



## **CITY OF BEVERLY HILLS STAFF REPORT**

**Meeting Date:** April 1, 2008  
**To:** Honorable Mayor & City Council  
**From:** Shana Epstein, Environmental Utilities Manager  
**Subject:** Green Days  
**Attachments:** 1. None

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### **INTRODUCTION**

This item was placed on the Agenda at the request of Councilmember Krasne. This report provides information regarding the proposed Green Days event and existing City programs highlighting environmental issues.

### **DISCUSSION**

#### **City's Earth Day Program**

The City originally began having a sustainability/environmental fair with an outreach effort by the General Plan Sustainability Topic Committee. The Committee initially coordinated this event in November of 2002. This event had vendors featuring sustainable products from fuel cell technology to composting. The booths were set up in conjunction with the Farmers' Market and the event was so successful that City staff produced its first Earth Day in April 2004. The event included high school participation, and the City gave away a water efficient washing machine in conjunction with "Flex Your Power."

The Earth Day event has evolved over the years, and City staff plans the activities and festivities. Earth Day 2008 is scheduled for Sunday, April 13, 2008, and will include the performer, "The Junkman". The Junkman performed at Sundance in 2006 and plays rhythmic music on discarded materials. The City currently has 20 vendors confirmed for the event including Lexus, BHUSD Environmental Science Class, a solar company, and much more. Based on previous years, the attendance is estimated to range from 3,000 to 5,000 people. Since the program is adjacent to the Farmers' Market, many of the attendees participate in both programs.

The City's 2008 Earth Day event is budgeted during the FY 2007-08 budget process and includes funding for advertisements through street banners, newspapers, including the high school newspaper, posters in the parking garages, and flyers distributed to BHUSD student.

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Green Days Proposal

During last fiscal year, the City agreed to jointly support a Green Days event by sponsoring the City's fees and by including a City booth featuring the City's programs. At that time, there was a US Conference of Mayors occurring adjacent to the high school in Century City, but the City Council and staff encouraged the Green Days organizers to coordinate future efforts with the City's established Earth Day event that occurs annually in April. A wide variety of vendors were stationed on the Beverly Hills High School lawn including the City's booth, and very knowledgeable and respected speakers lectured inside the auditorium. The event received tremendous publicity, but the participation from the community and high school was very low.

In an effort to include the Green Days organizers in the preparation of Earth Day 2008, City staff invited the European Business Council (EBC) representative in December to begin coordination of efforts towards a joint program. City staff was not able to actually meet with the EBC representative until February, and although he seemed open to collaborating with staff for Earth Day, the EBC wished to promote a Green Days event and change the date to October and location to the Cultural Center. Staff attempted to encourage the EBC to work at helping to build on the success of an already established "environmental" program and work together at producing one event for the community.

Several weeks later, staff was contacted by Mr. Robbie Anderson representing the Beverly Hills Rotary Club and interested in providing a similar Green Days program at the same Cultural Center location and proposed for the same weekend as the City's "Affaire in the Garden Art Show". Staff again encouraged working on a joint program and building upon the success of Earth Day. Staff also expressed concerns regarding:

- parking issues with an event adjacent to Art Show
- staffing issues with a high number of staff dedicated to producing the Art Show
- sensitivity to neighborhood issues related to an already large attendance during the Art Show event

Staff understands the Rotary Club's interest in producing an event adjacent to the very successful and well-attended "Affaire in the Gardens" and even went so far as to suggest utilizing a portion of Beverly Gardens Park for the event. Mr. Anderson stated that their organizers would be able to address all of the City's concerns and cover any and all fees associated with such a program. To date, the City has not received a complete proposal for Green Days in October 2008, and has not yet had the opportunity to review with the Recreation & Parks Commission or other City staff.

**FISCAL IMPACT**

The current organizers of Green Days have stated that they would cover any and all City required fees and permits.

**RECOMMENDATION**

Staff is seeking City Council direction if the City is interested in featuring two environmental/sustainable events for the community.

 David Gustavson  
Approved By 