



## MEMO

**DATE: FOR THE JANUARY 17, 2019 ENVIRONMENTAL PROGRAMS COMMITTEE MEETING**

**TO: THE ENVIRONMENTAL PROGRAMS COMMITTEE**

**FROM: NESTOR DELGADO, ASSISTANT PLANNER/SUSTAINABILITY COORDINATOR**

**SUBJECT: ITEM 4C: POTENTIAL 2019 ENVIRONMENTAL AND/OR EARTH DAY EVENT**

### Background

In April 2018, the EPC held a screening of the film “The New Fire” along with a panel discussion featuring the filmmaker and other environmental experts in celebration of Earth Day. In the past, the Committee has also held a Student Challenge (outside of the context of Earth Day in order to increase participation and reduce scheduling conflicts), as well as a different documentary viewing on a topic related to the prioritized Climate Action Plan GHG Reduction measures. The purpose of these EPC sponsored events are meant to engage, educate, and motivate the local community to live more sustainably and take environmental action. The EPC appointed an ad-hoc subcommittee to discuss and plan a possible EPC event for 2019.

### Possible 2019 Environmental Event

Staff met with the EPC appointed ad-hoc subcommittee and discussed a number of ideas.

- One idea was creating a “student challenge” which would consist of the EPC purchasing water and air quality monitoring for the schools in the Atherton area. The Committee could potentially work with appropriate faculty to make data collection for the monitors part of the curriculum or as an extra-curricular activity or project for students. The water quality devices can monitor pH (levels of water acidity) and TDS (levels of particles in the water) levels. The cost of the water quality monitors is around \$20 per set. The air quality sensor can monitor the air for dust, smoke, or other particles. The cost of the PA-II Dual Laser Air Quality Sensor is \$219 per monitor (<https://www.purpleair.com/sensors>) if bought in a bulk of 5 to 8 sensors. The readings from this specific sensor can be uploaded to a cloud system that can be viewed by the general public on the Purple Air website (<https://www.purpleair.com/map?#11/37.4642/-122.1921>). The ad-hoc committee discussed the possibility of hosting a “kick-off” event, and a later meeting or event once enough data has been collected for students to present. The ad-hoc committee also discussed the possibility

of hosting a film screening event around Earth Day in the Menlo-Atherton PAC, as was done in 2018. The ad-hoc committee discussed screening a film regarding topics such as air quality or water quality. During the 2018 film screening for “The New Fire”, the EPC used \$4,678 of its \$5,000 budget on costs including: film screening fee, travel and accommodations for the film maker, transportation, food, and theater staff time. The rental fee for the Menlo-Atherton PAC of \$1,135 for five hours was waived for 2018. Staff notes that this would not be the case for 2019 and discussion and budgeting for an event using the Menlo-Atherton PAC would need to include an estimated \$1,135.

- Other ideas for an environmental based, EPC sponsored event can also be discussed by the Committee.

Similar to the facilitation of the 2018 Earth Day Event, staff would hold the ultimate responsibility in organizing and facilitating an EPC targeted event. Any suggested event efforts or activities that exceed the budgeted amount of \$5,000 would require a funding request for review and approval by the City Council. The \$5,000 budget would be available until the end of the Town’s Fiscal Year (June 30, 2019). Thus, any event considered from July 2019 on, would need to evaluate available funding in next Fiscal Year (2019/2020).