



Housing Authority of the City of Los Angeles

Douglas Guthrie
President & CEO

Board of Commissioners
Ben Besley
Chair
Dr. Erica L. Jacquez DPPD
Vice Chair

PRESS RELEASE

FOR IMMEDIATE RELEASE

February 1, 2016

Contact: Annie Kim ■ Director, Communications ■ annie.kim@hacla.org

Kimberly Freeman
Lucelia Hooper
Paul Hudson
Daria Nuñez
Lou Calanché

HACLA Wins LABBC Innovation Award for Portfolio Project of the Year

Los Angeles, CA –The Housing Authority of the City of Los Angeles (HACLA) today announced that it is the recipient of the annual Innovation Award for Portfolio Project of the Year. A panel of expert judges by the Los Angeles Better Buildings Challenge (LABBC) selected awardees for their exemplary accomplishments in energy and water conservation. Among the sponsors of the LABBC is the Mayor’s Office of the City of Los Angeles. During the ceremony, Matt Peterson, Chief Sustainability Officer of the City of Los Angeles, presented the Mayor’s Sustainable City Plan and recognized this award for encouraging individuals and businesses to be a part of achieving the city’s conservation goals.

“As one of the largest residential users of water in Los Angeles HACLA’s conservation efforts take on critical importance. HACLA’s efforts have spanned several years and the Innovation Award is outstanding recognition for our conscientious work,” said HACLA President and CEO Douglas Guthrie.

The Housing Authority worked with partners, and created and implemented strategies to reduce water consumption among public housing developments. HACLA organized a resident education campaign on water conservation to nearly 22,000 public housing residents. Through newsletters and resident meetings, residents learned simple steps to incorporate in their daily routine that can save water such as turning off the faucet while brushing their teeth, shortening their showers, and sweeping instead of hosing off their sidewalks. HACLA partnered with the Metropolitan Water District (MWD) to conduct a water audit of its large public housing sites and recommended various water saving retrofits.

HACLA took the MWD recommendations and enacted indoor and outdoor high efficiency water saving measures. Inside units, there were replacements of 2,430 ultra-high efficient toilets provided by LADWP, and low flow showerheads and sink aerators were installed at more than 6,500 public housing units in collaboration with the Southern California Gas Company. Outside, over 8,600 hose bib restrictors were installed to reduce water flow from 11.7 to 1.7 gallons per minute. By summer 2015, HACLA reduced its water consumption by 27% compared to the same period the previous year and surpassed Governor Brown’s Executive Order for mandatory water restrictions.

