MEMORANDUM OF AGREEMENT
BETWEEN

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] 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:

MOA between [Redacted] and [Redacted]
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 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.

MOA between [redacted] and [redacted]
shall:

a) Provide the [redacted] website and technical support to host the criteria and application process for registration and participation of [redacted] 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 [redacted] (Association) trained to support water capture/landscape transformation at the residential level.

d) Adjust or develop additional and appropriate program elements in cooperation with [redacted]

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, [redacted] and [redacted] have caused this MOA to be executed by their duly authorized representatives:

[Signature]
BY: [Signature] DATE 8/20/2015
NAME: [Name]
TITLE: [Title]

[Signature]
BY: [Signature] DATE
NAME: [Name]
TITLE: [Title]