

## MEMORANDUM

**TO:** Donna Barron, City Manager

**FROM:** Mendie White, Sustainability Manager

**DATE:** January 28, 2019

**SUBJECT: Approve participation in the 2019 Wyland National Mayor's Challenge for Water Conservation**

### BACKGROUND

The National Mayor's Challenge for Water Conservation (the "Challenge") is an annual initiative sponsored by the Wyland Foundation and Toyota to assist cities in promoting good environmental stewardship. The Wyland Foundation is a non-profit organization founded by environmental artist Wyland in 1993 to promote, protect, and preserve the world's oceans, waterways, and marine life. The Challenge is presented with support from national partners such as EPA WaterSense, The Toro Company, National League of Cities, Conserva Irrigation, and Earth Friendly Products. Cities compete against other communities of similar size to encourage residents to make an online pledge to conserve water and make intentional, environmentally positive choices in their homes. Citizen pledges benefit the community by promoting drought resiliency, protecting watersheds, and ultimately reducing stress on aging water infrastructure. If approved by City Council, this would be the third year Lewisville has taken this challenge. Lewisville finished in 6<sup>th</sup> place in the respective population category for 2018.

The Challenge occurs during the month of April to coincide with Water Conservation Month and Earth Day/Earth Month. To participate, residents enter online at [mywaterpledge.com](http://mywaterpledge.com), then make a series of online pledges to conserve water in their community. Cities with the highest percentage of residents who take the challenge are entered into drawings for hundreds of eco-friendly prizes for participating residents, including home improvement gift cards, home irrigation equipment, and a Grand Prize Toyota Prius. The winning community is also eligible for potential funding and in-kind donations towards water community improvements such as public gardens. The Challenge also offers additional resources and education for residents to help them put their selected pledges into action.

### ANALYSIS

The Challenge is a low-cost, turnkey way for cities to generate community enthusiasm for saving water, energy, and reducing pollution. The program, in its 7<sup>th</sup> year, aligns with the 2025 Plan Big Move #9: Sustainability. Additionally, it supports the water conservation goals laid out in the City of Lewisville's Water Conservation Plan. It provides the opportunity for community engagement on an important regional issue with the strength of a national publicity campaign and a toolkit for customizing local outreach.

The Wyland Foundation provides an outreach toolkit for participating cities to utilize for a successful campaign. This includes:

- Press release template
- Sample city resolution
- Sample social media posts
- Mayor video scripts and samples
- Sample blog posts
- Web banner templates/samples
- Fact sheets with water saving tips
- Infographics with pledge summaries and local benefits

Cities can reap the benefits of the nationwide outreach campaign, including national advertising in print (USA Today), announcements through campaign partners, local market animated public service announcements, a customizable web page for each city, and a supplemental web site targeted towards kids and schools.

Staff plans to create a collaborative outreach effort with representatives from various stakeholders across the community to increase the reach of the challenge. This may include Upper Trinity Regional Water District, LISD, Keep Lewisville Beautiful, the Chamber of Commerce, and Local Service Groups (Rotary, Lions, Kiwanis, etc.). Additionally, staff plans to utilize the program as a means of support for the Water Conservation Credit Program to increase publicity of the program and create interest in the community.

### **RECOMMENDATION**

City staff recommends signing the Mayor's pledge of commitment to participate in the 2019 Wyland National Mayor's Challenge for Water Conservation.