



## **Item No. 2 Town of Atherton**

### **CITY COUNCIL STAFF REPORT – REGULAR AGENDA**

**TO: HONORABLE CHAIR AND COMMITTEE MEMBERS RACHAEL LONDER,**

**FROM: MANAGEMENT ANALYST II**

**DATE: SEPTEMBER 21, 2023**

**SUBJECT: DISCUSSION ON COMMUNITY ENGAGEMENT AND OUTREACH ACTIVITIES**

### **RECOMMENDATION**

It is recommended that the EPC shares updates and next steps for community engagement and outreach activities.

### **BACKGROUND**

During their July 20, 2023 meeting, the Committee discussed priorities around community outreach and engagement. Additionally, the Committee identified next steps to deliver the community engagement and outreach activities to the community.

### **ANALYSIS**

Committee members and the Chair identified the following priorities for 2023 - 2024.

- 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 Design Tech High intern working to provide assistance to staff in further developing engaging program ideas to reach many different audiences in Town. A working

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. Community Engagement Activities