

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2005 MAR 31 PM 1:23

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Public Works Agency
DATE: April 12, 2005

RE: AN INFORMATIONAL REPORT ON THE CITY OF OAKLAND EARTH MONTH ACTIVITIES

SUMMARY

This is an informational report on the activities planned for Earth Month 2005, a month of celebration, rejuvenation, community and our environment. The month activities kick off with the 11th Annual Earth Expo on **Wednesday, April 20**. Oakland celebrates Earth Day on **Saturday, April 23**, with the Public Works Agency supporting community-sponsored clean-up activities. In celebration of Arbor Day on **Friday, April 29** a tree planting is planned for DeFremery Park. Earth month concludes with the 12th Annual Bike to Work Day on **May 19**.

FISCAL IMPACT

As this report is informational only, there is no fiscal impact to the City. The Public Works Agency has limited funds in 1720-30675-52311-NB35 for Earth Month activities. Corporate sponsorships play a significant role in the purchase of tools, supplies, T-shirts, and refreshments. The Friends of Oakland Parks and Recreation will be the fiscal agent for corporate monetary donations.

BACKGROUND

The City of Oakland has provided support for Earth Month activities for the past 11 years. The events have included the Environmental Expo, Arbor Day and Bike to Work Day. Over 2,500 volunteers participated in Earth Day projects in 2004 giving more than 7,500 hours of volunteer commitment. We expect an even greater turnout this year.

PROGRAM DESCRIPTION

Earth Expo, Wednesday, April 20, 2005, 11am – 2pm: The Expo, held in Frank H. Ogawa Plaza, is an interactive exposition of environmental ideas, tools and solutions. This fun, ecological fair will feature over 100 government organizations, community groups, artists and businesses – offering attendees an opportunity to recycle old cell phones/PDAs, shop an organic farmers' market, see alternative fuel vehicles, get a free bike tune-up, learn about office recycling and green building, locate information about water, air, transportation, energy, smart growth, urban environment, social justice, and environmental education. The Expo will also showcase what Oakland is doing to become a sustainable city, and give Oakland residents an opportunity to find out where they can volunteer to make an environmental difference in their community. For more information, please visit www.oaklandpw.com or call (510) 238-7611.

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April 12, 2005

Earth Day 2005, Saturday, April 23, 2005 9am – noon: In celebration of the 35th Anniversary of Earth Day thousands of community volunteers will span the City of Oakland to clean and green our neighborhoods at more than 50 project locations (see attached list of featured locations). Earth Day events will include creek restoration, storm drain stenciling, planting projects, community cleanups and neighborhood beautification activities. For more information, please visit www.oaklandpw.com or call (510) 238-7630.

An interagency team and members of the community have been involved in planning Earth Day and the Earth Expo. All Agency/Department Heads will be asked to participate as site captains with coordination and logistics on Earth Day. Additionally, all Agencies and Department Heads have been requested to outreach to their staff and strongly encourage volunteer participation on Saturday, April 23, 2005.

Arbor Day, Friday, April 29, 2005: Twelve trees will be planted at DeFremery Park on April 29, 2005 at 1:00pm. Students from Ralph Bunche, Lowell Middle School, Martin Luther King and Lafayette Schools will be participating.

Bike to Work Day, Thursday, May 19, 2005, 7am – 9am: The City will celebrate its 12th annual Bike to Work Day. Once again, Frank H. Ogawa Plaza will welcome cyclists arriving to work in our downtown, or leaving their bikes here as they hop on BART to San Francisco. The morning festivities will feature a press conference at 8:30am with prizes donated by Oakland merchants, as well as free all-day valet bike parking and a pancake breakfast provided by the East Bay Bicycle Coalition. Councilmembers are invited to lead Pedal Pools from specified meeting places into downtown for the fun and festivities. “Bicycle Bucks” that can be used for discounts offered by Oakland bicycle shops will soon be distributed to downtown employees and residents to encourage Oaklanders to get ready to ride. On the morning of Bike to Work Day, cyclists can also refresh themselves at Energizer Stations that will be located throughout the City. For more event information, visit the website at www.oaklandpw.com/bicycling.

Sponsorships

The Public Works Agency will solicit sponsors to offset costs of these events. The donations are both in-kind and monetary contributions. The in-kind contributions include donations of bottled water and refreshments. The monetary contributions will be used to offset the purchase of t-shirts and tools.

SUSTAINABLE OPPORTUNITIES

Economic: The involvement of volunteers in litter reduction and beautification will improve the physical appearance of the City of Oakland and will help stimulate economic growth, retain business, and promote civic pride.

Environmental: Litter and debris accumulation in storm drain inlets can lead to flooding. The decrease in dumped materials and litter will lessen the amount of debris that enters the storm drain system polluting our creeks, Lake Merritt and the Estuary.

Social Equity: The improvements of cleanliness and beautification will enhance the overall living conditions and safety of all Oakland residents. Encouraging personal responsibility and pride of ownership while working closely with volunteers ensures equity throughout the city.

DISABILITY AND SENIOR CITIZEN ACCESS

The decreased amount of litter and increased beautification will improve the quality of life, and safety for the disabled and senior citizens.

ACTION REQUESTED OF THE CITY COUNCIL

No action is requested since this is an informational report.

Respectfully submitted,



RAUL GODINEZ II, P.E.
Director, Public Works Agency

Reviewed by:
Brooke A. Levin
Assistant Director, Public Works Agency
Department of Facilities & Environment

Prepared by:
Felicia Verdin, Keep Oakland Beautiful Coordinator
Keep Oakland Clean and Beautiful

APPROVED AND FORWARDED TO
THE PUBLIC WORKS COMMITTEE:



OFFICE OF THE CITY ADMINISTRATOR

Oakland Earth Day 2005
Saturday, April 23, 2005
9:00am - 12:00noon

FEATURED LOCATIONS

- **Temescal Creek**
Claremont DMV, Corner of Cavour and Redondo
- **Morcom Rose Garden**
700 Jean Street, West of Grand Avenue
- **Lake Merritt**
Lake Merritt Boating Center, 568 Bellevue Avenue,
Lakeside Park
- **Fire Station 3**
14th Street & Mandela Parkway
- **Sausal Creek at Dimond Park**
Dimond Recreation Center, 3860 Hanly Road
- **Peralta Hacienda Historical Park**
2465 34th Avenue
- **Arroyo Viejo Creek at Arroyo Viejo Park**
7701 Krause Ave. at 77th Ave.
- **East Oakland Youth Development Center**
8200 International Boulevard at 82nd Avenue