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Title: Action on Donations Received in Support of the 2019 Arbor Day/Earth Day Celebration

Sponsors:

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Attachments: 1. List of Donors and Donations

Date	Ver.	Action By	Action	Result
8/20/2019	1	City Council and Authorities Concurrent	Approved	

REPORT TO COUNCIL

SUBJECT

Action on Donations Received in Support of the 2019 Arbor Day/Earth Day Celebration

BACKGROUND

The 2019 Arbor Day/Earth Day celebration was held on Thursday, April 25 at the Santa Clara Central Park Pavilion. Approximately 900 students and staff from Bracher, Briarwood, C.W. Haman, Don Callejon, Pomeroy, Scott Lane and Central Park elementary schools attended the celebration. At the event the City was presented with a "Tree City USA" plaque and flag from the United States Department of Forestry for its tree preservation and maintenance program as well as a "Growth Award". The City was also presented with a Certificate of Special Congressional Recognition from the Office of Congressman Ro Khanna. School children were entertained by the musical group ZunZun, which was funded by a grant from the Santa Clara Valley Urban Runoff Pollution Prevention Program. The program included information on the importance of trees in our environment as well as pollution prevention and water conservation. There were 34 environmentally focused exhibitors with educational booths on display. City staff raffled-off donated prizes to the students in attendance.

DISCUSSION

To support the raffle at the event, the City received donations from nine businesses in the form of admission tickets, vouchers, gift cards, merchandise and a bonus book certificate, which were distributed as prizes to the students in attendance. City staff estimates that the total retail value of the donations was less than \$600. The local businesses that provided donations are listed in Attachment 1. The City received many of the donations during the week of the Arbor Day/Earth Day event, so it was not practical to obtain approval of the complete list of donations prior to the event. Therefore, as part of this report, staff recommends acceptance of the donations after the event has concluded.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15778(b)(5) in that is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

FISCAL IMPACT

There is no fiscal impact to accept the in-kind donations which were used in a raffle for school children. The acceptance of the donations is mutually beneficial for both the schools and the donors. Distributing raffle prizes incentivizes the schools to participate in the program and is an opportunity for environmentally relevant businesses to show community support.

COORDINATION

This report was coordinated with the Finance Department and the City Attorney’s Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the city’s official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City’s website and in the City Clerk’s Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk’s Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Authorize the City Manager to acknowledge and accept the donations received in support of the 2019 Arbor Day/Earth Day Celebration.

Reviewed by: Craig Mobeck, Director of Public Works

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. List of Donors and Donations