



SAVE THE DROP LA CHEAT SHEET

DROUGHT Q&A:

1. How bad is the drought?

California has entered its fourth consecutive year of drought. In January of 2014, the Governor proclaimed a State of Emergency and in April of 2015 issued an Executive Order asking California to reduce water consumption by 25%.

Currently, 71% of the State is experiencing extreme drought conditions and many of the state's water sources are depleted.

2. How much do we need to reduce our water use?

Through Executive Directive #5 (October 2014), the City of Los Angeles pledged to reduce water consumption by 20% by 2017 and set an interim reduction goal of 10% by July 1, 2015 as compared to water usage in FY 13-14.

The City has met the interim goal, reducing water usage by 13% compared to last year's usage. However, we must still do more to reach our 20% reduction goal. If all Angelenos reduced water usage by another 9 gallons per day, we can meet this goal.

In May, the State also announced statewide conservation targets. Recognizing LA's history in Water Conservation, Los Angeles was asked to conserve 16 percent by end of February 2016, compared to 2013 levels. By setting our 20% reduction target in October, the City has already laid the foundations to meet our state mandates.

3. How much progress have we made to conserve water in Los Angeles?

Los Angeles is already a leader in Water Conservation. We use as much water today as we did 45 years ago, when our city had 1 million fewer residents. However, the current drought has pushed the city to do even more to conserve. The city has reduced water consumption by 13% compared to last year - achieving 113 gallons per capita per day (GPCD).

4. How much has residential water consumption been cut?

Residential water consumption has been reduced by 8% compared to our citywide conservation of 13%. Currently, Angelenos use 79 gallons per capita daily (residential use only). When you add in all water consumption for the city, including commercial use, the City uses 113 gallons per capita daily.

Approximately 50% of all residential water use is for outdoor irrigation. By switching to California Friendly Gardens and reducing watering days, the City can cut much of our residential water use.

5. What can Angelenos do to save water?

Angelenos can do a lot to save water - from taking short showers to reducing outdoor irrigation. There are many ways to save. To learn more, visit www.savethedropla.org (breakdown of tips below).

6. I heard that I can get a big rebate for turf removal, is that true?

The LADWP turf removal rebate will continue at \$1.75 per square foot up to 1,500 square feet due to overwhelmingly high demand for the program, despite the pause on the additional \$2 per square foot offered by The Metropolitan Water District of Southern California (MWD).

L.A. water customers have replaced more than 23 million square feet of grass with low water using, sustainable landscaping—saving more than 1 billion gallons of water each year.

7. How will we achieve the goals outlined in the Sustainable City pLAn to reduce the purchase of imported water by 50% by 2025 and increase local water supply to 50% by 2035?

Currently, the City imports 85% of our water. This water comes from the Eastern Sierras through the Los Angeles Aqueduct, Northern California and Sierras through the State Water Project and from the Colorado River. Oftentimes, this water is pricey and subject to price increases by the Metropolitan Water District. Reducing our reliance on imported water will not only save Angelenos money, it will also create a more Resilient city.

We will increase our local water supply by Increased stormwater capture (get YOUR own rain barrel and get \$100 back from DWP!), increased water recycling and advanced treatment in the City, and groundwater recharge & cleaning of the San Fernando Groundwater

For more info on the Sustainable City pLAn, please visit plan.lamayor.org

10 STEPS TO REDUCE YOUR WATER USE:

1. Outdoor water use is critical to tackling our drought -- it accounts for 50% of residential consumption. Replace your lawn with California-friendly landscaping and qualify for a \$1.75/ per square foot rebate up to 1,500 square feet and lower your water bills. Save 10,997 gallons per year for every 250 sq. ft. replaced.
2. Use a broom instead of a hose to clean your driveway.
3. Install a weather based irrigation controller that stops sprinklers when it rains. Get up to \$200 in rebates and save 35,844 gallons per year.
4. Use a pool cover to reduce thousands of gallons of water loss from evaporation. Save 14,239 gallons per year.
5. Take shorter showers and install a water efficient showerhead. Get a free showerhead at ladwp.com.
6. Turn off the faucet when brushing your teeth or shaving and save 10 gallons of water per day.
7. Install a high efficiency toilet, get \$150 back, and save 50 gallons per day – older toilets use 3.5-7 gallons per flush and high-efficiency toilets use 1.28 gallons per flush or less!
8. Wash only full loads of laundry and install a high efficiency washer – get up to \$300 back and save 10,167 gallons per year. New High Efficiency Clothes Washers use as much as 50% less water than conventional top loader models.
9. Install high-efficiency faucet aerators to cut water use from sinks by 75% and save up to 913 gallons per year. Get a free aerator at ladwp.com.
10. Fix a leaky faucet to save up to 10,000 gallons per year.

ABOUT THE SAVE THE DROP CAMPAIGN:

The Save the Drop LA campaign, launched on April 9th of this year by Mayor Eric Garcetti and the Mayor's Fund for Los Angeles, targets residents and businesses across Los Angeles in both Spanish and English with messages that highlight the issue

and offer behavioral changes to address the problem and connect Angelenos to already existing tools (turf replacement rebate, etc.).

Messaging focuses on outdoor water use, drought tolerant landscaping and simple indoor water reduction solutions. Furthermore, the campaign is a centerpiece of the Mayor's forthcoming Sustainable City pLAn, a comprehensive, strategic vision to transform LA's environment, equity and economy with a vision towards a more sustainable future.

The campaign has been seen and felt across the City. It is currently running in City-owned media and programming, including but not limited to the Department of Transportation, Bureau of Sanitation, Department of Parks and Recreation, LAFD, Libraries, Department of Water and Power, City Websites, 311 messaging and app inclusion, as well as in more mass media such as outdoor, broadcast, radio, digital and social media platforms. The television and radio PSAs are narrated by Academy Award nominee Steve Carell and Critics Choice Television Award nominee Jaime Camil; the music is composed by Grammy Award-winning artist Moby.

Additionally, there have been various earned media opportunities associated with the campaign including PSA placement and leveraging of social media.

Save the Drop LA LA is based on the opportunity to leverage a variety of resources provided through public/private partnerships. Through City departments, non-profit partners, foundations, neighborhood councils and corporate leaders, the Mayor's Fund for Los Angeles will continue to coordinate a robust and effective campaign, with a goal of promoting water conservation across all Angelenos.