



STAFF REPORT

Meeting Date: April 20, 2021
To: Honorable Mayor & City Council
From: Tania Schwartz, Sr. Management Analyst
Subject: Earth Day Celebration at the Farmers' Market
Attachments: None

INTRODUCTION

On April 25, 2021, at the Farmers' Market, from 9:00 a.m. to 1 p.m., the City will be celebrating the 51st Earth Day anniversary. This year, the theme will be "Restore Our Earth" and Public Works staff will be hosting an Earth Day information booth to share information about how to continue to be a partner in restoring our earth. In addition to the information booth, the City will be hosting free shredding and compost giveaway at the farmer's market.

FISCAL IMPACT

This event is funded by the Public Works Environmental Utilities Enterprise Funds (water, wastewater, storm water and solid waste). Costs are minimal and funding will be used for advertising and the purchase of promotional items.

DISCUSSION

The Earth Day Celebration event at Farmers' Market is a free event available to the public to attend. The City began celebrating Earth Day 18 years ago and it has become a very popular event. This year, due to social distancing and ever-changing County Health protocols, City staff will be hosting the Earth Day celebration in a hybrid manner that lets people participate in events in person or virtually. Highlights of the month long festivities include the following:

-) April 1: The "Let's Talk Trash" series will feature three guest speakers who will talk about zero waste, plastic pollution, food waste crisis and prevention. Interested parties can sign up through this Eventbrite link at www.beverlyhills.org/earthday.
-) April 1 – April 25: Youth Art/Video Contest. In honor of this year's Earth Day revolving around global climate awareness, we will be sponsoring our Second Annual Earth Day Art and Video Contest for all students/or residents of Beverly Hills K-12.

- J April 1 – April 30: "Clean City, Green City" is a virtual cleanup event where volunteers can safely clean up plastic and trash pollution on their own time, in whichever location they prefer. Volunteers will have the option of submitting photos of the trash collected and the first 100 volunteers registered will have a tree planted for them.
- J April 1 – April 30: Wyland National Mayor's Water Challenge for Water Conservation
- J April 4: E-Waste collection event on the first Sunday of every month at Farmers Market.
- J April 25: Free Shredding and free compost during the Earth Day Celebration.

SUSTAINABILITY

The City is committed to being an environmental steward and has made it a priority to educate the community about different ways to be sustainable and to protect the environment. Events like Earth Day and promoting sustainable practices is in line with the City's Sustainability Plan. Additionally, the City is committed to "restoring our Earth" by looking at natural system processes and emerging green technologies to restore the world's ecosystems and rid the world's oceans of plastics.

COMMUNITY ENGAGEMENT

Information about related Earth Day related events and promotional materials include a dedicated City webpage, social media, street banners, newspaper ads, BHUSD emails, e-notices, etc.

RECOMMENDATION

This item is for informational purposes only.

Shana Epstein,
Director of Public Works

Approved By