



Going for Gold in National Mayor's Challenge for Water Conservation

Help Santa Fe Win First Place by Pledging to Save Water in April

In recognition of Earth Month, in April residents of Santa Fe are invited to make a series of simple pledges at mywaterpledge.com to use water more efficiently, reduce pollution, and save energy. It only takes one minute, and participants can win \$3,000 toward their home utility payments, water saving fixtures, and hundreds of other prizes in daily drawings. Winners can also nominate a local charity to receive a 2021 Toyota Highlander Hybrid to serve the community.

Mayor Alan Webber is joining mayors across the country in asking residents to show their commitment to water conservation by taking part in the Tenth Annual Wyland National Mayor's Challenge for Water Conservation, presented by the Wyland Foundation and Toyota. The challenge, which runs until April 30, is friendly competition between cities across the country to see which one can be the most water-wise.

Last year, residents nationwide pledged to reduce annual consumption of water by over one billion gallons, and Santa Fe placed fourth in its population category of 30,000-99,999. The city hopes enough people take the pledge this year to reach first place and show the world how much Santa Feans value water and the environment.

"We love our way of life in Santa Fe, and we want to pass it down to successive generations. That means making sustainability a part of everything we do, especially where water is involved," said Mayor Webber. "While we have some of the best water conservation rates in the country, challenges like this are about finding ways to get even better, and I know we have it in us."

Ten percent of homes have leaks that waste 90 gallons or more per day. Santa Fe residents can download the Eye on Water app to help identify household leaks. For

more information about water conservation, including tips for saving water and rebates available to residents and businesses, visit savewatersantafe.com.

“Santa Feans have demonstrated their commitment to conserving water for many years,” said Mayor Webber. “I encourage residents to take the pledge and help us showcase that commitment on a national stage – and maybe even win a little something in return!”

By saving water at home, residents are helping achieve the goals of the [Sustainable Santa Fe 25-Year Plan](#), approved by Santa Fe City Council in 2018 as a pathway to a thriving community where climate impacts are neutralized, natural resources are abundant and clean, and sustainable economic activity is generated through enhancing social equity and the regenerative capacity of the environment.

