



CalScape Nursery Program

With presentations by:

Moulton Niguel Water District

Metropolitan Water District of Southern California

California Native Plant Society



CALIFORNIA
NATIVE PLANT SOCIETY



Moulton Niguel Water District



- Drinking water, wastewater treatment, recycled water
- 7-member Board of Directors
- 172,000 customers & 55,000 accounts
- Recognized for innovation, environmental stewardship, customer service, and workforce culture
- Top workplace in Orange County
- Lowest average bill in South Orange County



Why a CA Native Plant Program?

- Drought resilient plants with multiple benefits
- Landscape transformation and education
- Limited plant availability & professional training
- Hard for consumers to identify CA native plants



Program Origins



- Landscape Transformation & 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
- City of Lake Forest



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LAGUNA BEACH
COUNTY WATER DISTRICT



Calscape Nursery Program

- Unique branding for CA native plants
- Digital & point-of-sale marketing materials
- Educational resources for nursery professionals
- Leverages Calscape.org features
- Create nursery profiles & add plant inventory
- Media kits for water agencies & nurseries



Calscape Nursery Training



- Free native plant training for nursery staff
- Developed with Tree of Life Nursery
- Emphasis on Nursery Maintenance & Customer Interaction
- Earn 8 CEUs toward CCN Pro Certification
- Opportunities to develop advanced trainings



Deep Link to Calscape.org



California native plants:

- Conserve water
- Require little maintenance
- Create an eco-friendly environment
- Create a habitat for wildlife and pollinators
- Provide year-round beauty
- Help prevent pollution from urban runoff

Find plants native to your region and connect with local nurseries who carry them!

Enter your address!

Enter a California address or click the map to see plants native to that location.

27500 La Paz Road, Laguna Niguel, Ca 92677

587 plants native to 33.5638,-117.7075 (27500 la paz road, laguna niguel, ca 92677)



All Plants
587



Trees
26



Shrubs
107



Perennials
203



Annuals
107



Grasses
47



Succulents
14



Vines
14



Ferns
14



Sp. 104



Shade
37



Palm Shrubs
103



Metropolitan Water District of Southern California



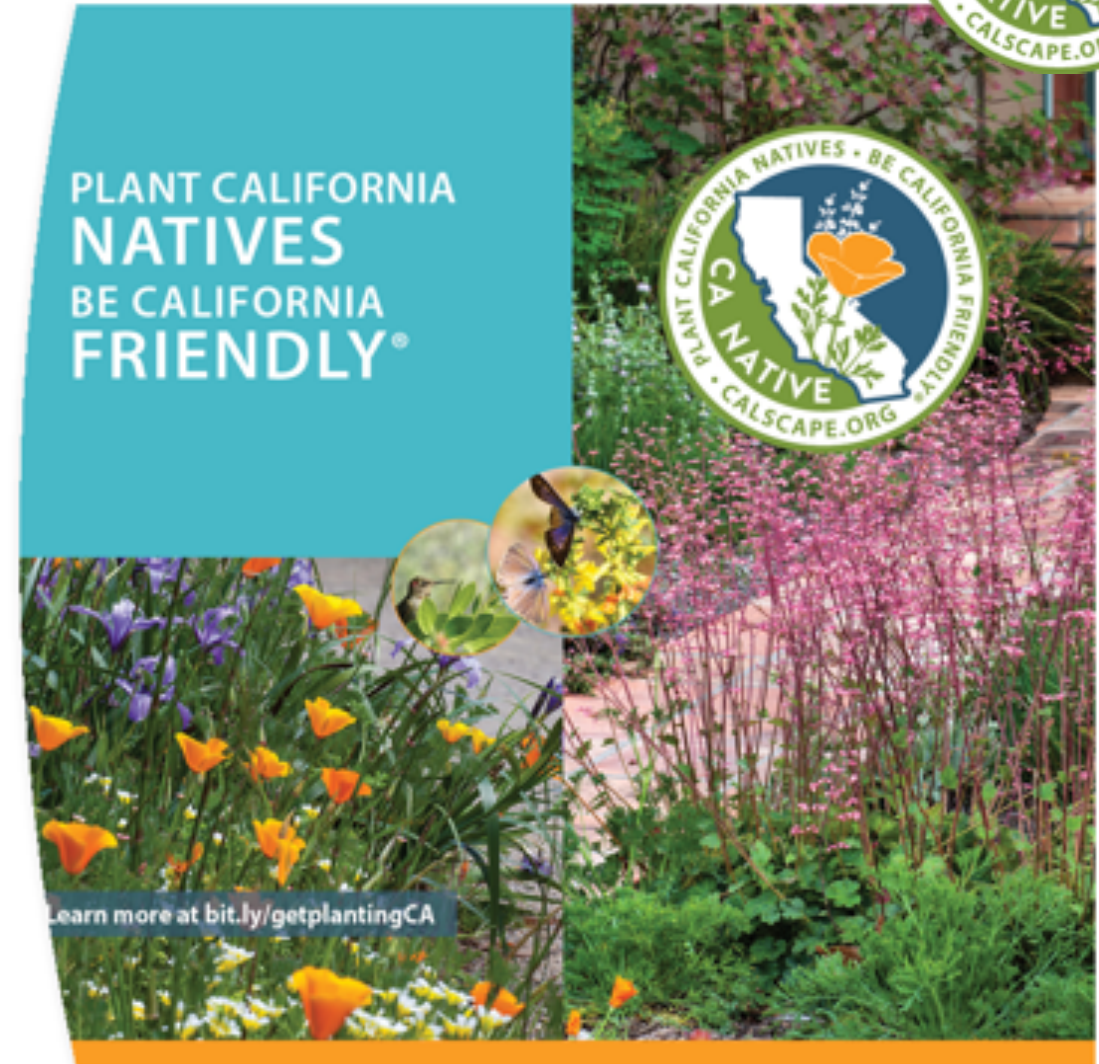
- Regional wholesaler of water
- 26 member agencies
- Los Angeles, Orange, Riverside, San Bernardino, San Diego and Ventura counties
- 5,200 square miles
- 19 million people



Brand Expansion

Plant California Natives Be California Friendly®

- Cohesive branding and design
- Potential statewide use
- Added value to California
Friendly® landscape program
- Support regional turf replacement rebates

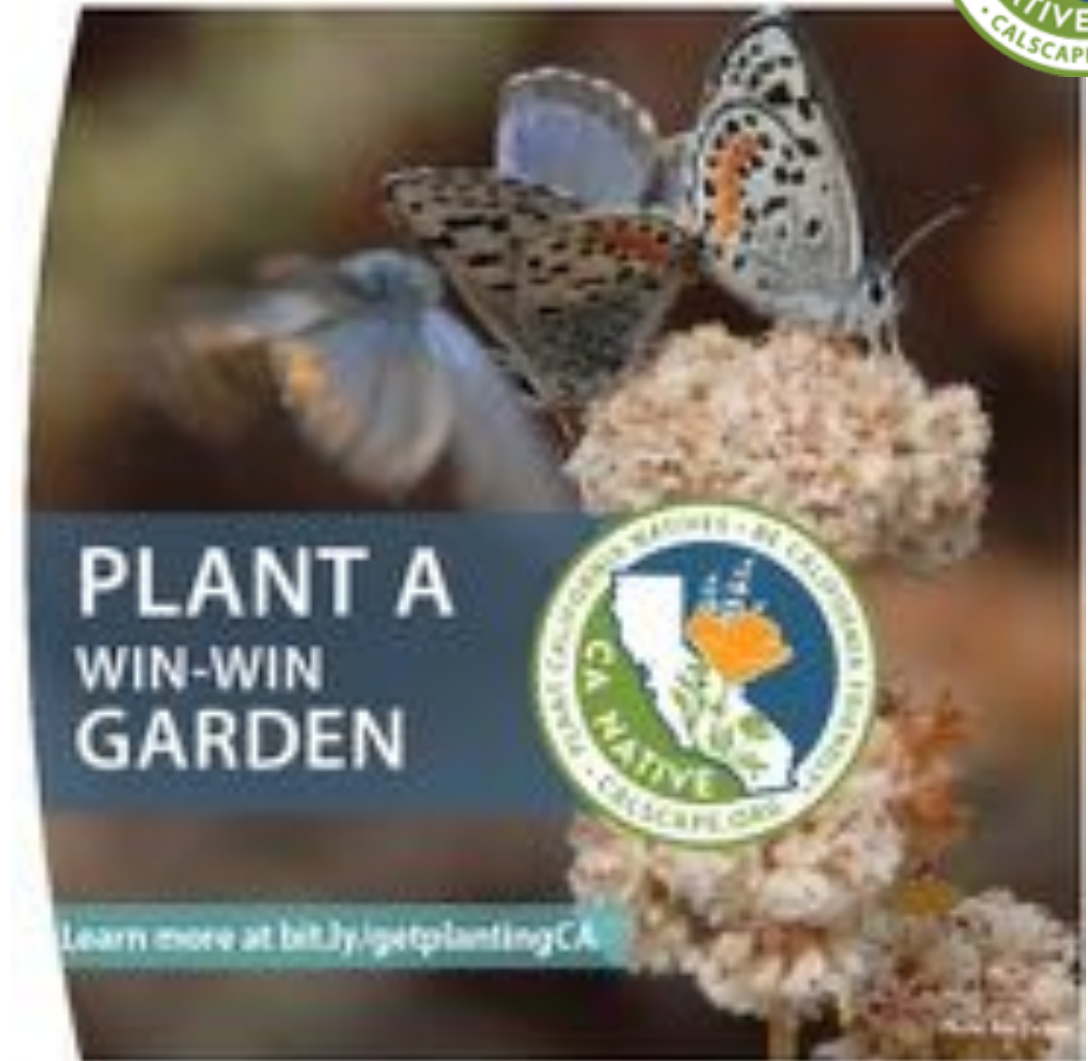


Fall Campaign



Public digital campaign to:

- Raise awareness about fall planting season
- Build interest in native gardening
- Support native plant sales at participating Orange County and Long Beach nurseries



Campaign Elements



- Social media assets
- Web banners
- E-newsletter template
- Photos and guidelines
- County Plant Guides



SoCal County Plant Guides



- List of climate and regionally appropriate CA native plants per county
- Six counties in Metropolitan service area
- Developed in collaboration with CNPS
- Nursery and consumer resource



Point of Sale Materials



- Banner and poster signage
- Plant pot stickers
- Flyer and brochures
- Branding guide
- Logistics and co-branding





CNPS, Calscape, & Nurseries:

Native Plants for Water Savings



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California Native Plant Society

Our Mission:

To conserve California native plants and their natural habitats, and increase understanding, appreciation, and horticultural use of native plants.

Our work is diverse by design, blending science and conservation with gardening and education.



Why Native Plants?

83% less water

56% less green waste

68% less maintenance

Supports local pollinators



CALSCAPE NURSERY TRAINING:

Over 120 people in the training to date

- Nurseries
- Water Districts
- Land Managers
- Colleges

Plant California Alliance giving 8 CEUs



CALSCAPE:

- Over 1,000,000 hits a year
- Searchable database of plants with location, uses, availability, and a variety of factors to help choose appropriate plants
- Coming soon: Calscape Design Wizard
- <https://calscape.org>



Search for California native plants by name

[ADVANCED SEARCH](#)

[HOME](#) > NATIVE PLANT NURSERIES IN CALIFORNIA

California Native Plant Nurseries | Listing & Information [Options](#)

California is fortunate to have native plant specialty nurseries and vendors throughout the state. Select from the list or map locations below to find native plant nurseries near you. If you are a nursery, please visit our [Calscape Nursery Resources](#).



- 3 Rivers Blooms**
40003 Sierra Dr Three Rivers, Ca 95271
- Ackerman Native Plant Nursery**
Moda Ranch, Santa Catalina Island, CA
- Annie's Annuals and Perennials**
740 Market Ave Richmond, CA 94801
- Antelope Valley Resource Conservation Nursery**
10148 West Ave. I Lancaster, CA 93536
- Artemisia Nursery**
3008 Valley Blvd.
- Aspen Hollow Nursery**
541 Emerald Bay Rd., South Lake Tahoe, CA 96150
- Back to Natives Nursery @ Santiago Park**
Santiago Park Nature Reserve, Santa Ana, CA 92706
- Bay Natives**
10 Cargo Way, San Francisco, CAL 94128
- Baylands Nursery**
965 Weeks St. East, Palo Alto, CA 94305
- Belmont Nursery**
7730 E Belmont Ave., Fresno, CA 93737
- Berkeley Horticultural Nursery**
1310 McCue Ave., Berkeley, CA 94705
- Blossom Hill California Native Plants**



California Native Plant Certified Landscaper

Curriculum

1. Value & Garden Life
2. Plant ID
3. Soil
4. Irrigation
5. Irrigation 2
6. Weeding & IPM
7. Pruning
8. Garden Assessment
9. Putting It All to Work



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Grow Natives Campaign:

To help consumers learn where to buy native plants, what plants to choose, and how to care for them, CNPS will work with nurseries and growers to increase their sales of 10 native specialty crops by 20 percent.

This will be through an integrated marketing campaign featuring point of sale materials, how-to micro-videos, and social media. CNPS will evaluate and measure the success of the campaign by tracking native specialty crop sales and using quarterly data from participating nurseries and growers.

CONSERVATION - EDUCATION - GARDENING
RARE PLANT SCIENCE – VEGETATION SCIENCE



Protecting

CALIFORNIA'S NATIVE FLORA SINCE 1965



Contact Us



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Poll Question #1: To what extent do you work with nurseries in your service area?

- We have contacts at all of our local nurseries and work with them on water efficiency programming.
- We have contacts at some of our local nurseries and occasionally engage with them.
- We rarely work with our local nurseries and have infrequent contact.
- We don't have any nurseries in our service area.

Question #2: Which of the following are you interested in? (Select all that apply.)

- Unique branding for CA native plants
- Digital and point-of-sale marketing
- Educational resources for nursery professionals
- Customer-facing CA native media kit
- All of the above