Legislation and Communications Committee

New Conservation Assets: Plants of Extraordinary Nature

Item 6b
October 12, 2026
Presented by: Fernando Ojeda-Rios III

Item 6b Summary

Subject

New Conservation Assets: Plants of Extraordinary Nature

Purpose

To introduce new creative assets called “Plants of Extraordinary Nature” for the regionwide conservation campaign

Conservation Creative:
Fall 2026

Building on Success

"Plants of Extraordinary Nature"

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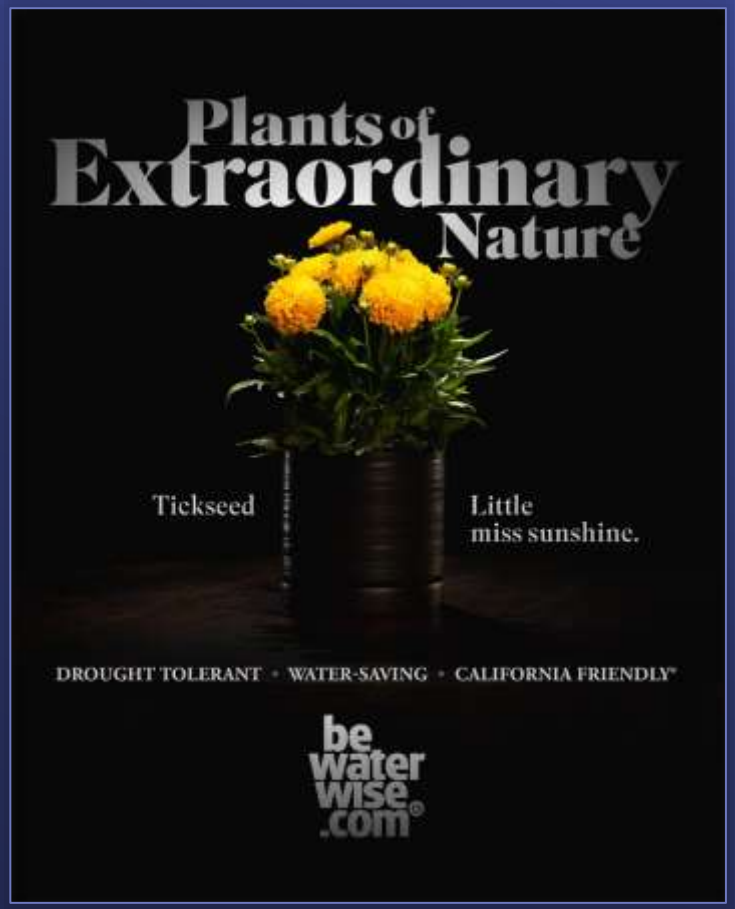
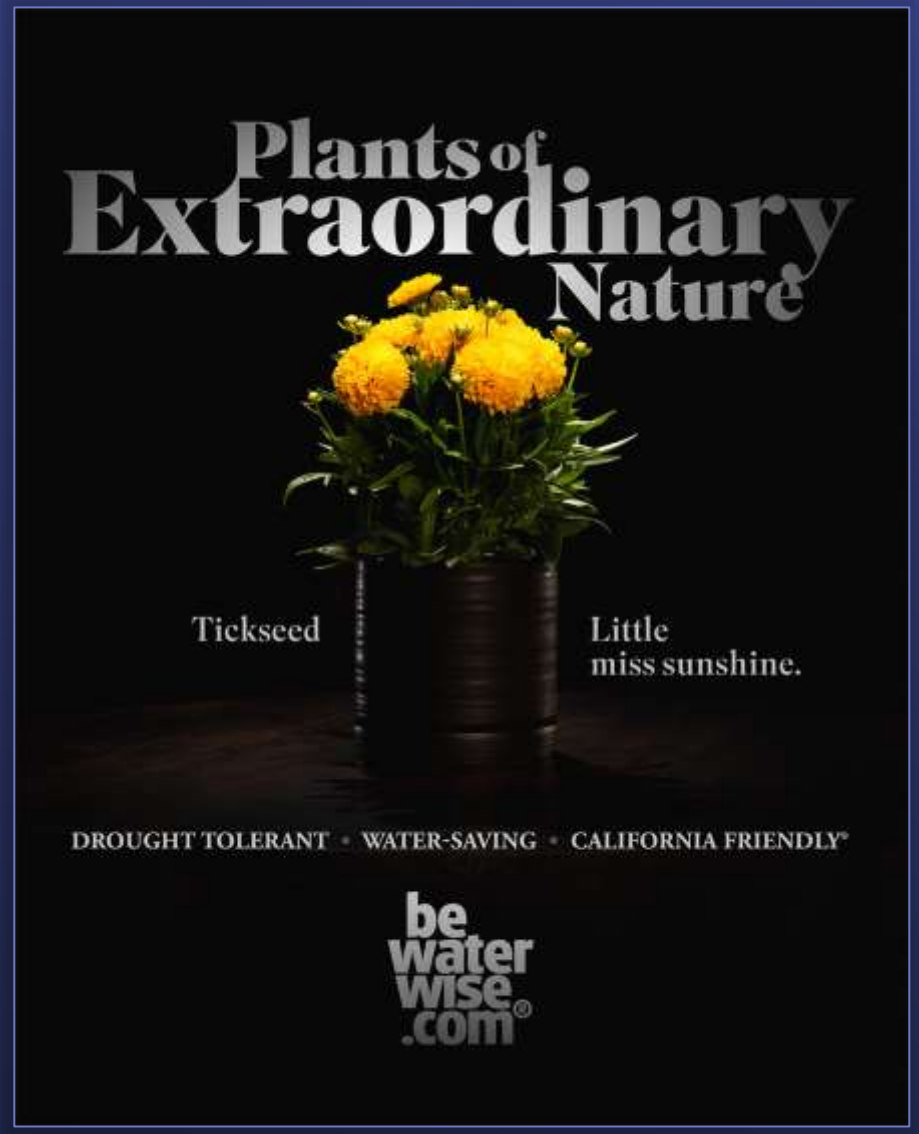


Conservation Creative:
Fall 2026

Building on Success

"Plants of Extraordinary Nature"



- Next logical step from "Goodbye Grass" Campaign
- Gorgeous flowers are the reward for removing grass
- Modeled after luxury product advertising

Conservation Creative:
Fall 2026

Building on Success

"Plants of Extraordinary Nature"

Conservation Creative:
Fall 2026

Perfect Timing

"Plants of Extraordinary Nature"

- Coincides with planting season
- Plant availability – featured plants locally sourced

Conservation Creative:
Fall 2026

In-House Authenticity

”Plants of Extraordinary Nature”

- Created using traditional skills (No AI)
- Plants this beautiful are REAL

Conservation Creative:
Fall 2026

In-House Authenticity

"Plants of Extraordinary Nature"

- Auxiliary Behind-The-Scenes content available

THE METROPOLITAN WATER DISTRICT OF
SOUTHERN CALIFORNIA
1928