



MEMO

DATE: FOR THE MARCH 30, 2017 ENVIRONMENTAL PROGRAMS COMMITTEE MEETING

TO: THE ENVIRONMENTAL PROGRAMS COMMITTEE

FROM: STEPHANIE DAVIS, AICP SENIOR PLANNER

SUBJECT: ITEM 3A: DISCUSS EARTH DAY PROGRESS AND STAFF UPDATES

Background

The approved 2017 Earth Day Work Plan (Attachment 1) identified the following five focus areas in terms of the execution of the Town's Earth Day event:

- 1. Advertising and Marketing**
- 2. Informational Booths**
- 3. Atherton Library**
- 4. High School Student Challenge**
- 5. EPC Ad-Hoc Subcommittees**

After the March 2, 2017 EPC meeting, staff has worked diligently in order to execute action items in these five categories. At this meeting the Committee appointed 3 Ad-Hoc Subcommittees: Marketing and Advertising, Drones, and Outreach. The Marketing and Advertising subcommittee was tasked to develop promotional materials for the event, the Drones subcommittee was formed to potentially develop a "Drones" informational booth, and the Outreach committee was formed to assist staff with outreach and any other special tasks as they arose. Staff would like to provide updates to the Committee on actions taken and confirmations received thus far.

Analysis

This memo will provide detailed updates on each of the five aforementioned action items.

- 1. Advertising and Marketing**

Staff is working closely with the Advertising & Marketing Ad-Hoc subcommittee to produce promotional materials for the event (attachment 2). The materials developed include a post card for distribution, text for the Athertonian and similar news outlets, social media blasts, and a banner. The banner will be on display at Marsh & Middlefield Road from 4/10 to 4/22. Staff has purchased a month-to-month license of Adobe Creative Suite for the development of additional materials. Staff will develop “campaign signs” that direct drivers to the event from El Camino Real (North and South), Watkins Avenue (East & West), and Fair Oaks Lane (East & West). An additional sign may be developed to direct attendees from the Recology attractions to the rest of the activities. These will cost \$24 each, and will be taken out of the \$280 “potential remaining funds to be allocated” in the existing budget.

Staff is coordinating with both the City Manager’s office and the Library to ensure the event is thoroughly advertised on the Town’s webpage, Town social media outlets, the Athertonian, email blasts, the San Mateo County Library calendar, Library listserves, Nextdoor, HOA’s, and other mediums.

At the last EPC meeting, there was discussion about moving the Earth Day website to an external url and linking it to the Town’s website. After communicating with the City Manager’s office, it was determined that the Earth Day website was required to remain on the Town’s domain. As such, the official Earth Day link is: www.ci.atherton.ca.us/EarthDay.

2. Informational Booths

Staff has conducted initial outreach and has followed up with all of the informational booths that were in attendance at last year’s event. To date, 3 of last year’s participants have confirmed their participation in our event, with one “maybe” rsvp, pending a scheduling conflict. The confirmed information booths are ADAPT, the San Mateo County Office of Sustainability, and Peninsula Clean Energy. CalWater had initially submitted an application, but later notified staff that they may have double booked Saturday April 22nd and that they may have to rescind their application. Green shaded rows indicate confirmed vendors, while those rows not shaded indicate staff has not received any response.

Staff has coordinated with the EPC “Outreach” subcommittee asking for assistance with attracting more vendors and confirming our existing contacts on March 14th.

3. Atherton Library

The Atherton Library has been a tremendous resource in terms of planning activities and offering advertising assistance. In addition to the activities and items found in Attachment 1, the Library has also offered to host an outdoor, Earth-Themed yoga class from 10:30 – 12:00 pm. They will also host a “Plant Based”

booth in which they will teach participants how to make plant based smoothies. They will provide samples of all food items prepared at the booth.

4. High School Student Challenge

As was mentioned at the 3/2/17 EPC meeting, numerous scheduling conflicts were brought to staff's attention *after* initially consulting with teachers about hosting the event on April 22nd and receiving City Council's approval for the event. These conflicts include Woodside High School's Junior Prom and the rescheduling of the AP Environmental Science exam from May 17 to May 1st. As such, despite numerous outreach and promotional efforts, staff has only received one student challenge application thus far. Staff will continue to outreach to our contacts at these schools in an attempt to boost participation and increase interest in this event.

5. EPC Ad-Hoc Subcommittees

Staff has worked independently with each ad-hoc subcommittee, Marketing & Advertising, Drones, and Outreach, to execute tasks as needed. The subcommittees will have an opportunity to share their progress and identify future tasks later in the meeting.

6. Other Items

Live Music

At the 3/2 EPC meeting, the committee recommended that staff outreach to the Menlo-Atherton band to see if they would perform at the event as was done for the 2016 event. Staff communicated with Mr. Kurrus at the beginning of the month, and was told that Mr. Kurrus would be in touch after consulting with his students. Staff sent a follow up email to Mr. Kurrus on Thursday, 3/23. To date, staff has received no confirmation of this performance.

Attachments:

1. Approved 2017 Atherton Earth Day Work Plan and Budget
2. Marketing Materials
3. Informational Booth Participation

**2017 Atherton Earth Day
City Council Approved Work Plan and Budget
February 15, 2017**

Purpose and Overview

The purpose of the 2017 Atherton 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 will 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, Shred, and Compost Day event. Additionally, the Town will 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 Public Works Department.

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

Work Plan

The 2017 Atherton 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, hard copy mailings, flyers printed by the Library, and website posting.
- 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.
- 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 will use promotional materials prepared by staff and distribute them to all of their list-serves, post on the San Mateo County Library website, and print flyers for hardcopy distribution. The Atherton Library will 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
- **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** – egg carton vegetable planting, pot decorations
- **Imagination Playground** – mobile foam playground for children’s play
- **Friends of the Library** – Free used book giveaway
- **Science Kits** – children make their own kaleidoscopes

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. The student challenge will be promoted 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 may be recognized and presented with a prize at a later date, potentially at a future City Council meeting.
- 5) **EPC Ad-Hoc Subcommittee for Composting and Other Information** – The EPC will discuss the possibility of creating an ad-hoc subcommittee at their next regularly scheduled meeting prior to the 2017 Atherton Earth Day in order to assist staff with additional information and resources. An EPC Ad-Hoc Subcommittee will work with staff on the implementation of the event, in accordance with the available approved budget.

Budget

The following budget shall address an Earth Day event as detailed above. The total allowable budget for the 2017 Atherton Earthy Day shall not exceed \$5000.00:

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
Light Snacks – Provided by Library	Clementines, crackers, cookies, etc	\$0
Table cloth rental	Estimating \$10 per table, 40 tables maximum	\$400
Banner	4 x 12	\$190
Town post card printing	Promotional post card	\$670
Town post card mailing	Town-wide mailing	\$420
Student Challenge Prizes	Top 3 projects at \$100 each	\$300
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 subcommittee – and implemented by staff.	\$500

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
TOTAL PROPOSED BUDGET: \$4,720		
POTENTIAL REMAINING FUNDS TO BE ALLOCATED: \$280		

The budget above, was created through preliminary research and outreach by Staff and no final contracts have been created with any outside vendors to date. The remaining \$990 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 does not exceed \$5,000.

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 that would allow the work plan to not exceed budget, increased prize amounts for student challenge participants, and/or other areas of activities/materials.

Optional Options

TABLE 2: OPTIONAL 2017 EARTH DAY BUDGET ADDITIONS		
Material/Activity	Description	Cost
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

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

Attachment 2: Advertising Efforts

Graphic for Athertonian, Post Card, and Website

A promotional graphic for the Atherton Earth Day Celebration. The background is a photograph of a town center with trees and a building. At the top center is a circular logo with a globe and the text "Atherton EARTH DAY CELEBRATION". Below this, the text reads: "Come join Atherton's Earth Day Festivities". A list of activities follows: "Recology compost give-away, E-waste collection and Secure paper shredding, Atherton Library Book give-away and Science fun for kids, Pure Juice Organics truck, Student Challenge showcase, Information booths and much more." Below this, it says: "An Earth-Themed Yoga Class will be offered from 10:30 am – 12:00 pm!". To the right, the date and time are listed: "Sat. April 22, 2017 10:00 to 1:00 pm Town Center". At the bottom, there are several logos: A.D.A.P.T. (a red triangle with an exclamation mark), the Office of Sustainability (a circular logo with three arrows), the website "See: ci.atherton.ca.us/EarthDay for more information", San Mateo County Libraries (a blue circular logo), Pure Juice Organics (a green logo with a leaf), and Recology (a green logo with a leaf and the text "WASTE ZERO").

Text for News Outlets

Please join us for our 2017 Atherton Earth Day celebration starting at 10 A.M. and ending at 1 P.M. Saturday, April 22, 2017 at The Town Center (Ashfield Road and Dinkelspiel Station Lane). The Town's Environmental Programs Committee, Recology and the Atherton Library are teaming up to bring you: free garden mulch, e-waste safe recycling, secure shredding, eco-friendly 3-D printing, the San Mateo County Bookmobile, earth friendly planting, family friendly experiments, our ever popular Student Challenge, and much more. A free Earth themed yoga class will take place from 10:30 A.M – 12:00 P.M. All local high school students are welcome to give presentations on environmental issues, and can sign up to participate by completing the application found at: <http://www.ci.atherton.ca.us/studentapplication>. The Student Challenge is juried with prizes and awards for participants. For additional details about the event, please visit <http://www.ci.atherton.ca.us/EarthDay>. We are excited have the Pure Juice Organics juice truck provide fresh pressed juice and Acai bowls. Admission is free. Bring your family and your curiosity.

Please contact Dori Ganetsos, Sustainability Coordinator, at (650) 752-0544 or dganetsos@ci.atherton.ca.us for more information about this upcoming event!

Attachment 3: 2017 Informational Booth Status Update

Organization	Contact	Contacted?	Response:	Follow Up:
Silicon Valley Clean Cities Coalition	Sandra Philpott (408) 998-5865 sandra@lungrus.org 1469 Park Avenue, San Jose, ca 95126	Yes		Yes
Save the Bay	Beckie Zisser (510) 463-6811 bzisser@savesfbay.org 1330 Broadway, Ste 1800, Oakland Ca 94612	Yes	Not Interested	N/a
HERO Program / Renovate America	Valaree Spreng (858) 605-3921 vspreng@heroprogram.com 16620 W. Bernardo Drive, San Diego, CA 92127	Yes	Not interested	Yes
Golden Harvest Bees	Richard Baxter (650) 354-1102 Goldenharvestbees@gmail.com 125 Doherty Way Redwood City, Ca 94061	Yes		
Environmental Progress / Mothers for Nuclear	Eric Meyer (218) 384-1645 Meyer990@gmail.com 708 Euclid Avenue Berkeley, Ca	Yes	Not Interested	Yes
Cobalt Power Systems	Inna Zavgordnyaya (650) 938-9574 innaz@cobaltpower.com 2557 Wyanpotte Street Mountain view, ca 94044	Yes	Not Interested	N/a
Climate Foundation	Dr. Brian von Herzen (650) 942-9630 brian@climatefoundation.org 135 Pasa Robles Avenue Los Altos, Ca 94022	Yes		Yes

Citizen's climate Lobby	James Hopf (408) Capistrano Avenue 4847 Capistrano Avenue San Jose, ca 95129			
CalWater	Larry J Mathias (650) 561-9709 lmathias@calwater.com 3525 Alameda de las Pulgas Menlo Park, Ca 94025	Yes	Yes, application received 3/22	MAYBE
Bay Area for Clean Environment (BACE)	Tim Brand (650) 969-2133 timothybrand@gmail.com 2310 Homestead Road Suite C-1 #224 Los Altos, Ca 94024	Yes		Yes
Assistant Disaster and Preparedness Team (ADAPT)	Scott Barnum (650) 224-5671 microbarny@msn.com **Elizabeth Lewis is contact for them 59 Leon Way Atherton, Ca	Sent app to Elizabeth	Yes, application received 3/7	
Acterra	Megan O'Mahony (640) 962-9876, ext 306 Megan.omahony@acterra.org 3921 East Bayshore Road Palo Alto, Ca 94303	Yes	Not interested- Palo Alto Earth Day	N/a
Tesla				
Sustainable San Mateo County	advocate@sustainablemateo.org	Yes		Yes
San Mateo County, Office of Sustainability	Eun-Soo Lim eulim@smcgov.org	Yes	Yes, application received	
Oklo Power				
Civic Center Advisory Committee				

Peninsula Clean Energy (PCE)	Kristen Andrews- Schwind kandrews-schwind@peninsulacleanenergy.com	Yes	Yes, application received	
Atherton Tree Committee	Sally Bentz sbentz@ci.atherton.ca.us			
Clean Bottles Group				