



**SAN DIEGANS
WASTE
NO WATER**
ALL DAY. EVERY DAY.

THE CITY OF SAN DIEGO
PUBLIC UTILITIES



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***Local Water Districts Invite Customers to
Showcase Water-Wise Landscapes
California-Friendly® Landscape Contest Entries Due April 5***

SAN DIEGO – One of the most effective ways to make a sustainable future in San Diego a reality is by creating a landscape that is water efficient. After all, as much as 50 percent of a residential homeowner’s water use is for irrigation. Now comes the perfect opportunity for those who have already made the move from grass to California-Friendly® plants to showcase such water-wise and imaginative endeavors. Several local water districts invite customers to enter their landscapes in the *Water Agency California-Friendly® Landscape Contest*. One winner will be chosen from each district and will receive a \$250 gift certificate and recognition on the agency websites and in newsletters.

Last year’s City of San Diego winners, Jennifer Brimhall and Lee Howeth, reaped the benefits of changing their landscape. They questioned the spending of their hard-earned money for irrigation and their valuable free time on mowing when the results were less than pleasing. Plus, they felt it could help San Diego’s future. “We all need to figure out ways to use water wisely,” Ms. Brimhall said. “We believe this is the right thing to do.”

The Normal Heights couple also got a bonus by doing the makeover. The new landscape is water-efficient and looks great. Ms. Brimhall said they routinely get compliments for the vibrant new look.

As more people opt for such changes, it makes the contest all that much more exciting. “We are pleased to join with other water agencies in sponsoring the annual *California-Friendly® Landscape Contest* and we highly encourage homeowners to enter,” said JoEllen Jacoby, Supervising Landscape Conservation Designer for the City’s Water Conservation Program. “Studies have shown that more than half of the water people use goes towards irrigating landscapes, which is why our program continues to encourage San Diegans to use California-Friendly® plants as a way to ‘waste no water’.”

Jacoby offers a few suggestions to enhance the chances of having a winning landscape. “The judges need to see the big picture and the details. Provide pictures that show both the landscape and some or the entire house to give a sense of proportion and scale. Look before you shoot! Are there trash

cans in the sight line? Are tools, weeds or nursery pots visible? Be careful to angle your shots to avoid the neighbor's parked car or other less than inspiring elements that you have no control over.”

“Focus on special design ‘vignettes’ such as a little sitting area, streambed or sculpture,” continued Jacoby. “Does your landscape frame your door from the street? Be sure to show that in a picture. Finally, include close-ups of plant combinations that show the color, texture and variety of your plant palette. Remember to eliminate weeds and make sure your landscape has a mulch cover over any open soil. These pointers will make your front yard picture perfect and make you proud.”

The deadline to enter is April 5, 2013. Each water-wise landscape entry will be judged for overall attractiveness, appropriate plant selection, design, appropriate maintenance, and efficient methods of irrigation.

This contest is open to customers of the city of San Diego, California American Water, Helix Water District, Olivenhain Municipal Water District, Otay Water District, Padre Dam Municipal Water District, San Dieguito Water District, Sweetwater Authority, Vallecitos Water District and Vista Irrigation District. For official contest rules and an application form, visit: www.landscapecontest.com. For questions, contact Mike Ismail with the City of San Diego at (619) 533-5312 or your local water agency.

For ideas, expert advice, exhibits and classes, visit the Water Conservation Garden, located at 12122 Cuyamaca College Drive West in El Cajon, or go to www.thegarden.org.

The City of San Diego's Water Conservation Program reduces water demand through promoting or providing incentives for the installation of hardware that provides permanent water savings, and by providing services and information to help San Diegans make better decisions about water use. For more information about Water Conservation, visit www.wastenowater.org or call (619) 515-3500. Complementary programs that support wise water use through water reuse include the City's Recycled Water Program and the Water Purification Demonstration Project. For more information on those programs, contact (619) 533-7572 or visit www.sandiego.gov/water/recycled or www.purewatersd.org.

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