



## Item No. 16 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: MARCH 20, 2019**

**SUBJECT: REVIEW AND APPROVE THE 2019 EARTH DAY EVENT WORK PLAN AND BUDGET AS RECOMMENDED BY THE ENVIRONMENTAL PROGRAMS COMMITTEE (EPC); AND DISCUSS THE ROLE OF THE EPC WITH RESPECT TO IMPLEMENTATION OF THE TOWN'S CLIMATE ACTION PLAN**

### **RECOMMENDATION**

It is recommended that the City Council review, provide comment and approve a final 2019 Earth Day event and budget as recommended by the Environmental Programs Committee (EPC); and discuss the role of the EPC with respect to implementation of the Town's Climate Action Plan.

### **BACKGROUND**

The EPC proposes a 2019 Earth Day educational event focused on the topic of climate change. The event would include a symposium composed of varying environmental experts to be held in early-May 2019. The event is targeted to be held at the Jenkins Pavilion in Holbrook-Palmer Park. The event would last approximately four to five hours, including up to one hour for each speaker's presentation and subsequent questions and answers. Following presentations by the speakers, it is envisioned that the remaining time would be open to attendees to further conversate more informally with event speakers and other attendees. Prior, post and throughout event, additional educational exhibitors could be present with dedicated tables/areas of informative materials to share with the event attendees.

### **ANALYSIS**

#### **Earth Day 2019**

Earth Day 2019 is on Monday April 22<sup>nd</sup>. The EPC is targeting holding the Town Earth Day event approximately two weeks after Earth Day (tentative date being considered is Saturday May 4, 2019).

The purpose and intent of the 2019 Earth Day event is to provide outreach and education to the

community on current matters related to climate change from a local and regional perspective, and how Atherton is impacted and may be involved in addressing such impacts. The EPC has tentatively identified a series of potential speakers for the event as follow:

- Steve Mann: Owner of Home Energy Services, Mr. Mann has been involved in the construction business for over 25 years and specializes in energy-efficient homes. His work focuses on consulting with homeowners, architects, and builders on sustainable design and construction practices for new homes as well as additions to existing homes. Mr. Mann could provide expertise on how the California 2020 Zero-Net-Efficiency Code could affect homeowners in Atherton.
- The Committee discussed the possibility of PCE staff speaking about clean energy alternatives to homeowners in Atherton such as ECOPlus which provides 50% renewable energy, or ECO100 which provides 100% renewable energy to users.
- San Mateo County Office of Sustainability: The San Mateo County Office of Sustainability offers resources to jurisdictions within San Mateo County on how educate, innovate, and engage on building sustainable communities. A representative from the Office of Sustainability could speak to the Town's, and larger region's, greenhouse gas emission trends or on resources available to reach the Town's Climate Action Plan goals.
- Panel of High School Students: The Committee also discussed inviting one, or multiple, high school students involved in their respective school's environmental clubs to speak about local challenges pertaining to climate change, or any work they have been involved with through their environmental club.

The EPC would like to allow the opportunity for speakers (or other appropriate agencies and/or vendors) to showcase their interests in the form of a mini "informational expo" to provide further community education on various climate change topics. These exhibitors are envisioned to potentially be stationed inside and/or outside on the Jennings Pavilion patio areas. The EPC also discussed hosting an informal reception after the presentations are completed to allow the speakers and the community to mingle and converse.

Following any approval by the Council of a 2019 Earth Day event, the EPC proposes to hold approximately two more Committee meetings prior to the event in order to work with staff on finalizing the event details, including marketing and advertising efforts, identification of appropriate expo exhibitors and other logistical details. These supplementary details to be developed, would be required to follow the purpose and intent of the event details as approved by Council. Any EPC efforts of individual members would be voluntary and would also need to be consistent with the Council approved 2019 Earth Day event work plan and budget.

### Climate Action Plan

The EPC is established and governed under City Council Resolution 15-10, which outlines the Committee's principles, rules of procedures, powers and duties. The EPC is charged with the following powers and duties to act in an *advisory* and *recommending* capacity to the City Council:

- Make recommendations to the City Council upon request on all matters pertaining to the Town's natural and built environment and the Town's regional role and responsibilities as one of the communities on the San Francisco Bay Peninsula.
- Create pro-active community engagement programs for residents, commercial and public enterprises active within the Town's jurisdictions for presentation and approval by the City Council.

Historically, the Town's EPC has been the primary body in creating and supporting an Earth Day event for the Town, as approved by the Council. An Earth Day event is not outside of the Committee's advisory role. Further, as an advisory Committee, the EPC would only be allowed funds allocated directly by the Council on a programmatic basis, with those funds disbursed through staff.

With respect to the Climate Action Plan, the EPC assists staff when needed as staff implements Climate Action Plan programs. The EPC assist through public engagement at Committee meetings and/or other programs or activities consistent with the policy goals of the Climate Action Plan. The EPC does not actively operate or govern specific programs or policies implemented as part of the Climate Action Plan. Those responsibilities fall to staff. As programs under the Climate Action Plan are developed, they are discussed by the EPC prior to any recommendation for approval by the City Council. Implemented programs may be monitored by the EPC for their effectiveness via regular reports by staff managing the program.

### **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. The Council is also able to discuss the role of the EPC with respect to the Town's Climate Action Plan.

### **FISCAL IMPACT**

The 2018/2019 Fiscal Year (FY) Budget includes \$5,000 for the EPC - General Support for committee work. The \$5,000 could be dedicated to fund the 2019 Earth Day event itself – the allocation of these funds to cover all efforts and materials for the event. The event details as proposed by the EPC are estimated to not exceed \$5,000 and the ability to execute the Work Plan within this budget maximum is found to be feasible. Any materials, efforts, or staffing resources associated with an Earth Day event that exceed this existing \$5,000 budget would need to be authorized by the Town Council. Attachment 1 includes a recommended 2019 Earth Day event work plan that includes a budget estimated at approximately \$2,000, while incorporating the recommendations of the EPC as described in the Analysis section above.

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 bi-monthly EPC meetings, as well as plan, facilitate, and attend an Earth Day event held on one day, for approximately 5 hours, are a part of this budget.

### **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 2019 EPC Recommended Earth Day Event Work Plan and Budget

**Environmental Programs Committee (EPC)  
Proposed 2019 Earth Day Work Plan and Budget  
March 20, 2019 City Council Meeting**

**Proposed 2019 Earth Day Work Plan**

The purpose of the 2019 Earth Day Event is to engage the Town and increase education and awareness of climate change.

A 2019 Earth Day Event would occur at the Jennings Pavilion at Holbrook Palmer Park around Earth Day, on Saturday May 4<sup>th</sup> from 12:00 pm to 4:00 pm.

The 2019 Earth Day Event would consist of the following:

- 1) **Advertising and Marketing** – Town staff will work internally and conjointly with the EPC on advertising the event. A banner may be produced and hung at the Marsh/Middlefield Road intersection and/or Holbrook Palmer Park. Other advertisements coordinated with the EPC and facilitated by the Town may include the design and creation of an event image and mailer to be sent town wide, posting of other banners or signs, sending out an E-Blast, promoting on the Town’s social media accounts, and website posting. Town staff will work with the EPC on any additional advertising means with any costs associated to be within the approved budget.
  
- 2) **Mini Exhibition** – Guest speakers and/or other identified private and/or public agencies, organizations, individuals and businesses with purpose and/or interest in climate change and/or sustainability may be contacted and invited to set up an informational booths/ tables purposed to educate and engage with the community.
  
- 3) **EPC Ad-Hoc Marketing and Event Planning Subcommittee(s)** – The EPC will discuss next step action items for the event at their next regularly scheduled meeting of March 21, 2019 to create more details and action items as identified. Any EPC Ad-Hoc Subcommittee(s) will work with staff on the implementation of these identified efforts, in accordance with the available approved budget.

**Proposed 2019 Earth Day Event Budget**

The proposed general budget was created through preliminary research and outreach to the potential speakers and no final contracts have been created with any outside vendors until the Council approves a final Earth Day Work Plan. EPC proposes to dedicate available funds to event advertising and marketing, refreshments and/or other rental/purchasing items identified for the day of the event to support the work plan items noted above.

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

<b>TABLE 1: PROPOSED 2019 EARTH DAY EVENT BUDGET</b>	
<b>Budget Item</b>	<b>Cost</b>
Promotional Banner	\$200
Food	\$300
Promotional Poster Printing	\$150
Cocktail Tables/Linen for Food	\$310
Town Wide Mailer Printing	\$315
Envelope Printing and Stuffing	\$400
Routing and Delivery for Town Wide Mailer	\$450
Additional Incidentals / Estimate Overage Buffer	\$500
<b>Total Proposed Budget:</b>	<b>\$2,625</b>