

Samples of Community Partnering Program Sponsorships 2007/2008

California Native Plant Society

Point Loma Native Plant Interpretive Signage

A cooperative planting and storyboard signage project co-sponsored by the City of San Diego and the San Diego River Park Foundation to plant native plants and accompanying signs. Local Boy Scouts provided the planting labor.

Casa Romantica Cultural Center and Gardens

Coastal Connections: Water and Plants in Southern California

A curriculum-based program for Orange County third graders aimed to increase the ecological and cultural literacy of local school children. Program includes a comparison between drought tolerant and thirsty exotic plants.

Center for Global Environmental Education, Hamline University

Waters to the Sea, interactive multimedia middle school program

This cooperative partnership with the West Basin Municipal Water District, Los Angeles County Sanitation Districts and the Los Angeles County Office of Education offers an online watershed education program that includes Southland geographic features and nuances.

Long Beach Water Department

Long Beach Honors Earth Day

This co-sponsorship for the event's marketing, advertising and public relations backed Long Beach Water's overall marketing campaign. The event with three dozen exhibitors provided the latest water conservation information, both indoors and outdoors, for more than 1,000 local homeowners and residential dwellers.

Mission Trails Regional Park

Interpretive Storyboards

One of the major attractions in Mission Trails Regional Park is the Old Mission Dam, a national and state historic landmark. This project replaces existing wayside panels along the Old Mission Dam Pathway which provide information about the history and importance of water to the San Diego region. Storyboard titles include: the Lure of Water, Providing Year-Round Water, Experiencing Wet and Dry Habitats, Precious Wetlands and Oak Canyon Trail.

North East Trees

Youth Training and Community Building Workshop at the new Rio de Los Angeles Park Wetland Restoration Volunteer Day provided a workshop conducted by North East Trees professional staff that educated the community and youth participants with information about our rich native plants and habitats. This enabled the youth to participate in a hands-on experience involving the identification and collection of non-native plant species.

Resource Conservation District of Greater San Diego County

School Garden and Nutrition Conference

Co-sponsored more than 125 local school teachers interested in starting native plant gardens on their school grounds. Promotes the California Friendly® landscape campaign, and provided information on watershed education, groundwater protection, and non-point source pollution.

Virginia Avenue Project

Green Garden Tours

As a co-sponsor for the event's marketing and public relations campaign, Metropolitan assisted in supporting the tour which visited 19 Santa Monica and Venice Beach home native plant gardens. Some gardens were complemented by the latest in green technologies to conserve water as well as energy.

University of California, Irvine Foundation

International Conference on Water Scarcity, Global Changes, and Groundwater Management

Co-sponsored the Urban Water Research Center December 2008 conference with more than 350 worldwide attendees. Southern California related workshops included: emerging issues of concern: 1) new pollutants and nanoparticles; 2) water quality and public health; 3) application and limitations of ocean desalinization; 4) lessons learned from the Orange County Water District's reuse project; 5) groundwater management in water-scarce areas; and 6) drought and desertification monitoring and assessment and the role of groundwater best practices.

Water Replenishment District of Southern California

Groundwater Festival: "Treasures Beneath Our Feet"

This co-sponsorship for the event marketing, advertising and public relations backed the Water Replenishment District's strategic marketing campaign. Based in Lakewood, this was the premier year for the Water Replenishment District's planned annual event. Some 500 attendees explored more than two dozen exhibits with information on water resources education.