



Item No. 20 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

THROUGH: GEORGE RODERICKS, CITY MANAGER

FROM: STEPHANIE B. DAVIS, AICP SENIOR PLANNER

DATE: FEBRUARY 15, 2017

SUBJECT: 2017 EARTH DAY EVENT WORK PLAN AND BUDGET AS RECOMMENDED BY STAFF AND THE ENVIRONMENTAL PROGRAMS COMMITTEE (EPC)

RECOMMENDATION

It is recommended that the City Council review, provide comment and approve a final 2017 Earth Day event and budget as recommended by staff and the Environmental Programs Committee (EPC).

BACKGROUND

On January 18, 2017 the City Council approved a prioritized list of 16 specific Greenhouse Gas Reduction (GHG) measures to reduce its GHG emission levels from the adopted Climate Action Plan (CAP) for the Town, as recommended by the Environmental Programs Committee (EPC). These 16 GHG reduction measures focused on the areas of Residential Energy, Green Building, Community Choice Aggregation, the Bicycle and Pedestrian Master Plan, Solid Waste, and Water Conservation. On January 26, 2017 the EPC discussed these approved, prioritized measures and voted 4-0 to request Council approval of a 2017 Earth Day event work plan that considered these prioritized measures.

Combined Earth Day with E-Waste/E-Shred & Compost Giveaway Event

The EPC envisions the 2017 Earth Day event to be held concurrently with the Town's annual E-Waste/E-Shred/Compost Giveaway with Recology on Saturday April 22, 2017 (which is Earth Day). The event will be held at the Town Center. The Committee discussed supporting the compost giveaway component by potentially developing some informational materials regarding more detail on composting.

Student Challenge

The EPC would also like to incorporate a Student Challenge similar to that of last years' event, in which high school juniors and seniors researched, explored, and learned about a global or local sustainability topic and prepared a presentation of their choice at the Town's Earth Day event. At last years' event, monetary awards were granted to the winners with a recognition ceremony held after

the Earth Day event. The EPC would like that to carry into the 2017 event. The EPC further recommends the inclusion of appropriate agencies and vendors, such as CalWater, Peninsula Clean Energy (PCE), and PG&E, to set up educational outreach booths regarding various sustainability topics. The EPC asked that staff to coordinate with the Library on any children's activities or efforts that the Library may like to facilitate in conjunction with the Town's event. Additionally, the EPC asked to investigate the feasibility of incorporating a farmers market and/or food trucks into the 2017 Earth Day event.

ANALYSIS

Staff has coordinated with the City Manager's Office and confirmed that combining a proposed 2017 Earth Day event with the Town and Recology's E-Waste/E-Shred/Compost giveaway away event on Earth Day itself (Saturday, April 22nd) is feasible. Due to size and logistics, close coordination with Public Safety will be required.

Staff also conducted preliminary outreach to local high schools – including Menlo-Atherton, Sacred Heart, Menlo, and Woodside—the Library, and other outside organizations and businesses to provide further evaluation of each recommendation in order to provide greater detail within the proposed 2017 Earth Day event work plan.

Based on initial outreach and research efforts, staff has prepared an analysis of the proposed event and has determined that some of the EPC's recommendations may not be feasible in the exact manner as recommended due to timing, logistic and/or budgetary concerns. Based on this analysis, some of the original EPC recommendations noted above have been modified within the final, draft proposed 2017 Earth Day Work Plan (Attachment 1) to align with the outreach and evaluation results of staff, while still attempting to address each of the EPC's recommended items in some context and attempting to remain within an proposed \$5,000 budget (discussed below under FISCAL IMPACT).

These items are summarized below:

- 1) *Advertising and Marketing* – last year, a significant portion of advertising was conducted via paper, flyers, and post cards. These items take time to design and monetary resources to print and distribute. In an effort to reduce costs and be more sustainable, it is recommended that advertising utilize only low-cost or no-cost forms of advertising, such as e-blasts, posting in the Athertonian, creating a re-usable Town Earth Day banner, and combining with the Library in order to raise awareness about this event. Staff will also coordinate with local schools and community organizations (such as Friends of the Park, Friends of the Library, Neighborhood Watch and HOAs) to incorporate timely information in their materials.
- 2) *Informational Booths* – at last years' event, for-profit vendors were charged a participation fee as a means of fundraising, while non-profit vendors were not charged. Staff has conducted initial outreach to two of last years' for-profit vendors, to gauge their interest in sponsoring a 2017 event. Response has been received from one vendor who has stated they would not be able to financially contribute for participation. In order to reduce potential deterrents for all vendors and increase overall participation at the event to the greatest degree feasible, it is

recommended that participation in this event is reviewed by staff for approval, but free, with the request to for-profit vendors of an optional, voluntary donation.

- 3) *Atherton Library* – the Library has offered to host activities for elementary school children such as sustainability related arts, crafts and musical activities. They also offered the use of their 3-D printer, with which personalized, biodegradable, “Earth Day 2017” key chains could be printed and used as free giveaways. The San Mateo County Bookmobile is also tentatively reserved for this event, and it would have sustainability related books and DVDs for the community to peruse. The Library would provide volunteer staffing for all of their activities and would also be included in all advertising and promotional materials. This is a no-cost way to engage a different demographic at this event, boost attendance, and collaborate with existing organizations.
- 4) *High School Student Challenge* – staff reached out to local high schools, including Menlo-Atherton High School, Sacred Heart, Menlo School, and Woodside High School. To date, staff has only received response and interest from Woodside High School and Menlo-Atherton High School; both key participants in last year’s event. The teachers from these schools noted limited timing due to AP examinations scheduled for May 17, 2017, but still noted willingness to participate. At the 2016 event, each student project was showcased at the Earth Day event and judged on site by fair attendees. A separate, independent, awards ceremony followed in which each participant received a monetary prize. In order to reduce costs and increase efficiencies, it is recommended that this same program be implemented, but that some modifications be made to increase resource and cost efficiencies. Specifically, it is recommended that this year, the amount of prize money allocated be reduced, that the judging be automated, and that the associated supporting materials provided by the Town (such as badges and advertising posters) be removed and facilitated directly by the participating schools.
- 5) *Farmers Market* - the idea of incorporating a Farmers Market in to this event was discussed by the EPC. Initial research and outreach efforts, indicate this would be difficult to implement due to budgetary constraints. For reference, outreach to the Atherton Now First Family Faire & Farmers Market (the farmers market previously held by the Town) noted, that event cost over \$10,000, which was paid for by donations. An additional farmer’s market organization was also contacted who indicated it would cost \$1,500 for their permit to operate, plus additional minimums for the individual vendors.
- 6) *Food Vendors* - the EPC recommended it may be appropriate to make some type of food items available given the timing of the event. Staff conducted initial outreach efforts to Off the Grid, an organization that brings a wide variety of food trucks to events throughout the Bay Area, but it was determined this event would most likely be too small to warrant multiple trucks / the involvement of Off the Grid. Staff has solicited quotes from other food trucks, ranging from a vegan food truck to a popular BBQ food truck. The standard minimum amount required by each truck seems to be \$1,500, and if this is not made in sales, the Town would be responsible for paying the remaining balance.

Following any approval by the Council of a 2017 Earth Day event, the EPC proposes to hold one more Committee meeting prior to the event in order to discuss the creation of an EPC Subcommittee who would work with staff as the event is implemented. Supplementary details would be created with the assistance of the EPC and members of the EPC (and others) can volunteer; however, management and responsibility of the event rests with staff.

POLICY FOCUS

As a policy matter, it would be appropriate for the Council to review and approve an event budget request, review and approve the work plan, and provide direction to staff. As noted above, while there will be volunteers assisting with the event from various groups, to include the EPC, management and responsibility of the event in all areas rests with staff.

FISCAL IMPACT

There is an existing \$50,000 approved budget for Planning Department services to assist in implementation of the CAP and other Town sustainability efforts. Efforts to support EPC meetings, as well as plan, facilitate, and attend an Earth Day event held on one day, for approximately 6 hours, are a part of this budget.

The 2016/2017 Fiscal Year (FY) Budget includes \$5,000 for the EPC - general support for committee activities. These funds can be dedicated to the 2017 Earth Day event itself. Staff time and resources would be billed against the overall budget but not the specific event budget. Thus, this \$5,000 could include all advertising and publication efforts, other staff resources beyond the Planning Department staff, vendors, prizes, and other materials to be used the day of the event.

Attachment 1 includes a recommended 2017 Earth Day event that meets a budget of \$5,000 at an estimated total of \$4,100, while incorporating the recommendations of the EPC to the greatest extent feasible as described in the Analysis section above. Additionally, Attachment 1 also includes a table of "Additional/Optional Costs" if the Council would like to consider Earth Day activities and events that would exceed this amount and require authorization for additionally funding.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

ATTACHMENTS

1. Draft 2017 EPC Recommended Earth Day Event Work Plan and Budget

**Environmental Programs Committee
Proposed 2017 Earth Day Work Plan and Budget
February 15, 2017 City Council Meeting**

Proposed 2017 Earth Day Work Plan Purpose and Overview

The purpose of the 2017 Earth Day Event is to engage the Town and increase exposure and awareness sustainability and other environmental issues faced by our community. This is meant to be a fun-filled, educational event in which the residents can learn more about existing environmental resources, innovations in the field, and come together as a community.

A 2017 Earth Day Event would occur on Earth Day, Saturday, April 22, 2017 from 10:00 AM – 1:00 PM, in conjunction with the Town and Recology’s E-Waste/E-Shred/Compost Giveaway event. Additionally, the Town would work with the Library on incorporating other Library sponsored activities to also be held during this same time, on this same day. The event will be held at the Town Center, with partial street closures to be developed with the Town’s Police Department.

Combining the proposed Earth Day event with the E-Waste/E-Shred/Compost Giveaway and other Library activities, would enable the Town to share marketing and outreach efforts, and would strive to increase awareness of, and attendance at, the Earth Day event.

Proposed 2017 Earth Day Work Plan

The 2017 Earth Day Event would consist of the following:

- 1) **Advertising and Marketing** – Town staff will work internally and with Library staff on conjointly advertising the event. A banner will be produced and hung at the Marsh/Middlefield Road intersection. Other advertisements facilitated by the Town will include publicizing in the Athertonian, E-Blast, and website posting. Town staff will work with the Library on any additional advertising means that will not result in additional cost to the Town and will be facilitated and implemented by the Library directly.
- 2) **Informational Booths** – A list of private and public agencies, organizations and businesses with purpose and/or interest in sustainability will be contacted and invited to set up an informational booth at the event in order to educate and engage with the community (see Exhibit A). It is envisioned that these vendors will bring educational materials and small giveaways for attendees. The Town will provide the table, table linen and tent (set up and take down). The respective agency, organization, and/or business will facilitate their booth and will provide information and materials to support the identified purpose of the Town’s 2017 Earth Day event. All for-profit vendors will be requested to provide some type of voluntary, monetary contribution to the Town. These monies can be used to supplement the identified student prizes as noted in Table #2 below or other event activities.
- 3) **Atherton Library** – the Library will utilize many of their resources to participate in the event. This is a low to no-cost way to engage a different demographic at this event, boost attendance, and collaborate. The Atherton Library would work with the Town staff on

advertising and marketing efforts of the event. The Atherton Library would facilitate and implement the following resources for engaging children's activities at the event:

- **Staffing** – approximately 3 library volunteers will help execute all library sponsored activities
- **Bookmobile** – a mobile book and DVD display of nature / sustainability items, *pending reservation confirmation*
- **3D Printer** – can print biodegradable “2017 Earth Action Fair” keychains, which can be personalized
- **PA System** - the library envisions this being a lively and engaging event, with music and announcements throughout. They would use their PA system, which includes speakers and a microphone.
- **Extension Cords**
- **Tables** – the library has approximately 4 tables for use at this event
- **Arts and Crafts** - decorating pots for plants, other interactive, sustainability related arts and crafts.

The Town will provide any additional tables, table linens and tents (set up and take down) if necessary.

- 4) **High School Student Challenge** – The Town will provide each participating high school with guidelines and an application form for the student challenge. Staff recommends not distributing promotional flyers or providing participant badges for this aspect of the event, as was done in 2016, but rather promoting the student challenge in conjunction with the Town's Earth Day event in order to minimize timing and budgetary requirements. Students will present their projects at the event, and attendees can vote for their favorite projects on an iPad provided by the Town to minimize time spent for counting the ballots and costs of providing the voting materials. The winning projects, and, potentially all participants could be recognized and presented with a prize at a later date; potentially at a future City Council meeting.
- 5) **EPC Ad-Hoc Subcommittee Composting and Other Information** – The EPC will discuss and create an ad-hoc subcommittee at their next regularly scheduled meeting prior to the event in order to assist staff during the event with gathering additional information and resources. The EPC Ad-Hoc Subcommittee will work with staff on the implementation of the event, in accordance with the available approved budget.

Proposed 2017 Earth Day Event Budget

The following estimated budget is proposed to address an Earth Day event as detailed above:

TABLE 1: PROPOSED 2017 EARTH DAY EVENT BUDGET		
Material/Activity	Description	Cost
MCE Employees (2)	Full day assistance (2 hours before event, potential Friday night help, take down post event, manage street closure, take out trash)	\$1,000
Materials for street closure	Signs/ cones	\$300
Event Equipment	Tents, others	\$200
10 Gallon Water coolers (3)	3, 10 Gallon Water Coolers	\$150
Compostable water cups (400)	Fully compostable/eco friendly	\$50
Food	Light snacks, plates, napkins (fully compostable/eco friendly)	\$500
Table cloth rental	Estimating \$10 per table, 40 tables maximum	\$400
Advertising - Banner	For posting at the intersection of Marsh Rd. & Middlefield Rd. Can be re-used in future years.	\$400
Student challenge award winners prize	Maximum prize \$100 for top 3 projects, or \$60 for top 5, \$50 for top 6; Assumes 2 high school participants	\$600
Compost and/or other EPC supplementary identified materials	Funds for specific, identified compost giveaway supplementary materials – details to be finalized at future EPC meeting with creation of EPC	\$500

	subcommittee – and implemented by staff.	
TOTAL PROPOSED BUDGET: \$4100		
POTENTIAL REMAINING FUNDS TO BE ALLOCATED: \$900		

It is noted that the proposed budget above, was created through preliminary research and outreach by Staff and no final contracts created with any outside vendors until the Council was to approve a final Earth Day Work Plan. While the above costs are not anticipated to significantly deviate from the numbers noted above, the remaining \$900 or a portion thereof, could be used to cover any of the above materials and/or activities should the final costs be determined to be slightly higher than the estimated budget notes such that the total approved budget would be \$5,000.

Additionally, it is further noted that any voluntary, monetary contributions made by any participating agencies or businesses with an informational booth at the event, can be allocated for optional additions as noted below, increased prize amounts for student challenge participants, or other areas of activities/materials.

Optional 2017 Earth Day Event Activities and Budget

The Council may wish to consider adding some of the optional items/activities below in the context of the remaining \$900 budget noted above or authorize additional funding to cover the costs of selected, additional items and/or activities as recommended by the EPC and/or as were implemented in last year’s Earth Day event.

TABLE 2: OPTIONAL 2017 EARTH DAY BUDGET ADDITIONS		
Material/Activity	Description	Cost
Small student challenge participation prize	Given to each participant regardless of place, \$10 max for participant. The number of student participants were derived from the applications for last years’ event. Could do participation prizes instead of larger award prizes	\$720

Pure Organics Juice Truck	Juice and Acai bowl food truck, tentatively available for this date if nobody else books. \$500 minimum in sales + \$40 for transportation / time.	\$540
Children's bounce house (Jumpin Giraffe Party Rentals)	Same company used at last year's event	\$275
Town post card printing	Promotional post card	\$670
Town post card mailing	Town-wide mailing	\$420
Farmers Market	Cost reflects required permit fee. Additional costs for identified, selected booths would be required.	\$1,500 + TBD
Food truck	Vegan food truck, minimum amount is \$1,500, if they don't make it in sales then the Town pays them difference. \$1,500 is standard minimum for this food trucks in this area	\$1,500

EXHIBIT A

	For-Profit Organizations	Description
1	CalWater	Water utility service
2	Clean Bottle Group	Sterilization, Cleanroom Services for Sterile Glass Bottles, Vials, Jugs, Drums
3	Cobalt Power	Designs, sells, and installs PV energy solutions
4	Golden Harvest Bees	Beekeeping, honey bees, and native bees informational booth
5	Habitat Horticulture Living Walls	Living walls that define and enrich the spaces they inhabit
6	HERO Program / Renovate America	Energy efficiency financing solutions
7	Oklo Power	Nuclear reactor company
8	Recology	Company that provides recycling, waste, and composting services
9	Tesla	Sustainable transport and energy corporation
10	The 2 Woodies Apple Butter	Vendor selling jars of apple butter and cookbooks

	Nonprofit Organizations	Description
1	Acterra	Home energy efficiency ideas

2	Assistant Disaster and Preparedness Team (ADAPT)	Neighborhood emergency/ disaster preparedness information
3	Bay Area for Clean Environment (BACE)	Information about air pollutants, their sources, and other relevant environmental issues
4	Citizens' Climate Lobby	Grass roots organization dedicated to the adoption of a specific, national global warming policy, a revenue neutral carbon fee and dividend
5	Civic Center Advisory Committee	Town committee dedicated to the Civic Center master planning process
6	Clean Bottle Group	
7	Climate Foundation	Marine permaculture project, sustainable soils initiative with biochar, compost & recycling information
8	Environmental Progress / Mothers for Nuclear	Environmental Progress is a research and policy organization fighting for clean power and energy justice.
9		
10	San Mateo County, Office of Sustainability	Strives to improve the sustainability of the County's operations and the greater community through work in

		areas of renewable energy and energy efficiency; resource conservation; alternative transportation; and greenhouse gas emission reductions
11	Save the Bay	Advocacy on wetlands restoration and pollution prevention
12	Silicon Valley Clean Cities Coalition	Exhibit featuring alternative fuels & vehicles, clean cities technologies, buyers guide & more
13	Sustainable San Mateo County	Creating a broader awareness of the sustainability process