



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 1, 2008
To: Honorable Mayor & City Council
From: Arnetta Eason, Management Analyst
Subject: Community Outreach Update for Sustainable Programs
Attachments:

1. Earth Day Informational Flyer
2. Rebate Announcement
3. Electronic Waste Collection Flyer

INTRODUCTION

This memorandum serves to inform the City Council on staff's efforts in providing outreach to the community. In the last two years, the City's outreach activities and available programs have increased from four to nine programs. It is our goal to continue to expand.

DISCUSSION

The following are activities planned and programs currently in place:

Earth Day – Our celebration of Earth Day is going on its fourth year. The 2008 Earth Day celebration is April 13th at the Farmer's Market. In addition to the vendors volunteering their time and expertise, we have scheduled a musician that will interact with the patrons and jam to recycled junk. His percussion style of music is like no other!

Rebate Program – This program provides utility customers the opportunity, after the purchase of a low flush or high efficiency toilet, high efficiency washing machine, and weather base irrigation system purchase to submit for a rebate. The rebate amount varies depending on the device. (Attached is a flyer that includes the rebate amount).

Windows-On-Our-Waters – TidePool Cruiser has scheduled visits to Horace Mann, Beverly Vista and Hawthorne Schools throughout the school year. This program brings awareness to stormwater protection and preservation. This is an interactive event, in which students view and touch marine life in the ecosystem affected by pollutants. It helps to educate them on ecosystem disturbance prevention. Staff would like to annually schedule a visit, rotating to the schools.

Meeting Date: April 1, 2008

Horace Mann – November, 2007
Beverly Vista – scheduled for March 10th
Hawthorne – scheduled for May 20th

Electronic Waste Collection (E-waste Collection) - March kicks off our electronic waste program regularly at the Farmer's Market. The 1st Sunday of each month at the Farmer's Market, E-waste will be collected at the corner of Foothill Road and Civic Center Drive from 9am – 1pm. This will provide participants the flexibility to know in advance and schedule a drop off accordingly. (Attached is an informational flyer).

Stormwater Video Contest – This program is in its third year, in which Advancement Placement Environmental Science students from the High School are given an overview on stormwater prevention, and tasked with providing a two to three minute creative video on the topic. The contest takes place in May and is a joint effort involving schools from the cities of Culver City and West Hollywood, and our consultant KJ Services.

In year's past, students are given a plaque for participation, gift card, and acknowledgement of services by the City.

Public Works Facility Visit – The Environmental Science Club at the High School will be visiting the Water Treatment Plant for an overview in the process of reverse osmosis and a walk through. This will be their second annual visit.

Educational Materials - Age appropriate materials are provided upon request, if available within the community, to increase educational efforts. Outreach materials were recently provided to the 2nd grade Cub Scouts.

California Friendly Landscape Training – This program is open to both staff and residents. We recently had a three-hour training for primarily irrigation staff on landscape materials, irrigation, and design. This new program replaces the Protector Del Agua program offered four years ago.

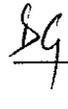
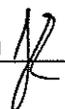
Admiral Splash – As part of the member agency of the Metropolitan Water District, the City is offered an opportunity to have Admiral Splash visit school age children (generally grades 1 through 3) and discuss water awareness, needs, uses, sources, and water conservation practices in a fun interactive fashion with the character dressed in the Super Hero style attire to capture the children's attention. Staff is currently awaiting confirmation on an April date for the class visit.

FISCAL IMPACT

There is a minimal impact to the budget, as some outreach is through joint partnerships with the Cities of West Hollywood and Culver City, Metropolitan Water District, and KJ Services.

RECOMMENDATION

Informational item only.

 _____
David Gustavson
Approved By 

**HAPPY
EARTH
DAY**

**SUNDAY
APRIL 13
9AM TO 1PM
BEVERLY HILLS
FARMERS'
MARKET**

**COME JOIN THE
EARTH DAY CELEBRATION
AT THE FARMERS' MARKET**

**BECOME A
"PARTNER IN ENVIRONMENTAL
PROTECTION"**

- MAKE MUSIC WITH THE JUNK MAN! BRING YOUR OWN JUNK ITEMS AND JOIN THE BAND
- ACTIVITIES FOR KIDS HOSTED BY THE "COUNTY DEFENDERS"
- SOCAL EDISON ENERGY CONSERVATION MOBILE UNIT
- ENERGY-EFFICIENT BUYING TIPS AND REBATE PROGRAMS
- CALIFORNIA NATIVE PLANT INFO, LANDSCAPING TIPS AND COMPOST
- EARTHQUAKE PREPAREDNESS AND FIREWISE SAFETY PROGRAMS
- PONY RIDES AND PETTING ZOO AND MUCH MORE
- LEARN HOW TO "LIVE LIGHTLY" ON EARTH AND DO YOUR PART IN PROTECTING THE PLANET

FOR MORE INFORMATION, CONTACT THE
BEVERLY HILLS PUBLIC WORKS DEPARTMENT
(310) 285-2467

WWW.BEVERLYHILLS.ORG



Rebate Announcement

CITY OF BEVERLY HILLS SERVICE AREA

Rebates for Water Conserving Appliances in Your Home

TYPES OF APPLIANCES THAT ARE ELIGIBLE:

The City of Beverly Hills and the Metropolitan Water District of Southern California (MWD) are offering rebates for the purchase of the following water conserving fixtures:

- Replacing high flush-volume, pre-1992 toilets with new, water-efficient 1.6 gallon-per-flush toilets. **REBATE AMOUNT \$60.00** (Please see city website for current supplemental purchase specification list.)
- Purchasing a new generation of high-efficiency clothes washers that use much less water and energy than conventional washers. To qualify the clothes washer must have a water factor of 6.0 and below (check with your local retailer for details). **REBATE AMOUNT \$110.00**
- Installing a weather-based irrigation controller (WBIC) will save more than 40 gallons of water per household per day after installation. Weather-based irrigation controllers are controllers that monitor and use information about the environmental conditions for a specific location and landscape; such as, soil moisture, rain, wind the plants' evaporation to decide for themselves (automatically) when to water, and when not to based on historic or real time data. This provides your plants the right amount of water for the season, climate & weather. **REBATE AMOUNT \$80.00**

HOW YOU CAN RECEIVE YOUR REBATE:

In order to receive a monetary rebate please complete the application on the website or call the Public Works Customer Service desk at 310-285 2467, and an application will be mailed to you. A copy of the sales receipt and the delivery or installation date will also be required. After the information is sent to the Metropolitan Water District, and the City receives the rebate the City will issue and send the customer a rebate check.

Water Use Efficiency



BEVERLY HILLS

PARTNERS IN ENVIRONMENTAL PROTECTION

WWW.BEVERLYHILLS.ORG



E-Waste Round-up RECYCLING PROGRAM

CITY OF BEVERLY HILLS PUBLIC WORKS DEPARTMENT
IN CONJUNCTION WITH
BEVERLY HILLS FARMERS' MARKET

Want You To Be **GREEN**

Participate in the

Electronic Waste Round-Up!

FIRST SUNDAY OF EACH MONTH

9:00 AM – 1:00 PM

**BEVERLY HILLS FARMERS' MARKET
9300 BLOCK OF CIVIC CENTER DRIVE
(DROP OFF LOCATED AT CIVIC CENTER & THIRD STREET)**

Recycling Items Accepted:

Computers Monitors, Printers, Scanners, Laptops, Modems, Televisions, VCRs, DVD Players, Radios & Stereos, Cassette Players, CD Players, Telephone Systems, Fax Machines, Cell Phones, PDAs, Cables, Pagers, Microwaves, Video Games, Electronic Toys & More

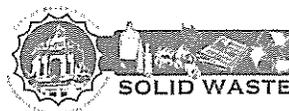
All electronics will be accepted at no charge.

***** No Hazardous or Bulky Waste Accepted *****

For more information contact:
Public Works Customer Service
(310) 285-2467
www.beverlyhills.org

All items dropped off for recycling
will be handled by California
Recycles, EPA ID# CAL000291352

Partners in Environmental Protection



Solid Waste