

Agenda Report

TO: CITY COUNCIL

DATE: MARCH 18, 2002

FROM: CITY MANAGER

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH GLOBAL ACTION PLAN (GAP) TO IMPLEMENT A SUSTAINABLE LIFESTYLE PROJECT TO IMPROVE NEIGHBORHOOD VITALITY, CONNECTION AND LIVABILITY

RECOMMENDATION

It is recommended that the City Council:

1) Authorize the City Manager to enter into a contract with Global Action Plan (GAP) in an amount not to exceed \$125,000 for one year, for implementation of a Sustainable Lifestyle Campaign.

2) The proposed contract is exempt from Competitive Bidding pursuant to City Charter Section 1002(F), contracts for professional or unique services. It is further recommended that the City Council grant the proposed contract an exemption from the Competitive Selection process of the Affirmative Action in Contracting Ordinance pursuant to P.M.C. Section 4.09.060, contracts for which the City's best interests are served.

3) Approve a journal voucher allocating \$125,000 from the following accounts to the Human Services, Recreation and Neighborhoods Department account 8114-101-643200:

\$25,000 from 8176-401-834700-0914 Water Conservation Funds

\$25,000 from 8176-402-834200-0781 Energy Conservation Funds

\$15,000 from 202-407300 Public Safety Augmentation Funds

\$25,000 from the unappropriated Sewer Fund Balance

\$25,000 from the Beverage Container Recycling and Litter Reduction Grant from the Department of Conservation

\$10,000 from the unappropriated Prop C Funds

SUMMARY

The GAP program provides a formal structure for expanding neighborhood empowerment and cohesiveness while successfully addressing such important issues as: litter on the streets, air and water quality, traffic in neighborhoods and commercial districts, public transportation, and positive relationships among neighbors, local government, businesses and non-profit organizations. This project involves the development and implementation of neighborhood-based Household EcoTeams who work together to reduce waste, use less water and energy, buy "eco-wise" products, carpool, reduce air and water pollution and encourage other neighbors to get involved. The project will operate from the Neighborhood Connections office, in cooperation with

other related departments, neighborhood associations, businesses and community groups.

The cost of \$125,000 includes a wide range of technical assistance, training, EcoTeam materials, and 1.5 FTE's working directly with 20 EcoTeams in the selected neighborhoods.

BACKGROUND

Households play an essential role in the creation of more environmentally sustainable communities. Between 35% to 85 % of a community's natural resources are used at the household level with up to 75% of these resources wasted through inefficiency and lack of awareness. Households are also a major source of a community's environmental pollution through auto emissions and toxic chemicals entering ground water. In most areas, the financial burden of this inefficiency and environmental pollution falls upon municipalities as the primary accountable party responsible for providing services such as drinking water, water treatment, trash removal, energy generation, street construction and maintenance, public transportation, and environmental quality.

As a result of limited municipal funding sources and the high demand for those monies, city governments must be creative about responding to these community needs. One of the best opportunities for cost containment is helping citizens to participate in the stewardship of the community's natural resources. With these incentives, municipalities are motivated to help citizens develop lifestyle practices that conserve natural resources and protect the environment.

GAP, over the past 13 years working with over 22,000 people in the U.S., has developed a program and delivery strategy that effectively addresses these quality of life issues. Its Household Eco Team Program empowers individuals to adopt environmentally sustainable lifestyle practices. GAP's *Sustainable Lifestyle Campaign* brings the Eco Team Program to communities through service contracts with local governments. The campaign is also attractive because of its ability to create neighborhood social cohesiveness and an engaged citizenry. It is customized to meet the special needs of each participating community. Seven municipally funded projects of this type are underway in Columbus OH, Kansas City MO, Madison WI, Philadelphia PA, Issaquah WA, Rockland County NY, and Bend/Deschutes County OR. A matrix listing results from these communities is included as Attachment A, along with information about the Global Action Plan organization and their "Livable Neighborhood Program".

The City of Pasadena, through the Neighborhood Connections Office and in cooperation with Public Works and Transportation, Water and Power, and Police, will provide supervision and direction over the GAP field office and its staff (1.5 FTEs in Year One) as it works to recruit individuals to start teams in their neighborhoods. These volunteer individuals will be coached by GAP-trained outreach staff members in the fundamentals of neighborhood organizing by utilizing the Household Eco Team Program. The GAP home office will provide program materials, assessments of progress, and training. The City will provide day to day supervision, assistance in recruitment and the location of office space, fiscal management, and the identification of target neighborhoods (in cooperation with local neighborhoods and with input from other City departments and interested community partners).

The Household Eco Team Program is simple and strategic. Five or six neighborhood households – an Eco Team – meet eight times over a four-month period, with the help of a step by step workbook and trained volunteer coach. Choosing from a series of practical actions, the team supports one another to reduce waste, use less water and energy, buy “eco-wise” products, carpool, reduce air and water pollution and encourage other neighbors to get involved. More than increasing awareness, the Eco Team Program enables people to change the way they live in a manner that is practical, tangible and immediately measurable. Depending on the community, participants in the Household Eco Team Program achieve the following average resource savings per year:

- 35% to 51% less garbage sent into the waste stream
- 24% to 34% less water used
- 9% to 17% less energy used
- 16% to 20% less fuel used for transportation
- \$227 to 389 in annual savings per family via more efficient use of resources

A less measurable feature of the program is the community-building dimension of the neighborhood campaigns. People meet their neighbors and begin acting as a community, often for the first time. The GAP project promotes neighbors to interact on a consistent basis and work together toward a common goal.

The benefits of GAP’s Sustainable Lifestyle Campaign go well beyond the percentage reductions in resource use and waste. While local circumstances influence the nature of these benefits, municipalities can look forward to: direct financial savings, enhancement of community environmental quality, promotion of existing environmental programs, strengthening of the fabric of the community, expansion of environmental literacy, increase of local government revenue, retention of dollars in the local economy, achieve more effective compliance with state and federal environmental regulations and requirements, improve the relationship between local government and its citizens and build consumer demand. In addition, there is a correlation between improved relationships between neighbors and a decrease in crime. In neighborhoods where residents know one another and work together on common interests, it is much more difficult for crime to develop a foothold.

Finally, GAP will spark a process that catalyzes citizen participation in the creation of a sustainable community, where progress toward the interdependent goals of prosperity, social equity, environmental protection, governmental efficiency and a higher quality of life can be sustained for generations to come.

The amount of the Year One contract for the GAP project will be \$125,000, for the provision of the services outlined above, including 1.5 FTE positions. Based on Year One performance, staff may recommend continuation and expansion for a Year Two effort.

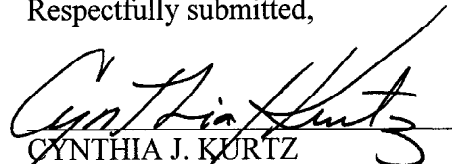
Because GAP offers a unique professional service to the City which is in the City's best interest, it is recommended that City Council grant this contract the proposed contract an exemption from the competitive selection process of the Affirmative Action in Contracting Ordinance

FISCAL IMPACT:

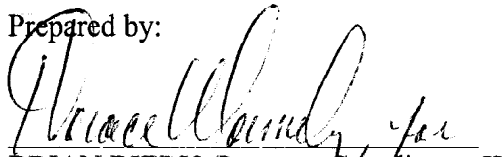
Funds are available in the following accounts:

- \$25,000 from 8176-401-834700-0914 Water Conservation Funds
- \$25,000 from 8176-402-834200-0781 Energy Conservation Funds
- \$15,000 from 202-407300 Public Safety Augmentation Funds
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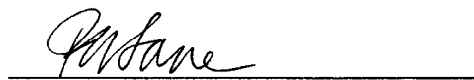
Respectfully submitted,


 CYNTHIA J. KURTZ
 City Manager

Prepared by:


 BRIAN BIERY, Program Coordinator II
 Human Services, Recreation and
 Neighborhoods Department

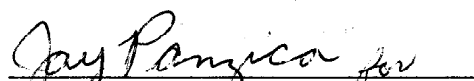
Approved By:


 PATRICIA A. LANE, Director
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 Police Chief

Concurred by:


 PHILLIS CURRIE, Director
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Concurred By:


 JULIE GUTIERREZ, Acting Director
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