



DATE: March 20, 2023

TO: Mayor and Members of the City Council

VIA: Stefan Chatwin, City Manager

FROM: Kevin Ortiz, Management Analyst

DEPARTMENT: City Manager

SUBJECT: SUPPORT OF THE WYLAND FOUNDATION'S 2023 NATIONAL  
MAYOR'S CHALLENGE FOR WATER CONSERVATION

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## RECOMMENDATION

It is recommended that the City Council adopt the attached resolution in support of the Wyland Foundation's 2023 National Mayor's Challenge for Water Conservation.

## EXECUTIVE SUMMARY

Founded in 1993, the Wyland Foundation is a 501(c)(3) non-profit organization dedicated to promoting, protecting, and preserving the world's oceans, waterways, and marine life. Through partnerships with public, non-profit, and private sector organizations that share its mission, the Wyland Foundation encourages environmental awareness through community events, education programs, and public art projects.

In 2012, the Wyland Foundation created the first annual National Mayor's Water Conservation Challenge with the support of Mayors and participation of cities throughout the nation. The Water Conservation Challenge is a national community service campaign that encourages Mayors, as local community leaders, to encourage residents in their cities/communities to make a series of simple pledges at [mywaterpledge.com](http://mywaterpledge.com) to use water more efficiently, reduce pollution, and save energy.

Due to the success of the national campaign and increased participation of cities and communities to achieve the goal of water conservation, the Wyland Foundation's National Mayor's Challenge for Water Conservation continues to be held on an annual

basis. To ensure Foster City's participation in this water education and conservation initiative, it is recommended that the City Council adopt the attached resolution in support of the Wyland Foundation's 2023 National Challenge for Water Conservation.

## BACKGROUND/ANALYSIS

The Wyland Foundation's 2023 National Mayor's Challenge for Water Conservation is the 12<sup>th</sup> annual nationwide community service campaign, which takes place between April 1, 2023 and April 30, 2023. Last year, residents from over 2,000 cities in all 50 U.S. states pledged to reduce their annual consumption of freshwater by over 1 billion gallons, reduce waste sent to landfills by 35 million pounds, and preventing nearly one hundred thousand pounds of hazardous waste from entering watersheds.

Community benefits for participating in the water conservation campaign include the following:

- Save costs for consumers
- Save infrastructure and operating costs for cities
- Protect watersheds and ecosystems
- Promote drought resiliency
- Reward residents and community members for positive resource conservation behavior
- Provide immediate feedback with real-time city by city results that can be measured and compared to neighboring cities

The State of California has experienced severe drought conditions. In response, California Governor Gavin Newsom signed a Proclamation on July 8, 2021 declaring a State of Emergency in effect in 50 counties throughout the state, including San Mateo County. In tandem with the Proclamation, Governor Newsom issued State of California Executive Order N-10-21 establishing a voluntary statewide water conservation target of 15% from their 2020 levels. As cities and communities throughout the state continue to engage in water conservation efforts to meet the voluntary statewide targets, the City Council's adoption of the attached resolution will affirm Foster City's commitment to sustainability and water resource conservation.

At the April 4, 2022 City Council Regular Meeting, the City Council adopted a resolution expressing support for the 2022 National Mayor's Challenge for Water Conservation. Following that meeting, City staff registered the City of Foster City to participate in the water conservation challenge.

Based on the number of residents making the pledge and participating in the challenge, Wyland Foundation noted the following metrics for Foster City:

- Water savings – 573,470 gallons of water

- Electricity savings – 41,472 kilowatt hours
- Consumer cost savings in the amount of \$7,368
- Reduction of 1,557 single-use plastic water bottles
- Elimination of 40 pounds of hazardous waste from entering watersheds
- Reduction of 16,357 pounds of waste contributed to landfills
- Reduction of 2.5 million pounds of carbon dioxide emitted

Should the City Council approve the second year of participation in the challenge, City staff will continue to coordinate community outreach efforts through multiple mediums/platforms used by the City, including, but not limited to: press release, newsletter, Simplicity, and social media. Participating in the challenge will provide the Foster City community with the opportunity to learn about water resources and infrastructure, conserve water, reduce pollution, and help alleviate the severe drought conditions experienced in the region and state.

### California Environmental Quality Act

Not Applicable

### FISCAL IMPACT

There is no fiscal impact associated with the adoption of the attached resolution.

### CITY COUNCIL VISION, MISSION, AND VALUE/PRIORITY AREA

Innovation and Sustainability  
Facilities and Infrastructure

### ATTACHMENTS:

Attachment 1 - Resolution