

Problem

Los Angeles is experiencing an extreme water shortage and drought.

Causes

-Decreasing snowpack in the mountains

-40% of water for CA is dedicated to agriculture

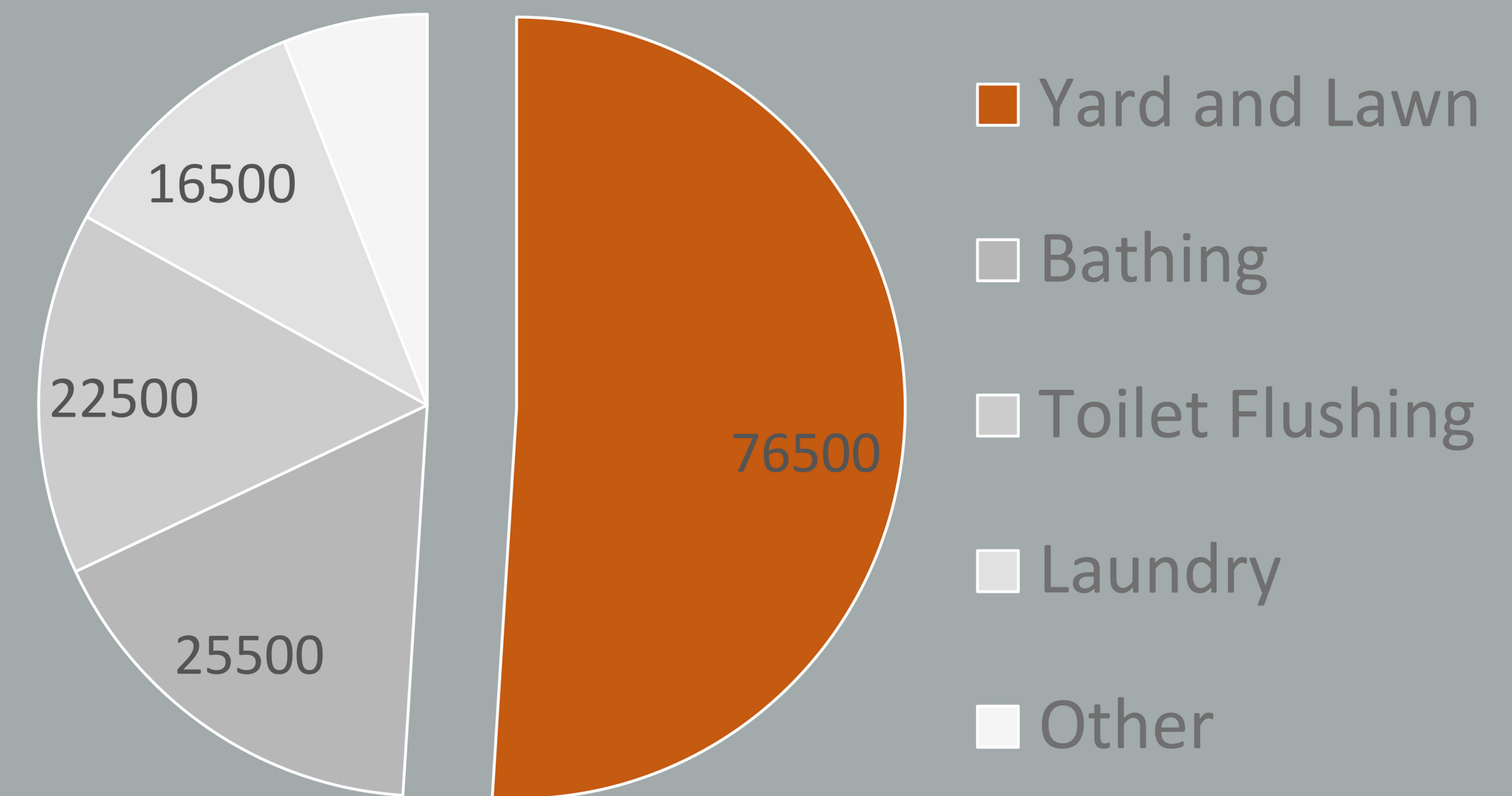
Impacts

-General lack of water for the people of California

-Ever growing agriculture Industry

Research Analysis

Annual Household Water Use in Gallons



-Landscaping is Responsible for 51% of household water usage

-Roughly 75,000 Gallons annually per home

Implementation

Advertisement Campaign

Awareness

• Make homeowners aware of the solution

Realize Importance

• Let homeowners know why it is a problem

Desire

• Capture their interest in solving the problem

Action

• Finally, show how it will be solved



-Advertise the rebates and money savings through a social media and radio campaign

-Advertisement sponsor: Los Angeles Department of Water and Power's California Friendly Landscape Incentive

The Solution

Turf



-Saves 40 gallons of water per square ft per year

-Cost can range from \$9,500-\$15,000 vs. \$38,000-\$41,000 for grass (10,000 square ft yard)

-25 year lifespan

Drought Tolerant Plants



-Average household can save around 25,000-55,000 gallons per year

-Government rebate can be \$1.75-\$3.50 per square foot of replaced agriculture

-May not be more aesthetically pleasing than regular plants.

Sample Yard Layout



References

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