# This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



## Meet your NatureScape Neighbors!

Virtually Touring Beautiful, Native Gardens

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Moulton Niguel Water District





#### Moulton Niguel Water District

- Drinking water, wastewater treatment, recycled water
- Recognized locally, statewide, and nationally for innovation, environmental stewardship, customer service, and workforce culture
- Top workplace in Orange County
- Lowest average bill in South Orange County











#### Moulton Niguel Water District

- 100% of Potable Water is Imported
- 25% of Water Demand is met with Recycled
- 37 Square Miles
- 55,000 Customer Accounts
- 170,000+ Customers
- Serving 6 Cities in South Orange County





#### NatureScape Turf-To-Native Garden Program

- Support market transformation with high quality landscapes
- UCR study of service area recommended "easy" program
- Education is Key! Require 2 educational elements
- Experienced designer and installation teams
- Direct install with "instant rebate"
- Promote California Natives for multiple benefit landscapes











### Inaugural 2019 Garden Tour!

Over 500 Attendees and 8 NatureScape Gardens







### Inaugural 2019 Garden Tour was a smashing success!

#### Education stations at each home

- NatureScape Program Info
- Watershed Design
- California Native Plants
- Pollinators
- **Irrigation Options**
- Watershed Health Solutions
- **Building Drought Resilience**
- **Education Programs**



#### **Irrigation Options for** California Native Plants















#### Inaugural 2019 Garden Tour Results

- Positive feedback from attendees and homeowners
- Homeowners talking to neighbors
- Increased attendance in Landscape
   Workshops and new applications
   for NatureScape



I'm getting a new NatureScape Garden!



### Prepping for 2020 Garden Tour...









#### How do we make a Virtual Tour?

- Hired a professional photographer
- Selected homes to go forward with Virtual Tour
- Outsourced to a web designer to create a different style of page









Worked with

Landscape Designer to
render landscape
designs in color





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Neither my husband or I are skilled or avid gardeners, but we have found our sustainable native landscape garden to be very easy to maintain. I was worried at first that it would require a lot of work to keep it looking nice, and that it would turn out to be a real chore, but that hasn't been the case at all...I get constant compliments on how nice it looks, and I would definitely recommend the program to others. Several other neighbors on our street have even followed suit after seeing our yard transformation.

- RACHEL JAHN-PARILLO



We have received positive comments from neighbors who walk dogs by the house. Some like the landscape and some mentioned that my garden with native flowers and bushes looks as if they were walking through a trail. We recommend NatureScape to anyone who wants to conserve water and bring nature back to your yard.

- MICHINO GUSTAFSON

The NatureScape program has been great on a few fronts. First and foremost, helping to decreasing water usage in So Cal is important. I am reminded every month by a consistently low water bill.....I do like the initial plant selection to my garden whereby no matter the time of year there is always a plant variety which is "blooming now".

- THE STANGES

#### Before and After Photo Gallery







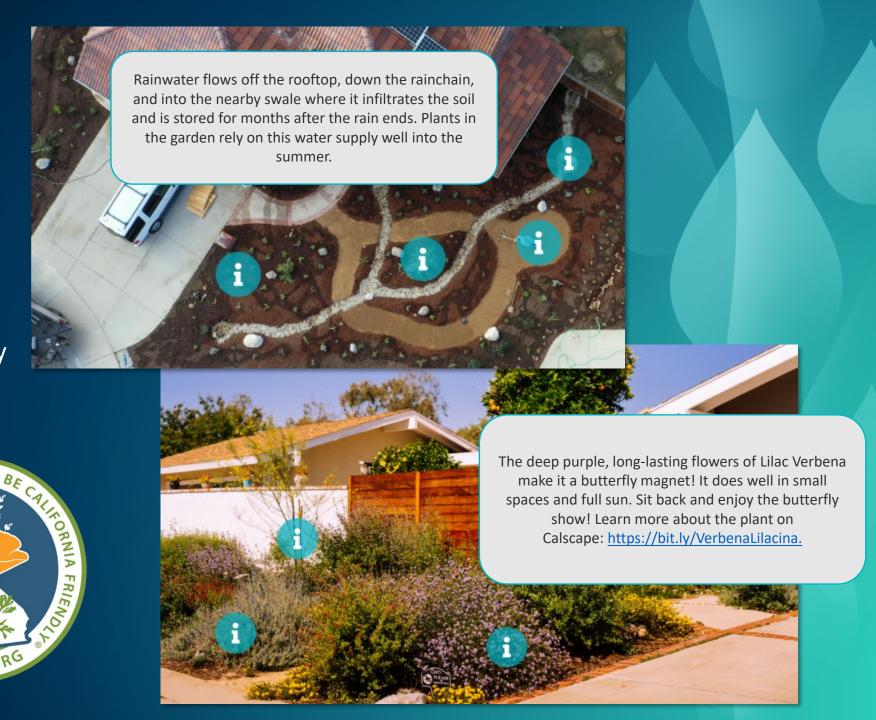








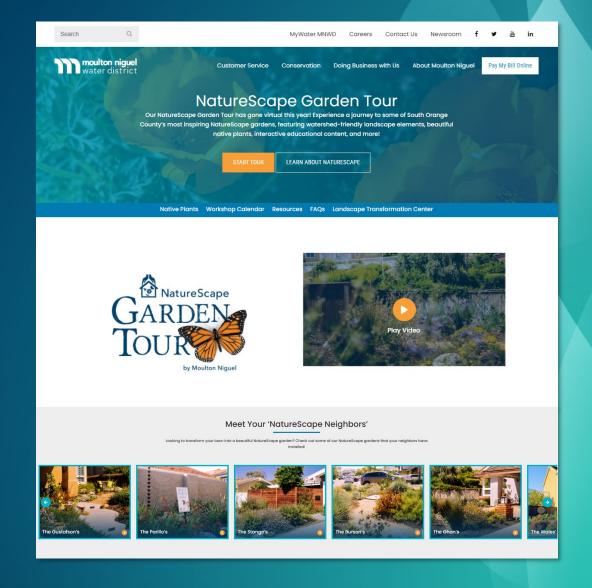
- Interactive content
- Link to Calscape for care and planting info for select plants
- Explain watershed-friendly features





### https://www.mnwd.com/naturescape-garden-tour/





#### Getting the word out

- March 2021 Bill Insert
   Advertising our Earth Day
   Workshop
- Check out your neighbors' beautiful and sustainable gardens in the Garden Tour!



## Special "Earth Day" Themed Virtual Landscape Workshop!

Mark your calendars for a special Earth Day Virtual Landscape Workshop on Saturday, April 24, 2021! This year's Earth Day theme is "Restore our Earth". During this free special landscape workshop we'll help customers reimagine their outdoor landscapes and go over ways to restore your landscapes from thirsty lawns, into beautiful, sustainable landscapes with regionally native plants.

#### Our virtual landscape workshops cover the following topics:

- ◆ Taking a watershed approach to landscape design
- California native plants and their multiple benefits
- ♦ How you can help prevent urban runoff pollution
- Overview of our one-of-a-kind NatureScape program

We'll also walk attendees through our NEW Online NatureScape Garden Tour! A virtual journey through some of South Orange County's most inspiring NatureScape gardens, spotlighting watershed-friendly landscape elements, beautiful California native plants, interactive educational content, and more!

Sign Up for the Earth Day Virtual Landscape Workshop by visiting **mnwd.com/landscapeclasses**.



Can't wait for the workshop to explore some of the beautiful and sustainable NatureScape gardens that your neighbors have installed? You don't have to! Visit **mnwd.com/naturescape-garden-tour** to experience the online journey today!









#### Earth Day 2021 Themed Workshop



by Moulton Niguel



Welcome to
Moulton Niguel's
Earth Day
Landscape
Workshop

#### 10 Steps: Restoring Earth at Home





#### The Garden Tour that lasts for all seasons

- Resource for customers considering turf removal
- Easy reference for Staff to provide over the phone
- Can add more landscapes and updated photos







## Thank You!

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https://www.mnwd.com/naturescape-garden-tour

