



Minutes
Town of Atherton
January 13, 2016
4:00 P.M.
Council Chambers
94 Ashfield Road
Atherton, California
Special Meeting

ROLL CALL Lewis, Lempres, Widmer, Wiest, DeGolia

PUBLIC COMMENTS - (Limited to items on the agenda)

1. 2016 ENVIRONMENTAL PROGRAMS COMMITTEE (EPC) SPECIFIC WORK PLAN ITEMS AS RECOMMENDED BY THE EPC

Report: City Manager George Rodericks

Recommendation: Review, provide comment, and direct staff as to the specific work plan items to be included prior to review of the Climate Action Plan

Staff presented a brief staff report followed by comments from the Council. The Council felt that most of the elements in the 2016 Committee Policy Statement and Work Plan should be reviewed concurrently with the Town's draft Climate Action Plan, to include components of Atherton 2020. However, the Council felt that the Committee should develop an Earth Day event for April 2016.

The Council provided direction to staff to work with the Committee to use existing resources (materials from the prior Atherton 2020 program as giveaways, educational and audit resources from PG&E, CalWater, Recology, CYES, CEC, etc.) to put together a kid-friendly April 2016 Earth Day event focused on community education and awareness. The event could also include vendors and guest speakers and the local schools should be involved. The Committee should return to the City Council with a plan for the event and a cost estimate for approval.

2. PUBLIC OUTREACH IDEAS – CITY COUNCIL BRAINSTORMING OPPORTUNITY

Report: City Manager George Rodericks

Recommendation: Review and discuss various public outreach opportunities and provide staff with suggestions for their use

City Manager Rodericks provided a brief report reviewing the various efforts and resources currently underway to engage the community. Staff covered electronic, print, and in person outreach efforts as well as the fiscal impact of each. The Council discussed the various efforts and discussed ways to improve and measure the success. It was the general consensus that the Town has made considerable strides over the past few years to more actively engage the community using multiple touch points. The Council discussed various other opportunities for engaging the community. Following discussion, the Council provided direction to staff to set up a joint meeting before summer with the Menlo-Atherton High School Board and rotate, perhaps quarterly, a joint meeting with other school district boards to discuss issues such as the school

resource officer, traffic, Atherton Fiber, Safe Routes to School, Library Services, Points of Contact, future Capital Improvements, Active Shooter Education, and Emergency Response. The Council also supported an all school “Town & Gown” social event hosted by the Town sometime before schools let out over the summer. The Council supported more outreach at the public counters to solicit emails more proactively – to include a mailer of some sort to solicit emails or other information to connect the community.

ADJOURN

MOTION by Widmer, second by Wiest to adjourn. The motion passed unanimously at 5:34 p.m.

Respectfully submitted,
Theresa DellaSanta
City Clerk