



AGENDA REPORT

CITY OF SAN CLEMENTE

City Council Meeting

910 Calle Negocio
2nd Floor
San Clemente, California
www.san-clemente.org

Meeting Date: 3/21/2023

Agenda Item: 1D

Department: Utilities

Prepared By: Niki Beach, Water Conservation Analyst

Subject:

2023 WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION

Fiscal Impact:

None.

Summary:

Staff recommends the City Council approve City participation in the 2023 National Mayor's Challenge for Water Conservation (Challenge) and direct the Mayor or his designee to sign an online letter of support. Participation would authorize 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.

Background:

The Wyland National Mayor's Challenge for Water Conservation 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. Winning city residents can themselves win one of several eco-friendly prizes for pledging, including a grand prize of \$3,000 towards their utility bills. 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 at www.mywaterpledge.com. 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.

Discussion:

The City previously participated in the Wyland National Mayor's Challenge for Water Conservation in 2017, 2018, and 2019. Due to the COVID-19 pandemic and reduced public outreach opportunities, the City made the decision not to participate in the competition in 2020, 2021, and 2022. During 2019's challenge, San Clemente received almost 2,700 pledges, and based on percent of residents pledging, placed 15th across all participating cities in its population size group, beating its previous 2018 ranking as 24th. More significantly, San Clemente also placed first among all cities throughout the Municipal Water District of Orange County (MWDOC)'s service area, winning the 2019 MWDOC breakaway challenge prize of the free design and installation of a water-wise pocket park. With previous years' experience, staff believes they can continue to expand on this level of success and

reach out to even more residents in 2023.

City staff continues to coordinate with MWDOC on the re-initiation of the 2019 pocket park project after its location on the corner of Avenida Madrid and South Ola Vista was selected by the City Council just prior to the start of the pandemic in early 2020. Planning and design work is scheduled to commence after the previous year's winner, the City of Westminster, receives their completed project next month.

City Council Options and Recommended Actions:

City Council Options:

- Approval to participate in the National Mayor's Challenge
- Request additional information from staff
- Deny participation in the National Mayor's Challenge

Staff Recommendation

Staff recommends City Council approval and authorization for the Mayor or designee to sign the online letter of support for, and the City's participation in, the National Mayor's Challenge.

Attachment:

1. Wyland National Mayor's Challenge for Water Conservation Presentation

Notification:

None.



San
Clemente
THE SPANISH VILLAGE BY THE SEA



Wyland National Mayor's Challenge For Water Conservation

City Council Meeting

March 21, 2023

Niki Beach, Water Conservation Analyst



Wyland Foundation National Mayor's Challenge for Water Conservation

- Quick, 1-minute online survey with 17 optional pledge items
- Combines education on water use efficiency, solid waste reduction, and ocean pollution prevention
- Residents who pledge to use water wisely are entered to win prizes
 - Grand Prize: \$3,000 towards utility bills
 - Orange County Winning City: MWDOC Recognition
- San Clemente's 4th year competing with cities nationwide



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THE SPANISH VILLAGE BY THE SEA



www.MyWaterPledge.com

Questions?

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