

# The Home Depot Water Conservation Plant Events Local Community Partnerships

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# 2010 Objective and Goals

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Provide a place for consumers to purchase drought tolerant plants found in Cal State San Bernardino Water Conservation Botanical Garden opening 2011.

## Challenges:

1. Diverse and extensive plant list
2. Supply of plants not readily available
3. Many Natives not retail friendly

## Why limit plant sales to grand opening of gardens?

Senate Bill X7-7 20% reduction by 2020, 10% by 2015

1. Public education and awareness needed
2. Consumers will need a place to purchase long term
3. The Home Depot is the number one retailer for live goods in the country.
4. Change will take time but we must begin now

## Challenges:

1. Who determines which plants are considered “water savers”
2. Public agencies reluctant to partner with private industry
3. Little budget available to pull from
4. Changing the publics perception of drought tolerant plants
5. The word “Drought” has negative connotations
6. How do you measure success- sales, attendance, customer interaction?



# TIME LINE

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- ❑ 2010 Began planning with San Bernardino Valley Municipal Water District- Multiple meetings over 8 months to develop plant lists, marketing tools, event dates, logos, partnerships
- ❑ **2011 Hosted 9** Saturday spring events, 11 fall events in IE.
- ❑ 2012 Grew events to 35 in spring adding San Diego, West Basin, Antelope Valley, Mojave County ( fall 15)
- ❑ 2013 Hosted approximately 38 - tested 2 in No. Ca.( fall 12)
- ❑ 2014 Hosted 38 events and tested 5 in TX. ( fall 10)
- ❑ **2015 Will host 56 events** in CA. and 20 events in TX. -Simple message



# How do the events work?



# Partnership is key- Agencies , Stores, Suppliers

SET UP FRIDAY

SAT 8AM-12PM



## Water-efficient, low-maintenance plants

Look for the Save Water Icon  
to Learn More

More saving. More doing. 



**SAVE WATER**  
Water-efficient,  
low-maintenance plants

Learn More  
**WEEKEND EVENT**

Date **XX-XX-2015**

Time **8am-12pm**



# Store Partnership

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- **Store Expectations**

1. Make sure event is identified as Water Conservation event- use the new sign package enclosed
2. Put signs in garden center, on apron, and posted on clinic boards
3. All special buy signs should be made ahead of Friday set up based on flyer info.
4. Provide minimum of 2 associates to work the event 7:30am - 12:00pm
5. Have the **most knowledgeable associate** prepared to demonstrate and educate drip irrigation / sprinkler heads/ Smart Timers ***in the event.***

- **Set the tone -Carnival Atmosphere**

1. Balloons, flags, and anything drawing attention
2. Music is a must- bounce house/ jumper makes a difference
3. Kids Clinic- Altman has succulents to plant, Scotts will provide soil, store to supply 4 inch pots
4. Hotdogs, popcorn, or some type of food draw
5. Raffles/ drawings – use Garden Club sign ups as raffle entry



# Preparation for event

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- **Store should provide:**

1. Water for suppliers/guests
2. Carts to shop with
3. Easy up for Master Gardeners / county water agencies, City Officials
4. Tables and chairs for public agencies- Master Gardeners, City Officials, Water Agencies.

- **Flyers**

1. Altman has the Flyer template and will forward to the store 2 weeks ahead
2. Print copies for cashiers to hand out head of time and suppliers to hand out the day of the event. Color copies makes a big difference showing plant material
3. Use to make pricing signs ahead of actual event



# Flyers specific to each event



## Save Money. Save Water.

### WATER CONSERVATION PLANT FAIR

#### CHINO, MAY 16TH





Great discounts on select varieties of low water use plants. The Home Depot and their vendors have partnered to offer special deals on select varieties of low water use plants at each of their parking lot events throughout the Inland Empire.

For more information on these plant fairs, visit [www.WaterSavingGardenFriendly.com](http://www.WaterSavingGardenFriendly.com)

Free Kid's Workshops designed for children, ages 5 - 12, between 9:00-noon.

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## FOR \$10

ENJOY SPECIAL SAVINGS DURING THE SATURDAY EVENTS, WHILE SUPPLIES LAST.



1 GALLON LAVENDER | WAS \$5.98 | SKU 895088



1 GALLON ZONAL GERANIUM | WAS \$4.98 | SKU 895088



1 GALLON ROSEMARY | WAS \$5.98 | SKU 1000008863

VARIETIES, RETAIL PRICING AND SKUS MAY VARY BY EVENT

## CALENDAR OF EVENTS

Join us at any of our Home Depot water conservation events. All events take place from 8:00am to 12:00pm

**MARCH / APRIL**

3/21 32020 Temecula Pkwy. Temecula, CA 92592

4/11 6140 Hamner Ave. Eastvale, CA 91752

4/11 250 S. Mountain Ave. Upland, CA 91786

**APRIL**

4/25 3400 W. Florida Ave. Hemet, CA 92545

4/25 490 McKinley St. Corona, CA 92879

4/25 1401 E. 19th St. Upland, CA 91784

**MAY**

5/02 11884 Foothill Blvd. Rancho Cucamonga, CA 91730

5/16 12255 Pigeon Pass Rd. Moreno Valley, CA 92557

5/16 3323 Madison St. Riverside, CA 92504

**MAY**

5/16 14549 Ramona Ave. Chino, CA 91710

5/30 3150 Case Rd. Bldg. P. Perris, CA 92570

5/30 685 E. Hospitality Ln. San Bernardino, CA 92408

**June**

6/06 1151 W. Lugonia Ave. Redlands, CA 92374

6/06 16005 Sierra Lakes Pkwy. Fontana, CA 92336



**Jumbo Peck Ground Cover**  
Was: \$3.99 Now: \$1.99  
SKU 108882791



**1 Gallon Bougainvillea**  
Was: \$5.99 Now: \$3 for \$12.00  
SKU 100123566



**5 Gallon Bougainvillea**  
Was: \$18.99 Now: \$15.99  
SKU 108135939



**5 Gallon Chitalpa 'Pink Dawn'**  
Was: \$19.99 Now: \$12.49  
SKU 100116502



**14" Plecton Planter Palms Assorted Varieties**  
Was: \$22.99 Now: \$14.99  
SKU 108154572



**Miracle-Gro Moisture Control Potting Mix**  
64 quarts  
**\$14.97**  
SKU 615904



**Miracle-Gro Moisture Control Garden Soil**  
1.5 cubic feet  
**\$7.57**  
SKU 017846



**Nature Scapes by Scotts 2 cubic foot Black Mulch**  
**\$4.47**  
SKU 24640



**Nature Scapes by Scotts 2 cubic foot Brown Mulch**  
**\$4.47**  
SKU 24626



**SMART PLANET**  
Drought Tolerant Plants

YEAR-ROUND BEAUTY • CONSERVE WATER • LOW MAINTENANCE  
CREATE AN ECO-FRIENDLY ENVIRONMENT • CREATE A HABITAT FOR NATIVE WILDLIFE

Proud participant of the Home Depot Save Water program



## SMART PLANET

SmartPlanet Plants are the best drought tolerant plants for colorful California gardens & landscapes.

Assorted 1-gallon: \$4.00  
SKU 174448 WAS \$5.98

Assorted 2-gallon: \$12.98  
SKU 97462







### Event Sponsors.

- Altman Specialty Plants
- Colorama Nursery
- Color Spot Nurseries
- CTI
- DIG Corporation
- DLT Growers

- Hines Growers, LLC.
- Palm Acres
- Plant Source
- Rain Bird
- Scotts Miracle-Gro
- Tropical Connection



### Water Agency

Eastern Municipal Water District    San Bernardino Valley MWD  
Inland Empire Utilities Agency, A MWD    Western Municipal Water District

# Supplier Partnership

## ■ Supplier coordination

1. Meet with store 2 weeks prior
2. Give the list of items, skus, and retails of what will be delivered for the event specifically
3. Cover the set up plan and the event P.O.G.
4. Let store know who will be attending to represent their company
5. Deliver and set up Friday



## ■ Suppliers to provide:

1. Easy up, table, and chairs for their own company use
2. Give away prizes for raffles.
3. List of plants we stock on everyday basis recommended for the county the event is taking place in.
4. Reps on site Sat 7:30 am-12:00 pm. Consolidation begins at 12:00pm.
5. Reps are to work with customers along side orange apron associates

### Demo display

Build a drought tolerant display at event entrance showing customers how plant material we stock can be planted together for best impact.



# Agency partnership

## ■ Preparation

1. Organizational meeting to set up potential dates
2. Meet with individual store 2 weeks prior to finalize event
3. Stop by store the day before and provide list of attendees

## ■ Marketing

1. Bill stuffers , brochures
2. Web sites
3. Flyers
4. Rebate lists
5. Recommended plant lists
6. Consumer Rebate Information

## ■ Staffing

1. Representative 8am-12pm
2. Incorporate Water Retailers
3. Organizing public sector such as Master Gardeners, Botanical Gardens, Conservation Groups, City Water Departments



# Event Day- Store Ready



# Event day- Supplier Ready



# Event Day – Agency Ready



# Event Day- Customer Ready



# Build it and they will come!

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# Calendar of Events 2015

2015 date	Water Conservation event
<b>21-Feb</b>	1039 Hyde Park
	<b>Sports Arena 674</b>
<b>28-Feb</b>	<b>6614 Lakewood</b>
	Genese 680
	1048 Wilshire
<b>7-Mar</b>	<b>Carmel Mountain 669</b>
	Lake Forest 6668
	Cypress 6650
	609 San Fernando
	<b>6678 Livermore</b>
<b>14-Mar</b>	679 Oceanside
	Victorville 1844
	Apple Valley 6834
	Poway
<b>21-Mar</b>	1032 Marketplace
	1053 Escondito
	Irvine 8525
	Temecula 1028
<b>28-Mar</b>	N/A
<b>4-Apr</b>	N/A
<b>11-Apr</b>	Mira Mesa 6679
	Mission Vejo 0614
	So Upland 687
	Eastvale 1084
	<b>629 Pleasanton</b>
<b>18-Apr</b>	6656 San Marcos
	1030 Eastlake
	Ingelwood 6855
	Yucca Valley 6971
	<b>6688 Stanford Ranch</b>

2015 date	Water Conservation event
<b>25-Apr</b>	Hemet 6637
	No Corona 601
	No. Upland 1083
	Costa Mesa 6664
	6689 Cypress Park
	<b>8597 Auburn</b>
<b>2-May</b>	660 Encinitas
	654 Commerce
	Torrance 618
	Rancho Cucamongo 645
	6616 Sunset
	<b>6620 Power Inn</b>
<b>9-May</b>	N/A
<b>16-May</b>	Marina Del Rey 6611
	No Moreno Valley 616
	Riverside 6619
	Chino 6876-chgd out with No Fontana
<b>23-May</b>	N/A
<b>30-May</b>	Oceanside 1018
	Carson 6670
	Perris 6875
	So San Bernadino 610
	6613 No. Hollywood
	<b>6675 Folsom</b>
<b>6-Jun</b>	No Fontana 6960 -swapped with Rancho
	Redlands 1013
	6684 Whittier
	6644 Pan City
<b>13-Jun</b>	Hawthorne 620
	<b>6661 Van Nuys</b>

56 Total Spring Events Currently scheduled in Ca



# What Have We Learned?

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## Customers:

- Customers change landscapes in sections. They plant multiple varieties not job lot quantities
- Events provide an outlet for them to find selection in one location
- They often attend multiple events to add to their changing landscape
- Customers don't understand rebates available because they vary by agency
- Customers respond to marketing of events- they want knowledge on options.
- Will ask questions but time is precious. They want to buy/plant. Seminars separated.

## Agencies:

- Involvement varies based off priorities
- Time is limited on weekends
- Rebates, plant lists, logos, all vary substantially
- Need for consistency throughout the supply chain
- Participation critical to success of event- legitimize, target marketing.

## Stores:

- Success dependent on Store Manager
- Customer base makes a difference in the success. Not all events are successful
- Communication and follow up time consuming.
- Must find ways to recreate the event each year
- Managing events, coordinating suppliers, extra staffing, sign packages- not an easy task
- Supplier partnership vital to the process

## Timing:

- March through June works- Fall great for planting, not great for events
- Coordinating dates with agencies participation and store availability difficult



# The Home Depot Message- Keep it simple, keep it consistent, keep it ongoing everyday

D28O22001 - Live Goods	
Elements	Quantities
4.88" x 11" Topper Inserts	200
47" X 23" Table Header	2
47" x 13.5" Apron Header	2
47" x 8.5 Sub-Header	2
22" x 17" BFS w/ Icon	50
120" x 36" Outdoor Banner	1
4" x 4" Sticker	200
22" x 28" Poster	2



120" x 36" Outdoor Banner (1)



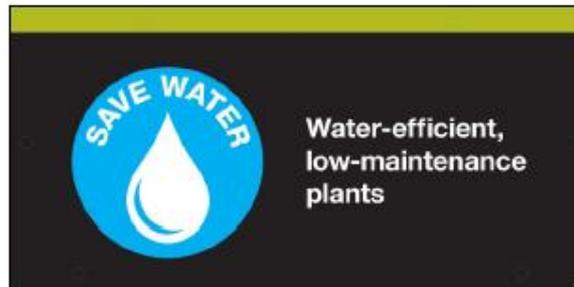
22" x 17" BFS w/ Icon (50)



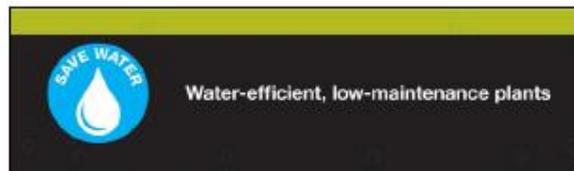
4" x 4" Sticker  
(200)



4.88" x 11" Topper



47" X 23" Table Header (2)



47" x 13.5" Apron Header (2)



47" x 8.5 Sub-Header (2)



22" x 28" Poster (2)



# Where do we go now ?

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- Consumer buying patterns are changing
- Retailers must adapt product mix / merchandising
- We must make Consumer aware there are great plant options. You don't have to go "plant free"
- Measurable standards need to be established on what constitutes drought tolerant
- We need a consistent brand message similar to Energy Star. Tie all websites into one over all website.
- We need a consistent rebate program
- Message has been heard loud and clear- alternative resources must be explored- recycled water access?
- Look at new construction measures
- Partnership with Urban Forestry program. Air quality concerns cannot be overlooked long term. Trees save money, water, and air quality long term.

