



Item No. 17 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: SEPTEMBER 16, 2020

SUBJECT: DIRECTION REGARDING TOWN PARTICIPATION IN THE HEROES PROJECT

RECOMMENDATION

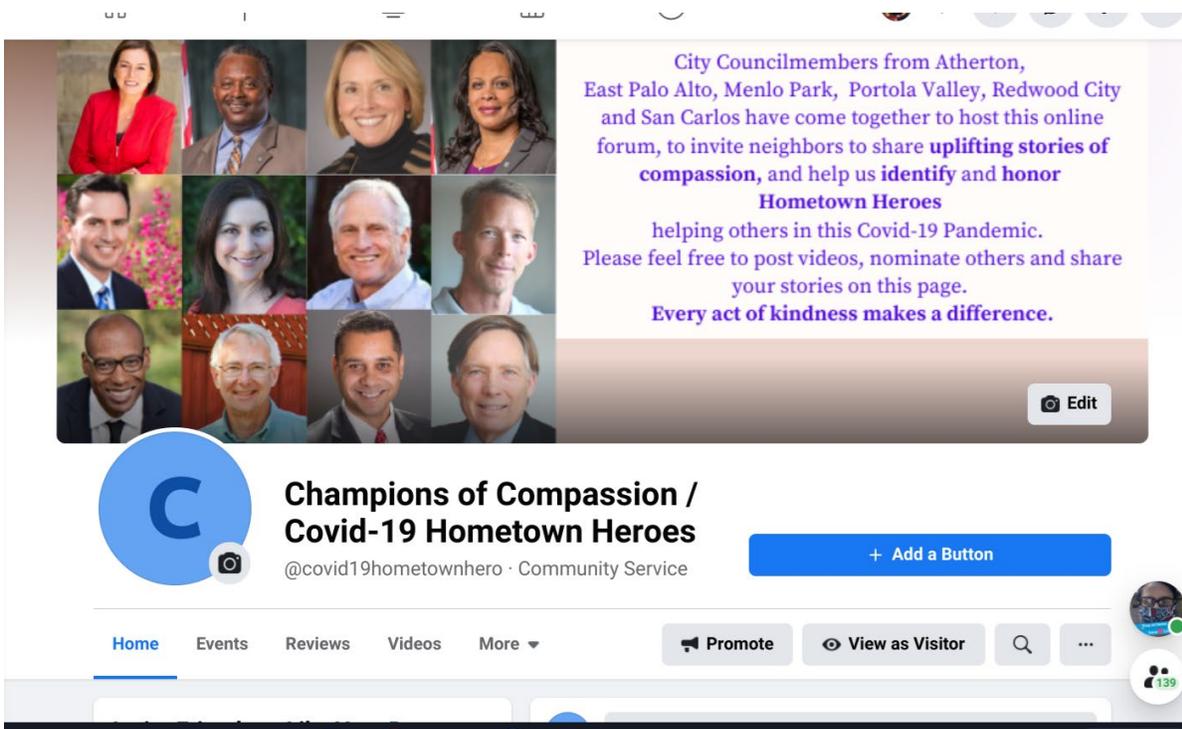
Provide direction regarding the Town's participation in the HEROES Project.

BACKGROUND/ANALYSIS

At the September 2 Study Session, the Mayor advised regarding the Town's potential participation in the Hometown HEROES Project. The Project originated with the City of Menlo Park. On August 10, Ray Mueller, Council Member for Menlo Park, sent an email to various elected officials in East Palo Alto, Portola Valley, Redwood City, San Carlos and Atherton asking for their local participation.

The HEROES Project, as outlined by Mr. Mueller, is a Facebook page where people can write stories, create and post videos, and honor neighbors that are performing acts of kindness during the COVID-19 Pandemic. Mr. Mueller advised that after enough time passes, if there is enough participation, there can be an event to honor some of the people highlighted; or, a local community could choose to honor people from its own community.

Mr. Mueller encouraged each agency to promote the idea via their social media connections (Facebook, Nextdoor, websites, etc.). Mr. Mueller would also attempt to do obtain press support. Below is a screenshot from the Facebook page that was shared by Mr. Mueller.



Following the Mayor’s presentation of the item during Council Comments, the Council directed that it be on the September 16 Agenda for consideration of the Town’s participation.

FISCAL IMPACT

None.

POLICY FOCUS

Policy discussion by the Council could revolve around the Town’s regional participation, level of participation, and process for local recognition or nomination (if any).

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town’s electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town’s electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item ____ has or X has not been before a Town Committee or Commission.

- Audit/Finance Committee (meets every other month)
- Bicycle/Pedestrian Committee (meets as needed)
- Civic Center Advisory Committee (meets as needed)
- Environmental Programs Committee (meets every other month)
- Park and Recreation Committee (meets each month)
- Planning Commission (meets each month)
- Rail Committee (meets every other month)
- Transportation Committee (meets every other month)

ATTACHMENTS

None.