



Town of Castle Rock

Agenda Memorandum

Agenda Date: 3/16/2021

Item #: 6. File #: PROC 2021-001

To: Honorable Mayor and Members of Town Council

Through: David L. Corliss, Town Manager

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

Proclamation: My Water Pledge, Mayor's Challenge *[For Council Action - Presentation on April 6, 2021]*

Executive Summary

My Water Pledge is a friendly competition between cities across the United States to see who can be the most "water-wise" and get the most pledges. 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. Pledges can be completed by citizens starting April 1, 2021 and going until April 30, 2021. 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 five years in a row, Castle Rock has reached the top ten in participation with us reaching #3 in 2020. Other than increasing the chances of winning prizes, there is only bragging rights for our ranking.

Notification and Outreach Efforts

April 1	Press release on mayor's pledge and challenge.
April	Mayor Statement on MyWaterPledge.com website.
April 6	Town Talk article with challenge from the Mayor.
April	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

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class and 8) drink tap water.

Attachments

Attachment A: Honorary Proclamation

HONORARY PROCLAMATION

APRIL 2021

Mayor's Conservation Challenge for Water Conservation Month

Whereas, water is a precious natural resource and essential to a vital community; and

Whereas, it is imperative residents become educated and understand the importance of conserving water, using water-efficient products, and maintaining practices at work and home to wisely use water in all daily activities; and

Whereas, Castle Rock residents have reduced their water consumption by more than 20% over the past 10 years; and

Whereas, the Town of Castle Rock has always encouraged and supported water conservation through various educational programs and special events; and

Whereas, every business, industry, school and resident can make a difference and help by saving water and thus promoting a healthy economy and community; and

Whereas, the Mayor of the Town of Castle Rock is challenging each resident and business to help protect our precious resource by pledging to conserve at MyWaterPledge.com.

**THEREFORE, THE TOWN COUNCIL OF CASTLE ROCK, STATE OF COLORADO,
DOES HEREBY PROCLAIM APRIL 2021**

Water Conservation Month



ATTEST:

TOWN OF CASTLE ROCK

Lisa Anderson, Town Clerk

Jason Gray, Mayor