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# News Release

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FOR IMMEDIATE RELEASE

## **Witter Ranch Selected for 'Blue Thumb Neighbors' Program**

*Residents to receive free services and training to help them create beautiful, sustainable landscapes*

SACRAMENTO, Calif (Sept 8, 2011) – The City of Sacramento Department of Utilities is pleased to announce that the Witter Ranch neighborhood in Natomas has been selected to participate in “Blue Thumb Neighbors,” a free program sponsored by the Regional Water Authority and City of Sacramento.

The project will teach residents there how to create healthy, beautiful, River-Friendly landscapes that compliment their homes and neighborhood. River-Friendly landscaping is a holistic approach to sustainable landscaping that uses resources, like water, efficiently and incorporates practices that foster soil health, reduce waste and prevent pollution of the air and waterways.

Each participating household will receive a free at-home consultation on efficient watering, sponsored by the City of Sacramento, and then education and resource kids during three October workshops on sustainable landscape design, efficient irrigation and proper plant selection.

“When we first heard of this program, we knew that Natomas was an ideal candidate area,” said Dave Brent, Interim Director of the City of Sacramento Department of Utilities. “And when we approached Witter Ranch, their enthusiasm proved we were right. We look forward to working with them and helping them to implement real changes that will make a difference in their water use and their monthly utility bills.”

Neighborhoods from throughout the City of Sacramento were nominated for the program and then evaluated according to 13 criteria, which included whether the neighborhood is metered and representative of other communities in the Sacramento region. After interviews with leaders at top-ranked neighborhoods, program sponsors selected Witter Ranch.

"We were impressed with Witter Ranch's sense of community pride, neighborhood association leaderships and existing system of communication," said Regional Water Efficiency Program Manager Linda Yager.

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Witter Ranch was the only neighborhood selected in the City of Sacramento for the 2011 Blue Thumb Neighbors program.

The free at-home consultations, which will provide tips on irrigation scheduling and efficient watering practices, will begin in September. The open workshops will be held **from 6:30 p.m. to 8:30 p.m. on October 11, 18 and 25 at the Witter Ranch Elementary School** Multipurpose Room at 3790 Poppy Hill Way.

Blue Thumb Neighbors staff will be going **door-to-door on Saturdays, September 10 and 17** to provide more information about the program and invite residents to participate.

Interested residents may contact Blue Thumb Neighbors Program Coordinator Christine Kohn at 916-944-1631 or [ckohn@INCommunications.biz](mailto:ckohn@INCommunications.biz) to learn more or sign up.

*Blue Thumb Neighbors is offered in partnership with the Witter Ranch Community Alliance. It is sponsored by the Regional Water Authority and City of Sacramento. It is funded in part by a grant from the California Department of Water Resources.*

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