



DATE: August 11, 2014

AGENDA ITEM # 4

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. The July 10th and July 24th results and commissioners' observations will be discussed

Attachment

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

ATTACHMENT A

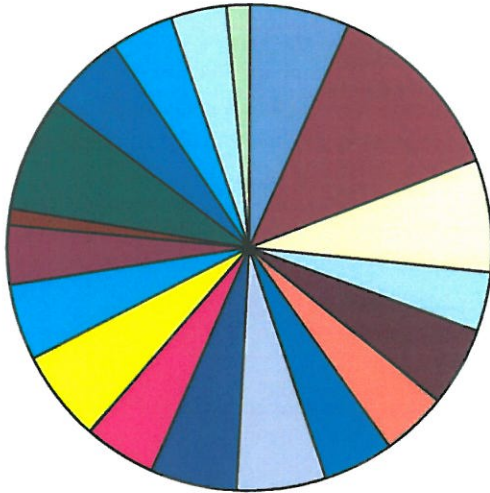
	Electric & alternative fuel powered vehicles	Bicycle & pedestrian friendly routes & info	Saving energy at home	Green building	Solar energy	Caring for our local creeks	Local birds and wildlife
Chart 1	14	29	13	10	14	13	11
Chart 2	16	28	21	8	10	7	10
Chart 3	6	9	4	5	4	8	5
Chart 4	3	15	5	3	8	6	6
Total	30	57	34	18	24	20	21
	Eating sustainable food	Growing organic food	Composting	Native plant landscaping	Recycling and waste reduction	Toxic chemicals in the home and yard	Green business certification
Chart 1	13	14	13	14	12	9	3
Chart 2	14	12	9	14	11	9	2
Chart 3	9	2	1	8	2	8	4
Chart 4	8	9	7	10	8	15	2
Total	27	26	22	28	23	18	5
	Water conservation	Graywater plumbing	Climate change	Community environmental metrics	Other		
Chart 1	17	10	11	13	3		
Chart 2	18	14	8	4	4		
Chart 3	11	4	5	6	3		
Chart 4	7	10	2	11	5		
Total	35	24	19	17	7		

	Web	Email	Facebook	Twitter	Local news	Workshops and events	Other
Chart 1	16	16	5	1	6	14	2
Chart 2	16	13	4	0	13	8	1
Chart 3	5	5	2	1	6	4	0
Chart 4	2	7	3	0	11	5	1
Total	32	29	9	1	19	22	3

	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	29	5

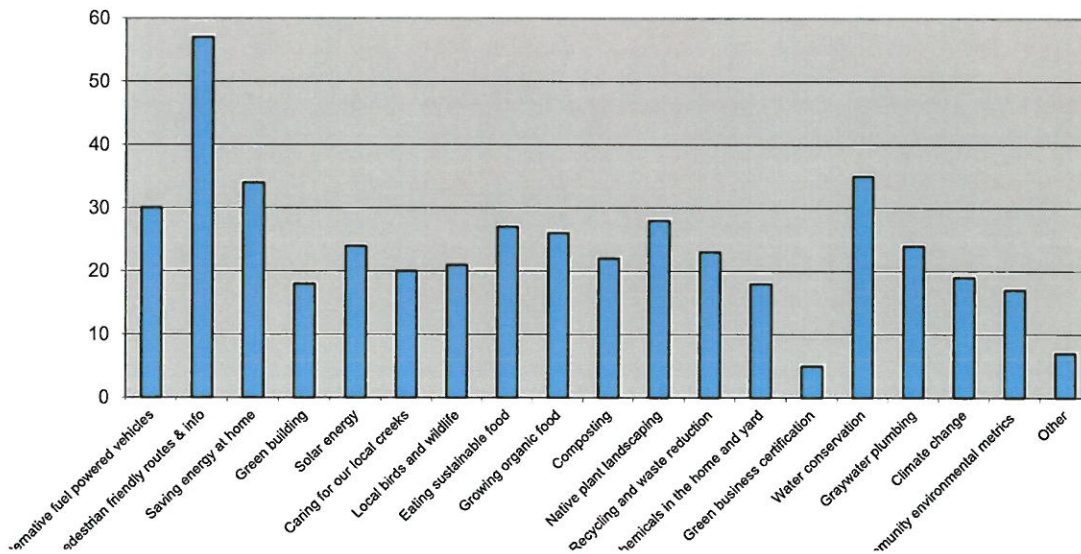
7/10/14 Total Responses	7/24/14 Total Responses
604	306

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

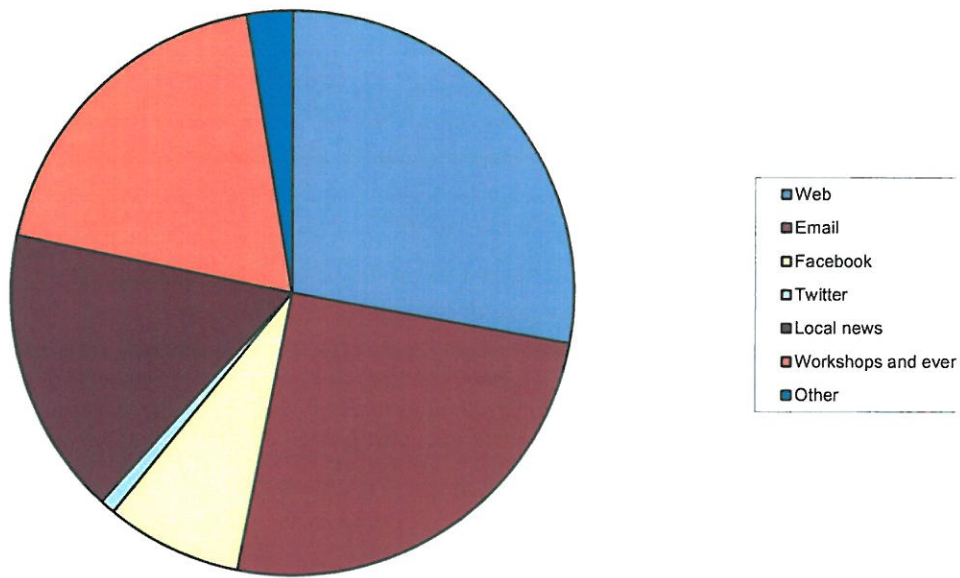


- Electric & alternative fuel powered vehicles
- Bicycle & pedestrian friendly routes & info
- Saving energy at home
- Green building
- Solar energy
- Caring for our local creeks
- Local birds and wildlife
- Eating sustainable food
- Growing organic food
- Composting
- Native plant landscaping
- Recycling and waste reduction
- Toxic chemicals in the home and yard
- Green business certification
- Water conservation
- Graywater plumbing
- Climate change
- Community environmental metrics
- Other

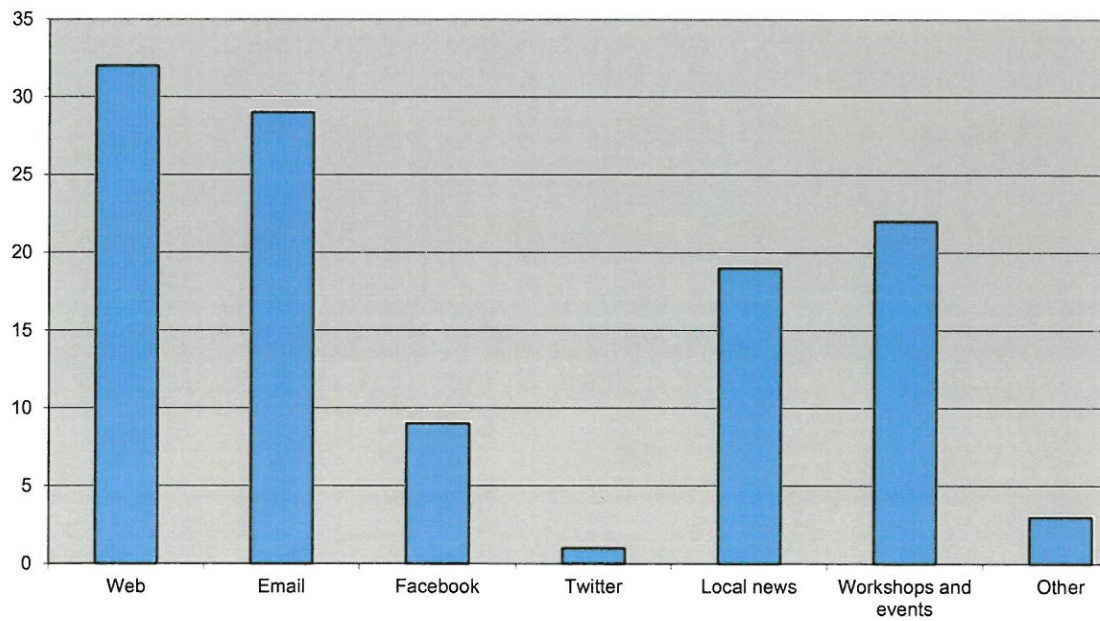
"Which Topic Would You Like To Know More About?"



"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?"

