



2019 Mayor's Challenge for Water Conservation

Background

In honor of Louisiana Earth Day 2019, 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.

As part of her ongoing commitment to conserving our community's natural resources, Mayor-President Sharon Weston Broome is challenging all Baton Rouge residents to be part of defending our title as most "water-wise" city in the U.S.! This challenge extends to teachers and students in particular. Through her Department of Environmental Services (DES), which plays a critical role in managing our local water supply, Mayor Broome is asking all East Baton Rouge Parish schools to participate in this competition, with bragging rights, a special proclamation, and an Amazon gift card for science classroom supplies all on the line!

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, 2019. If your school would like to participate, please follow these steps:

- Email our DES School Outreach Coordinator, Michael Lowe, at mlowe@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 class time to take the pledge with their students using the following steps:
 - Visit brla.gov/mayorschallenge and watch the video from Mayor Broome about the competition
 - [Click here](#) to begin the pledge – select the option to take the pledge using your email address
 - When prompted to “search for your city”, type in “Baton Rouge” and select the “Baton Rouge, Louisiana” option (even if your school is in the city of Baker, Central, or Zachary)
 - 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 making the pledge
 - IMPORTANT – make sure you click the box to enter the sweepstakes drawing. Once you do, you will be asked to enter more information about your school such as 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, or put “N/A”. You DO NOT need to submit student names or paste in a roster.
- If you wish to further educate your students on water conservation, you can download additional resources [HERE](#) (scroll to the bottom of the page).

All pledges must be submitted by April 30, 2019. Results will be tallied during the first week of May. If multiple schools receive 100 percent participation, a drawing will take place to select the winner.

The winning schools will receive a proclamation from Mayor Broome, which will be presented to students from the winning school at a future Metro Council meeting. Additionally, the winning school will receive a \$250 Amazon gift card to be used for science classroom supplies.

For any questions about this competition, please contact Michael Lowe at mlope@brgov.com 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
- [“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 bi-annual Household Hazardous Materials Collection Days, held each spring and fall at Memorial Stadium.