



2021 Mayor's Challenge for Water Conservation

Background

As part of Mayor-President Sharon Weston Broome's continued focus on conserving our community's natural resources, Baton Rouge is once again participating in the Wyland National Mayor's Challenge for Water Conservation. Through this competition, cities across the country educate their residents on the importance of water conservation by asking them to take an online pledge throughout the month of April.

In 2018, Baton Rouge was named the most "water wise" city in the U.S., and we are ready to win this title again! Mayor Broome is challenging all Baton Rouge residents to take the short pledge and be part of this competition, especially local schools, teachers, and their students. Through her Department of Environmental Services (DES), which plays a critical role in managing our local water and environmental resources, Mayor Broome is asking all East Baton Rouge Parish schools to participate in this competition, with bragging rights and special recognition again on the line! Plus, any participating teachers and their schools may be randomly selected for a \$250 gift card for classroom supplies.

Water Conservation Pledge Competition

In addition to the national competition, students and teachers from across East Baton Rouge Parish will compete against one another to see which school can get the largest percentage of its students to participate. The process is led by teachers and completed with students in a classroom setting. Pledges can be made from April 1-30, 2021. If your school would like to participate, please follow these steps:

- Email our DES School Outreach Coordinator, Michael Lowe, at mlope@brla.gov, letting him know your school would like to participate. Include your name, contact information, school's name, and the total number of students in your school.
- Send an email to other teachers in your school telling them about the competition and asking them to participate. In this email, provide the specific steps outlined below. Remember the goal is to get as many students in your school to participate as possible, so you'll need help!
- Each teacher should designate 5-10 minutes of class time to take the pledge with their students using the following steps:
 - [Click here](#) and click the "take the pledge" button in the top right corner of the page.
 - When prompted to "search for your city", type in "Baton Rouge" and select the "Baton Rouge, Louisiana" option (even if your school is in Baker, Central, or Zachary).
 - Watch the video and read the message from Mayor Broome explaining more about the importance of this pledge and commitment to conserve water in our community.
 - As you go through the pledge, explain to students what they are committing to in each section.
 - At the end, provide your email address and the number of students who are in your class and taking the pledge. Both fields are required.
 - IMPORTANT – make sure you click the box that says "Yes, I would like to enter my school into the prize drawing." Once you do, you will be asked to enter more information about your school, including your school name, address, phone number, and grade level – this step is critical so that DES can track which school is participating. When prompted to enter the name of a charity to win the car, you can enter a charity of your choice, put "N/A", or simply leave it blank.
- If you wish to further educate your students on water conservation, you can access additional resources from the Wyland Foundation on the main page, located [here](#) (scroll to the bottom of the page).

All pledges must be submitted by April 30, 2021. Results will be tallied once the Wyland Foundation submits them to DES. If multiple schools receive 100 percent participation, a drawing will take place to select the winner. The winning school will be recognized in a future announcement from the City-Parish.

For any questions about this competition, please contact Michael Lowe at mlowe@brla.gov or (225) 389-3240.

Additional Resources

If you are interested in learning more about Mayor Broome's focus on sustainability for East Baton Rouge Parish, please visit the following links:

- [City-Parish Recycling Website](#) – contains all resources listed below, as well as additional information on recycling
- [“Recycling Newsflash” Form](#) – sign up to receive the latest information on recycling events and resources
- [DES School Outreach Program](#) – includes a teacher's resource packet, recycling lesson plans, and virtual science activities that can be done in school classrooms
- [“What's Good for the EBR Sewer System”](#) – includes information and printable resources focused on what can and cannot be placed down the sink or toilet, as well as forms to request a free poster or “can the grease” lid
- [“What Goes in the Cart”](#) – provides information on what recyclable materials are accepted as part of the City-Parish's residential recycling program
- [Red Stick 311](#) – includes step-by-step instructions for requesting services or reporting issues related to garbage, recycling, wastewater, or other citizen needs
- [Yard Smart/Earth Wise](#) – features information on composting, grass recycling, mulching, and rain water harvesting
- [Household Hazardous Materials](#) – highlights how to properly dispose of hazardous waste materials, including the City-Parish's next Household Hazardous Materials Collection Day scheduled for April 17 at LSU's Touchdown Village