## Los Angeles Drought Mitigation

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### 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**

- Yard and Lawn
- Bathing
- Toilet Flushing
- Laundry
- Other

- Landscaping is responsible for 51% of household water usage  
- Roughly 75,000 Gallons annually per home

### Implementation

**Advertisement Campaign**

- Make homeowners aware of the solution
- Let homeowners know why it is a problem
- Capture their interest in solving the problem
- 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