



# Town of Castle Rock

## Agenda Memorandum

**Agenda Date:** 6/16/2020

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**Item #:** **File #:** TMP 2020-399

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**To:** Honorable Mayor and Members of Town Council

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

**Proclamation: Smart Irrigation Month**

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### Executive Summary

The purpose of this item is to recommend the month of July be declared Smart Irrigation Month by Town Council.

Smart Irrigation Month is an Irrigation Association initiative to increase awareness of the value of water use and a growing demand for water-saving products, practices and services. The initiative, first launched in 2005, draws attention to the importance of using water efficiently.

July is traditionally the month of peak demand for watering lawns, gardens and landscapes in Colorado, and across the nation. Simple practices and innovative technologies can help save water, minimize or defer investments in infrastructure to store and carry water, and protect our community's water supply for generations to come. By selecting and planting carefully, watering wisely and maintaining and upgrading irrigation systems, consumers can save water and see better landscaping results.

### Attachments

Attachment A: Proclamation