



CITY COUNCIL AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: April 3, 2018

PREPARED BY: Tina Cherry, Director

AGENDA LOCATION: AR-1

TITLE: National League of Cities Mayor's Challenge for Water Conservation, Resolution No. 2018-18

OBJECTIVE: Authorizing participation in the National League of Cities 2018 Mayor's Challenge for Water Conservation

BACKGROUND: The Wyland Foundation, a nonprofit environmental education organization, sponsors an annual *Mayor's Challenge for Water Conservation* (Challenge) through the National League of Cities. The Challenge is held annually throughout the month of April. Currently in its seventh year, the Challenge is a community-based competition between cities across the country in which cities can be the most "water wise" by calling upon City leaders to encourage residents to take a pledge to conserve water, energy, and other natural resources. Competition between Cities is based on population size, and the City would compete against other Cities in the 30,000 – 99,999 population category. The City with the highest percentage of residents who take the challenge in their population category wins.

ANALYSIS: The Challenge raises awareness about water conservation during this sixth year of severe drought, and engages the community. By taking a pledge, residents are prompted to consider ways to reduce their impact on our limited water supplies in the home, yard, their community, and daily lives. Participating residents in winning Cities are eligible to win various prizes and a grand prize will be rewarded to a winning City. The Wyland Foundation also provides many free campaign materials to participating Cities to help promote the Challenge.

Participating in the Challenge will provide the community an opportunity to save money, meet conservation goals, become more environmentally conscious, and discover water and energy related issues affecting the region.

ENVIRONMENTAL IMPACT: There are no environmental impacts associated with this action.

FISCAL IMPACT: There are no fiscal impacts associated with this action.

OPTIONS: The following options have been developed for City Council consideration:

1. Approve the City's participation in the National Mayor's Challenge for Water Conservation by adopting Resolution No. 2017-07
2. Do not authorize the City's participation in the National Mayor's Challenge for Water Conservation and provide staff with additional direction.

RECOMMENDATION: Staff recommends that the City Council select Option 1, thereby approving the City's participation in the National Mayor's Challenge.

AR-1

COUNCIL ACTION REQUIRED: If the City Council concurs, the appropriate action would be a motion to adopt Resolution No. 2018-18.

RESOLUTION NO. 2018-18

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
MONROVIA, CALIFORNIA, IN SUPPORT OF THE "WYLAND
MAYOR'S CHALLENGE FOR WATER CONSERVATION"**

WHEREAS, the City of Monrovia, and the State of California continue to explore ways to manage residential consumption of water and power, and to inspire its residents to care for our natural resources; and

WHEREAS, cities can engage in efforts to inspire their own communities, as well as their neighboring cities, to become better environmental stewards; and

WHEREAS, the seventh annual National Mayor's Challenge for Water Conservation presented by the Wyland Foundation and Toyota, with support from EPA WaterSense, The Toro Company, National League of Cities, Conserva Irrigation, and Earth Friendly Products (makers of ECOS), is a healthy, non-profit competition for cleaner communities and a water use and pollution reduction competition between our cities; and

WHEREAS, with the encouragement of their Mayors, residents may register their participation in their city's Challenge, online, by making simple pledges to decrease their water use and to reduce pollution for the period of one year, thereby assisting their cities to apply State and Federal water conservation strategies and to target mandated reductions; and

WHEREAS, from April 1- 30, 2018, the City of Monrovia wishes to inspire its residents and its neighboring communities to take the "Wyland Mayor's Challenge for Water Conservation" by making a series of online pledges at mywaterpledge.com to reduce their impact on the environment and to see immediate savings in their water, trash, and electricity bills;

NOW THEREFORE, the City Council of the City of Monrovia does resolve, determine and order as follows:

1. That the City of Monrovia agrees and supports the "Wyland Mayor's Challenge for Water Conservation" emphasis.
2. That the program is to be implemented from April 1 – 30, 2018, through a series of communication and outreach strategies, whether new or existing, to encourage residents to take the conservation "Challenge."

PASSED, APPROVED AND ADOPTED this 3rd day of April, 2018.

Tom Adams, Mayor
City of Monrovia

ATTEST:

APPROVED AS TO FORM:

Alice D. Atkins, CMC, City Clerk
City of Monrovia

Craig A. Steele, City Attorney
City of Monrovia