



THE CITY OF SAN DIEGO  
PUBLIC UTILITIES

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## Local Water Agencies Encourage Customers To Show Off Water-Wise Landscapes *California-Friendly® Landscape Contest Entries Due April 10<sup>th</sup>*

**SAN DIEGO**—As San Diegans continue to find new ways to conserve water during California’s unprecedented drought situation, the time is ripe for residents to showcase their water-wise landscaping success stories by entering the local water agencies’ *California-Friendly® Landscape Contest*.

As much as 50 percent of a residential homeowner’s water use is for outdoor irrigation. Now is the perfect time for homeowners who have already taken this important step towards conservation to show the community what they too can do. One of these options is moving from traditional grass lawns and/or landscaping to California Friendly® plants that require far less water.

One winner will be chosen from each of the 12 agencies participating in the contest and will receive a \$250 gift certificate and recognition on the agency websites and communications channels. The contest is open to customers of the City of San Diego, California American Water, City of Escondido, City of Oceanside, 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.



2014 City of San Diego winner Amelia Lima’s yard.



Beautiful details of 2014 City of San Diego runner-up Nancy Dalton’s landscaping.

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Last year's City of San Diego winner, Amelia Lima, says her front yard demonstrates smart use of climate-appropriate plants. "The combination of succulents and Australian natives helps produce a garden that is attractive year-around," said Lima.

JoEllen Jacoby, Supervising Landscape Conservation Designer for the City of San Diego's Water Conservation Program, says the City is always excited to collaborate with other agencies on the Landscape Contest and encourages homeowners to enter.

"We know San Diegans are embracing the concept of water-wise landscaping from the response we get to our rebate programs, questions from customers and an increased level of interest," says Jacoby. "This is a great way to illustrate all that San Diego is doing to incorporate conservation into their homes, permanently."

### **Tips for Contestants**

Winners will be judged for overall attractiveness, appropriate plant design, demonstrated water savings, appropriate maintenance and efficient methods of irrigation. Because the initial vetting of entrants is based solely on photos submitted by contestants, it's very important to frame those photos well, avoiding clutter such as a garbage can or the neighbor's car and, of course, those pesky weeds.

In addition, Jacoby had a few more pointers on how to showcase your landscape when entering the contest. "It helps the judges to receive photos that represent both the big picture and the little details," said Jacoby. "For example, provide photos that show how the landscape looks in relation to your whole house, to give a sense of proportion and scale, but also show us the close-up details, such as plant combinations that show color, texture and variety. Also, include shots of special vignettes, such as a seating area or sculpture, if you have them."

### **How to Enter**

The deadline to enter is April 10<sup>th</sup>. Visit the official contest website at <http://www.landscapecontest.com> for more information, tips, additional photos of past winners and to obtain the entry form. City of San Diego residents with questions may call Chris Gehrke at (619) 533-5312; residents outside of the City of San Diego should contact their 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](http://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](http://www.wastenowater.org).*

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