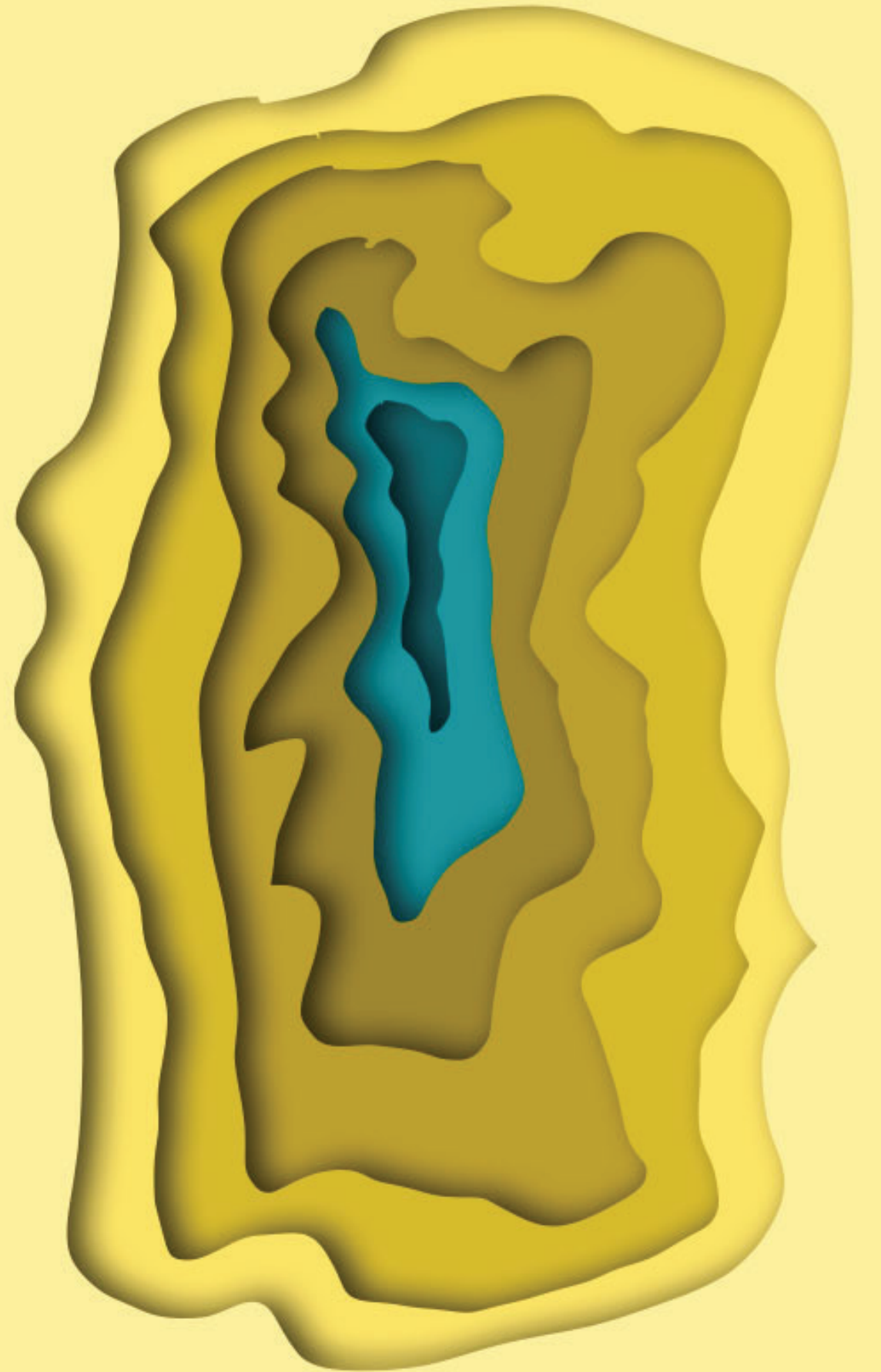
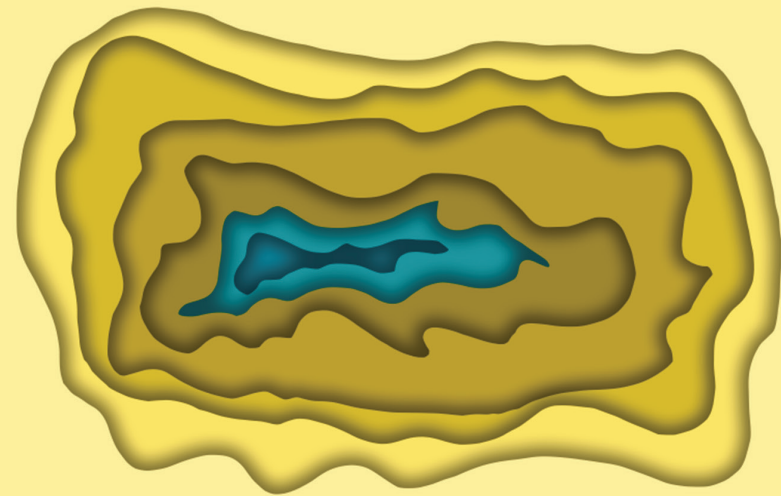


**CONSERVE WATER**

**CONSERVE LIFE**

**Goal: Remind residents on the importance of conserving water**  
More than 44% of California is in "exceptional" drought—the worst level of drought. It is now important more than ever to be cognizant of our water usage and use this resource sparingly. The goal of the 'Conserve water, Conserve Life' installation is to remind residents of the community about the dire situation of the drought going on in the state of California and how we must all do our part to conserve water.





**CONSERVE WATER**  
**CONSERVE LIFE**

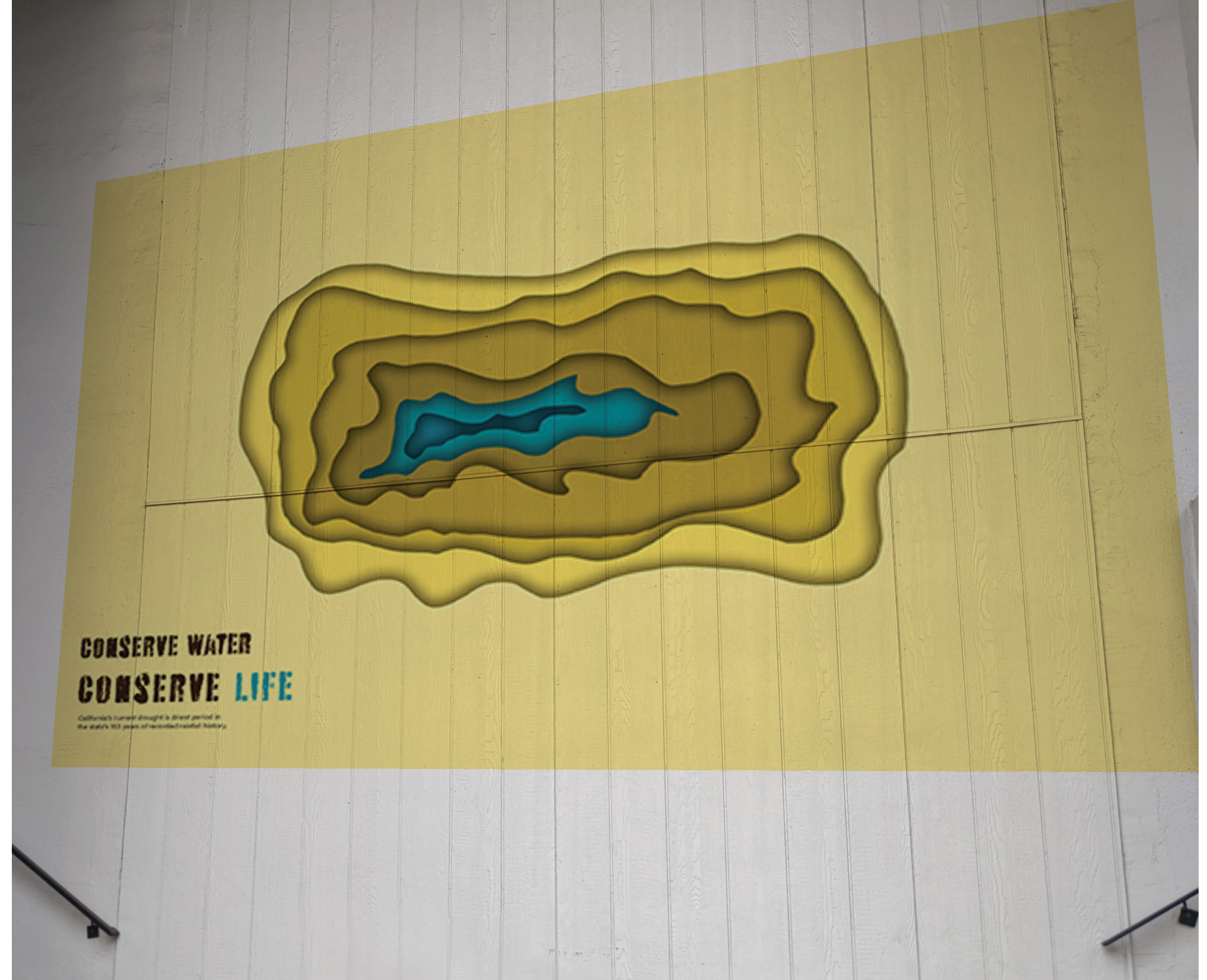
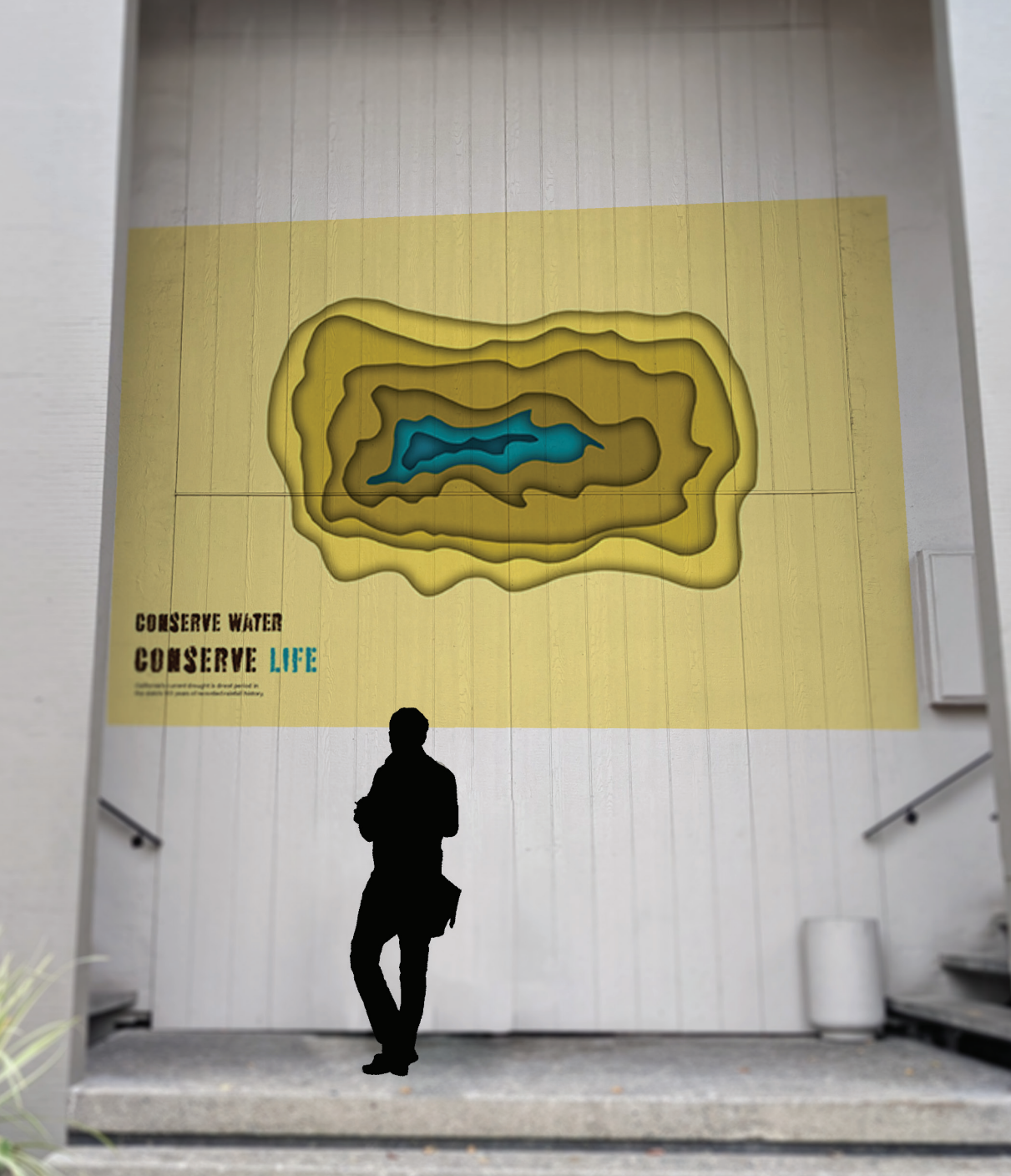
California's current drought is driest period in the state's 163 years of recorded rainfall history.





**Location: Open Lobby of 470 Apartments**

The 'CONSERVE WATER' installation is painted on to the open lobby of 470 apartments. This location is the central point of the entire complex and can also be seen by anyone on the sidewalk. This ensures the installation gets maximum exposure.



**CONSERVE WATER**  
**CONSERVE LIFE**