



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** October 7, 2008  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager of Public Affairs  
**Subject:** 'Green' Community Initiatives  
**Attachments:** 1. Green Promotional Items

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### INTRODUCTION

The City has engaged in several initiatives designed to showcase the City's commitment to environmental conservation and sustainability.

These include 'Sustainability Guiding Principles, 'Green' Building Ordinances for commercial and residential construction, water conservation initiatives and purchase of City-owned electric/hybrid vehicles, among others.

The City is currently exploring a variety of 'green' initiatives relating to City facilities, capital improvements, and transportation programs. These initiatives are being evaluated through the City's review process or through the appropriate commission.

Most recently, several 'green' outreach programs have been launched to mobilize community support for resource conservation efforts. This includes the launch of a City-wide 'Green Team,' a voluntary citizen group committed to embracing sustainable initiatives.

Currently over 100 residents have accessed the City website to join the Green Team and receive a free recycled grocery bag. Additionally, banners encouraging residents to 'Join the Green Team' are currently on display at select intersections in the City. The City's Farmers' Market booth is also dedicated to 'green' issues and outreach on select Sundays.

### DISCUSSION

At the City Council's request, staff has prepared an itemized listing of proposed outreach programs designed to highlight the City's commitment to sustainable, 'green' initiatives. These include:

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- **Promotional banners** at key intersections encouraging residents to 'Join the Green Team.' These banners have been purchased and are currently on display through the month of October; an additional installation is recommended for January or February.

Cost: \$4,550

- **Promotional items** for inclusion in recycled grocery bags include energy efficient light bulbs, night lights, sponges and 'green' bracelets (see attachment.)

Cost: \$10,270 for 500 units of each

- **Advertisements in local newspapers**, including *The Beverly Hills Courier* and *The Beverly Hills Weekly* encouraging residents to practice environmental responsibility and 'Join the Green Team.'

Cost: \$2,310

- **Community Education** and civic participation outreach through established partnerships and events. These include promotions through the City's Library and existing special events (Affaire in the Garden, park events, etc.), as well as with the Beverly Hills Unified School District, Green Youth Movement, and other entities.

Cost: \$2,870

- **Ongoing Community Outreach** and 'Green Team' membership participation will continue through the City's public relations initiatives, media outreach, along with newsletter, website and cable programming.

Cost: \$0

**TOTAL: \$20,000**

### **FISCAL IMPACT**

The City has spent \$4,485 for 'Green' promotional banners and \$3,285 for recycled shopping bags.

In addition to the \$7,770 already expended, additional 'green' promotions and community outreach initiatives outlined above would require an appropriation from the General Fund in the amount of \$20,000.

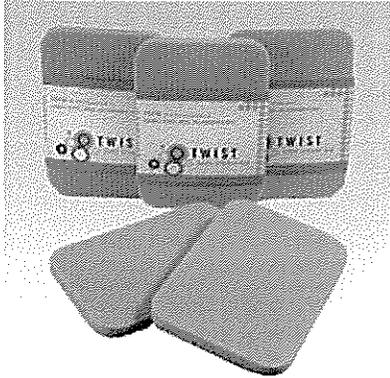
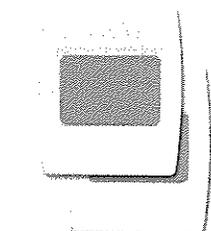
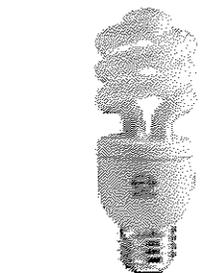
### **RECOMMENDATION**

Staff seeks approval from the City Council to proceed in promoting an ongoing platform of 'green' environmental outreach programs to the Beverly Hills community.

Cheryl Friedling  
Approved By



## Green - Promotional Items

Item	Description
 <p><b>Recycled Sponges</b></p>	<p>One package of reusable sponges saves 51 rolls of paper towels. They are durable, biodegradable and absorbent.</p>
 <p><b>Green Bracelet</b></p>	<p>Green bracelets are made from 100% eco-friendly materials.</p>
 <p><b>Low Energy Night Light</b></p>	<p>Cool to the touch and energy-efficient. Each one costs only 2 cents per year to operate.</p>
 <p><b>Energy Efficient Light Bulbs</b></p>	<p>Each bulb uses 75% less energy than a normal bulb, and can yield over \$123 per year in average savings.</p>