Outreach Toolkit for Cities
The Wyland National Mayor’s Challenge for Water Conservation August 2020

“A turnkey, effortless way for cities everywhere to generate community enthusiasm for saving water, energy, and reducing pollution. Now in its Ninth year, the Mayor’s Challenge is a non-profit national community service program supplementing conservation awareness in our communities.”
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How It Works  How cities can participate — Do as much as suits your city!

The Ninth Annual National Mayor’s Challenge for Water Conservation is a friendly non-profit competition between cities across the country, August 1 - 31, 2020, that uses a series of online pledges (mywaterpledge.com) to see which city can be the most water wise. In addition to individual reductions in water consumption, energy use, and pollution, residents can save money, help their city meet conservation goals — and earn a chance to win any of hundreds of great prizes – including a Grand Prize $3,000 toward their Home Utility Bills, home irrigation kits, home improvement store gift cards, and more. Plus, a deserving charity will receive a 2020 Toyota Highlander Hybrid for its organization. Cities compete in the following population categories: 5,000-29,999 residents, 31,000-99,999 residents, 100,000-299,999 residents, 300,000-599,999 residents, and 600,000+ residents. Winning cities are the cities with the highest percentage of residents participating in the Challenge. Residents from the winning cities will be entered to win thousands of dollars in eco-friendly prizes. Custom created social media sharing functions and prize incentives make the Challenge easy for residents and cities to get involved. Once a resident takes the Challenge, they can share with hundreds of their friends and family. Residents can even track their city’s standings throughout the month to see if they need to get even more friends and neighbors involved. Everyone is playing to win! For complete rules and prizes, go to www.mywaterpledge.com

[1] How A Charity in Your City Can Win A Toyota Highlander Hybrid

- Take a pledge on behalf of your city at www.mywaterpledge.com
- Enter the prize drawing and nominate your favorite local charity
- The charity with the most nominations from each winning city will be invited to submit a questionnaire to share how they would use the Highlander to serve their community.
- The charity with the highest service score based on the judging criteria will receive the vehicle.
The Wyland Foundation has put together the following list of suggestions and easy-to-implement resources.

Sign the letter of support at www.wylandfoundation.org/p/mayors

1) Take advantage of the benefits by reminding your residents that the program includes:
   - One-click sign-up with no costs, no gimmicks
   - Prize opportunities for sharing with friends and family
   - Customized web page for your city with video message from your mayor or local water expert
   - National advertising in print, announcements through campaign partners, local market animated public service announcements
   - A supplemental web site (in addition to the main site) for kids and schools to help the city win the Challenge
   - Hundreds of prizes for residents of the participating winning cities

2) Stir up a buzz with your own city sponsored outreach:
   - Banners and links to the water pledge on city websites
     - www.mywaterpledge.com will provide you with an official online badge that shares your current standings throughout the month.
   - Stir up a buzz on social networks
   - Reach out to local media outlets to get involved
   - Street banners or electronic road signs
     - “Beat (city name)! Take the Mayor’s Challenge for Water Conservation, August 1-31. Learn more at mywaterpledge.com.”
   - Bill stuffers (electric, water, gas, trash)
   - Public Access TV (See Ex. Redondo Beach Mayor Mike Gin PSA)
   - Billboards/Posters
   - Bus tail signage / waste hauler truck signage
   - Engage local utilities to reach out
   - Community newsletters
3) **Communications tips:** Your residents may hear about the Challenge via our ads and promotions in USA Today, Facebook, Twitter, YouTube, and various national and local media outlets. The following are key ways your city can build on that enthusiasm, whether you join the Challenge on day one or day thirty one:

- Encourage residents to help your city reach the Daily Top Ten (cities with the largest percentage of residents who’ve made water reduction commitments) [http://www.mywaterpledge.com/master-top-ten/](http://www.mywaterpledge.com/master-top-ten/)
- Incentivize residents to take the pledge with chances to win great prizes – including $3,000 toward their home utilities, water-savings products for their home, rebates, and more
- Inspire a friendly rivalry for resource management with a bordering city a la famous football rivalries like USC vs. UCLA, Auburn vs. Alabama, Ohio St. vs. Michigan. See [how the Mayors of Athens, GA, and Gainesville, FL](http://www.mywaterpledge.com/master-top-ten/), challenged each other!
- Remember: the Challenge ties in perfectly with state water, energy, waste reduction, and GHG management plans, such as California’s AB32 or Texas’ SB 184
- Reach out to local media outlets to get involved

4) **Community Events**

- Host a press conference or conservation fair in your city to kick-off National Water Quality Month and help spread the word to your residents. We’d be happy to share past examples. Just email us at mayorschallenge@wylandfoundation.org
- Mayors may invite all citizens to city hall or the library for a day of water conservation pledges. Mayor and city can select one day in the month of August to promote water conservation and protect watersheds at a special event.
- Pledge Drives: City public works departments can set-up their own water conservation pledge drive, invite the media, and build a legacy for their city’s participation in this national water conservation program.
5) Consider putting together a steering committee of representatives from a cross section of stakeholders in your community, including (but not limited to):

- City Manager’s Office
- Public Works
- Public Information Office
- Local Service Groups (Rotary, Assistance League, Lions, VFW, Kiwanis, etc.)
- Chamber of Commerce (engage local businesses)
- Local Water District
Sample Press Releases

Download the editable word document versions for use here: www.mywaterpledge.com/files

Sample Press Release Issued by City / Mayor

WNMC Sample National Press Release

FOR IMMEDIATE RELEASE

City of Ybor (PRNewsFoto/WYLDNEYS NATIONAL...)

For: WYLDNEYS NATIONAL CHALLENGE FOR WATER CONSERVATION


Growing concern over the severe drought threats most smart urban centers face, participants can commit a clean city in 30 days to a new generation 2020 Wyland High-Flow Index and win thousands in easy-friendly prize money.

The annual Wyland National Mayor’s Challenge for Water Conservation will return in August as part of national Water Quality Month (Aug. 1-31). The program, which was expanded in April to include non-residential, encourages millions of Americans across America to become water stewards in their lives to better manage our water resources and improve the lives of our communities, lives, and landscapes.

Presented in concert by the Wyland Foundation and United Water, the campaign researches residents who can just say with one hand the amount of water they use in a month, including lawn irrigation patterns, household consumption habits, and live in a home with easy-friendly prize money. Residents can also become a steward of their city to earn $50,000 to $100,000 in easy-friendly prize money. Prizes are also available as a steward of your city for winning in 2020 and in a neighborhood of 500 houses with the most results that measure quality for over 90% of its water deliveries. Residents can make their pledges online at www.mywaterpledge.com throughout the month of August.

In the wake of the current pandemic, the campaign will provide residents with no opportunities to get involved safely from home, including tracking water-friendly efforts on behalf of cities, understanding the local environmental impacts that will also create, solve communities, and living tips and stories with friends and neighbors. Last year, reports from the climate change accords was to make more than 130,000 people to practice drought mitigation, pollinator protection, and reduce stress on our water infrastructures.

The more important than ever to continue making smart habits that support the health of the world around us – especially when it comes to the air we eat and add marine life and our conventional Wyland. If we have bought anything, it is that we can change the future for the better of everyth	...
Save water. Save the Planet! It's FREE, Take the Mayor's Challenge for Water Conservation August 1-31 mywaterpledge.com

Did you know? The amount of water leaked from U.S. homes could exceed more than 1 trillion gallons per year. That equals the annual water use of Los Angeles, Chicago, and Miami combined. Take the National Mayor’s Challenge for Water Conservation and do your part to conserve water at mywaterpledge.com @wylandfoundation

It's free and only takes 1 minute. Make your pledge to conserve water and save energy during National Water Quality Month and you can win $3,000 toward your annual utility bills, water saving fixtures, and hundreds of prizes. Mywaterpledge.com @wylandfoundation

Join Mayor <mayor name> in reducing <city’s> water consumption and energy usage- and help <city> win the title of the “Most Water Wise” in the nation. You not only help our planet but if your city wins you are entered to win great prizes. Mywaterpledge.com @wylandfoundation

Enter to win a $3,000 toward your annual Utility Bills, water saving fixtures, and other prizes through August 31st. All you have to do is let us know how you will be saving water and energy during National Water Quality Month.

Residents in the winning cities will be eligible to win hundreds of prizes. Plus, one lucky charity will win a 2020 Toyota Highlander Hybrid Vehicle. Tell all your friends! Mywaterpledge.com @wylandfoundation

Did you know? It takes water to make energy. Reducing energy use by just 10% could save 600 gallons of water a year- and $150 in energy bills! How will you save energy and water this month? One way is to go to mywaterpledge.com @wylandfoundation

National Water Quality Month is here! Need suggestions of what you can do? Go to mywaterpledge.com and start to conserve water and energy to win prizes like $3,000 toward your Home Utility Bills, home improvement gift cards, irrigation controllers, and more. Plus, one lucky charity will receive a 2020 Toyota Highlander Hybrid vehicle to serve the community. It’s free and only takes a minute. The residents in the cities that have the most participation are eligible to win. Take the pledge now and spread the word to all of your friends! @wylandfoundation

Join us in celebrating National Water Quality Month by taking part in the National Mayor’s Challenge for Water Conservation August 1-31, and tell us ways you plan on saving water, energy, and more. It only takes a minute. Remember EVERY DROP COUNTS at mywaterpledge.com @wylandfoundation
Sample Social Media Posts

Facebook/Instagram cont.

● The city of <city name> is taking part in the National Mayor’s Challenge for Water Conservation. We need your help to make our city the most water wise in the nation. Take 1 minute out of your day and go to mywaterpledge.com. You will not only be helping our city win but also helping us do our part in protecting our planet. @wylandfoundation

● Not quite sure what to do for National Water Quality Month? An easy way for you to help protect our planet is to take a minute and go to mywaterpledge.com. Make a simple commitment to reduce water and energy use in your homes, work places, and lives! Every drop counts! @wylandfoundation

Twitter: Be sure to tag @WylandOrg

● #SaveWater and win $3,000 toward your Utility Bills! Take the Mayor’s Challenge for Water Conservation now, it’s #FREE mywaterpledge.com #mywaterpledge

● Reducing energy use 10% can save up to 600 gal of water a year & $150 in energy bills. How can you help reduce energy? mywaterpledge.com #mywaterpledge

● Need help deciding what to do for #Nationalwaterqualitymonth? Take a free pledge to conserve water & energy until Augr 31 & win prizes! mywaterpledge.com #mywaterpledge

● Get involved! Take a free pledge to conserve water & energy. A minute of your time can help save the planet mywaterpledge.com

● Got a minute to spare? Take the Mayor’s Challenge for Water Conservation. It’s free and you can win great prizes mywaterpledge.com

● Mayor (name) wants (city name) to win the Nat’l Mayor’s Challenge for Water Conservation. Take 1 minute & help save the planet mywaterpledge.com

● Do your part this National Water Quality Month! Go to mywaterpledge.com and tell us how you will help save our planet. EVERY DROP COUNTS! #mywaterpledge
Web Banner Templates

Download the high resolution JPG or PDF versions for use here: www.mywaterpledge.com/files

Skyscraper 160x600  Half Page 300x600

Rectangle (IG) 300x250

Leaderboard 728x90
Sample Mayor Videos

Post videos of the Mayor, city officials, or residents taking the pledge - or doing fun things - all in the name of water conservation. Post on Facebook, YouTube, Twitter, your city’s website or any other online forum. Or partner with a local television station to run PSA’s in support of your city’s eco-initiatives.

Here are some of our favorite videos that other mayors have launched to reach their residents:

- **Mayor Mike Gin of Redondo Beach, CA and his “dancing lobster”**
  - [http://www.youtube.com/watch?v=-njnAUEi4Xw](http://www.youtube.com/watch?v=-njnAUEi4Xw)

- **Mayor Dave Leckness of Mission Viejo, CA - Water Conservation Showdown**

- **Mayor Mike Rawlings, Dallas, TX - PSA**
  - [https://www.youtube.com/watch?v=UhrY1avrxCc](https://www.youtube.com/watch?v=UhrY1avrxCc)

- **Mayor Poe of Athens, GA, challenges Gainesville, FL, Mayor**
Sample Local News PSAs

Sample PSA from KCAL / KCBS2 Los Angeles  http://youtu.be/yfRtdaAHIJ4

(If you have a local media partner interested in running a PSA for the Challenge and would like a video from Wyland Foundation encouraging your residents to take the challenge, please email steve.creech@wylandfoundation.org)

Sample PSA Scripts

Idea #1:
I'm <mayor's name>, mayor of the great city of <City name>. I encourage my colleagues in our region to challenge their residents to take the National Mayor's Challenge for Water Conservation, August 1-August 31. This friendly competition is a great way for cities large and small to do our part for the planet — and reward our residents for doing the right thing. Join me in rising to the Challenge. Learn more at mywaterpledge.com

Idea #2:
I'm Mayor <mayor's name>. By saving water, our community saves energy, money, and valuable resources. That's why I'm encouraging you to take the National Mayor's Challenge for Water Conservation, August 1-30. By making a simple pledge to save water and reduce pollution, you're not only doing your part for our community — you can win any of hundreds of prizes, including $3,000 for your Home Utility Payments. You can even help a local charity win a 2020 Toyota Highlander Hybrid to help serve the community. Let's show the other cities around the nation how (city) takes care of our planet. Make your pledge throughout the month of August at mywaterpledge.com
Blog Idea #1: I’m Mayor <mayor name>. By saving water, our community saves energy, money, and valuable resources. That’s why I am encouraging you to take the National Mayor’s Challenge for Water Conservation, August 1-31, on behalf of our city and the great charities in this community. By making a simple pledge to save water and reduce pollution, you are not only doing your part for our community - you can win any of hundreds of prizes, including $3,000 toward your Home Utility Bills, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, and more. Plus, this year you can nominate your favorite charity to win a 2020 Toyota Highlander Hybrid to help that charity continue to do its great work in the community.

The pledge helps further our City’s goal of...<br>brag about some of the great things your city is doing to conserve water, save energy, or any other positive initiatives for the environment>.

Let’s show the other cities around the nation how (city) takes care of our planet. Make your pledge throughout the month of August at mywaterpledge.com
Blog Idea #2:
Did you know?

- Approximately 400 billion gallons of water are used in the United States per day.
- American residents use about 100 gallons of water per day. At 50 gallons per day, residential Europeans use about half of the water that residential Americans use. And residents of sub-Saharan Africa use only 2-5 gallons per day.
- The average faucet flows at a rate of 2 gallons per minute. You can save up to four gallons of water every morning by turning off the faucet while you brush your teeth.
- A running toilet can waste up to 200 gallons of water per day.
- At 1 drip per second, a faucet can leak 3,000 gallons per year.
- Nearly one-half of the water used by Americans is used for thermoelectric power generation.

That’s why we, as residents of <city>, need to do our part to conserve water and energy. Be a part of the National Mayor’s Challenge for Water Conservation and make your pledge to reduce your water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like $3,000 toward your Home Utility Payments, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, and more. We are all in this together!

Blog Tip:
Add facts and statistics about what your city is already doing to protect our natural resources. This makes your blog personal, gives an outlet for you to brag about the great work you have accomplished, and makes your residents proud to call your city home!
Blog Idea #3: For Western Region Cities
Perhaps no other natural resource is as important to us in the Western United States as water — from the Pacific Northwest where the river management of Columbia and Snake River causes debate between the production of hydropower and the need to protect threatened species — to the Southwestern States where drought and over-allocation of water sources for agricultural, environmental, urban, and hydropower needs further stresses water resources.

With so many competing yet equally important needs, it is important that we learn to manage our available water resources properly. Currently, agriculture accounts for 76% of surface water usage in the Western U.S., 8% for our everyday urban use, 2% for industrial purposes, and 13% for thermoelectric power. In the state of California alone, nearly 20% of all energy consumption goes toward moving, cleaning and heating water.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought-plagued states, the benefits of conservation are incalculable; by being mindful of water use - even in water abundant states - we have an opportunity to save enormous amounts of energy and reduce greenhouse gas emissions. The bottom line is: water conservation not only benefits every state in the nation, it benefits the entire planet.

That is why we, as residents of <city> need to do our part to conserve water and energy. Be a part of the National Mayor’s Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like $3,000 for Home Utility Payments, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, and more. We are all in this together!
Blog Idea #4: For Midwest Region Cities

The Midwest is blessed with abundant freshwater resources — more freshwater flows through the Mississippi River than through all but four other rivers in the entire world; the Great Lakes and their connecting channels contain nearly 18% of the world’s surface freshwater; and Wisconsin and Minnesota both boast having more than 10,000 lakes each. But with so much water available to use for drinking, recreation, and everyday life, it is easy for us to forget why we need to conserve our water resources.

Even in water-rich states, massive water demands to generate power in combination with population growth, climate change and regulatory revisions can lead to higher energy costs, particularly in the hot summer months. And as populations continue to grow throughout the region (and the US as a whole), more roads, parking lots, buildings, and pollution reduce the availability of clean water—while more people are relying on it. In fact, as a result of this growth and change, researchers are predicting many areas in the Chicago region will face water shortages within the next 20 years. In Texas, where water is not quite so plentiful, populations are projected to double by mid-century making it among the fastest growing states in the country. Conserving water by consuming less, wasting less, or reusing more reduces costs and postpones or eliminates the need for expensive and environmentally damaging new dams, similar water supply projects, or major infrastructure investments.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought plagued states the benefits of conservation are incalculable; by being mindful of water use - even in water abundant states - we have an opportunity to save enormous amounts of energy and reduce greenhouse gas emissions. The bottom line is: water conservation benefits every state, city, and person in America.

That is why we, as residents of <city>, need to do our part to conserve water and energy. Be a part of the National Mayor’s Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like $3,000 for your Home Utility Payments, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, and more.
Sample Blogs

Blog Idea #5: For Southern Region Cities
The South is home to some of the country’s fastest growing states. As populations grow and demands for water increase, more roads, parking lots, buildings, and pollution make providing a steady, sufficient water supply a bigger challenge than ever. Yet, the issues far surpass fresh drinking water needs: pumping of groundwater in parts of Florida has begun drying up environmentally sensitive wetlands, jobs are in jeopardy along the Georgia coast because drinking water reservoirs dam up freshwater needed to maintain commercial fishing, and water-related cutbacks have caused blackouts and power shortages in North Carolina and Alabama. Conserving water by consuming less, wasting less or reusing more, reduces costs and postpones or eliminates the need for expensive and environmentally damaging new dams, similar water supply projects, and major infrastructure investments.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought plagued states the benefits of conservation are incalculable; by being mindful of water use - even in water abundant states - we have an opportunity to save enormous amounts of energy, reduce greenhouse gas emissions, and often ensure adequate reserves during drought periods, population surges, or to support additional farming. The bottom line is: water conservation not only benefits every state in the nation, it benefits the entire planet.

That is why we, as residents of <city>, need to do our part to conserve water and energy. Be a part of the National Mayor’s Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like $3,000 for your Home Utility Payments, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, and more.
Blog Idea #6: For Northeastern Region Cities

In the Northeast, we often take for granted the abundant supply of fresh water. But in New York State alone, more than 8.9 billion gallons of water are withdrawn each day from the lakes, rivers, stream, estuaries and groundwaters, not including Nassau and Suffolk counties, for uses that include public supply thermoelectric power generation, agriculture, commercial, industrial, and recreational use. In fact, thermoelectric power accounts for more than 70% of total water withdrawn.

So, not accounting for periodic drought periods, growing populations, and climate changes, when we use water more efficiently, we are conserving this limited resource to ensure its availability for drinking, irrigation, manufacturing, cleaning, and producing electricity. It's hard to believe that something as simple as fixing a leak or switching off a light bulb can have that impact. But when millions of people around the region adopt a conservation mindset, we are saving energy, money, protecting our environment, and helping to meet future resource needs.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought plagued states the benefits of conservation are incalculable; by being mindful of water use - even in water abundant states - we have not only share the wealth at home, we help the entire country.

That is why we, as residents of <city> need to do our part to conserve water and energy. Be a part of the National Mayor’s Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like $3,000 for your Home Utility Payments, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, and more.

Blog Tip: Remember The Mayor’s Challenge for Water Conservation is a non-profit community service program to assist cities in promoting good environmental stewardship. The program was designed to be a turnkey, effortless way for individual cities to supplement existing conservation programs and generate community enthusiasm for saving water, energy, and reducing pollution. To see what other cities have done simply Google us.
Tips Sheet of Benefits & Facts

Below are some facts that you may wish to include in your communications and outreach efforts:

- Water covers 70.9% of the Earth’s surface but only 3% of Earth’s water is freshwater. 97% of the water on Earth is salt water.
- Approximately 400 billion gallons of water are used in the United States per day.
- In one year, the average American residence uses over 100,000 gallons (indoors and outside).
- Nearly one-half of the water used by Americans is used for thermoelectric power generation.
- American residents use about 100 gallons of water per day. At 50 gallons per day, residential Europeans use about half of the water that residential Americans use. And residents of sub-Saharan Africa use only 2-5 gallons of water per day.
- The average faucet flows at a rate of 2 gallons per minute. You can save up to four gallons of water every morning by turning off the faucet while you brush your teeth.
- Taking a bath requires up to 70 gallons of water. A five-minute shower uses only 10 to 25 gallons.
- A running toilet can waste up to 200 gallons of water per day.
- At 1 drip per second, a faucet can leak 3,000 gallons per year.
- If you drink your daily recommended 8 glasses of water per day from the tap, it will cost you about 50 cents per year. If you choose to drink it from water bottles, it can cost you up to $1,400 dollars.
- More than 25% of bottled water comes from a municipal water supply, the same place that tap water comes from.
- According to American Waterworks Association, the average price of water in the United States is about $1.50 for 1,000 gallons. Saving water saves money!
- Mayor’s Challenge ties in with state water, energy, and GHG management plans, such as California's AB32 or Texas' SB 184.
Additional Benefits

**Animated PSAs:** A series of nationally aired animated public service announcements from the Wondergrove Kids, LLC, and the former CEO of Klasky Csupo, The Rugrats Company. Wyland Foundation will provide these in broadcast ready format directly to your local news station or city communication outlet upon request.

Watch and download the PSAs: [http://youtu.be/kDG0vZmGzMM](http://youtu.be/kDG0vZmGzMM)

**Educational site for kids:** An Educational website for kids that let’s kids get in on the act to help their city win the challenge. (They not only use this resource, they are the future decision makers about its management). This site will provide lesson plans about water conservation and an opportunity for students to take the National Mayor’s Challenge for Water as a classroom project.

**Other features**
- One-click sign up through Facebook
- More incentives for residents to share the pledge effort to friends and neighbors
- Responsive design to enhance the user experience on all platforms (mobile, tablets, laptops)
What Past Participants Have Said...

"One of my top priorities since taking office has been to identify ways that our City-County government can support enhanced learning in schools across East Baton Rouge Parish to build stronger, more informed students and families," said Mayor Kym Brown.

"This competition represents an exciting and powerful teaching moment to emphasize the importance of water conservation and how we can work together to create a more sustainable Baton Rouge."

Grand Rapids is home to Michigan’s largest watershed – the Grand River, which runs through our downtown. That, coupled with our close proximity to Lake Michigan, we recognize the importance of protecting our fresh water resources. I encourage all citizens to join me in this pledge. Your small choices, when multiplied again and again, make a significant difference in ensuring our city’s sustainability for generations to come.
— Rosalynn Bliss, Mayor of Grand Rapids, MI

Conservation is an integral part of the City of Aurora’s water planning and management of this most precious resource. With the ever increasing demands on limited water resources, the National Mayor’s Challenge for Water Conservation has underscored our residents’ commitment to the ongoing sustainability and conservation of our water. Auroraans have really stepped up to win this challenge two years in a row. We’re looking forward to our third victory this year.
— Steve Hogan, Mayor of Aurora, CO

Mayor Donald P. Wagner is joining other mayors across the country in asking residents to make a commitment to conserve water and protect this vital resource by taking part in the 7th annual Wyland Mayor’s Challenge for Water Conservation.

"This annual challenge to conserve water, sponsored by the Wyland Foundation here in Traverse City, reminds us of our precious resource," said Mayor Wagner. "I am hopeful that what is a short-term challenge for our residents becomes a long-term practice of conservation."
What Past Participants Have Said...
Infographic: Summary of Pledges and Local Benefits

1) I pledge to make the following choices at home:
   - Repair leaking faucets, pipes and toilets
   - Shorten your shower time, use low-flow devices and turn off the tap
   - Wash only full loads of laundry and dishes
   - Power down to save electricity

2) I pledge to make the following choices in my daily life:
   - Waste less food (save a crop, save a drop!)
   - Use reusable shopping bags
   - Use a refillable bottle or cup
   - Say nope to plastic straws

3) I pledge to make the following choices in my yard:
   - Beautify with climate-appropriate plants
   - Turn off sprinklers when it rains
   - Use sprinklers on minimal settings before 8 am
   - Sweep instead of hose

4) I pledge to make to following choices for my community:
   - Scoop up my pet’s waste
   - Dispose of waste pharmaceuticals safely (don’t just flush)
   - Walk, bike or bus more often
   - Recycle batteries and electronics
   - Recycle clean paper, cardboard, aluminum and glass
Print the attached manual pledge form to use at events where access to the mywaterpledge.com website is limited.

**Step 1:**
Print out as many copies as needed of the 2020 Manual Submission form.

**Step 2:**
**Option 1:** After the events conclusion manually enter all participants submission details on mywaterpledge.com.

**Option 2:** Mail your manual entry forms to our office at the address below by August 15, 2020 and we will make sure the forms are manually entered for you.

*Wyland Foundation*
*30265 Tomas*
*Rancho Santa Margarita, CA 92688*

*For more information call Marci Vahey at 949.643.7070 ext. 261*
Wyland Clean Water Mobile Learning Center

During the Challenge our Mobile Learning Center will assist in Promoting the Challenge.

The 1,000 square foot water education exhibition features a multi-sensory 40-person onboard theater and six interactive stations that allow communities to explore how the quality and availability of water affects our lives. Over 1,000,000 people have toured the exhibit since 2007. Call 949-643-7070, ext. 261 to request a tour stop.
Contact

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