



Item No. 2

Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE CHAIR AND COMMITTEE MEMBERS

FROM: RACHAEL LONDER, MANAGEMENT ANALYST II

DATE: JULY 20, 2023

SUBJECT: Discussion on community engagement and outreach activities

RECOMMENDATION

It is recommended that the EPC discuss and confirm the next steps for community engagement and outreach activities.

BACKGROUND

During the May 18 Regular Meeting of the Environmental Programs Committee, the Committee Members did not have the opportunity to get to Agenda #5, the discussion of future community engagement activities. The Committee Members agreed to meet on May 25 from 2 pm to 3 pm to discuss priority community engagement efforts to conduct through 2023. There was not a quorum for the May 25 meeting. The discussion of community engagement activities is prioritized for the next Regular Meeting of the EPC on July 20, 2023.

ANALYSIS

Committee members and the Chair shared with staff the following ideas to be discussed:

- Creating materials for residents about various programs (incentives for home electrification, water conservation, alternatives to grass, composting, among other topics)
- Hosting a community bike ride or bike rodeo which includes safety activities for children.
- Hosting a lecture series on a variety of topics that relate to the Climate Action Plan including:
 - Composting and organic home gardening
 - Federal and state climate legislation overview
 - Clean vehicle presentation and transportation impact on greenhouse gas emissions
 - Natural gas presentation on the impact on health (Dr. Jackson if possible)

Additionally, the Town has a summer intern working to provide assistance to staff in further developing engaging program ideas to reach many different audiences in Town. A draft

community outreach and education events planning document including recommendations for promoting activities can be found in Attachment 1.

FISCAL IMPACT

The Committee would need to recommend that any expenses related to these activities would be presented to the City Council for their approval. There is no current budget to support community engagement activities from the EPC. Many of the ideas are no-cost.

GOAL ALIGNMENT

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

- Goal Area E – Strengthen Community Engagement and Transparency

POLICY FOCUS

The City Manager's Department is assigned overall responsibility of the Environmental Programs Committee. The committee shall have the following powers and duties:

- Make recommendations (programmatic and legislative) 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, and commercial and public enterprises active within the Town's jurisdiction for presentation to and consideration and approval by, the City Council.

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 Protection District, service providers (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item has not been before a Town Committee or Commission

ATTACHMENTS

1. [Draft 2023 Community Outreach and Education Plan](#)