



BROKEN ARROW

# MAYOR'S CHALLENGE FOR WATER CONSERVATION



***Conserve BA***

Every Drop Counts

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SAVING WATER IS  
ALWAYS IN SEASON!

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# 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!

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

April 1-30 [BrokenArrowOK.gov/waterpledge](https://BrokenArrowOK.gov/waterpledge)

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# 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?

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