



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: September 23, 2008
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager of Public Affairs
Subject: Overview of City's 'Green' Community Initiatives
Attachments: None

INTRODUCTION

The City has recently engaged in several initiatives designed to highlight environmental sustainability principles. These programmatic goals are designed to showcase the City's commitment to environmental conservation and wise stewardship of the planet's resources.

Most recently, the City Council has approved 'Sustainability Guiding Principles,' a Green Building ordinance, water conservation initiatives, and budget for City-owned electric/hybrid vehicles. The City continues to incorporate sustainable design principles into buildings and residential construction at its own properties, as well.

DISCUSSION

Several 'green' community outreach initiatives have been proposed during 2008, including the concept of a citywide 'Green Team' as first proposed by the Mayor during his Installation event. Originally launched as a voluntary citizen group committed to embracing sustainable initiatives in their home or business, the 'Green Team' members now number over 100. These members have no formal City role, although many do attend various City functions to rally support for 'green' programs.

Since the launch of the 'Green Team,' staff has provided support for this initiative and related promotional activities. These include:

- Green promotional banners at key intersections encouraging residents to 'Join the Green Team.'
- Recycled shopping bags with the City shield.
- Green Team voluntary membership through the City's website and member certificates.

Meeting Date: September 23, 2008

- Green Book Month at the Library highlighting publications that showcase environmental themes.
- Farmers Market outreach.
- Media relations and promotion in City newsletter.

The Mayor has requested that staff continue to identify 'Green Team' members and promote 'green' initiatives through the Beverly Hills schools, youth groups and the business community with a variety of promotions, recognitions and special events.

FISCAL IMPACT

The City's FY 2008-09 Budget includes funding and staff resources to implement specific water conservation programs and ordinance-driven initiatives. The City's budget does not include funds or allocate staff support for 'green' community outreach or promotional activities.

The City has spent \$4,485 for the 'Green' promotional banners and \$3,285 for recycled shopping bags by re-allocating funds from existing community outreach programs. Staff has devoted significant time towards the implementation of these programs, as well.

In addition to the \$7,770 already expended, additional 'Green Team' promotions and community initiatives would require an appropriation from the General Fund in the amount of \$20,000, as well as approval to utilize one-half time of an FTE to implement these initiatives.

RECOMMENDATION

Staff seeks City Council guidance in promoting an ongoing platform of 'green' environmental programs, promotions and 'Green Team' initiatives.

Cheryl Friedling,
Deputy City Manager
Approved By

