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# **SAVE THE DROP LA/ CADA GOTITA CUENTA LA CAMPAIGN**

In October 2014, Mayor Garcetti issued his fifth executive directive that addressed the City’s historic drought by mandating that the city cut its water use by 20 percent by 2017. Conservation has always been important in Los Angeles, but with conditions worsening, the City recognizes that no resident or business can afford to waste any water.

The Save the Drop/Cada Gotita Cuenta 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 while celebrating the City’s individuals, neighborhoods, non-profits and corporate leaders. 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 City will regularly monitor and track water reduction via the Los Angeles Department of Water and Power as part of its campaign efforts and report on the campaign’s effectiveness. Additionally, the City will ensure it is running the most impactful messages, keeping seasonality and current environmental factors top of mind as the campaign rolls out. Metrics will align with three targets related to the Mayor’s water conservation mandate:

* 10% Water Reduction by July 1st, 2015
* 15% Water Reduction by January 1st, 2016
* 20% Water Reduction by January 1st, 2017

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, and 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/Cada Gotita Cuenta 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.

Creative can be downloaded here: <http://www.lamayor.org/savethedroplapdf>

:60s PSA videos available in English at [https://youtu.be/itQofZvzthk](https://youtu.be/itQofZvzthk" \t "_blank)and in Spanish at [https://youtu.be/Pm1JydzYhc0](https://youtu.be/Pm1JydzYhc0" \t "_blank)

For more information, please visit <savethedropla.org> or <cadagotitacuentala.org>