

**10-24-2018 Town Council Meeting Responses**

**ITEM #3: Approve Town Participation in the 2019 Wyland National Mayor's Challenge for Water Conservation**

**Council Question:** Is there any cost to the town? If so, about how much do you expect to spend on it?

**Council Question:** Roughly how much staff time do you expect will be devoted to this?

**Staff Response:** *Primarily this is a coordinated Social Media campaign conducted by the Mayor's office, various Town Departments and partner organizations such as OWASA, CHCCS, and the University, so we do not expect a large expenditure of funds.*

*Based on initial conversations with Mayor Hemminger, Mary Jane Nirdlinger and John Richardson we believe that, because we will be working with many partner organizations, the program will not require significant staff time commitments either. At this point, we anticipate that staff time will include Mary Jane Nirdlinger, John Richardson, and Jeanne Brown coordinating two meetings of partner organizations (OWASA, CHCCS, UNC, and others) to:*

- *Explain the program*
- *Establish key messaging to be rolled out through Social Media and programs put on by each agency or organization, if they so desire*
- *Shape a Social Media calendar aimed at educating the public and encouraging them to take the water conservation pledge*

*In addition, CAPA and departmental staff may:*

- *Create Social Media content (ie. Facebook, Twitter and e-news posts linking to Town programs, Celebrating Successes videos about topics of interest)*
- *Connect into programs, such as Explore More, at the library*

*Although the program is called the "Mayor's Challenge" we hope that the entire Council will be engaged in this program and we will provide an update following our initial meetings.*