



Item No. 11 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: RACHAEL LONDER, MANAGEMENT ANALYST II

DATE: JANUARY 18, 2023

**SUBJECT: APPROVAL OF 2023 EARTH DAY WORK PLAN AND BUDGET
AS RECOMMENDED BY THE ENVIRONMENTAL PROGRAMS
COMMITTEE (EPC)**

RECOMMENDATION

It is recommended that the Council review, provide comment, and approve the 2023 Earth Day Event Work Plan and Budget as recommended by the Environmental Programs Committee (EPC).

BACKGROUND

Every year in April, the Town comes together to honor Earth Day. The Environmental Programs Committee (EPC) assists staff in planning and facilitating an Earth Day Event designed to engage and educate the community on sustainability and climate-related topics as well as promote the goals of the Town's Climate Action Plan (CAP). In 2020 and 2021, the EPC decided not to host an in-person Earth Day Event due to the Covid-19 pandemic. In 2022, the EPC hosted an Earth Day Event at Holbrook-Palmer Park that included 35 vendors and over 300 attendees.

During their EPC meeting on November 17, 2022, committee members discussed approaches for a 2023 Earth Day Event including their interest for a collaborative event with neighboring jurisdictions and community-based organizations that would leverage resources, volunteers, and staff to improve event coordination and the experience for the community. During the Council's Study Session on December 7, 2022, staff requested that the Council provide guidance on whether the Town should join forces for a larger Earth Day celebration. The Council requested that staff return with a work plan for a collaborative event including budget details, location, and partners.

ANALYSIS

Staff worked with the EPC and community-based organizations to scope a 2023 Earth Day Event work plan, Attachment A, that includes date, location, day-of staffing, volunteers, budget, and a selection of family-friendly activities.

It is recommended that if the Council supports a collaborative event as scoped in Attachment A, staff take the lead on the 2023 Event and work with the EPC and neighboring jurisdictions on a collaborative Earth Day event for 2023 that stays within the Town's \$5,000 budget.

FISCAL IMPACT

The Fiscal Year 2022/23 Budget includes funding for an Earth Day event in the amount of \$5,000.

Any materials, efforts, or staffing resources associated with an Earth Day event that exceed this existing \$5,000 budget would need to be authorized by the Town Council.

GOAL ALIGNMENT

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

- Goal Area F – Be Forward-Thinking, Well-Managed, and Well-Planned

POLICY FOCUS

The EPC is charged under Resolution 2018-11 to “provide the City Council with recommendations, outreach programs, and education on environmental issues facing the Town’s natural and built environment.” Acting in an advisory capacity, the EPC has the following powers and duties:

- a. Upon request, make recommendations (programmatic and legislative) to the City Council 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.
- b. Pursuant to established City Council programs and policy, assist staff in the creation of proactive community engagement programs for residents, commercial and public enterprises active within the Town’s jurisdiction.

Historically, the Town’s EPC has been the primary body in creating and supporting an annual Earth Day event for the Town, as approved by the Council. Considering costs, staff time, and vacancies on the EPC and in the Committee’s advisory role, the EPC is proposing a collaborative approach to celebrating Earth Day with an event by building off partnerships and successes from the 2022 Earth Day Event. Further, as an advisory Committee, the EPC would only be allowed up to \$5,000 as budgeted for Fiscal Year 2022/23, with those funds disbursed through staff. As a policy matter, it would be appropriate for the Council to review and provide direction on the Earth Day Event and use of the \$5,000 budget.

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

Environmental Programs Committee (meets every other month)

ATTACHMENTS

1. Attachment A: 2023 Earth Day Event Work Plan