

Town of Castle Rock

Agenda Memorandum

Agenda Date: 4/3/2018

Item #: 1. **File #:** TMP 2018-151

To: Honorable Mayor and Members of Town Council

From: Mark Marlowe, P.E., Director of Castle Rock Water
Sandi Aguilar, Customer Relations Program Manager

Proclamation: Mayor's Challenge for Water Conservation

Executive Summary

To increase awareness and encourage further action for water conservation, Castle Rock Water participates in the National Mayor's Challenge for Water Conservation. At the core of this campaign is a national water pledge competition between cities across the United States to see who can be the most "water-wise." My Water Pledge is a non-profit campaign sponsored by Toyota and the Wyland Foundation, in association with National League of Cities, Environmental Protection Agency (EPA) Office of Water, United States Forest Service, and others. Participants are eligible for a 1,000 prizes, including \$5,000 for utility bills, home improvement gift certificates, smart irrigation controllers and shower heads. Toyota is also donating a hybrid car to a charity of a winning city's choice. Of the two years Castle Rock has participated, the Town has finished in the top 10 ranking.

The Wyland Foundation encourages education through art. Therefore, Castle Rock middle school art classes have been asked to create art pieces with a water conservation message. Several pieces will be chosen to be used for additional outreach with the students winning prizes, such as water bottles and pool passes.

Notification and Outreach Efforts

- April 3 Proclamation for April as Water Efficiency Awareness month with the water challenge from the Mayor.
- April 3 Press release on Mayor's pledge and challenge.
- April 5 Town Talk with challenge from the Mayor.
- April Periodic Facebook posts reminding residents to take the pledge and take action, such as installing low-flow devices, switching to ColoradoScape design and attending Water Wiser workshops.
- April Twitter announcement regarding status of pledges, city ranking, conservation tips.

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May Presentations at May 8 Council meeting and Spring Up the Creek on May 5.

Attachments

Attachment A: Proclamation

HONORARY PROCLAMATION

APRIL 2018

Mayor's Challenge for Water Conservation

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 percent; and

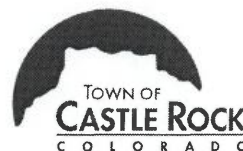
Whereas, Castle Rock Water has always encouraged and supported water conservation, through various educational programs and special events; and

Whereas, every business, industry, school and resident can make a difference and help by saving water and thus promote 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 CRgov.com/waterpledge.

THEREFORE, THE TOWN COUNCIL OF CASTLE ROCK, STATE OF COLORADO,
DOES HEREBY PROCLAIM APRIL 2018

Water Conservation Month



ATTEST:

TOWN OF CASTLE ROCK

Lisa Anderson, Town Clerk

Jennifer Green, Mayor