



Item No. 4 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

THROUGH: GEORGE RODERICKS, CITY MANAGER

FROM: STEPHANIE B. DAVIS, AICP PRINCIPAL PLANNER

DATE: FEBRUARY 5, 2020

SUBJECT: 2020 EARTH DAY EVENT WORK PLAN AND BUDGET AS RECOMMENDED BY THE ENVIRONMENTAL PROGRAMS COMMITTEE (EPC)

RECOMMENDATION

It is recommended that the City Council review, provide comment, and approve the 2020 Earth Day Event Workplan and Budget as recommended by the Environmental Programs Committee (EPC).

BACKGROUND

Earth Day 2020 is on Wednesday April 22, 2020. At their regularly scheduled meeting of January 19, 2020, the EPC discussed and finalized a proposed draft work plan and associated budget for a Town sponsored Earth Day 2020 event focused on the topic of climate change and sustainability.

(Attachment 1).

ANALYSIS

The purpose and intent of the proposed 2020 Earth Day event, as recommended by the EPC, is to provide outreach and education to the community on current matters related to climate change from a local, regional and global perspective; and how Atherton is impacted, and may be involved in addressing such impacts.

The proposed event would include a film festival showing educational short clips and a climate change documentary on the weekend of April 24, 2020 (tentative dates being considered are Friday, April 24 or Sunday April 26) at the Jennings Pavilion in Holbrook-Palmer Park for approximately four to five hours.

Prior to the showing of the feature film, the EPC would like to show multiple educational short clips with climate change and sustainability themes (See Appendix A of Attachment 1). The EPC has tentatively identified a series of potential feature films, in order of preference, as follows:

1. **Ice on Fire:** Produced by Oscar-winner Leonardo DiCaprio, George DiCaprio and Mathew

Schmid and directed by Leila Conners, *Ice on Fire* is an eye-opening documentary that focuses on many never-before-seen solutions designed to slow down our escalating environmental crisis. <https://www.hbo.com/documentaries/ice-on-fire>

2. **This Changes Everything:** Directed by journalist and filmmaker Avi Lewis (*The Take*) and produced in conjunction with Naomi Klein's bestselling book of the same name, this urgent dispatch on climate change contends that the greatest crisis we have ever faced also offers us the opportunity to address and correct the inhumane systems that have created it. <https://www.youtube.com/watch?v=YQhflH4alO0>
3. **To the Ends of the Earth:** Filled with compelling and vivid footage you won't see elsewhere, the documentary film *To The Ends Of The Earth* takes us on a journey to see for ourselves what is happening and what people are doing to fight back. From the frontiers of the Arctic to the Alberta tar plains to our own Colorado River, so-called "unconventional" extractions are shattering boundaries and changing forever the connection between the earth and the lives dependent on it. <https://www.youtube.com/watch?v=qWopM98q-nY>
4. **Anthropocene: The Human Epoch:** In their arresting new film, filmmakers Jennifer Baichwal and Nick de Pencier, and photographer Edward Burtynsky travel the globe to document the impact humans have had on our planet. <https://theanthropocene.org/film/>

Prior, post and throughout the film festival, educational exhibitors on various climate change topics could be present with dedicated tables/areas of informative materials to share with the event attendees. Potential exhibitors could include, but not be limited to the Atherton Library, Recology, San Mateo County Office of Sustainability and local high school environmental groups.

Following the educational short clips and feature film, it is envisioned that attendees would have an opportunity to further conversate more informally with exhibitors and other attendees.

Following any approval by the Council of a 2020 Earth Day event, the EPC proposes to hold approximately one or two more Committee meetings prior to the event in order to work with staff on finalizing the event details, including marketing and advertising efforts, identification of appropriate exhibitors and other logistical details. These supplementary details to be developed, would be required to follow the purpose and intent of the event details as approved by Council. Any EPC efforts of individual members would be voluntary and would also need to be consistent with the Council approved 2020 Earth Day event work plan and budget.

POLICY FOCUS

The EPC is established and governed under City Council Resolution 15-10, which outlines the Committee's principles, rules of procedures, powers and duties. The EPC is charged with the following powers and duties to act in an advisory and recommending capacity to the City Council:

- Make recommendations 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, commercial and public enterprises active within the Town's jurisdictions for presentation and approval by the City Council.

Historically, the Town's EPC has been the primary body in creating and supporting an Earth Day event for the Town, as approved by the Council. An Earth Day event is not outside of the Committee's advisory role. Further, as an advisory Committee, the EPC would only be allowed funds allocated directly by the Council on a programmatic basis, with those funds disbursed through staff. As a policy matter, it would be appropriate for the Council to review and approve an event budget request, review and approve the work plan, and provide direction to staff.

FISCAL IMPACT

The 2019/2020 Fiscal Year (FY) Budget includes \$5,000 for the EPC - General Support for committee work. The \$5,000 could be dedicated to fund the 2020 Earth Day event itself – the allocation of these funds to cover all efforts and materials for the event. The event details as proposed by the EPC are estimated to not exceed \$5,000 and the ability to execute the Work Plan within this budget maximum is found to be feasible. 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. Attachment 1 includes a recommended 2020 Earth Day event work plan that includes a budget estimated to not exceed \$5,000, while incorporating the recommendations of the EPC as described in the Analysis section above.

There is an existing \$50,000 approved budget for Planning Department services to assist in implementation of the CAP and other Town sustainability efforts. Efforts to support bi-monthly EPC meetings, as well as plan, facilitate, and attend an Earth Day event held on one day, for approximately 5 hours, are a part of this 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 District, service providers (water, power, and sewer), and regional elected officials.

ATTACHMENT

1. Draft 2020 EPC Recommended Earth Day Event Work Plan and Budget

**Environmental Programs Committee (EPC)
Proposed 2020 Earth Day Work Plan and Budget**

Proposed 2020 Earth Day Work Plan

The mission of Atherton EPC's 2020 Earth Day Event is to engage and educate town members and to raise awareness about the urgency in fighting climate change. Historically Atherton has participated in a program on Earth Day. This year marks the 50th anniversary of Earth day.

Earth Day 2020 marks the 50th anniversary of Earth day:
<https://www.youtube.com/watch?v=FRzGgJk8X8M>

This year an organization by the name of Earth Day is launching a citizen lead science campaign called Earth Challenge 2020 (Using a mobile app, private citizens will be able to collect billions of observations on air quality, water quality, insects population, plastics, into a global database providing valuable information to guide future policy). Earth Day is also asking people around the world to take part in a global teach-in with the goal of reaching 500 million students and community members. They are providing teach-in tool kits and materials.

The 2020 Earth Day Event is intended to help Atherton residents engage in the community and learn what they can do to preserve the climate for their legacies. As part of the global teach-in, we are proposing that Atherton offers a film screening of an educational climate film and provide educational materials. This Earth Day screening will occur on the weekend following Earth Day either April 24th, or 26th. It will be hosted at the Jennings Pavilion in the Holbrook-Palmer Park.

The EPC is orchestrating the 2020 Earth Day Event and holds the following objectives for the day:

- Increase the Town's awareness of specific climate action goals via the topics discussed in the selected film;
- Educate the Town on the action steps the Town plans to take;
- Offer tangible opportunities for the Town to engage in environmental projects and discussions (i.e., attending an EPC meeting as a member of the public and notifying the public of various local environmentally focused conservation and activist groups);
- Cultivate connections with the Town for the purposes of better understanding what kinds of environmentally focused activities would be most appreciated by Town residents;
- Engage, educate and motivate students at local schools.

2020 Earth Day Event Tentative Agenda

- Mayor DeGolia will introduce the film and give a short talk on how the Town is working towards its environmental goals.
- We will have a local student lead environmental group speak.
- We will screen the film shorts and film selected.
- Following the film, we will host an optional group discussion and Q and A.
- There will be manned tables with information including the Atherton brochure and citizen questionnaire, etc.

Coordination of the 2020 Earth Day Event:

- 1. EPC Ad-Hoc Event Planning Committee** – An Ad-Hoc Event Planning Committee is already underway. A series of feature films and short clips have been proposed (see Appendix A). Mayor DeGolia has agreed to introduce the film. The next action items will be determined after we receive the Council consideration at the meeting on February 5th.
- 2. Advertising and Marketing** – The Ad-Hoc Committee will work with Town staff to appropriately advertise the event to the Town. The team will select to place a banner at Marsh and Middlefield roads and/or in Holbrook Palmer Park. Other means of advertising the event will entail one, some or all of the following: posting other banners or flyers (designed by staff and the Ad-Hoc Committee members) in public spaces; sending out emails to Town residents via the town blast; promoting the event on the Town’s social media accounts and the Athertonian magazine ; and Eventbrite listing. We will also contact Gentry and other local magazines to see if they will cover the event. We will also collaborate with schools located in Atherton to promote the event to students. The cost of these activities will remain within the means of the allotted advertising budget.
- 3. Tabling** – Guest speakers and/or other identified private and/or public agencies, organizations, individuals and businesses with purpose and/or interest in climate change and/or sustainability may be contacted and invited to set up informational tables and activities inside and/or outside of Jennings Pavilion in the Holbrook-Palmer Park purposed to educate and engage with the community.
- 4. Surveys** – The Ad-Hoc Subcommittee members will work with Town staff to develop a survey to be distributed to film attendees. The completed surveys will be collected at the end of the film, after the discussion, and will aim to assess whether or not the 2020 Earth Day Event succeeded in its objectives. As per the final objective, survey responses will additionally guide the EPC in ways to engage the Atherton community on climate change and sustainability in the future.

A preliminary budget is included for the proposed 2020 Earth Day Event at the Jennings pavilion in Holbrook Palmer Park.

Proposed 2020 Earth Day Event Budget

TABLE 1: PROPOSED 2020 EARTH DAY EVENT BUDGET		
Budget Item	Description	Cost Estimate
Movie Screening	Cost to screen the film.	\$850
Move Screening Equipment Rental	Cost to rent screening equipment. Projector, screen, and sound.	\$800
Refreshments	Light refreshments (i.e. popcorn machine and beverages).	\$300
Promotional Poster Printing	Posters will be placed in the library, at Holbrook Palmer Park, and at any schools willing to place the posters.	\$150
Promotional Banner	Banner placed at Marsh/Middlefield or in Holbrook Palmer Park.	\$200
Survey Printing Costs	Cost to print 400 surveys.	\$20
Pencils	For people to complete surveys.	\$65
Additional Incidentals / Estimate Overage Buffer		\$2615
Total Proposed Budget:		\$5000

APPENDIX A

Proposed Feature Films

- 1) **Ice on Fire:** Produced by Oscar-winner Leonardo DiCaprio, George DiCaprio and Mathew Schmid and directed by Leila Conners, Ice on Fire is an eye-opening documentary that focuses on many never-before-seen solutions designed to slow down our escalating environmental crisis. <https://www.hbo.com/documentaries/ice-on-fire>
- 2) **This Changes Everything:** Directed by journalist and filmmaker Avi Lewis (The Take) and produced in conjunction with Naomi Klein's bestselling book of the same name, this urgent dispatch on climate change contends that the greatest crisis we have ever faced also offers us the opportunity to address and correct the inhumane systems that have created it. <https://www.youtube.com/watch?v=YQhflH4alO0>
- 3) **To the Ends of the Earth:** Filled with compelling and vivid footage you won't see elsewhere, the documentary film To The Ends Of The Earth takes us on a journey to see for ourselves what is happening and what people are doing to fight back. From the frontiers of the Arctic to the Alberta tar plains to our own Colorado River, so-called “unconventional” extractions are shattering boundaries and changing forever the connection between the earth and the lives dependent on it. <https://www.youtube.com/watch?v=qWopM98q-nY>
- 4) **Anthropocene: The Human Epoch:** In their arresting new film, filmmakers Jennifer Baichwal and Nick de Pencier, and photographer Edward Burtynsky travel the globe to document the impact humans have had on our planet. <https://theanthropocene.org/film/>

Proposed Short Clips

- 5) **Cutting-Edge Meat Alternatives for Carnivores Who Want to Save the World-Daily Show (Educational Comedy) 5:41**
Roy Wood Jr. Talks to three people at the forefront of the environmentally friendly alternative meat industry to get a literal taste of what the future might have to offer. <http://www.cc.com/video-clips/2nbukc/the-daily-show-with-trevor-noah-cutting-edge-meat-alternatives-for-carnivores-who-want-to-save-the-world>
- 6) **National Geographic Rapper Short 4:23**
As the human population continues to grow, so does our impact on the environment. In fact, recent research has shown that three-quarters of Earth's land surface is under pressure from human activity. In this short film, spoken word artist Prince Ea makes a powerful case for protecting the planet and challenges the human race to create a sustainable future. Winner of the Film4Climate competition organized by the Connect4Climate Program of the World Bank. <https://www.youtube.com/watch?v=B-nEYsyRIYo>

7) Plastic Pollution, World Wildlife Fund 1:19

This educational video highlights impact of plastics. Plastics are durable, light and versatile. However, they take up to 400 years to decompose. This will affect people's lives for the 16 generations. <https://www.youtube.com/watch?v=IA9O9YUbQew>

8) What Happens to the Plastic you Throw Away 4:06

We've all been told that we should recycle plastic bottles and containers. But what actually happens to the plastic if we just throw it away? Emma Bryce traces the life cycles of three different plastic bottles, shedding light on the dangers these disposables present to our world. https://www.youtube.com/watch?v=_6xlNyWpB8