



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Richard Thompson, Interim City Manager

FROM: Lindy Coe-Juell, Assistant to the City Manager
Sona Kalapura, Environmental Programs Manager

DATE: February 2, 2010

SUBJECT: Consideration of a Resolution Approving the City's Participation in Earth Hour on March 27th and a Proclamation for Manhattan Beach Earth Week April 17th – 23rd

RECOMMENDATION:

Staff recommends that the City Council:

- 1) Approve and adopt Resolution No. 6243 in order to support the City's participation in activities leading up to Earth Hour, which occurs at 8:30p.m., Saturday, March 27th, and
- 2) Approve a Proclamation designating April 17th through the 23rd as Earth Week in the City of Manhattan Beach.

FISCAL IMPACT:

Staff anticipates some minor costs for advertising and promotional materials that will be accommodated within the current adopted budget.

DISCUSSION:

In keeping with the City's Going Green efforts, staff would like to raise awareness of and promote participation in two earth friendly events. The first is an annual international event called Earth Hour, which will be held this year on March 27th at 8:30p.m. The second event, Earth Week in Manhattan Beach, will actually consist of a week's worth of activities surrounding the celebration of the 40th anniversary of Earth Day on April 22nd.

Earth Hour – Saturday, March 27th, 8:30PM

This event, which was created by the World Wildlife Fund in 2007, encourages households, businesses and communities to turn off their non-essential lights and electrical appliances for one hour to raise awareness about the need to take action regarding climate change. The Earth Hour campaign seeks to convey that we can all take personal responsibility for our planet and that working together we can make a positive impact.

Since its inception three years ago, Earth Hour has captured the world's imagination and has inspired millions of people to participate. In 2009, hundreds of millions of people in 88 countries

dimmed their lights for Earth Hour. This participation included more than 300 cities as official supporters. The City of Manhattan Beach was an early supporter in 2008 and again in 2009.

By adopting Resolution No. 6243, the Manhattan Beach City Council would again lend its support to Earth Hour allowing staff to promote the event through our website, the local media, and through key community organizations. With the City Council's endorsement, staff will also be able to register the City of Manhattan Beach as an official City supporter on the Earth Hour website at www.myearthhour.org and our City's name will appear on the Earth Hour homepage map.

We will plan to turn off all non-essential lights at all City facilities for Earth Hour from 8:30p.m. to 9:30p.m. on Saturday, March 27th, including the lights along the Pier. This action symbolizes our call to action for protecting the planet for our future and that of future generations.

Earth Week – April 17th-23rd

This year marks the 40th anniversary of the celebration of Earth Day. To honor this tradition of environmental protection, and to further the City's commitment to "Going Green," we would like to extend the Earth Day celebration to a week-long series of environmentally conscious activities. We will begin with our annual Earth Day celebration in Polliwog Park on April 17th and, with City Council's support, will provide the community with information and activities throughout the week ending on Friday, April 23rd.

By extending the City's observance of Earth Day to an entire week of events designed to encourage environmentally-aware behaviors, we will provide the public with information on energy efficiency; recycling, reducing or reusing disposable items; water conservation; and tips on leading a greener lifestyle. Staff will coordinate efforts with our internal Departments and community organizations to develop activities that are fun and educational, with the goal of assisting the community in our commitment to preserve the environment.

By approving the Earth Week Proclamation, the City Council will provide opportunities for residents and businesses in Manhattan Beach to get involved and gather resources that will help them learn more about what they can do to Go Green in Manhattan Beach.

CONCLUSION:

Staff recommends that the City Council adopt Resolution No. 6243 to declare support for Earth Hour, and adopt the proclamation announcing the City's participation in Earth Week for the City of Manhattan Beach.

ATTACHMENTS:

- Resolution No. 6243
- Earth Week Proclamation

RESOLUTION NO. 6243

RESOLUTION TO SUPPORT TURNING OFF ALL NON-ESSENTIAL LIGHTING IN ALL CITY GOVERNMENT FACILITIES AND PUBLIC LANDMARKS FOR THE HOUR BETWEEN 8:30 PM AND 9:30 PM ON MARCH 27, 2010 AS PART OF EARTH HOUR 2010

WHEREAS, our community is deeply concerned about the impacts of climate change and the future health and well-being of our planet and believes energy efficiency, natural resource conservation are important elements to combating climate change; and,

WHEREAS, Earth Hour is both an international and local symbolic event organized by World Wildlife Fund to raise awareness about climate change issues, to encourage businesses, individuals and government to take actions to reduce their carbon emissions and their impact on the environment in their daily lives and operations; and

WHEREAS, Earth Hour asks all citizens, businesses, government agencies, and commercial and non-commercial establishments to turn off all non-essential lighting for one hour beginning at 8:30 pm on March 27, 2010 and to encourage citizens and businesses to commit to actions they can take in the coming year to reduce their carbon footprints and conserve energy; and,

WHEREAS, Earth Hour will be used as a tool to inform local residents and businesses about existing information and tools already available within the community to assist them in increasing energy efficiency and decreasing emissions and use of natural resources; and,

WHEREAS, Extinguishing non-essential lights in all city government buildings and public landmarks for one hour and urging all businesses and citizens to do the same will send a clear message that the people of Manhattan Beach in the State of California in the United States of America are concerned about climate change, stand with the rest of the world in seeking solutions; and,

WHEREAS, Turning non-essential lights off in all city government buildings and public landmarks will serve as an important rallying point for the city-wide energy conservation event Earth Hour.

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, DOES HEREBY DECLARE, FIND, DETERMINE AND ORDER AS FOLLOWS:

SECTION 1. The City Council of the City of Manhattan Beach hereby makes the following findings:

1. That the above recitations are true and correct.
2. That the City of Manhattan Beach endorses efforts by World Wildlife Fund through Earth Hour to raise awareness around global climate change and energy efficiency.
3. That the City of Manhattan Beach encourages all city employees and residents to turn off all non-essential lighting in city government buildings and public landmarks for the hour between 8:30 and 9:30 PM on March 27, 2010 to conserve energy and raise awareness about global climate change as part of the city-wide Earth Hour event.

SECTION 2. The City Clerk shall certify to the adoption of this resolution and thenceforth and thereafter the same shall be in full force and effect.

PASSED, APPROVED and ADOPTED this 2nd day of February, 2010.

Ayes:
Noes:
Abstain:
Absent:

Mayor, City of Manhattan Beach, California

ATTEST:

City Clerk

Manhattan Beach Earth Week

WHEREAS, *in 1970, the Environmental Protection Agency (EPA) was created with the mission to protect the environment and public health; and in this same year, 20 million people in the United States celebrated the first Earth Day; and*

WHEREAS, *the idea for Earth Day has evolved into a national day of awareness and education focused on environmental concerns; and*

WHEREAS, *Earth Day will be observed by other communities throughout the world, providing an opportunity for governments to work together with business, industry, environmental groups, community organizations, and residents for a prosperous and sustainable future; and*

WHEREAS, *Earth Day celebrations in Manhattan Beach will be expanded to a week of activities to involve the broadest possible cross-section of society; and*

WHEREAS, *Earth Week is an excellent opportunity for all Manhattan Beach residents to join the effort to protect the planet by becoming conscious of the challenges facing the environment locally, nationally, and globally; and to take great pride in their ability to reduce greenhouse gas emissions; divert recyclables away from the landfill; and ensure that nothing but rainwater drains into the storm drains; and*

WHEREAS, *Manhattan Beach residents have come together to form the Environmental Task Force (ETF) to raise awareness, mobilize action, and facilitate implementation of programs to help Manhattan Beach achieve its goals of reducing carbon emissions, while increasing sustainability and well-being; and*

WHEREAS, *the Parks and Recreation Department, Public Works Department, and the V.O.I.C.E. organization are jointly sponsoring Earth Day festivities on April 17, 2010, at Polliwog Park.*

NOW, THEREFORE, BE IT RESOLVED *that I, Mitch Ward, Mayor of the City of Manhattan Beach, California, on behalf of the City Council and the residents do hereby proclaim April 17, 2010 through April 23, 2010 as*

MANHATTAN BEACH EARTH WEEK

and invite all Manhattan Beach residents, businesses, civic groups, government agencies, and other organizations to participate in local and regional celebratory and educational activities.

DATED: *this 2nd day of February, 2010.*