

## Attachment A: 2023 Earth Day Event Work Plan

This Work Plan outlines an approach for the Town of Atherton's 2023 Earth Day event in partnership with neighboring jurisdictions and community-based organizations.

### **When:**

- Earth Day, Saturday, April 22<sup>nd</sup> from 11:00 am to 3:00 pm.

### **Potential Event Organizers:**

- Town of Atherton
- Menlo – Atherton High School: <https://www.mabears.org/>
- Menlo Park's Environmental Quality Commission: <https://menlopark.gov/Government/Commissions-and-committees/Environmental-Quality-Commission>
- 350 Silicon Valley: <https://www.350siliconvalley.org/>
- Menlo Spark: <https://menlospark.org/>

### **Potential Event Contributors and Sponsors:**

- Acterra: <https://www.acterra.org/>
- Stanford's Doerr School of Sustainability: <https://sustainability.stanford.edu/>
- County of San Mateo's Office of Sustainability: <https://smcsustainability.org/>
- Peninsula Clean Energy: <https://www.peninsulacleanenergy.com/>
- GreenWaste Recovery: <https://www.greenwaste.com/>
- CalWater: <https://www.calwater.com/>

### **Potential Locations:**

- First Preference: Menlo-Atherton High School (555 Middlefield Road, Atherton)
  - The EPC has made contact and has received initial interest from MA
- Second Preference: Menlo College (1000 El Camino Real, Atherton)
- If neither location is available, the event will proceed scaled down and without co-organizers at Town Center as Holbrook-Palmer Park is unavailable due to the recirculation project.

### **The current scope for the event includes:**

- **Vendor Fair** featuring organizations, agencies, and local businesses providing resources for:
  - Student Career and Volunteer Opportunities
  - Home Electrification
  - Sustainable Transportation
  - Waste Reduction
  - Sustainable Gardening and Landscaping
  - Water Conservation and Pollution Prevention

- **Speaker Series:** Guests from Stanford, elected officials, among other changemakers to facilitate stimulating conversation for attendees that inspires action.
- **Environmental Art Show:** Atherton Arts Foundation and local schools to exhibit environment-focused artwork.
- **Electric Vehicle and Electric Bike Showcase:** Dealerships and residents showing different EV makes and models.
- **Cooking Demonstration:** Featuring sustainable food products and induction cooktops
- **Fix-It Clinic:** Hands-on opportunity to learn how to fix broken items including bikes, household appliances, and clothes.
- **Food:** Opportunity to sample and purchase food from local, sustainable food vendors.
- **Family-Friendly Activities** including:
  - Interactive animal and bug exhibits from Palo Alto Junior Museum
  - Arts and crafts
  - Live music

#### **Volunteer and Staffing Plan:**

- Town of Atherton Management Analyst and Environmental Programs Committee Members – 6 people total
- Menlo Park Environmental Quality Commission and Menlo Park Climate Team Volunteers – 30 people total
- Pending staff and student volunteer counts from Menlo-Atherton High School

#### **Outreach Plan:**

- Atherton social media channels – NextDoor, Instagram, Facebook, and Twitter
- Town of Atherton Listservs
- Spring Athertonian Mailer Feature
- GreenWaste Bill Insert
- Poster at Atherton Town Center

#### **Preliminary Budget from the Town of Atherton**

<b>Budget Item</b>	<b>Description</b>	<b>Amount</b>
Activities	Speaker fees, activities with costs, other assorted expenses related to event	\$2,500
Volunteers	Provide hats, t-shirts, or name badges to distinguish volunteers	\$1,000
Facility Rental	Any costs associated facility rental of MA	\$1,000
Marketing and Outreach	Printing poster for Town Center, event signage	\$500
	<b>Total Contributions from Atherton Not to Exceed</b>	<b>\$5,000</b>

### Anticipated Budget from Partners

Budget Item	Description	Amount
Activities	Speaker fees, activities with costs, other assorted expenses related to entertainment	\$1,000
Volunteers	Provide refreshments for volunteers	\$500
Facility and Equipment Rental	Any costs associated with facility rental of MA including tables, chairs, and use of school facilities	\$5,000
Marketing and Outreach	Postcards, printed posters and fliers, lawn signs, news media, online media	\$2,000
	<b>Anticipated Total Contributions from Collaborators</b>	<b>\$8,500</b>

### Atherton City Council and EPC Schedule:

- January 18<sup>th</sup> City Council Meeting: Council are presented with a work plan for a collaborative Earth Day event
- January 19<sup>th</sup> EPC Meeting: Formalize members of the 2023 Earth Day Subcommittee
- March 16<sup>th</sup> EPC Meeting: Share an update on Earth Day Planning
- April 22, 2023: Day of Earth Day Festival

### Additional Earth Day Related Activities Happening in Atherton in April:

- Waste Wise Event featuring e-waste recycling, paper shredding, and compost pick-up (April 8, 2023)
- Climate Action Plan community engagement and outreach