

FOR IMMEDIATE RELEASE

October 8, 2015

CONTACT: Communications Office, [213-978-0741](tel:213-978-0741)

MAYOR GARCETTI LAUNCHES NEW PHASE OF 'SAVE THE DROP' CAMPAIGN

At "Imagine a Day Without Water" event, Mayor announces "Capture the Drop" initiative to prepare Angelenos for new opportunities to fight drought by collecting and conserving our most precious natural resource.

EDS: Download "Save the Drop" Phase II creative materials at <http://savethedropla.com/media/savethedroplaphasell.pdf>

LOS ANGELES—Mayor Eric Garcetti today launched the second phase of the "Save the Drop" water conservation campaign, urging Angelenos to "Capture the Drop" should an expected El Niño deliver heavier-than-usual-rainfall in the coming months. It is estimated that an El Niño winter will produce billions of gallons of stormwater run-off.

Mayor Garcetti made the announcement at a news conference for "Imagine a Day Without Water," a national advocacy and education campaign sponsored by the Value of Water Coalition and the U.S. Water Alliance. L.A. served as the west coast hub for "Imagine a Day Without Water," which spanned over three days and involved more than 150 organizations across the country emphasizing the value of water and showcasing new ways to conserve.

"Los Angeles is leading the way on water conservation in this historic drought, and a big part of that is being prepared to take advantage of every possible opportunity to save water," said Mayor Garcetti. "If we do get more rainfall than normal, the new phase of our Save the Drop campaign will help Angelenos better understand how we can work together to capture and conserve a precious resource that might otherwise wash out to sea."

"I would like to thank LAUSD Board President Steve Zimmer for initiating this partnership, and the Mayor for his leadership on the Save the Drop campaign," said Councilmember Mitch O'Farrell, who represents the Hollywood area in the 13th District. "I also want to commend the Bureau of Sanitation for working with the school district on a new curriculum that will teach the next generation of Angelenos about water conservation."

In preparation for the possibility of an El Niño storm event, The Mayor's Fund for Los Angeles (MFLA) once again partnered with creative marketing firm Omelet to develop and launch Phase II of Save the Drop, in order to continue meeting the Mayor's water conservation goals. The new phase includes an expanded website, featuring a calculator for Angelenos to measure their water usage, additional tips, and rebate information. More information is available at www.SavetheDropLA.org and www.CadaGotitaCuentaLA.org.

"The Fund fosters public-private partnerships, which are at the core of successful civic programs like this," said Deidre Lind, President of Mayor's Fund for Los Angeles. "We are proud to work with the creative talent at Omelet, and our generous donors, on this second phase of the campaign to ensure Angelenos understand how to Capture and Save the Drop as we enter the rainy season."

The City of Los Angeles is also partnering with the Los Angeles Unified School District (LAUSD) schools to reinforce the importance of water conservation — with special messages delivered to students in their classrooms, and a pilot drought-awareness curriculum, "One Water," created by the Los Angeles Bureau of Sanitation (LASAN).

"Helping to augment local water supplies is LASAN's new mantra under Mayor Garcetti's Sustainable City pLAn," said LASAN Director Enrique C. Zaldivar, P.E. "Our schoolchildren will now have the tools they need to make this a full reality in the near future."

Introduced to students in grades 6-12 at more than a dozen schools, "One Water" educates students on current water issues that include water conservation, stormwater capture, and recycled water use.

"As California enters the fourth year of a severe drought, it is essential that we teach our students how to reduce water use at schools and at home," said LAUSD Board President Steve Zimmer. "Together with the city, we must work with our whole community, our parents, our extended families, and neighbors to conserve and reuse water, our most precious resource."

In addition, the Los Angeles Department of Water and Power (LADWP) has teamed up with the school district to support energy and water efficiency on campuses. That partnership will continue the existing "Conserving for Our Kids" program over the next three years, providing additional funding for measures that include the installation of efficient

power and water fixtures as well as stormwater capture projects. This investment will conserve more than 300 million gallons of water and over 54.6 million kWh of power in three years, saving approximately \$54 million in energy generation and water supply costs for the school district.

“LADWP is pleased to renew the ‘Conserving for Our Kids’ program with our partners at LAUSD to enhance our collaboration on finding water and energy efficiency opportunities in our schools,” said LADWP General Manager Marcie Edwards. “The agreement approved by our Board will allow us to save both water and electricity while also supporting L.A. schools. This is a valuable investment that will enhance learning opportunities for schoolchildren while saving money through increased conservation.”

About the Mayor’s Fund for Los Angeles:

The Mayor’s Fund for Los Angeles is a non-profit organization dedicated to improving life for all Angelenos. Leveraging the power of institutions and experts from across the city, the Fund creates partnerships that will transform Los Angeles, making it a world leader in economic prosperity, efficiency, sustainability, and quality of life for all of its residents.

<http://www.mayorsfundla.org>

About Omelet:

Omelet is a creative company that solves complex marketing problems for progressive partners, including AT&T, HBO, Microsoft, and Walmart. The company also has divisions — including Omelet Studio, Omelet To Go, and Omelet Brands — to create original brand programming, live interactive experiences, and original owned intellectual property.

<http://www.omeletla.com>

###