



moulton niguel water district

Calscape Nursery Program Update

September 26, 2019

Motivation

- Drought resilient plants with multiple benefits
- Landscape transformation and education
- Limited availability & professional training
- No unique branding for CA native plants



Program Origins

- Build on 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



Program Partners

- California Native Plant Society*
- Metropolitan Water District*
- Moulton Niguel Water District*
- El Toro Water District
- City of Huntington Beach
- Irvine Ranch Water District
- Laguna Beach County Water District
- Long Beach Water
- Mesa Water District
- Municipal Water District of Orange County
- City of Newport Beach
- City of San Clemente
- City of San Juan Capistrano
- City of Santa Ana
- Santa Margarita Water District
- WaterNow Alliance



Long Beach Water
Exceptional Water • Exceptional Service



Calscape Nursery Program

- Generate awareness and market demand
- Distinct branding for CA native plants
- Free educational materials for nursery staff
- Free point-of-sale marketing materials
- Media kits for partners and nurseries

Create a habitat
for hummingbirds.
Plant CA natives.



Native label at your nursery



#PlantCANative

CALSCAPE
NURSERY TRAINING
NURSERY MAINTENANCE



Rollout Plan

- October 2019
 - MWD Legislative & Communication Committee presentation (10/7)
 - Press Release (10/7)
 - Release media kits & marketing (10/21)
- November 2019
 - Begin promoting program and participating nurseries
- December 2019 – May 2020
 - On-going nursery recruitment & program promotion
 - Continue developing corporate nursery partnerships