



For Immediate Release

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Photo Credit: LA Times, Andy Lipkis inspecting TreePeople's cistern which can capture 216,000 gallons of stormwater

TreePeople Pledges to Help Garcetti's Water Conservation Goals:

*TreePeople Hosts Key Los Angeles Water Leaders in an
Australian Delegation to bring back solutions for Los Angeles Drought*

LOS ANGELES, October 14 , 2014- In support of Mayor Garcetti's Executive Directive on water, today's call to action which included the increase of water conservation in Los Angeles with a 20% reduction in water use, TreePeople pledges to help Los Angeles reach its goals through innovative technologies and best practices. TreePeople endorses the Mayor's Sustainable City Plan and in collaboration with local, State and Federal stakeholders is spearheading a multi-year initiative to create a resilient water system for Southern California. A particular focus is on implementing lessons learned from Australia's devastating "Millennium Drought" as a way to help prepare Southern California to quickly develop and implement a sustainable approach to meeting water needs in the face of its looming long-term water crisis. On October 19th – 28th, TreePeople is hosting a 7-day tour to the Australian cities of Melbourne and Adelaide for a select delegation of California state, regional and local elected officials and policymakers to see and learn about Australia's innovative drought- and climate-response initiatives.

Australia's drought started in 1997 and continued through 2010, and brought the country's longest period of rainfall deficit on record. It created an urgent need for solutions and produced a political atmosphere supportive of deep investment and rapid innovation. For many years, [TreePeople has worked with](#) various government, research and community organizations in Australia to share innovations, best practices and experiences in urban rainwater capture and water conservation practices. The Australian Delegates will acquire this new knowledge that will allow them to make more informed decisions to develop a resilient water system for Southern California. Delegates include Jared Blumenfeld Administrator, Region 9 US EPA, Nancy Sutley Chief Sustainability Officer LA Department of Water and Power, and Greg Good Director of Infrastructure City of Los Angeles, among others.

“We thank the Mayor for his leadership in this drought emergency response,” said Andy Lipkis, Founder and President of TreePeople. “These goals are necessary, and very achievable, as Australia’s people showed us during their historic 12-year drought. TreePeople supports the development of transformative technologies to learn how urban Australian’s achieved extraordinary conservation rates of up to 60% during their drought, and bring those solutions back to our region.”

Many of the water saving technologies employed during the Australian “Millenium Drought” can be found at the La Kretz Urban Watershed Garden at TreePeople Headquarters in Beverly Hills. By walking through the La Kretz Watershed Garden, visitors can see how small changes in their living environment really make a difference in conserving water.

Media Interviews: *TreePeople Spokesperson available for interviews and will conduct water conservation demonstration at LaKretz Urban Watershed Garden for media*** Call Brooke Christopher (310) 498-9598 to reserve a personal media tour and interview.**

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About TreePeople

Celebrating its 40th anniversary in 2013, TreePeople's mission is to inspire, engage and support people to take personal responsibility for the urban environment, making it healthy, fun, safe and sustainable – and to share the process as a model for the world. For more than a decade TreePeople has been a recognized leader in integrated urban watershed management in the L.A. region. Our focus is on managing rainwater by incorporating green, nature-based infrastructure into urban areas. We are demonstrating that this approach yields numerous environmental, social and economic benefits, while helping eliminate waste and duplication. TreePeople has recently launched a 10-year vision to help the Los Angeles region achieve a tipping point toward climate resilience and sustainable water supplies.