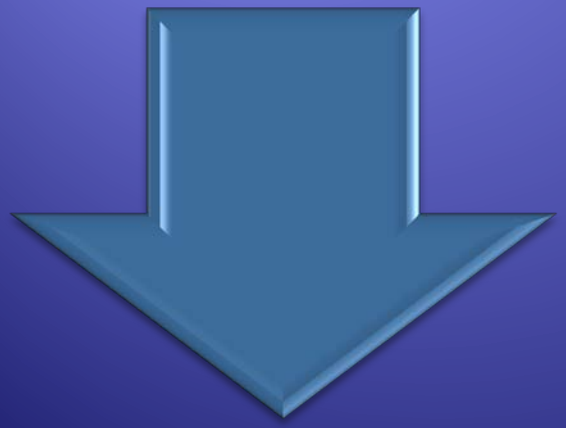
What are we going to do?


SBVMWD
Pop. 700,000
IEUA
pop. 850,000
WMWD
Pop. 853,000
EMWD
Pop. 700,000
Home Depot Locations
210
30
71
57
91
55
22
405
5
15
60
10

Finding the Win-Win

Sales

(Home Depot)



Water Use
(Water Agencies)

PRESENTING THE VISION TO HOME DEPOT

Replace Plants $ave Money!

(Similar to replacing light bulbs

✓ Save water which saves consumers money

✓ Change consumer behavior

plants with low water alternatives.

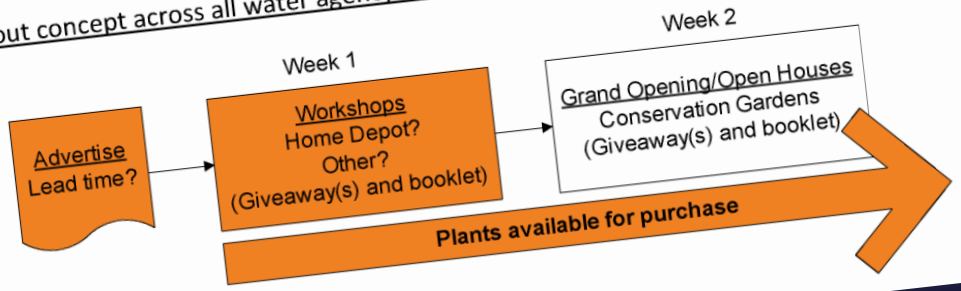
Water Agencies:

- Eastern Municipal Water District
- Inland Empire Utilities Agency
- Western Municipal Water District
- San Bernardino Valley Municipal Water District
- Service area: (see attached map)
- Population: 3.1 million

Water Agency Programs:

- Water Conservation Gardens
- Water Conservation Garden Grand Opening
- School education programs
- PBS Special: "Sustaining o
- Low water use plant logo (similar to *Energy Star*)
- Plant booklet showing alternatives to water

Roll out concept across all water agency service areas?



Home Depot: Place to purchase plants

Water Agencies:

3.1 million customers

Win-Win!

INLAND EMPIRE

GARDEN FRIENDLY

iegardenfriendly.com

Board Approvals
Planning
Marketing Materials
Plant Sales
3 months!

Water Agencies Goals
Home Depot Goals
Team Meetings
Promo Meetings

Launch – Spring 2011

Weekend 1

Weekend 2

Advertise

Workshops
(Giveaway(s) and booklet)

Grand Opening/Open Houses
Conservation Gardens
(Giveaway(s) and booklet)

Parking Lot Sale
at Home Depot

Parking Lot Sale
at Home Depot

Save up to 50% at these Garden Friendly Plant Sales: 9:00am - 2:00pm

- **April 9,** 3323 Madison St., Riverside
- **April 16,** 25100 Madison Ave., Murrieta
- **April 23,** 1355 E. Ontario Ave., Corona
- **May 14,** 14549 Ramona Ave., Chino
- **May 21,** 1401 E. 19th St., Upland
- **May 28,** 12255 Pigeon Pass Rd., Moreno Valley
- **June 4,** 695 E. Hospitality Ln., San Bernardino
- **June 11,** 1151 W. Lugonia A[illegible]., Redlands
- **Ju[illegible] 18,** 3150 [illegible]
- [illegible] 25, [illegible] Fl[illegible]ida [illegible]ve., Hemet

[illegible] WATER WISE WORKSHOPS

Water Wise Landscaping 101
Date: April 2, 9:00 am – 12:00 pm
Location: Western Municipal Water District
14205 Meridian Pkwy., Riverside, 951-571-7296

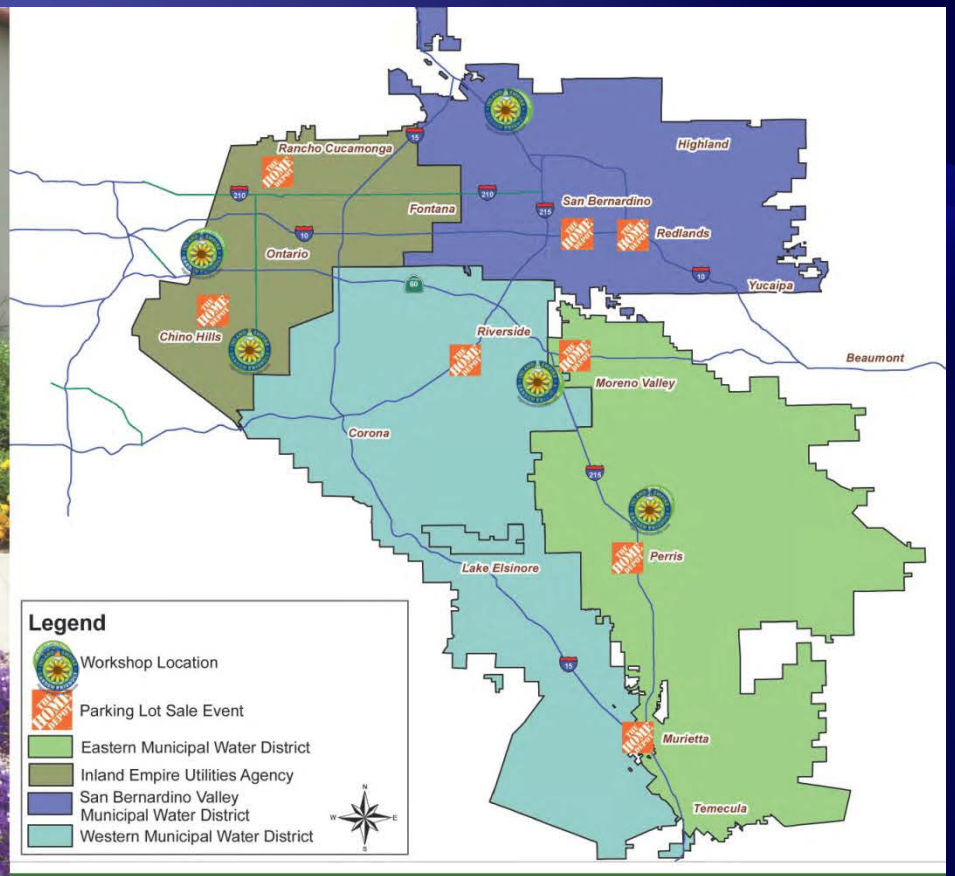
Climate Appropriate Plants + Special Event
Date: May 14, 9:00 am – 12:00 pm
Location: Chino Basin Water Conservation District
4594 San Bernardino St., Montclair, 909-626-2711

Climate Appropriate Plants
Date: May 21, 9:00 am – 12:00 pm
Location: Eastern Municipal Water District
2270 Trumble Rd., Perris, 951-928-3777 ext. 3322

Water Wise Landscaping 101 + Grand Opening
Date: June 4, 9:00 am – 12:00 pm
Location: San Bernardino Valley Water Conservation Demonstration Garden, Cal State San Bernardino, Coyote Dr. Entrance (East of 5500 University Pkwy. on North Park Blvd.) 909-537-3687

Corporate Sponsors: THE HOME DEPOT, TORO, DIG CORPORATION, RAIN BIRD

Over 600,000 distributed



Inland Empire Garden Friendly

INLAND EMPIRE GARDEN FRIENDLY
iegardenfriendly.com

Look for this logo to $ave water

Free Workshops

Eastern Municipal Water District
2270 Trumble Road, Perris, CA 92585
Date: March 26, 2011

Inland Empire Utilites Agency
6075 Kimball Avenue, Chino, CA 91708
Date: April 9, 2011

Western Municipal Water District
14205 Meridian Parkway, Riverside, CA 92518
Date: April 23, 2011

Cal State San Bernardino, Water Resource Institute
5500 University Parkway, San Bernardino, CA 92407
Date: May 21, 2011

Event Sales

12255 Pigeon Pass Road, Moreno Valley, CA 92557
3150 Case Road Bldg P, Perris, CA 92570
Date: March 26, 2011

14549 Ramona Avenue, Chino, CA 91710
1401 E 19th Street, Upland, CA 91784
Date: April 9, 2011

3323 Madison Street, Riverside, CA 92504
25100 Madison Ave Murrieta, CA 92562
Date: April 23, 2011

1151 W Lugonia Avenue, Redlands, CA 92374
695 Hospitality Lane, San Bernardino, CA 92408
Date: May 21, 2011

Radio Promotion

INLAND EMPIRE
GARDEN FRIENDLY
DESERT
Oasis

SOCIETY GARLIC
$2.50

INLAND EMPIRE
GARDEN FRIENDLY
Drought Tolerant Plants
SP1-2G Penstemon
$12.98 SKU 974-967

Compare Sales for Inland Empire Home Depot Stores
(2010 vs. 2011)

INLAND EMPIRE
GARDEN FRIENDLY
iegardenfriendly.com

MWH
GEI
In Appreciation to
The Home Depot
For generous support in the launch of the Inland Empire Garden Friendly Program

Celebrate!

INLAND EMPIRE GARDEN FRIENDLY
iegardenfriendly.com
Congratulations!
HOME DEPOT #6683
For the highest sales during the Fall 2011 Inland Empire Garden Friendly Promotion! Together we will show the Inland Empire that saving water can be beautiful!
Valley
Chino Basin Water Conservation District
Eastern Municipal Water District
Rancho Santa Ana Botanic Garden
Western Municipal Water District
Inland Empire Utilities Agency
A Municipal Water District
Celebrating 10 Years
Water Resources Institute

THE HOME DEPOT Water Conservation PLANT SALE

INLAND EMPIRE GARDEN FRIENDLY
iegardenfriendly.com

SAVE WATER SAVE MONEY

October 15th 9am-2pm

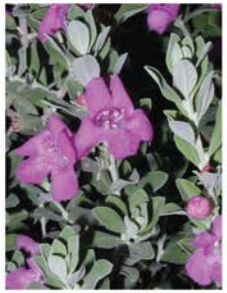
Save up to 50% on selected group of plants

The Home Depot and its vendors have partnered to offer you special deals and great savings of up to 50% off on climate appropriate plants at each of the parking lot events throughout the Inland Empire.

Phlomis fruticosa
2 gallon
WAS: $12.98
NOW: $9.98
SKU - 974-962

Lavender
1 gallon
WAS: $5.48
NOW: 3 FOR $10
SKU - 419-727
SKU - 480-150

Gelsemium sempervirens
5 gallon
WAS: $19.98
NOW: $12.98
SKU - 435-167



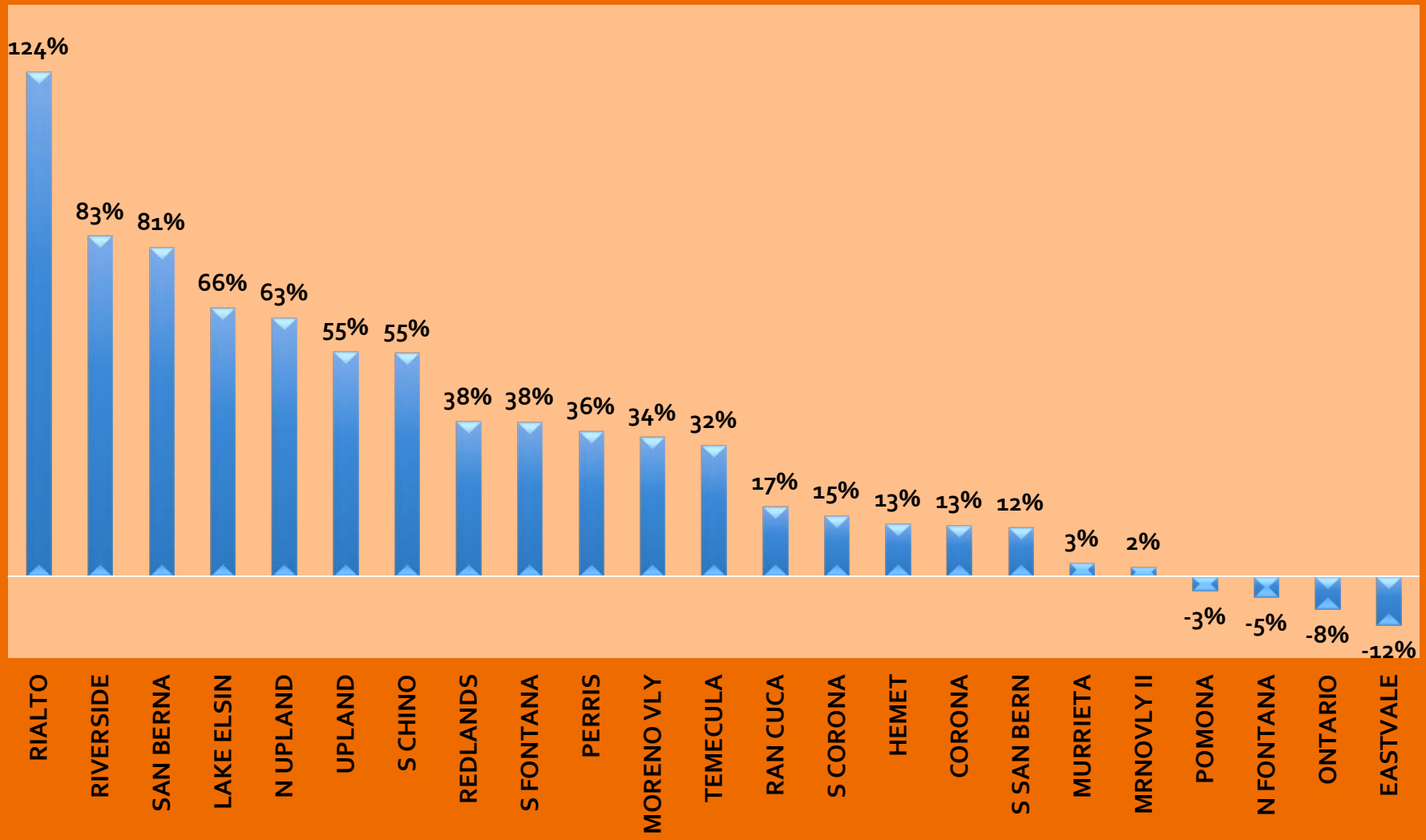
Leucophyllum
5 gallon
WAS: $17.98
NOW: $10.00
SKU - 413-153

SPECIAL PARKING LOT EVENT

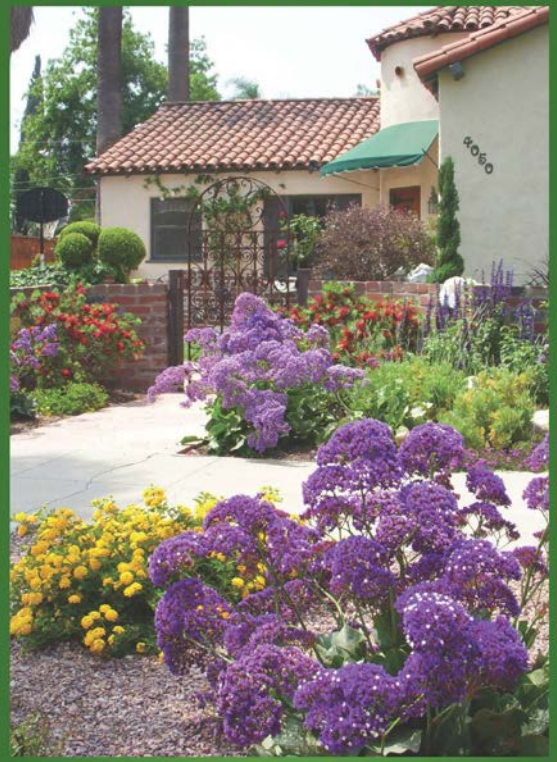
At the Following Home Depot Stores

APPLE VALLEY	12218 APPLE VALLEY RD 92308
CHINO	14549 RAMONA AVE 91710
CORONA	1355 E ONTARIO AVE 92881
CORONA	490 MCKINELY ST 92879
FONTANA	16783 SANTA ANA AVE 92337
FONTANA	16005 SIERRA LAKES PKWY 92336
HEMET	3400 W FLORIDA 92545
LAKE ELSINORE	13282 COLLIER AVE 92530
MIRA LOMA (EASTVALE)	6140 HAMNER AVE 91752
MORENO VALLEY	12255 PIGEON PASS RD 92557
MORENO VALLEY	15975 PERRIS BLVD 92551
MURRIETA	25100 MADISON AVE 92562
ONTARIO	2980 S EUCLID AVE 91762
PERRIS	3150 CASE RD 92570
POMONA	2707 S TOWNE AVE 91766
RANCHO CUCAMONGA	11884 FOOTHILL BLVD 91730
REDLANDS	1151 WEST LUGONIA AVENUE 92374
RIALTO	1451 W FOOTHILL BLVD 92376
RIVERSIDE	3323 MADISON STREET 92504
SAN BERNARDINO	695 HOSPITALITY LANE 92408
SAN BERNARDINO	1055 W 21ST STREET 92405
TEMECULA	32020 HWY 79 SOUTH 92592
UPLAND	250 S MOUNTAIN 91786
UPLAND	1401 E 19TH STREET 91784

Inland Empire Garden Friendly Fall 2011
Home Depot Promotion
(Live Good Sales, 2011 compared to 2010)



Inland Empire Garden Friendly



$ave Water

Plant Guide

INLAND EMPIRE GARDEN FRIENDLY
iegardenfriendly.com

$ave water, and welcome birds, butterflies and admiring neighbors.

Shrubs

Plant Description

Ceanothus 'Gentian Plume'
Grows 8-15 ft high and 8-12 ft wide. Dark glossy green leaves with intense displays of purple-blue flowers in the early spring.

Water Savings: 99%
And some additional irrigation data

Leptospermum petersonii
Grows to 10-18 ft high and 12 ft wide. Narrow pale green leaves with a distinct lemon scent when crushed displays moderate inconspicuous white flowers in the spring.

Water Savings: 99%
And some additional irrigation data

IE Garden Friendly

http://www.iegardenfriendly.com/

Google

Inland Empire Garden Friendly

With the increasing uncertainty of our future water supplies in southern California, the public has become more aware of the need to utilize climate-appropriate plants. Unfortunately, most people **don't know where to begin.**

How Should I design my yard?

What plants Should I use and where?

THE HOME DEPOT

Plant Sale
Saturday
October 15, 2011
All Inland Empire Home Depot Locations
Read More...

Free Water Wise Landscaping Events

Landscape & Water Conservation Fair
10/22/2011

Climate-appropriate Plant Selection and Care
11/12/2011

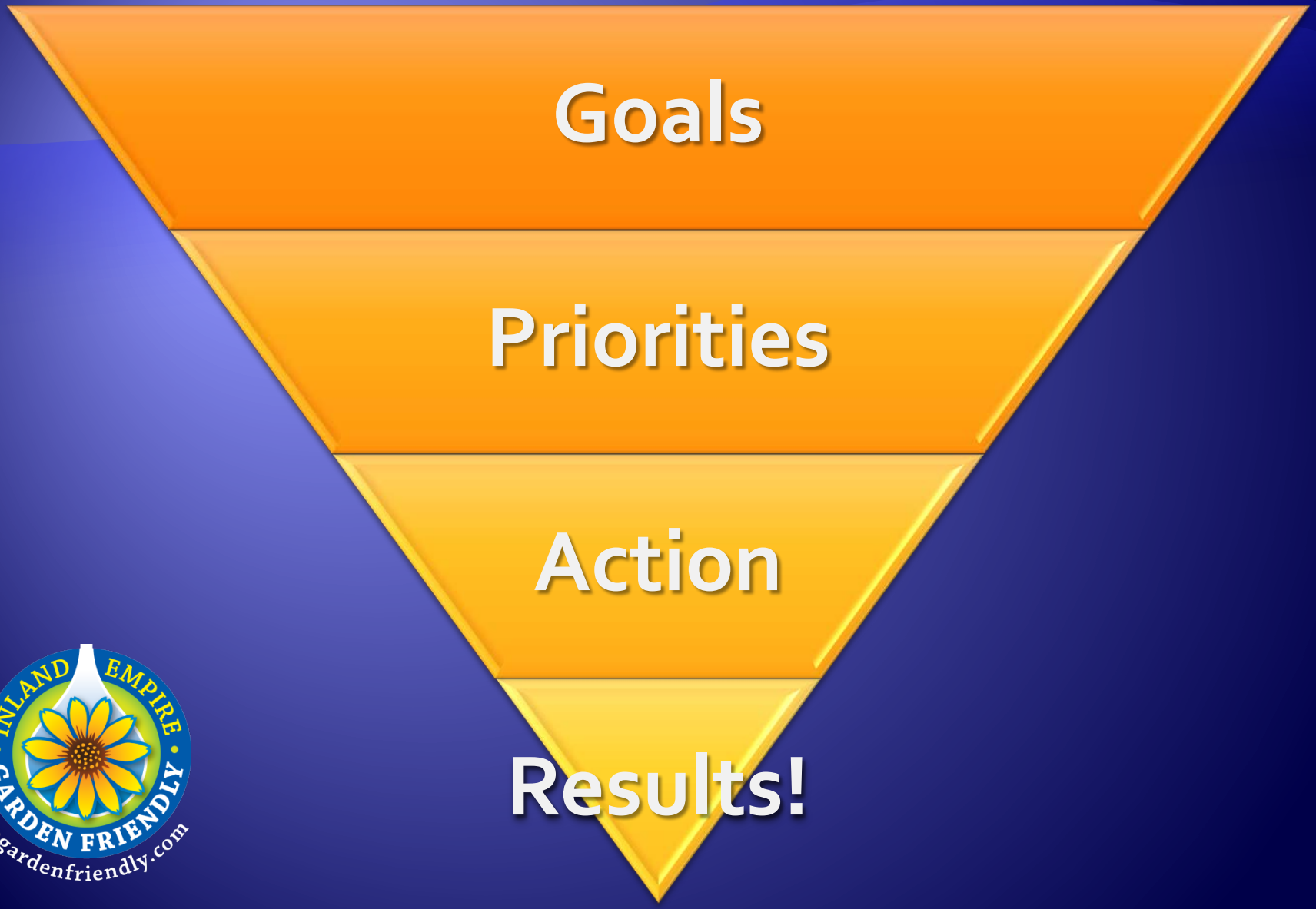
Water Wise Landscaping Workshop – Preparation, Design & Plants
11/12/2011

California Native Plant Sale
11/12/2011

Integrated Pest Management for the Home Gardener
12/10/2011

Guilt-free Rose Gardening, Climate-appropriate Roses
12/10/2011

Building a New Program



INLAND EMPIRE GARDEN FRIENDLY
iegardenfriendly.com

Goals and Priorities

1. **Sticker at all plant retailers, consumers know what it means**
2. Consumers purchasing and planting
3. Consumers implementing other outdoor water conservation strategies
4. People replacing turf
5. Program expands locally and regionally
6. Public aware of success of the program

Memorandum of Unde
Inland Empire Garden Frien

The purpose of the Inland Empire Friendly Program (Progra
climate awareness, changing consumer behavior and changi
appropriate landscaping practices. The Program goals are:

- Decreased Water use in the Inland Empire
- Brand/Logo recognition and understanding from the public
- Inland Empire Garden Friendly labeled plants offered at all plant retailers in the Inland Empire
- P
- E
- I

The Program was originally developed by Chino Basin V
Municipal Water District, Inland Empire Utilities Agenc
San Bernardino Valley Municipal Water District, Water
Bernardino, and Western Municipal Water District.

The Program will be coordinated by a Program Commi
organizations. Any entity, within the boundaries of the
participate in the Program, such as, but not limited to, r
manufacturers agree to comply with the provisions of t
will be hereinafter known as Participants.

Program Committee R

1) The Program shall be administered by a Program
and other related public or non-profit organizatio
2) All organizations that participate in the Program
iegardenfriendly.com website (Program website)
3) Members of the Program Committee agree to pa
of administering the Program and agree to contri
4) Administration of the Program will include, but
a) Special promotion of the Program, as deeme
i) Development of the goals for any specia
ii) Development of a program budget for e
sharing of expenses and in-kind service
iii) Development of a marketing plan
b) Educational workshops, as deemed necess

Pag

Article I PREAMBLE

Article I Section 1 PURPOSE: General

The Inland Empire Garden Friendly Program Committee exists for the betterment of the Inland Empire Garden Friendly Program (herein referred to as "Program") in the service areas of Eastern Municipal Water District (EMWD) Inland Empire Utilities Agency (IEUA) San Bernardino Valley Municipal Water District (SBVMWD) & Western Municipal Water District (WMWD).

Article I Section 2 PURPOSE: Specific

Save water by improving climate awareness, changing consumer behavior and changing public perception of water-wise landscape.

Article II NAME

The official name of the organization shall be the Inland Empire Garden Friendly Program Committee (herein referred to as "the committee")

Article III MEMBERSHIP

Membership consists of the Founding Members: Chino Basin Water Conservation District (CBWCD), EMWD, IEUA, Rancho Santa Ana Botanic Garden (RSABG), SBVMWD, Water Resource Institute (WRI), and WMWD; and their retail water agencies

Article III Section 1 CATEGORIES OF MEMBERSHIP

Active, Associate, Informal

Article III Section 2 ELIGIBILITY REQUIREMENTS

An Active member is one who has not missed more than two consecutive meetings, and/or a total of 25% of meetings in the year. An Active member must have attended a full year of meetings without missing more than two consecutive meetings and/or a total of 25% of meetings, immediately prior to becoming an Active member.

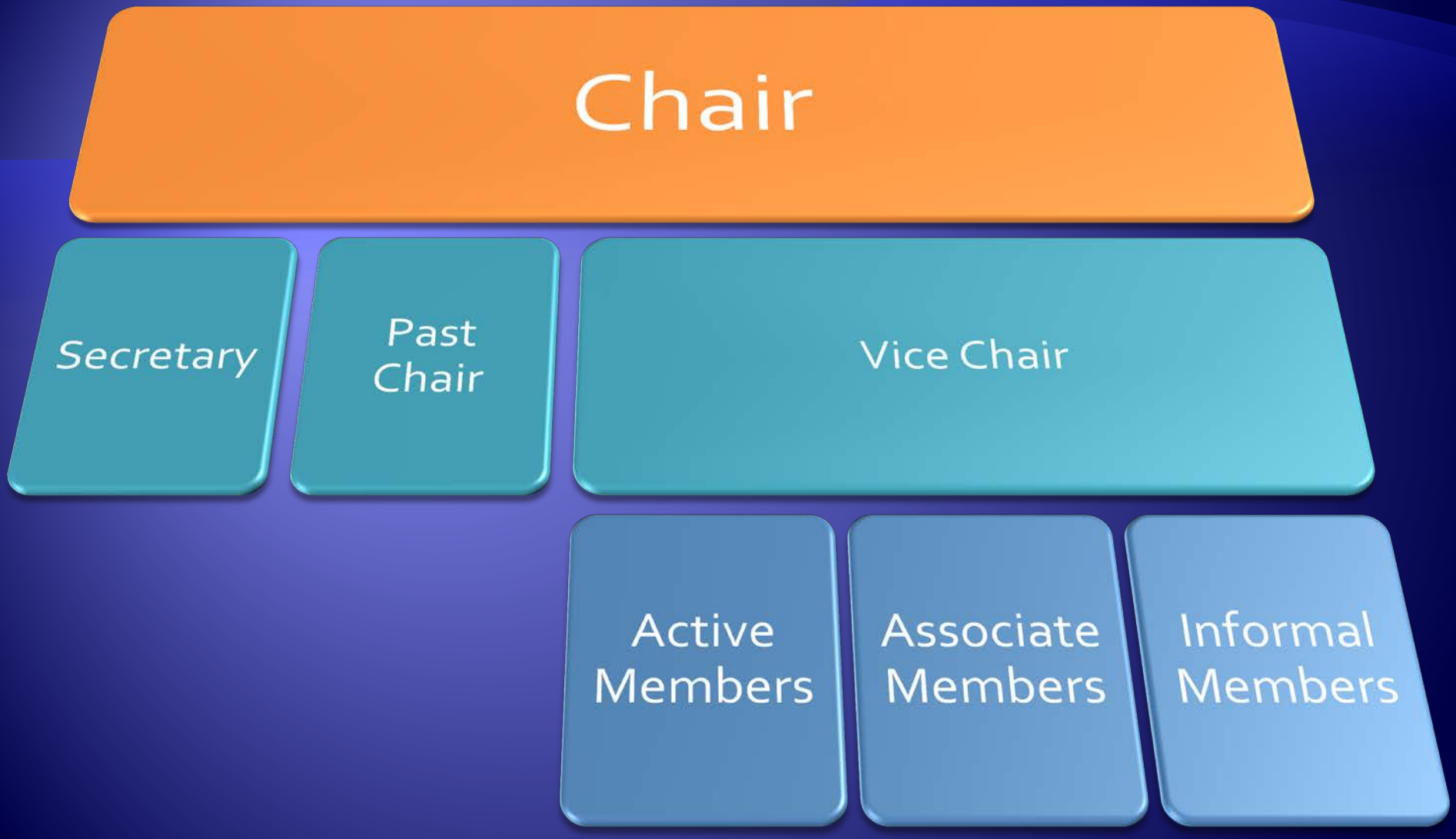
An Associate member is one who does not meet the eligibility requirements for an Active member, but has attended more than 50% of all meetings for the year.

An Informal member is one who attends less than 50% of all meetings for the year.

Membership status will be tracked by the Secretary and reviewed prior to the election of Officers each year.

Article III Section 3 SUSPENSION

Members may be suspended for disorderly conduct, gross misdemeanor, or other behavior unacceptable to our organization. A member may be suspended or removed for the above stated reasons following a hearing by the membership of the organization and a vote by 2/3 of the Active membership.


Chair
Secretary
Past Chair
Vice Chair
Active Members
Associate Members
Informal Members

Jump on board!

- Our team would be happy to share!
- The logo can be/is being adapted for other regions.

Rancho Santa Ana Botanic Garden

Western Municipal Water District

Eastern Municipal Water District
Since 1950

Inland Empire Garden Friendly
iegardenfriendly.com

Chino Basin Water Conservation District

Celebrating 10 Years
WRI
Water Resources Institute
CAL STATE SAN BERNARDINO

Inland Empire Utilities Agency
A MUNICIPAL WATER DISTRICT

The Home Depot

San Bernardino Valley Municipal Water District

Brian Parker
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