



AGENDA REPORT

SAN CLEMENTE CITY COUNCIL MEETING
Meeting Date: March 5, 2019

Agenda Item CE
Approvals:
City Manager [Signature]
Dept. Head DK
Attorney _____
Finance [Signature]

Department: Utilities
Prepared By: Niki Beach, Water Conservation Analyst MB

Subject: *WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION*

Fiscal Impact: None.

Summary: Staff recommends the City Council approve of the City's participation in the National Mayor's Challenge for Water Conservation (Challenge) by way of the Mayor's signature on an online letter of support, which would read: "As a leader committed to efficient use of natural resources, I support the mission of the Mayor's Challenge for Water Conservation, a non-profit national community service program, and in so doing renew my commitment to sustainability for my city and for future generations." Participation would allow the Mayor, Council Members, and staff to promote the Challenge and to encourage City residents to participate in various water-saving pledges, utilizing widely recognized Wyland-branded marketing materials coupled with the opportunity to win prizes at no cost to the City.

Discussion: The Wyland National Mayor's Challenge for Water Conservation (<http://www.wylandfoundation.org/p/mayors>) is a public outreach campaign offered at no cost to cities across the country, purposefully designed to provide broad and long-lasting benefits to consumers, communities and the environment. Developed by the Wyland Foundation to promote environmentally friendly choices centered on water conservation, the Challenge takes place every April and calls upon customers in participating cities to save water while providing them with an opportunity to win exciting prizes for their participation.

The Wyland Foundation provides many free campaign materials to participating cities and their mayors' offices, and invites residents to take a 4-step conservation pledge on behalf of their city. The pledge prompts residents to consider ways to reduce their impact on our water supplies in (1) the home, (2) the yard, (3) their community, and (4) their daily lives. While residents can win prizes for pledging, including a grand prize of \$3,000 towards the winner's utility bills, they can also nominate their favorite charity to be entered into a separate competition for a new Toyota Highlander Hybrid. Furthermore, the City that gets the most conservation pledges will have all of its pledging residents entered into another round of drawings for thousands of eco-friendly prizes.

According to its website, the Challenge's objectives are to: save costs for consumers, save infrastructure and operating costs for cities, promote drought resiliency, and protect watersheds and ecosystems. Thereby, staff believes that participation in the

program will support fiscal responsibility and complement the current directives from the State Water Board to “make conservation a way of life in California.” There are additional, peripheral benefits to encouraging residents to pledge to save water, including reduced greenwaste and a lower carbon footprint, and reductions in surface and ocean water pollution, which tie into the City’s Water Conservation objectives as well as its Environmental and Clean Ocean Programs.

Furthermore, during 2018’s challenge, San Clemente received 590 pledges, and based on percent of residents pledging, placed 24th across all participating cities in its population size group, beating its previous 2017 position as 27th. San Clemente also placed in the top five cities throughout the Municipal Water District of Orange County’s service area both years. With last year’s experience, staff believes they can continue to expand on this level of success and reach out to even more residents in 2019.

Recommended

Action: STAFF RECOMMENDS THAT the City Council approve and authorize the City’s participation in the National Mayor’s Challenge and the Mayor’s signature on the online letter of support.

Attachments: None.

Notification: None.

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