

OUTREACH – JUNE 2023

1. Tree People Native Garden Kits

Background:

- Flyer on next page
- TreePeople have been working with Calleguas, growers, and other districts and partners to develop and sell Native Garden Kits (<https://www.treepeople.org/native-garden-kit/>)
- Last spring was a pilot program, and kits are now in pre-sale for fall
- Kits will be available to pick up in late October-early November (location TBD)
- About TreePeople: “TreePeople’s mission is to inspire, engage and support people to take personal responsibility for the urban environment, making it safe, healthy, fun and sustainable and to share our process as a model for the world. Born in 1973 from the hopes and dreams of a teenager, TreePeople is now the largest environmental movement headquartered in Southern California.”

Cost:

- Calleguas offers \$50 “instant rebate” per kit for customers within their service area (there is a cap)
- Pre-order until July 31: \$100 - Calleguas offers a \$50 instant rebate. Total cost/kit: \$50
- Effective August 1: \$120/kit - Calleguas offers a \$50 instant rebate. Total cost/kit: \$70
- No limit on kits; open to residential and commercial

How It Works:

- Access <https://www.treepeople.org/native-garden-kit/>
- Input contact information and address
- Website will respond verifying if that address is eligible for the instant rebate
- Tree People staff arranges payment, user chooses what kit and quantity
- User notified when and where kit pickup will be

Planned Outreach:

- E-news: June and July issues
- Social: posting scheduled for late June, July, August
- Website: to be posted on website
- Flyers distributed at Triunfo Garden and Landscape Classes (7/15, 8/15, 9/16, 9/30, 10/7 (if applicable) as well as resource table in waiting room at Triunfo
- More outreach will be planned depending on how well sales are going

2. Events Recap

3. Website Growth Report

Native Garden Kit

TreePeople has partnered with the Las Virgenes Municipal Water District, Growing Works Nursery in Camarillo, and Dashboard.Earth to offer a self-contained kit designed to make native landscape transformation accessible, affordable, and hassle-free.

This program will help residents reduce water usage, beautify the urban environment, and support native plant nurseries across Southern California.

Program Details

During the months of June and July we will offer four different themed kits for a reduced price of \$100 per kit. On August 1st the kits will increase to their regular price of \$120 per kit. We are offering a limited number of kits, so pre-order yours starting June 1st. Visit our website (treepeople.org/native-garden-kit) to learn more. Additional rebates are available for Oak Park Water customers through Calleguas, the water wholesaler. Determine your eligibility at our website.

All kits will be available for pick up only this fall, just in time for planting. Dates and locations to be announced. We will host pick up events at various partner locations throughout Los Angeles and Ventura counties. Emails will be sent from nativegarden@treepeople.org confirming the dates and locations.



What's Inside Your Kit

- 10, one-gallon native plants pre-designed for 10'x10,' or any 100 square foot garden space
- A 'plant-by-number' site map
- A native plant installation guide and educational materials



Item #5