



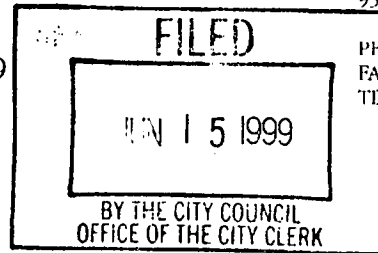
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DEPARTMENT OF  
ADMINISTRATIVE SERVICES  
BUDGET AND POLICY REVIEW

CITY OF SACRAMENTO  
CALIFORNIA

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June 8, 1999



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City Council  
Sacramento, CA

Honorable Members in Session:

**SUBJECT:** *Budget Augmentation for Earth Day 2000 Festivities*

**LOCATION AND COUNCIL DISTRICT:** City wide

**RECOMMENDATION:**

This is an informational report back to the City Council at Council Member Cohn's request regarding funding for the amount of \$5,000 for Earth Day 2000 Celebration.

**CONTACT:** Aaron B. Chong, Small Business Development Coordinator, 264-6762

**FOR COUNCIL MEETING OF:** June 15, 1999

**SUMMARY**

At the June 8, 1999 afternoon City Council meeting regarding the Revised Budget Schedule hearing, staff was asked to report back on the feasibility of appropriating \$5,000 (from the \$150,000 California Sesquicentennial budget) for Earth Day 2000 celebrations. This report responds to that request.

**COMMITTEE/COMMISSION ACTION:** None

**BACKGROUND:**

Earth Day Network (EDN) is working with local Sacramento organizers to plan and implement a major Earth Day 2000 effort in Sacramento California. EDN has requested funds from the City of Sacramento, with a request for a matching contribution Sacramento County. Funds from these sources will be used to showcase the City of Sacramento as leader in sustainability efforts, and to promote a variety of tangible accomplishments. Among the proposed campaign goals are:

- Promotion of the City's new recycling plant and raising awareness of this new tool for Sacramento's citizens.
- Establishment of Sacramento as a "Green Team" city. Green Teams are a national project that work with neighborhood associations to improve recycling, public health and safety and reduce pollution and garbage.
- A major event on Earth Day (April 22) 2000. This proposed event would include renewable energy technologies to educate the public. It would celebrate the results of outreach efforts and announce goals met, and new commitments.

Earth Day Sacramento organizers have already completed the following:

- Regional Transit has agreed to promote Earth Day efforts with bus signs and placards.
- SMUD has agreed to do mailing inserts to help promote Earth Day efforts.
- Over 3,000 people turned out for Earth Day 1999 which included live music, an identifiable venue (Sacramento State University), and over 75 vendors.

Earth Day Network (EDN) is a worldwide alliance that promotes a healthy environment and a peaceful, sustainable world by organizing events, activities and annual campaigns. The Earth Day Network is a 501 (c3) organization.

The proposed \$5,000 funding will assist in funding some of the proposed activities mentioned above.

#### **FINANCIAL CONSIDERATIONS:**

The \$5,000 augmentation will come from the City's California Sesquicentennial budget of \$150,000 for FY 1999-2000. An alternative to funding the Earth Day 2000 events would be to augment the Contingency Fund by the same amount.

#### **POLICY CONSIDERATIONS:**

This proposed funding is consistent with the City Council's desire to promote awareness on recycling and reducing garbage and pollution.

#### **ENVIRONMENTAL CONSIDERATIONS:**

This is an informational report and not subject to CEQA guidelines.

**ESBD CONSIDERATIONS:**

Any materials or supplies purchased for the proposed event will comply with the Emerging and Small Business Development guidelines.

Respectfully Submitted By:



Aaron B. Chong  
Small Business Development Coordinator

Approved for Information:



ROBERT P. THOMAS  
City Manager

