



CITY OF GLENDALE, CALIFORNIA REPORT TO THE SUSTAINABILITY COMMISSION

AGENDA ITEM

Report: Earth Day 2022 Action Plan

1. Motion selecting an idea for Earth Day 2022 and directing staff to prepare an earth day action plan and report for the December 2, 2021 Sustainability Commission Meeting.

COMMISSION/COMMITTEE ACTION

Item Type: Action Item

Approved for November 4, 2021 **calendar**

ADMINISTRATIVE ACTION

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RECOMMENDATION

Staff recommends the Sustainability Commission select ideas for Earth Day 2022 from those submitted by the Ad-Hoc Earth Day Committee and direct staff to prepare an Earth Day 2022 action plan and report for the December 2, 2021 Sustainability Commission Meeting.

BACKGROUND/ANALYSIS

At the October 7, 2021 Sustainability Commission meeting the Commissioners authorized formation of an Ad-Hoc Committee to gather ideas for Earth Day 2022 and to present these ideas to the Sustainability Commission at the November 4, 2021 Commission meeting. The Ad-hoc committee met twice and formulated a list of 10 suggested ideas for Earth Day, which list of suggestions . Earth Day ideas is summarized below:

Ad-hoc Committee Suggestions

1. Collection Drives
2. Tree planting
3. Art installation
4. Habitat Garden planting
5. Pop up park concept
6. Community bike week/day
7. Composting/gardening workshop
8. Litter clean up
9. Legislative Day of Action
10. Night at the movies/Environmental Film Festival

The complete list of ideas is listed in Table 1 herein below.

The Ad-hoc Committee outlined a set of principles to be adhered to for the duration of the event. In Summary these are:

1. Prohibition of the use of single use plastic food ware accessories
2. The event be a Zero waste event
3. Only supply climate positive giveaways
4. Display information through poster board reducing need for individual pamphlets
5. Cross pollinate event with other city departments
6. Highlight City's actions

The full list of earth day principles is listed in Table 2 herein below.

Next Steps

Staff is requesting the Sustainability Commission choose which ideas should be developed for Earth Day April 22, 2022. The Sustainability Commission may also direct staff to prepare an action plan outlining the cost and required actions to implement the selected idea(s).

Table 1: Earth Day Event Ideas

Collection Drives	(nonperishable food; socks; books/toys; condiments/utensils); book exchange. Could try a more elaborate pilot project: neighborhood materials exchange (like yard sale); neighbors display items they no longer want; whatever is not exchanged/reclaimed at end of day would be donated to one or more nonprofit organizations. Explore backyard gleaning: solicit residents & businesses with fruit trees to allow gleaning. Need multiple drop off sites (bins) around town (city facilities; private businesses?) Recipients: Homeless Shelters, Schools, Library (book exchange) BYOB: Bring your own Book(s) 📖
Tree planting	Pick one corridor in South Glendale for planting (first of a future planting series). Believe city has database of empty tree wells; some may have old roots, others may be ready to go (plant);
Art installation	Install a mural on a public building; Kids recycled art workshops (Helen Marish, Art2Go: uses scrap materials to create "sculptures/creatures") Highlight artists that focus on environmentalism/sustainability. Example: Renaë Barnard display at Adams Square Park .
Habitat Garden planting	Install a habitat garden on park/public property to encourage wildlife and as a demonstration for children.
Pop up park concept	A vacant parking lot or public lot can be repurposed for a weekend into a public space with activities, furniture and other programming to reimagine the space as a public park.
community bike week/day	A bike ride can be organized by a local non profit partner like Walk Bike Glendale.
composting/gardening workshop	A learning workshop at a local community garden, organized by our non profit partners.
Litter clean up	Can be informal activity: ask residents/businesses to undertake their own cleanups and then report collected pounds and most common littered item/s to Community Services? OR: Ask Community Services to engage with HOAs/community groups & announce boundaries of areas; OR: park clean ups

Legislative Day of Action	Discuss with the City Council if there are legislative priorities they have in that can be rolled out as a package the week of Earth Day: the City Council's first meeting after Earth Day is Tuesday, April 26, 2022 . Earth Day is on a Friday.
Night at the movies Environmental Film Festival	Commissioner Pinkerton has a lot of documentaries (DVDs) on environmental topics. Usually the documentary owner will give permission for public, nonprofit showings: The Clean Bin Project; A Plastic Ocean; The True Cost (Who Pays the price for our clothing); Dirt! the Movie (a story with heart and soil); Vanishing of the Bees - a film for anyone who likes to eat; King Corn: You are what you eat; Blue Gold-World Water Wars; Tapped (bottled water); can get copy of the "Story of Stuff;" Video on circular economy: https://www.youtube.com/watch?v=zCRKvDyyHml https://www.youtube.com/watch?v=zCRKvDyyHml

Table 2: Earth Day Event Principles:

Earth Day Event principles	
Food + Drink + Waste	Prohibit single-use/disposable foodware; no EPS; (foil wrapped food okay, but, ideally, require food vendors to use reusable foodware (city could purchase reusable foodware, engage with nonprofit to wash the foodware at Civic Auditorium kitchen afterware). Drinks can't be distributed in single use or disposable materials. Must have food waste bins at main event; ideally, limit food that is served/sold to food that can be collected & processed as food waste. (meat? dairy? Maybe mobile food waste collection? Magic Organics offers this service Can City provide a water truck with bottle filler, OR install a bottle filler at the park where the MAIN event will be hosted
Giveaways	Nothing plastic unless it's a durable product that fights climate change, reduces waste (compost & worm bins, for ex); NO tchotchkes
Literature	City should not distribute brochures; instead, the information should be displayed at main event and posted online. AND: can send brochures electronically to those who request them. This would help create contact list for sustainability newsletters
Attendees/ Administrative	We could do a sign up (Eventbrite) or RSVP and get text reminders sign up (digital) sheets for newsletter should be frequented throughout the event. QR code registration. Cross reference with Glendale Sustainability page. Scan and you get a tree emoji. Also saves your email to the sustainability newsletter. After #♻️ to enter giveaway or get freebies
Energy & Water conservation pop up	GWP booths; allow residents to sign up for Franklin, Lime programs, VPP, etc. Does Franklin have an outreach budget, could they staff a booth (actually sign up customers)?

Walk the Talk/Showcase City's work	Highlight City's environmental actions/programs; Bee hives at city park (map or list of sites), Electric landscaping equipment, EV's, portable car charger, etc.
Food drive (non-perishable)	"Admission" to main event is donation of one non-perishable food item (peanut butter, pasta, canned fruit & veggies); City must engage with senior meal program, local assistance programs & shelters to determine their most-needed items
Raffle prizes or contests	Compost & worm bins; reusable utensils, bicycle; use of EV for a week or month (must engage with local vendors), electric lawnmower
Outreach	Develop social media campaign leading up to Earth Day; Sign up residents & businesses that want to receive sustainability newsletter; Sustainability office staff could also issue monthly waste reduction or climate protection tips, etc. GEC, Walk Bike Glendale, other orgs invited to the event

FISCAL IMPACT

There is no fiscal impact associated with this report. Once the Earth Day 2022 idea(s) have been selected, Staff will prepare an implementation plan and cost analysis to be presented at the December Sustainability Commission meeting.

ALTERNATIVES

Alternate 1: The Sustainability Commission may direct staff to research other earth day ideas not presented in this report.

Alternate 2: The Sustainability Commission may direct staff to solicit earth day ideas from the wider Glendale Community.

Alternative 3: The Sustainability Commission may recommend any other alternative not proposed by staff .

EXHIBITS

1. None