

WEEP Grant

Project Information

Project Type: Continuing Support, City of Chula Vista NatureScape Program

Installation Address: At residences throughout Chula Vista

Location of Proposed Activity: City of Chula Vista

Brief Description of Project and Educational Value:

This grant proposal covers activities to support the City of Chula Vista's NatureScape Program. Efforts will encourage residents to create NatureScapes within their yards with the goal of increasing "Certified Wildlife Habitats" throughout Chula Vista using the National Wildlife Certification process. This grant would continue work initiated during spring 2018 and 2019 supported by both a FY 2017-18 and a FY 2018-19 WEEP Award. In 2018, the flagship NatureScape educational brochure and website were developed for outreach with the public. In 2019, an extensive 3-hour NatureScape workshop was conducted for 40 Chula Vista residents and held at Southwestern College's Landscape and Nursery Technology (LNT) Department. The NatureScape workshop was held simultaneously with the LNT annual spring sale of drought-tolerant plants. A case study testimonial fact sheet of a Chula Vista resident's "Certified Natural Habitat" garden was created and added to the NatureScape website and made into an informational handout for ongoing outreach purposes. The workshop held in 2019 laid the groundwork for partnering and cross promotion activities of the NatureScape Program and future workshops.

With a new WEEP Grant for FY 2019-20, the NatureScape Program would efficiently use these funds to conduct another workshop for Chula Vista residents and develop two more case study testimonials. The workshop would focus on creating NatureScapes and the five key components of natural yard care: 1) building healthy soils with composting; 2) WaterSmart/WaterWise irrigation techniques; 3) plant right for your site; 4) toxic-free pest control; and 5) natural lawn care. The workshop is envisioned to feature expert presenters to educate on the key steps, informational handouts, a hands-on component to advance learning, a tour of the Botanical Garden and would provide giveaways to enhance these residential water conservation gardens and encourage water-saving irrigation. The overriding benefit is to educate residents to build healthy soils with composting, utilize smart irrigation practices to conserve water and develop sustainable landscapes using climate appropriate native and California-friendly plants. Additionally, this program supports several aspects of the City's Climate Action Plan and Water Stewardship Plan and would cross-promote programs and information available from water agencies.

The testimonial case study fact sheets would feature residents' NatureScapes. Information would be obtained from on-site visits and interviews. Each fact sheet would include photos and descriptions of their yards/gardens, irrigation systems and practices (drip systems, irrigation controllers, rain barrels, etc.), steps they take to sustain their landscape utilizing natural yard care practices, and characteristics of plants that serve as habitat for bees, birds and other wildlife. Creating NatureScapes provides a personalized back-to-nature outdoor experience and serves to enhance lifestyles in Chula Vista, conserves water and provides beneficial stress-relieving environments.

WEEP

Project Budget

Applicant Name: City of Chula Vista

Project Type: Educational/Demonstration

Begin Date: as soon as grant is accepted by Chula Vista City Council

Completion Date: May 31, 2020

Item Description

Fixed cost or hourly rate

Time cost (estimate)

Conduct efforts to support Chula Vista's multi-year NatureScape Program.

1. Plan and conduct NatureScape workshop	\$95.90 x 20	\$1,918.00
2. Promote and market NatureScape workshop/develop, disseminate promotional communications/conduct cross-promotional activities with partners	\$95.90 x 22	\$2,110.00
3. Expert presenters first workshop	\$100 each (up to 4 presenters)	\$400
4. Workshop materials, handouts, giveaways, snacks	\$10 (per workshop participant) x 40 participants	\$400
5. Workshop facility rental	For 40 participants	\$900 (may be \$0, if co-brand event with facility)
6. Create two testimonial case study fact sheet of NatureScape/Certified Wildlife Habitat participant	\$95.90 x 16	\$1,535.00
Total project cost		\$7,263.00 (\$5,000.00 from WEEP grant)

Additional funding source

Amount

1. City of Chula Vista

\$2,263.00