



Item No. 18 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: FEBRUARY 16, 2022

SUBJECT: APPROVAL OF 2022 EARTH DAY EVENT WORK PLAN AND BUDGET AS RECOMMENDED BY THE ENVIRONMENTAL PROGRAMS COMMITTEE (EPC)

RECOMMENDATION

It is recommended that the City Council review, provide comment, and approve the 2022 Earth Day Event Workplan and Budget as recommended by the Environmental Programs Committee (EPC).

BACKGROUND

Earth Day 2022 is on Friday, April 22, 2022. The EPC and Council Liaison discussed and finalized a proposed draft work plan and associated budget for a Town-sponsored Earth Day 2022 event. The 2022 Event is focused as an opportunity to both foster community and educate residents about environmental issues. See Attachment 1.

ANALYSIS

The 2022 Event is a two-part Earth Day celebration. The EPC will sponsor a Special Earth Day Edition of the Athertonian print newsletter to be released in advance of the event. The special issue will focus on environmental issues, with various contributory writers. The Earth Day Festival, to be held on Saturday, April 23, from 11 am to 2 pm, will be an outdoor family-friendly community event at Holbrook-Palmer Park featuring speakers, a vendor fair, EV and e-bike showcases, family-friendly activities, music and more. Attachment 1 provides a summary of contributors to the Athertonian Newsletter as well as a list of proposed speakers and vendor fair participants.

CalWater, Greenwaste Recovery and Peninsula Clean Energy have committed to contributing to the Athertonian Newsletter both in terms of funding as well as articles.

POLICY FOCUS

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 EPC has been the primary body in creating and supporting an Earth Day event for the Town, as approved by the Council. 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. 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.

FISCAL IMPACT

The Fiscal Year 2021/22 Budget includes funding for an Earth Day event in the amount of \$5,000. 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.

GOAL ALIGNMENT

This Report and its contents are in alignment with the following Council Policy Goals:

- Goal F – Be Forward-Thinking, Well-Managed and Well-Planned

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.

ATTACHMENT

1. 2022 EPC Recommended Earth Day Event Work Plan and Budget

PROPOSED ATHERTON EARTH DAY 2022 WORK PLAN*As presented by Committee Member Stacy Miles Holland*

Earth Day is an opportunity to both foster community and educate residents about environmental issues. After two years of cancelled Earth Day events, the Environmental Programs Committee proposes a two-part celebration:

- **THE ATHERTONIAN: EARTH DAY EDITION**

A special issue of The Athertonian entirely focused on environmental issues. A COVID-proof opportunity to educate the community!

- **EARTH DAY FESTIVAL** (Saturday, April 23 from 11am - 3pm)

An outdoor family-friendly community event at Holbrook-Palmer Park, featuring speakers, vendor fair, art display from local schools + Atherton Arts Foundation, EV and e-bike showcases, family-friendly activities, music, food and more.

The goals of Earth Day are to:

- Raise awareness of Atherton's Climate Action Plan, the Town's progress (including updates from key partners) and next steps.
- Educate residents on the impact of climate change on Atherton and encourage individual action.
- Consolidate and share all the resources available to residents (rebates, free programs from our partners, etc.)
- Foster community by celebrating the progress Atherton has already made, bringing people together for a fun event and stimulating comradery around the environmental work to be done.

To execute this plan, EPC ad-hoc committees include:

- **EPC EARTH DAY EVENT PLANNING COMMITTEE:** planning is already underway with continued outreach to add vendors and partners to the event. Speaker outreach is ongoing. The next action items will be determined after we receive the Council's approval of the event outline.
- **EPC ATHERTONIAN SPECIAL ISSUE COMMITTEE:** the EPC subcommittee will edit and design the issue with the support of Town Staff. All partner content and donations for the issue have been confirmed and volunteers have been assigned to write content.
- **ADVERTISING & MARKETING:** The Ad-Hoc Committee will work with Town staff to appropriately promote the event, including banners/flyers, emails to town residents, social media posts, media outreach and more. The cost of these activities are included in the proposed budget.

The EPC is coordinating with related Town committees and organizations, including the Atherton Arts Foundation, Friends of the Library, Parks & Recreation Committee, Bike & Pedestrian Committee and Tree Committee. The EPC plans to meet on a monthly basis until Earth Day.

THE ATHERTONIAN: EARTH DAY EDITION

The Environmental Programs Committee will curate a special issue of The Athertonian, which will be mailed to all residents in early April. The goal of this magazine is to provide hyper-local information to residents about the impact of climate change, resources available to them, and the actions the Town has taken thus far to reduce greenhouse gas emissions. Below is an outline of the planned features:

- **Atherton State of Affairs**
 - Climate Action Plan: 2020 progress report and next steps - written by Atherton's Sustainability Coordinator, Doug Kim
 - Green features of Town Center & Library
 - Leaf blower ordinance update
 - Upcoming Town actions: EV chargers at HPP and Town Center, Reach Codes
 - Earth Day event information
 - EPC opening / new member recruitment
 - Feature: sea level rise & how it affects us in Atherton (summarizing Grand Jury report)
- **Electrification / Green Building**
 - PCE State of Affairs flyer (similar feature to past Athertonian issues)
 - Reach Code and home electrification explainer: why it's important, what it changes, etc.
 - Feature: op-ed / letter from PCE CEO, Jan Pepper about grid resiliency and ability to support home electrification and EV adoption
 - Five seasonal tips for conserving energy from HomeIntel by Home Energy Analytics
- **Water Conservation & Gardening**
 - CalWater state of affairs: Bear Gulch drought status following rain season, data on Atherton water consumption compared to other Bay Area towns
 - Feature: EPC member's experience using CalWater's Smart Landscape Tune-Up Program
 - Feature: profile Atherton resident's low water garden with pictures, paired with information about drought-friendly gardening, kitchen gardens and the importance of pollinators and native plants
- **Waste Reduction & Food**
 - GreenWaste Recovery State of Affairs: data on how much Atherton waste has been diverted from landfills plus data on emission reductions for the town since they've taken over
 - Feature: Bin explainer plus GWR's top 5 hardest items to recycle and how to avoid them
 - Buying Local Feature: San Mateo County's "As Fresh As It Gets" to provide a map of farm stands along SMC coast plus list of U-Pick events and Farmers' Markets.
 - Feature: using the library's 3D printer to repair home items
- **Resources for Atherton Residents**
 - List of free programs available to Atherton residents + rebates
 - Atherton's new sustainability website

The EPC solicited donations from key environmental partners to off-set the costs of printing this issue. Past issues of The Athertonian cost between \$1200 - \$2500. EPC has received \$2,000 of commitments from CalWater (\$500), GreenWaste Recovery (\$500) and Peninsula Clean Energy (\$1,000).

ATHERTON EARTH DAY FESTIVAL 2022

The EPC proposes hosting an outdoor festival at the Holbrook-Palmer Park on Saturday, April 23 from 11am - 3pm. Pending COVID levels, the festival will feature:

- **Speakers:**
 - Pending / Invited: Rep Eshoo, Sen Padilla, CA Sen Becker, Stanford Woods Institute scientists
 - Mayor DeGolia to give remarks and serve as MC

- **Vendor Fair:**
 - Confirmed Participants:
 - CalWater
 - GreenWaste Recovery
 - Peninsula Clean Energy
 - Atherton Library
 - San Mateo County's "As Fresh As It Gets Program"
 - San Mateo County Bee Guild
 - Invited / Pending Participants:
 - SunRun (as part of PCE partnership)
 - Water-wise landscapers (as part of CalWater / BAWSCA programs)
 - UC Master Gardeners & Woodside-Atherton Garden Club
 - FixIt Clinic
 - Induction cooking demos
 - Sustainable food samples
 - Local nonprofits and environmental activist groups

- **Environmental Art Show:** Atherton Arts Foundation + local schools will exhibit environment-focused artwork. Two teachers at Sacred Heart have confirmed, with invites out/planned for all local middle and high schools.

- **EV Showcase:** a mix of Atherton residents and local dealerships showing off the latest electric vehicles

- **E-Bike Test Drives:** a mix of Atherton residents and local bike shops showing off e-bikes

- **Atherton Tree Walk:** printouts of the tree committee's new HPP brochure will be available to residents

- **Free Food:** Town to provide food for volunteers/staff and first ~50 attendees, food truck TBD

- **Pending Additions (TBD):**
 - Kid-friendly activities (potting station, face painting, etc.)
 - Band or DJ
 - Volunteer Gear (hats)

PRELIMINARY BUDGET

BUDGET ITEM	DESCRIPTION	AMOUNT
The Athertonian: Earth Day Issue	Printing, postage (estimate)	\$2,000.00
Donations	<ul style="list-style-type: none"> ● CalWater (\$500) ● GreenWaste Recovery (\$500) ● Peninsula Clean Energy (\$1,000) 	-\$2,000.00
Event Signage	<ul style="list-style-type: none"> ● Earth Day banner behind speakers ● Directional signs, area banners ● Photo opp banner for social media TBD 	\$300.00
Food Truck	Hosted for volunteers + first 50 attendees, paid a la carte thereafter; truck TBD	\$1,000.00
Marketing	<ul style="list-style-type: none"> ● Banners for HP Park and Marsh/Middlefield Rds intersection ● Boosting posts on Facebook, Instagram ● Posters to hang at the Library, Town Center, schools, etc. 	\$600.00
Other Items	<ul style="list-style-type: none"> ● The Athertonian (buffer for additional costs beyond donation amount) ● Public Works staffing resources ● Event materials (print-outs, rentals) ● Band / DJ ● Additional kid activities (face painting, bounce house, potting station, etc.) ● Volunteer gear (hats) <p><i>This money will be committed pending firm confirmation of donations for The Athertonian and final cost of printing the special issue.</i></p>	\$3,100.00
	TOTAL BUDGET TO NOT TO EXCEED:	\$5,000.00