



City Manager News Release

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FOR IMMEDIATE RELEASE

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Subject : City of San Carlos Joins Nationwide Challenge to be Most "Water Wise"

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SAN CARLOS, CA, April 1, 2016 – San Carlos Mayor Cameron Johnson is joining mayors across the country in asking residents to make a commitment to conserve water and reduce pollution by taking part in a national contest aimed at drastically slashing water and energy use across the nation.

The Wyland Mayor's Challenge for Water Conservation, taking place April 1st – 30th, is a non-profit national community service campaign to see which leaders can best inspire their residents to make easy-to-use online pledges to reduce water and energy usage. This will be the third year in a row that San Carlos has participated in the challenge.

"The City of San Carlos has a long history of being committed to the conservation and efficient use of all natural resources," said Mayor Johnson. "Participating in the Mayor's Challenge for Water Conservation is just one more way for the City and residents to reaffirm our commitment to responsible stewardship of our resources, now and into the future."

Mayor Johnson is encouraging San Carlos residents to conserve water, save energy and reduce pollution on behalf of the City of Good Living and to go online and make a pledge at www.mywaterpledge.com throughout the month of April. Last year, residents from over 3,600 cities in all 50 U.S. states pledged to reduce their annual consumption of freshwater by 1.4 billion gallons, reduce waste sent to landfills by 36 million pounds, and prevent more than 179,000 pounds of hazardous waste from entering our watersheds. The City of San Carlos ranked 16th last year and 4th the previous year in cities of similar size – we hope for a better result this year so that our residents can win top prizes.

To participate, residents visit www.mywaterpledge.com, and then make a series of online pledges to conserve water on behalf of San Carlos. Cities with the highest percentage of residents who take the challenge in their population category are entered into drawings for eco-friendly prizes, including home improvement gift cards, home irrigation equipment and a Grand Prize Toyota Prius. The challenge also features additional resources for residents to take their commitment of conservation even further, from regional water and energy resource issues to cost-saving tips at home.

This year marks the 4th National Mayor's Challenge for Water Conservation is presented by the Wyland Foundation and Toyota, with support from the U.S EPA's Office of Water, National league of Cities, U.S. Forest Service, The Toro Company, Wondergrove Kids, Bytelaunch, and WaterSmart Software.

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