



DATE: March 11, 2019

TO: Council Sustainability Committee

FROM: Director of Utilities & Environmental Services

SUBJECT: Participation in the 8th Annual Wyland National Mayor's Challenge for Water Conservation

RECOMMENDATION

That the Committee reviews and comments on this information report.

SUMMARY

The annual Wyland National Mayor's Challenge for Water Conservation (Challenge) is a campaign run by the Wyland Foundation to promote environmental consciousness by asking Cities and Mayors to encourage residents to make online pledges during the month of April to use water more efficiently, reduce pollution, and save energy. This report provides an overview of staff's proposed efforts for the City to participate in the Challenge in 2019.

BACKGROUND

The annual Wyland National Mayor's Challenge for Water Conservation (Challenge) is a campaign run by the Wyland Foundation to promote environmental consciousness by asking Cities and Mayors to encourage residents to make online pledges during the month of April to use water more efficiently, reduce pollution, and save energy. This year will be the Wyland Foundation's eighth year holding the Challenge. Last year, residents from more than 3,800 cities across the United States pledged to reduce their annual consumption of freshwater by 3 billion gallons, reduce waste sent to landfills by 79.9 million pounds, and prevent more than 177,000 pounds of hazardous waste from entering watersheds. Bay Area cities that have formally participated in the past include Alameda, Cupertino, East Palo Alto, Mountain View, Napa, Oakland, Palo Alto, Petaluma, Redwood City, San Francisco, San Jose, San Leandro, South San Francisco, and Union City.

All prizes are provided by the Wyland Foundation. Participating residents of cities with the highest percentage of pledge makers in their population category are entered into drawings for hundreds of eco-friendly prizes, including home improvement gift cards, home irrigation equipment, and the Grand Prize, which is a \$5,000 Home Utility Bill Payment. The population

categories include: 5,000-29,999, 30,000-99,999, 100,000-299,999, 300,000-599,999, and 600,000+.

DISCUSSION

The requirements for participating in the Challenge include a statement from the Mayor expressing the City's support for water conservation, energy efficiency, and pollution reduction, as well as a commitment to promote the Challenge to Hayward residents, needs to be submitted to the Wyland Foundation to formally participate. After the Mayor's statement is submitted, staff will work with the Community and Media Relations office to promote the Challenge on social media platforms, as well as in our departmental newsletter, The Leaflet, which is distributed to approximately 3,400 email subscribers, and the City's official newsletter, The Stack, which is sent to approximately 49,000 email subscribers. The Challenge will also be promoted on the City's website with links to the various efficiency programs offered by the City.

Pledges can be made at www.MyWaterPledge.com and are split into four categories, including: Home, Daily Life, Yard, and Community. There are four to five pledge opportunities in each of these areas. Below are examples of pledges participants can make in each category:

I pledge to make the following choices at home:

- Shorten showers, use low-flow devices, and turn off the tap

I pledge to make the following choices in my daily life:

- Say nope to plastic straws

I pledge to make the following choices in my yard:

- Turn off sprinklers when it rains

I pledge to make the following choices for my community:

- Recycle clean paper, cardboard, aluminum, and glass

ECONOMIC IMPACT

Conserving water and energy directly result in lower utility bills.

FISCAL IMPACT

Participation in the Challenge will have no fiscal impact on the City. All prizes offered are provided by the Wyland Foundation. The staff time needed to promote the Challenge is expected to be minimal.

STRATEGIC INITIATIVES

This agenda item does not directly relate to one of Council's Strategic Initiatives.

SUSTAINABILITY FEATURES

Encouraging water conservation, energy consciousness, and pollution prevention throughout the community will improve the reliability of the City's water supplies, reduce our community's carbon footprint, and help mitigate the contamination of local ecosystems.

While the actual per-capita reduction in water consumption or waste disposal may be small, the more significant aspect of the Challenge is the fact that the participants get engaged in the conversation about the importance of resource conservation and reducing waste.

PUBLIC CONTACT

Staff plans to raise awareness of the Challenge and encourage residents to participate via social media, email newsletters, and other online platforms.

NEXT STEPS

Based on the Committee's comments, staff plans to proceed with the steps needed for Hayward to formally participate in the annual Wyland National Mayor's Challenge for Water Conservation in 2019.

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Approved by:



Kelly McAdoo, City Manager