



## Legislation Text

---

File #: [18-0859], Version: 1

---

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

**Staff:**

Mary Jane Nirdlinger, Assistant Town Manager  
John Richardson, Sustainability and Resiliency Officer  
Jeanne Brown, Mayor's Aide

**Department:**

Town Manager  
Public Works  
Mayor

**Overview:** In Spring 2019, Chapel Hill Mayor Pam Hemminger will invite members of the Chapel Hill Town Council and other community partners to help local residents and business owners take steps to become better-informed and more active stewards of the community and our natural resources through participation in the 2019 Wyland National Mayor's Challenge for Water Conservation.



**Recommendation(s):**

That the Council approves of having the Mayor and staff work with a group of community partners to participate in the 2019 Wyland National Mayor's Challenge for Water Conservation.

**About the Wyland Mayor's Challenge:**

In recent years, residents from more than 4,800 cities across the United States have taken part in the annual Wyland National Mayor's Challenge for Water Conservation by pledging to save billions of gallons of water during the following year. The annual month-long campaign to promote drought resiliency and water quality runs from April 1st - 30th with mayors vying to see whose city could be the nation's most "water wise."

The challenge, presented by the Wyland Foundation and Toyota, with support from the U.S EPA, National League of Cities, The Toro Company, Earth Friendly Products - maker of ECOS, and Conserva Irrigation, addresses the growing importance of educating consumers about the many ways they use water.

The overall campaign is designed to:

- Save costs for consumers
- Save infrastructure and operating costs for cities
- Promote drought resiliency
- Protect watersheds and ecosystems

Moreover, residents also learn about resources in their area to take their commitment of conservation even further, from regional water and energy resource issues, to cost-saving tips at home.

The city with the highest percentage of residents who take the challenge in their population category wins.

Participants in the winning cities are eligible to win hundreds of prizes. Last year, the challenge awarded more than \$50,000 in prizes to nearly 300 residents in U.S. cities. Most importantly, participants see the enormous impact they can have on their community by taking simple actions to save water and energy.

New for 2018, residents can now select a charity within their city to win a Toyota RAV4 Hybrid. Charities with the most votes within the 5 winning cities will then be entered to win the new car.







**What Is Involved?**

The Mayor’s Challenge is a low cost program which relies heavily on a coordinated social media effort as a tool for educating and engaging members of the community.

Once approved by council, the Mayor will pull together local partners, including OWASA, the Chapel Hill - Carrboro City Schools and the University, to identify key messages for this year’s campaign.

To learn more about the Wyland Foundation and the annual Mayor’s Challenge, visit:  
<<http://www.wylandfoundation.org/p/mayors>>

**Council Goals:**

<input type="checkbox"/>		Create a Place for Everyone	<input type="checkbox"/>		Develop Good Places, New Spaces
<input type="checkbox"/>		Support Community Prosperity	<input checked="" type="checkbox"/>		Nurture Our Community
<input type="checkbox"/>		Facilitate Getting Around	<input type="checkbox"/>		Grow Town and Gown Collaboration



**Attachments:**

- Resolution

**A RESOLUTION APPROVING OF THE MAYOR AND STAFF TO WORK WITH A GROUP OF COMMUNITY PARTNERS TO PARTICIPATE IN THE 2019 WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION (2018-10-24/R-2)**

WHEREAS, Chapel Hill's natural stewardship philosophy, included as part of in the Chapel Hill 2020 Comprehensive Plan, includes close attention to water quality and water use as a way to Nurture Our Community; and

WHEREAS, residents from more than 4,800 cities across the United States have taken part in the annual Wyland National Mayor's Challenge for Water Conservation by pledging to save billions of gallons of water during the following year; and

WHEREAS, the annual month-long campaign to promote drought resiliency and water quality runs from April 1st - 30th with mayors vying to see whose city could be the nation's most "water wise."; and

WHEREAS, the Mayor's Challenge is a low cost program which relies heavily on a coordinated social media effort as a tool for educating and engaging members of the community; and

WHEREAS, in Spring 2019, Chapel Hill Mayor Pam Hemminger will invite members of the Chapel Hill Town Council and other community partners to help local residents and business owners take steps to become better-informed and more active stewards of the community and our natural resources through participation in the 2019 Wyland National Mayor's Challenge for Water Conservation.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council approves of having the Mayor and staff work with a group of community partners to participate in the 2019 Wyland National Mayor's Challenge for Water Conservation.

This the 24<sup>th</sup> day of October, 2018.

---

**The Agenda will reflect the text below and/or the motion text will be used during the meeting.**

By adopting the resolution, the Council approves of having the Mayor and staff work with a group of community partners to participate in the 2019 Wyland National Mayor's Challenge for Water Conservation.