



Town of Castle Rock

Agenda Memorandum

Agenda Date: 7/7/2020

Item #: File #: TMP 2020-450

To: Honorable Mayor and Members of Town Council

From: Mark Marlowe, P.E., Director Castle Rock Water

Proclamation: My Water Pledge, Mayor's Challenge

Executive Summary

My Water Pledge is a friendly competition between cities across the United States to see who can be the most "water-wise". Mayors, nationwide, will challenge their residents to conserve water, energy and other natural resources on behalf of their city through a series of informative, easy-to-use pledges online at MyWaterPledge.com. The online pledge asks a series of questions regarding individual conservation behavior and requires less than two minutes. The non-profit campaign is presented nationally by Toyota and the Wyland Foundation, in association with National League of Cities, Environmental Protection Agency (EPA) Office of Water, U.S. Forest Service, and others.

Participants are eligible for thousands of prizes worth a total of \$50,000 and includes cash for utility payments, water efficiency products, and a car for a chosen charity.

The online pledges received provide a national ranking for participation, and are grouped according to population. For four years in a row, Castle Rock has reached the top ten in participation. Other than increasing the chances of winning prizes, there is only bragging rights for our ranking.

Notification and Outreach Efforts

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| 1. | July 31 | Press release on mayor's pledge and challenge. |
| 2. | July | Mayor Video and/or Statement on MyWaterPledge.com website. |
| 3. | Aug 6 | Town Talk article with challenge from the Mayor. |
| 4. | Aug | Periodic Facebook posts reminding residents to 1) take the pledge, 2) fix leaks, 3) install low-flow devices, 4) slow the flow, 5) wash full loads, 6) examine sprinklers and ColoradoScape design, 7) attend a Water Wiser class and 8) drink tap water. |

Attachments

Attachment A: Proclamation