



DATE: October 13, 2014

AGENDA ITEM # 3

TO: Environmental Commission
FROM: J. Logan, Staff Liaison
SUBJECT: Environmental public information forums

RECOMMENDATION:

Review and discuss opportunities, topics and methodology for public education and outreach

BACKGROUND

The Environmental Commission 2014/15 Work Plan, Goal 1, is to provide environmentally relevant information to the community to improve sustainability in accordance with the Council goals to advance natural resource conservation and environmental quality in Los Altos.

The Commission determines topics and opportunities for approved public forums related to sustainability. An example of public outreach activities were public forums held prior to the award of the waste disposal contract and a study to determine both Municipal and Community Green House Gas emissions for the City. Current outreach efforts include the design and analysis of a survey to the community to facilitate and gain public input for the Los Altos Climate Action Plan in coordination with the Climate Action Plan consultant firm and with the Community Development Department. An additional topic is single-use bags and issues involved with polystyrene products.

DISCUSSION

The Environmental Commission held a public forum on recycling, diversion and composting on February 22, 2014. The Commission is continuing discussion regarding community education and outreach activities for the Climate Action Plan (CAP).

To that goal, a Commission subcommittee is exploring topic ideas and approaches on additional ways to engage the public via education and information forums, various outreach mechanisms. In addition, the Commission seeks to explore with the public via a survey which topics would be of interest and ones they would participate in to gather further information.

The subcommittee composed of Commissioner Ardehali, Vice Chair Chris Keller and Chair Gary Hedden presented an update to the public education and information outreach plan. A public interest survey was created by Commissioner Eyre and vetted with Councilwoman Val Carpenter and staff to assess City of Los Altos residents' interest in environmental topics. The survey was conducted at the July 10 and July 24 Farmers' Market and the results were discussed at the August meeting.

Chair Hedden will give update regarding communications with the Chair of the BPAC, Bicycle and Pedestrian Advisory Commission, and the opportunity to study the issues as a joint commission project.

A subcommittee was also appointed at the September meeting composed of Commissioners Ardehali and Eyre to explore opportunities for Cal Water and the Commission to work together on water conservation public education and outreach. The subcommittee will give its report.

Attachment:

A. Summary of survey results: July 10 & 24, 2014

ATTACHMENT A

	Bicycle & pedestrian	Water conservation	Native plant landscaping	Eating sustainable food	Saving energy at home	Toxic chemicals in the home and yard	Electric & alternative
Chart 1	29	17	14	13	13	9	14
Chart 2	28	18	14	14	21	9	16
Chart 3	9	11	8	9	4	8	6
Chart 4	15	7	10	8	5	15	3
Total	81	53	46	44	43	41	39
	Graywater plumbing	Growing organic food	Solar energy	Caring for our local creeks	Community environmental	Recycling and waste reduction	Local birds and
Chart 1	10	14	14	13	13	12	11
Chart 2	14	12	10	7	4	11	10
Chart 3	4	2	4	8	6	2	5
Chart 4	10	9	8	6	11	8	6
Total	38	37	36	34	34	33	32
	Composting	Green building	Climate change	Other	Green business certification		
Chart 1	13	10	11	3	3		
Chart 2	9	8	8	4	2		
Chart 3	1	5	5	3	4		
Chart 4	7	3	2	5	2		
Total	30	26	26	15	11		

	Email	Web	Local news	Workshops and	Facebook	Other	Twitter
Chart 1	16	16	6	14	5	2	1
Chart 2	13	16	13	8	4	1	0
Chart 3	5	5	6	4	2	0	1
Chart 4	7	2	11	5	3	1	0
Total	41	39	36	31	14	4	2

	Interested in environmental programs for teenagers	Not interested in environmental programs for children and teenagers
Chart 1	13	3
Chart 2	16	2
Chart 3	2	0
Chart 4	8	0
Total	39	5

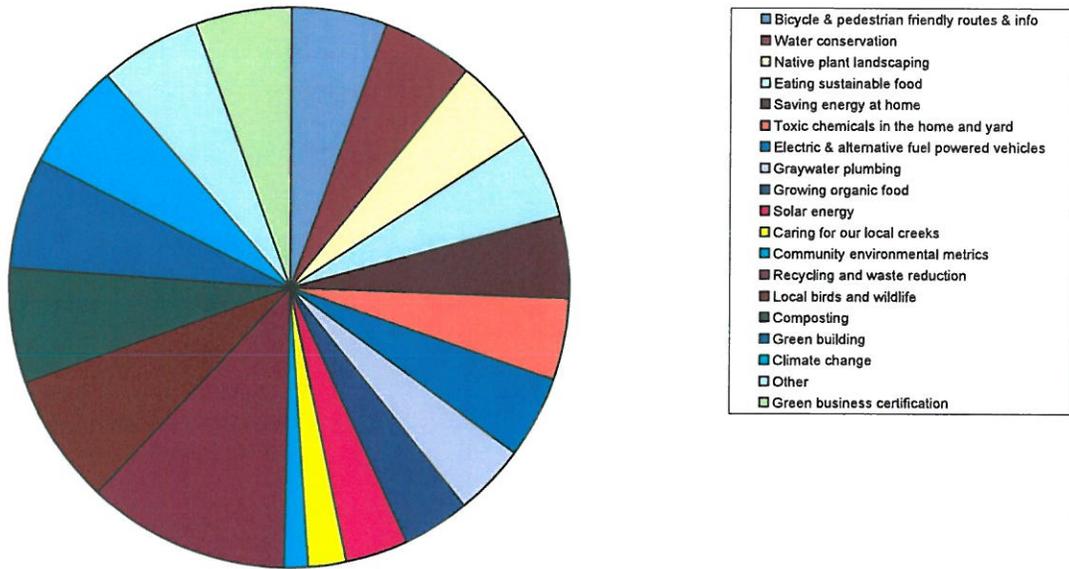
7/10/14 Total Responses	7/24/14 Total Responses
488	249

Bicycle & pedestrian friendly routes & info	81
Water conservation	53
Native plant landscaping	46
Eating sustainable food	44
Saving energy at home	43
Toxic chemicals	41
Electric & alternative fuel powered vehicles	39
Graywater plumbing	38
Growing organic food	37
Solar energy	36
Caring for our local creeks	34
Community environmental metrics	34
Recycling and waste reduction	33
Local birds and wildlife	32
Composting	30
Green building	26
Climate change	26
Other	15
Green business certification	11

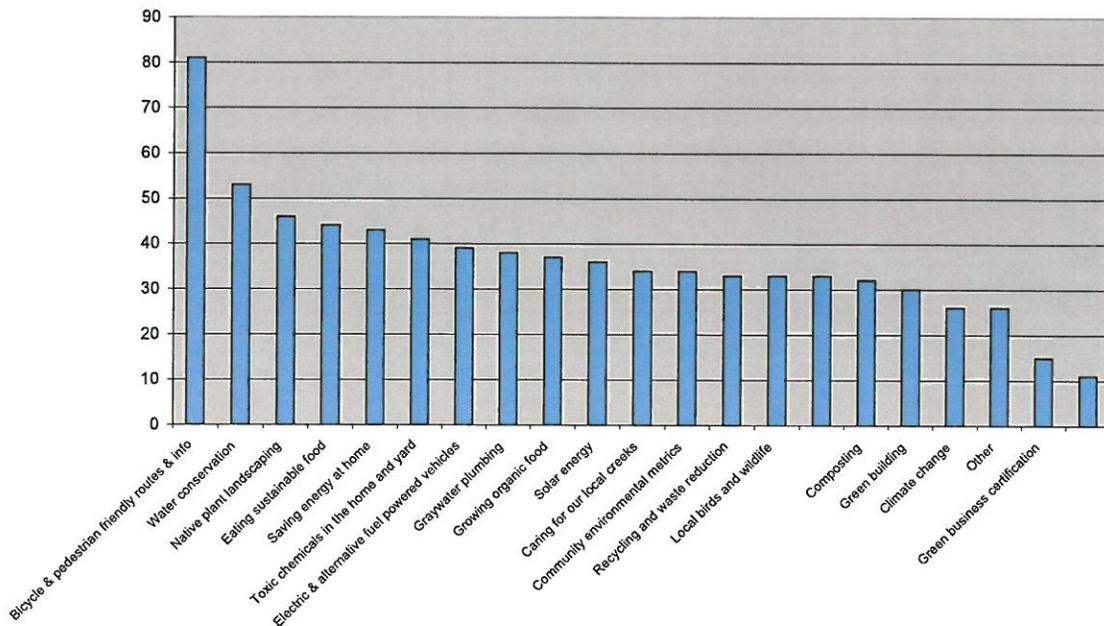
Email	41
Web	39
Local news	36
Workshops and events	31
Facebook	14
Other	4
Twitter	2

Interested in environmental programs for teenagers	39
Not interested in environmental programs for children and teenagers	5

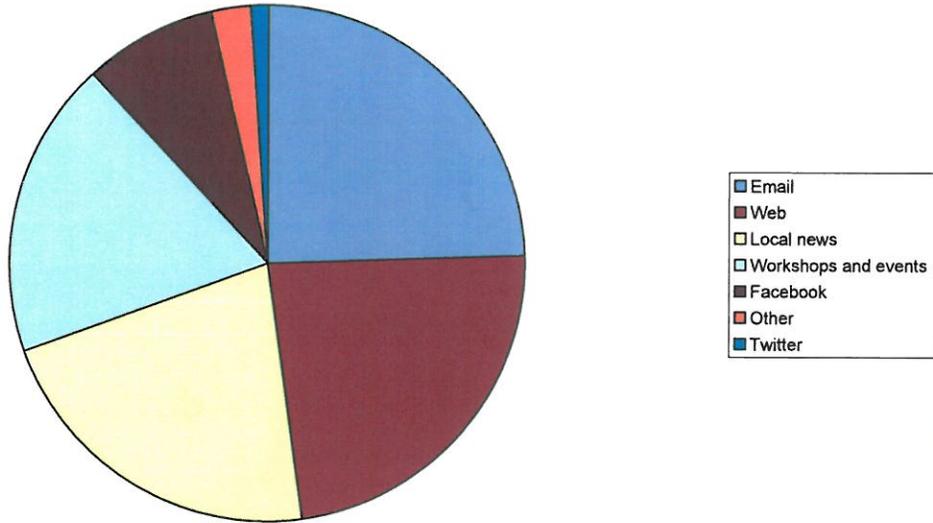
"Which Topic Would You Like to Know More About?"



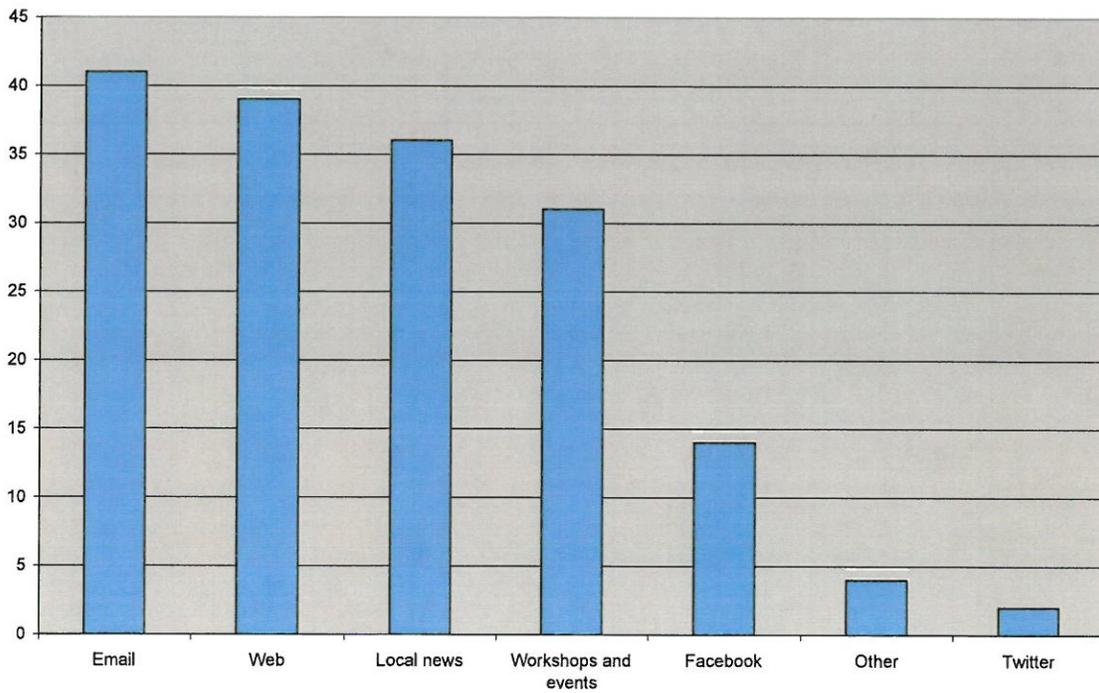
"Which Topic Would You Like To Know More About?"



"How Would You Like to Learn About Environmental & Sustainability Information?"



"How Would You Like To Learn About Environmental & Sustainability Information?"



"Are You Interested In Environmental Programs For Children and Teenagers?"

