THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Committee Item
INFORMATION

Legislation and Communications Committee

10/12/2026 Committee Meeting

6b

Subject

New Conservation Assets: Plants of Extraordinary Nature

Executive Summary

Metropolitan's Creative Design Team has developed new creative assets called "Plants of Extraordinary Nature" for the regionwide conservation campaign. The new assets will primarily be used on social media to continue the focus on turf replacement.

Fiscal Impact

None

Applicable Policy

MWD Act Sec. 130.5(b) – The Metropolitan Water District of Southern California shall place increased emphasis on sustainable, environmentally sound, and cost-effective water conservation, recycling, and groundwater storage and replenishment measures.

By Minute Item 54347, dated December 9, 2025, the Board adopted the 2026 Legislative Priorities and Principles, including the following: II.A.5. Support the long-term conversion of non-functional turf in commercial, industrial, and institutional landscapes and ban installation of non-functional turf in new construction.

Related Board Action(s)/Future Action(s)

None

Details and Background

Metropolitan is implementing a regionwide conservation campaign focused on turf replacement. This campaign furthers Metropolitan's commitment to "reduce the quantity of non-functional turf by 30 percent" in response to the growing Colorado River crisis, as outlined in the 2022 MOU with 33 urban water suppliers in the Colorado River Basin. The "Goodbye Grass" creative launched in fall 2024 and emphasized the beauty and environmental benefits of California Friendly® and native landscapes. Staff is building on this success with new creative assets called "Plants of Extraordinary Nature," showcasing real plants that are readily available at local nurseries. The creative was designed and photographed in-house by the Creative Design Team and will primarily be used on social media.

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