



Item No. 3 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE CHAIR AND COMMITTEE MEMBERS

FROM: RACHAEL LONDER, MANAGEMENT ANALYST II

DATE: MAY 18, 2023

SUBJECT: Review the Love Our Earth Festival (4/22/2023)

RECOMMENDATION

It is recommended that the EPC debrief the festival to capture lessons learned for future events.

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. Additionally, neighboring jurisdictions came together to host a We Love Earth Festival in Menlo Park which included similar activities and vendors as Atherton's Earth Day Event. For 2023, the Town was invited to participate in coordinating a collaborative event between neighboring jurisdictions and community-based organizations. During their EPC meeting on November 17, 2022, the Earth Day Subcommittee of the EPC discussed approaches for the 2023 Earth Day Event including the potential for a collaborative event that would leverage resources, volunteers, and staff to improve event coordination and the experience for the community. Members of the City of Menlo Park's Environmental Quality Commission and a local climate action organization, 350 Silicon Valley attended to share their interest in partnering with the Town to host one collaborative Earth Day Event. The EPC received direction from the City Council during their December 7, 2022 Study Session to proceed with a collaborative Earth Day celebration. The Environmental Programs Committee initiated a weekly meeting with representatives from the City of Menlo Park, City of East Palo Alto, City of Palo Alto, Acterra, 350 Silicon Valley, and the Menlo Climate Team to plan the Love Our Earth Festival for April 22 at Menlo-Atherton High School.

ANALYSIS

The Festival was held on April 22, 2023 at Menlo-Atherton High School from 11:00 AM to 4:00 PM with set-up starting at 6:30 AM and clean-up going until 5:30 PM. Event details are as follows:

Event Basics

- Registered Attendees: There were 1,338 individuals registered to attend.
- Survey Results: Responses can be found here:
https://www.surveymonkey.com/stories/SM-exy4m_2Bl8Jmay2Zj4gdvxxkQ_3D_3D/
Password: LOEF

Food

- There were 20 vendors in the food market place. One food truck backed out last minute. Eclipse gave away 700 ice cream samples by 2:00 PM. It was reported that food ran out early in the event and only samples, baked goods, or food to take home was left in the afternoon.

Clean Vehicle Showcase

- There were 40 different models. Cheryl Schaff from the Menlo Park Climate Team coordinated with all of the dealerships that attended.

Speakers & Movie Screening

- The speaker series was kicked off with a welcome from Vice Mayor Hawkins Manuelian followed by the Vice Mayor from Palo Alto, the Mayor of Menlo Park, and the Mayor of East Palo Alto. Presenters included Dr. Rob Jackson, Dr. Rodolfo Dirzo, Dr. Pam Rittelmeyer, and Gary White. These speeches were not recorded.
- The City of Menlo Park paid for a movie screening of Motherload about a parent's journey using a cargo bike.

Kids' Activities

- There were three story times hosted by the Atherton Library and the Menlo Park Library. Kat Kid Adventure hosted a workshop on talking to kids about climate change. The Lizard Lady brought various reptiles for two 1-hr long shows. Additionally, local elementary schools and parent volunteers hosted arts and craft activities. There were also many exhibits catering to children including the chickens from the Peninsula Feed Store, dogs with the Humane Society and Pets in Need, and succulent plants from Cal Water.
- There was a green career panel hosted by a local high school student.

Exhibits

There were 80 vendors representing local Atherton organizations and resources, countywide programs, small businesses, and non-profits.

Volunteers

- There were 57 volunteers from the National Charity League, Tesla, 350 Silicon Valley, and the local high schools.

FISCAL IMPACT

The Town of Atherton contributed \$5,000 which was spent in its entirety. The City of Palo Alto and the City of Menlo Park also contributed \$5,000. 350 Silicon Valley sponsored the event with a \$4,550 grant from Peninsula Clean Energy and GreenWaste and CalWater each provided \$500.

GOAL ALIGNMENT

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

- Goal Area E – Strengthen Community Engagement and Transparency
- Goal Area F – Be Forward-Thinking, Well-Managed, and Well-Planned

POLICY FOCUS

Earth Day is an annual celebration hosted by the Environmental Programs Committee as a way to educate and engage residents on sustainability programs and on local and statewide climate action goals. City Council approves each year's Earth Day work plan and budget not to exceed \$5,000.

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. Photos from the Festival's Official Photographers can be found here:

- <https://veronikahsuphography.pixieset.com/earthdaymenlopark/> (download pin: 9632)
- <https://www.probonophoto.org/2023/22Apr23MPLoveOurEarth/>
- <https://www.probonophoto.org/2023/22Apr23MPLoveOurEarthAdditional/n-57gNr3/>