



MEMORANDUM

To: Mayor and City Council

Through: Mike Land, City Manager

From: Hannah Cook, Communications Specialist

Date: April 6, 2018

Reference: Consider approval of a Proclamation naming April 1 – 30, 2018 as “Wyland Mayor’s Challenge for Water Conservation Month”.

2030: Sustainable City Government
Sense of Community
Community Wellness and Enrichment

Introduction:

As the City of Coppell continues to explore ways to manage residential consumption of water and power, the Mayor’s Water Conservation Challenge presents a way to inspire residents to conserve resources and become environmental stewards. Residents are encouraged to register online and to make a pledge to decrease water use and pollution for a period of one year, thereby assisting the City of Coppell in applying water conservation strategies to target mandated reductions of resource use.

Background:

The seventh annual National Mayor’s Challenge for Water Conservation is a friendly, non-profit competition between cities across the country. The challenge runs from April 1-30, 2018, and it 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 foals – and earn a chance to win any of hundreds of prizes. Plus, a deserving charity will receive a 2018 Toyota RAV4 Hybrid for its organization.

Legal:

N/A

Fiscal Impact:

N/A

Recommendation:

Staff recommends approval of the proclamation.