



MEMO

DATE: FOR THE JANUARY 25, 2016 ENVIRONMENTAL PROGRAMS COMMITTEE MEETING

TO: THE ENVIRONMENTAL PROGRAMS COMMITTEE

FROM: STEPHANIE DAVIS, AICP SENIOR PLANNER

SUBJECT: ITEM 3 B: DISCUSS A 2016 EARTH DAY EVENT

In prior years, the Environmental Programs Committee (EPC) has planned, supported and hosted a Town Earth Day Event. This year, Earth Day is on Friday, April 22, 2016. At the January 13, 2016 the City Council provided direction that they would like the EPC to prepare a proposed scope/program and budget to plan an Earth Day event for the Town for 2016. Staff would present a final, draft EPC-recommended 2016 Earth Day Event plan and budget to the City Council for review and approval prior to the next regularly scheduled EPC meeting of March 14, 2016.

Specifically, the Council would like to see an education-based, kid-friendly Earth Day event that is focused on community education and awareness of climate change, energy and water conservation/savings, and things the community can do to help reduce their carbon footprint with vendors and guest speakers. The education component of the Earth Day event should use existing vendors and tools (Peninsula Clean Energy, PG&E, Cal Water were all agencies mentioned by the Council, but look to the EPC to identify any other existing non-town programs) and involve local schools. There was some Council discussion on a contest of some sort for the schools. Existing Atherton 2020 supplies can be used as giveaways at the event.

The Council discussed a budget between, approximately \$1,000 to \$4,000.

For reference, the January 13, 2016 City Council meeting can be viewed online:

<https://www.youtube.com/watch?v=nUPSfVCUqqI>

Attached to this memo is a list of some existing energy, water and solid waste conservation programs currently available to residents for reference. The EPC may wish to consider inviting these and/or other additional organizations or speakers to attend the Earth Day event (Attachment 1).

Also attached for reference is an inventory of existing "Atherton 2020" supplies. Staff will review the boxes containing these supplies to confirm what is listed in inventory is indeed available. (Attachment 2).

The EPC could discuss and select:

1. Timing and location of an Earth Day event on or around Friday April 22, 2015.
2. Potential activities to be held:
 - Guest Speakers to contact
 - Outside Vendors to contact
 - Kid-friendly / school involvement
 - Previous “Atherton 2020” giveaways
3. Development of a post-card invitation/outreach
 - Town wide post-card mail out
 - E-Blast
 - Publicize in Athertonian
 - Others?
4. Identify a budget
5. Others?

Attachments:

1. Existing Energy and Water Conservation Programs
2. Inventory of Atherton 2020 Supplies