



BROKEN ARROW

MAYOR'S CHALLENGE FOR WATER CONSERVATION



Conserve BA

Every Drop Counts

SAVING WATER IS
ALWAYS IN SEASON!

THE CHALLENGE

- Take the pledge
 - Make small changes that have a big impact
 - Encourage your friends and family to take the pledge
 - Help a local charity win a 2019 Toyota Highlander Hybrid
 - Win prizes
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Broken Arrow
population category:
30,000 to
99,999

**Based upon 2010 Census data*

2018 Challenge
Results:

18th Place

A Broken Arrow citizen
and City employee won
\$100!

TAKE THE PLEDGE AND HELP BROKEN ARROW REACH THE TOP 10!

April 1-30 BrokenArrowOK.gov/waterpledge

WHY CONSERVE?

- Irrigation doubles summer water usage.
 - Runoff flows directly into creeks and streams without treatment.
 - Runoff can contain pesticides, oil, and other contaminants.
 - Running a sprinkler during rain and/or freeze events wastes water, money, and can cause dangerous road conditions.
 - A small irrigation system leak can waste big money.
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MESSAGE

- Install rain and freeze sensors on irrigation systems.
 - Test your sprinkler output to know how much to water.
 - Do not over water.
 - Inspect sprinkler systems yearly to save you money and prevent pollution.
 - Repair leaks.
 - Consider drip irrigation instead of sprinklers.
 - Install low-flow faucets, shower heads, and toilets.
 - Wash only full loads of laundry and dishes.
 - Do not let the faucet run while washing dishes, brushing teeth, shaving, etc.
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CALL TO ACTION

ROSE DISTRICT FARMER'S MARKET

- Saturdays in April
- Take the pledge/enter to win a rain barrel
- Speak to an irrigation contractor about special discounts

ELEMENTARY SCHOOLS

- Broken Arrow, Union, Bixby
- K-2nd Grade
- Utilities Department Activity Books

SOCIAL/MEDIA

- MWC Proclamation - Press Release
 - Mayor Thurmond Challenge Acceptance Video
 - Facebook @conserveba
 - Instagram
 - Nextdoor
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QUESTIONS?
