

Attachment 1: Draft Community Outreach and Education Plan

Background: During the May 18 EPC Meeting, the Committee initiated a discussion on community engagement and outreach activities. Staff compiled a list of outreach ideas including potential audiences, dates, partners and outreach strategy for each activity. During the July 20 meeting, the EPC discussed and refined the options below, prioritized activities, and identified the next steps to bring environmental education to the Atherton community.

Event Name	Day of the Week	Date	Start Time	End Time	Location	Audience	Lead	Partners	Outreach Strategies/Channels
Patchwork with Purpose event	Weekend	9/15/2023	11:00 AM		Atherton Library	Everyone	Staff	Friends of the Atherton Community Library	Town social media channels, weekly newsletter, posters at Town Center
Climate Career Panel	Saturday	TBD	2:00 PM		Atherton Library	Teens	Staff		Town social media channels, weekly newsletter, posters at Town Center
Community Bike Ride/Bike Rodeo	Saturday	9/30/2023	11:00 AM	3:00 PM	Around outside somewhere	Families	Staff	Atherton PD, Library	Town social media channels, weekly newsletter, posters at Town Center
Sustainability Trivia Night	Weeknight	TBD	6:00 PM		Atherton Library	Teens and Families	Staff		Town social media channels, weekly newsletter, posters at Town Center
Movie Night	Weeknight		6:00 PM		Library Deck	Everyone	Staff	The Redford Center	Town social media channels, weekly newsletter, posters at Town Center
Bees and Chicken Demonstration	Weekend				Atherton Residence	Families	Staff, Chair Farrell		Town social media channels, weekly newsletter, posters at Town Center
Compost Workshop	Weeknight				Holbrook Palmer	Adults	Staff, Committee Member Frederick	San Mateo County Office of Sustainability	Town social media channels, weekly newsletter, posters at Town Center
Scavenger Hunt - featured photo of the week	Virtual				Online	Everyone	Staff		Town social media channels, weekly newsletter, posters at Town Center
EV Showcase	Weekend	2024			Town Center	Adults	Staff	Acterra	Town social media channels, weekly newsletter, posters at Town Center
Cooking Demonstration and Cook-A-Long	Weeknight				Atherton Library	Everyone	Staff	Acterra	Town social media channels, weekly newsletter, posters at Town Center
Canning/Preserving Workshop	Weeknight				Atherton Library	Adults	Staff, Chair Farrell	Master Preservers	Town social media channels, weekly newsletter, posters at Town Center
Community Conversations Relating to Climate Action Plan	Weeknight	October			Atherton Library	Adults	Staff		Town social media channels, weekly newsletter, posters at Town Center
Coastal Clean Up Day	Saturday	9/23/2023			Menlo-Atherton High School	Everyone	Staff	San Mateo County Environmental Health	Town social media channels, weekly newsletter, posters at Town Center