



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Tell and Members of the City Council

THROUGH: David N. Carmany, City Manager

FROM: Jim Arndt, Public Works Director
Sona Kalapura, Environmental Programs Manager

DATE: August 2, 2011

SUBJECT: Consideration of the City's Support for Participation in "Moving Planet," an Event to Promote Healthy Living and Sustainability in the Community.

RECOMMENDATION:

Staff recommends that the City Council approve the City's participation in the Moving Planet event to include the City of Manhattan Beach in a worldwide effort to increase bikeability, walkability, and healthy living in the community.

FISCAL IMPLICATION:

There are minimal costs associated with the City's participation in the Moving Planet event, mainly dealing with advertising and promotion of the event, which are available in the existing FY 11-12 budget. Limited logistics support from the Parks and Recreation, Police, and Public Works Departments, will also be required and a special events permit will be obtained detailing any resources needed.

BACKGROUND:

Manhattan Beach Sustainability Efforts

The City of Manhattan Beach strives to be a leader in sustainability, and was one of the first cities in the South Bay region to endorse the U.S. Mayors Climate Protection Agreement in 2007. The City is participating in several initiatives that have a broader reach and community impact, including Vitality City and the South Bay Bicycle Coalition Bike Master Plan. The City's leadership in the 350 International Day of Climate Action, Earth Hour, National Energy Awareness Month, and the 10-10-10 Sustainability Summit are a highlight of the measures the City has taken to reach its constituents and provide information on solutions that individuals and businesses can implement.

What is Moving Planet?

The Moving Planet concept comes from the 350 organization, and is being organized as a single day to move away from fossil fuels. The City of Manhattan Beach participated in a similar event last year, for the 10-10-10 day of action. The focus of the event is to promote healthy lifestyles and improved well-being for the community. Other cities across the country, and across the globe, have already committed to hosting Moving Planet events for their communities on September 24, 2011.

DISCUSSION:

The City has participated in two annual events with the 350 organization, including the International Day of Climate Action (October 2009) and the Sustainability Summit (October 10, 2010). In both of these events, the City has taken a lead role in promoting sustainability to its community. By organizing and hosting a third annual forum for the Moving Planet event, the City can further its commitment to educating the community on the simple lifestyle changes that will improve overall health and well-being, and result in a better way of life for the community.

The event will encourage the community to participate in a global day of action focused on September 24, 2011. The resources required to create the Moving Planet program will be minimal, and will follow the same event footprint as in previous years. The event will center on a “car-free” festival (promoting healthy living, bikeability and walkability) utilizing the same location as the City’s weekly Farmer’s Market. The planning group convened for the previous 350 organization events will be utilized, and will develop the details for the program. Staff will also make use of existing partnerships with over 30 local organizations and businesses within the broader community to make this event a success, including the Vitality City initiative, LA County Board of Supervisors, the South Bay 350 Climate Action Group, Transition South Bay LA, neighboring South Bay cities, and local nonprofits.

The City’s commitment to sustainability has led to several opportunities for the community to participate in large-scale outreach events. Should City Council decide to endorse the Moving Planet program, the City will host this event so the community can benefit from a unique opportunity to learn more about what actions they can take to support sustainability and livability in the community.

CONCLUSION:

The Moving Planet program provides a unique and informative way for the City to continue teaching its community about the value of healthy living and sustainability. Staff recommends that City Council support the City’s participation in the September 24, 2011 Moving Planet event.

cc: Richard Gill, Parks and Recreation Director
Eve Irvine, Chief of Police