



R-16

**MAYOR BOB FOSTER
CITY OF LONG BEACH**

April 19, 2011

MEMBERS OF THE CITY COUNCIL
City of Long Beach

RECOMMENDATION:

Approve City of Long Beach participation in the Wyland Mayor's Challenge for Water Conservation.

DISCUSSION:

Although Governor Brown recently declared California's drought over, the City of Long Beach needs to remain committed to making permanent lifestyle changes that reduce our use of water. There are still permanent restrictions on our imported water supplies and cities are mandated by the State to reduce our water usage by 20% by 2020.

The Wyland Foundation recently issued a challenge to cities in Los Angeles and Orange County to bring awareness to about sustainability and educate residents on how they can help preserve the region's water supply.

The Wyland Mayor's Challenge for Water Conservation serves as a friendly competition to see which Southern California city can register the largest percentage of its residents for an online water conservation pledge. Twenty cities so far have accepted the challenge with Long Beach being the largest to date. The city with the largest percentage of residents who sign up online will receive prizes including Los Angeles Angels baseball tickets, Disneyland Park Hopper Passes and Aquarium of the Pacific passes. Long Beach residents are encouraged to pledge online at www.mywaterpledge.com from April 1 – April 30. The user's experience concludes with a summary screen that indicates the savings to the environment, from reductions in waste sent to landfills to dollars saved. The winning city will be announced on May 3, 2011.

Founded in 1993 by renowned environmental artist Wyland, the Wyland Foundation helps children and families around the nation discover the importance of healthy oceans and waterways through public art programs, classroom science education, and live events. The foundation gives children the tools they need to become more creative, positive, and solution oriented.

FISCAL IMPACT

There is no impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Bob Foster". The signature is written in a cursive, flowing style.

Mayor Bob Foster
City of Long Beach

Dated: April 11, 2011