

**MEMORANDUM OF AGREEMENT
BETWEEN**

[REDACTED]

AND

[REDACTED]

The [REDACTED] and [REDACTED], desire to enter into a Memorandum of Agreement (MOA) for the purpose of building and maintaining an infrastructure by which to plan and implement the [REDACTED] Campaign.

THIS AGREEMENT is made and entered into by and between the [REDACTED], and [REDACTED];

WHEREAS, the [REDACTED] is dedicated to improving life for all [REDACTED], leveraging the power of institutions and experts from across the city, the [REDACTED] creates partnerships that will transform [REDACTED], making it a world leader in economic prosperity, efficiency, sustainability, and quality of life for all of its residents; and

WHEREAS, water conservation is a necessity during this drought and the [REDACTED] [REDACTED] is an unprecedented citywide water conservation campaign launched by [REDACTED] that seeks to encourage conservation and connect [REDACTED] with incentives and tools they can use to save water; and

WHEREAS, last fall, in anticipation of the worsening drought, [REDACTED] announced the new lawn replacement rebate, as well as other rebates for rain barrels, smart sprinkler systems and more, as part of an aggressive conservation executive directive that calls for a 20 percent cut in [REDACTED]'s water use by 2017; and

WHEREAS, [REDACTED] has demonstrated through the 40+ year history of the organization that it has the expertise and experience necessary to mobilize, inspire, educate and organize large numbers of [REDACTED] in conservation and sustainable efforts; as well as pervade the importance of healthy trees and conserving water to the community; and

WHEREAS, the parties to this agreement recognize that the mission statement of [REDACTED] which inculcates personal responsibility for the urban environment as a way of beautifying and sustaining the environment and building community, is in accord with the mission statement of the [REDACTED] to make [REDACTED] a world leader in economic prosperity, efficiency, sustainability, and quality of life for all of its residents; and

NOW, THEREFORE in consideration of the covenants and conditions contained herein and the performance thereof, the parties hereto mutually agree as follows:

1. OBJECTIVES

The objective of this partnership is: to help meet the vision of the [REDACTED] campaign. The alliance between the [REDACTED] and [REDACTED] merges two complementary organizations with a strong base of assets including resources and decades of experience and expertise. The [REDACTED] will provide marketing and public awareness and [REDACTED] will provide their proven techniques for motivating and organizing effective community involvement, as well as their considerable network of sponsors. By creating this partnership — one that reaches out to the community and engages them to take responsibility for their homes and neighborhoods — the partners are committed to success in helping to achieve the [REDACTED]'s conservation goals.

2. OBLIGATIONS OF PARTIES

In accordance with these objectives and the stated purpose of the MOA, the parties shall jointly:

- a) Promote the need for water conservation and for [REDACTED] to convert their landscapes to do so through the marketing and promotion of the [REDACTED] alliance and [REDACTED] campaign
- b) Collaborate with the [REDACTED] Alliance ([REDACTED]) to create, promote, and support an incentivized challenge to encourage a goal of landscape transformation in the participating Neighborhood Councils
- c) Welcome appropriate agencies or organizations to participate in the promotion of the [REDACTED] campaign and above named [REDACTED] challenge.

Additionally the parties agree to the following:

The [REDACTED] shall:

- a) Refer [REDACTED] as a premier resource provider of educational resources in the area of landscape transformation through how-to's, videos, project toolkits, workshops and trainings, in support of the [REDACTED] campaign as advertised through their media and collateral
- b) Include [REDACTED] and [REDACTED] and their logos on the [REDACTED] lawn signs related to the neighborhood campaign
- c) Provide agreed upon promotional materials, including the [REDACTED] lawn signs
- d) Provide guidance to [REDACTED] and [REDACTED] in adjusting or developing additional and appropriate program elements.

██████████ shall:

- a) Provide the ██████████ website and technical support to host the criteria and application process for registration and participation of ██████████ participating in the landscape transformation challenge
- b) Seek and utilize appropriate partnerships to support the efforts of both parties
- c) Host trainings for landscapers and plumbing industry to become ██████████ (██████████ ██████████ Association) trained to support water capture/landscape transformation at the residential level
- d) Adjust or develop additional and appropriate program elements in cooperation with ██████████ ██████████

3. TERM:

This agreement will expire October, 2016 from the date of execution. Either party shall have the right to terminate this Agreement upon ninety (90) days written notice.

IN WITNESS WHEREOF, ██████████ and ██████████ have caused this MOA to be executed by their duly authorized representatives:

██████████
 BY: ██████████ DATE 8/20/2015
 NAME: ██████████
 TITLE: President

██████████
 BY: _____ DATE _____
 NAME: _____
 TITLE: _____

