

April 17, 2024

**ITEM TITLE: RESOLUTION 2024-020 RECOGNIZING APRIL AS “EARTH MONTH” IN THE CITY OF IMPERIAL BEACH. (0230-40)**

**ORIGINATING DEPARTMENT:**

Environmental & Natural Resources

**EXECUTIVE SUMMARY:**

This resolution acknowledges the significance of promoting environmental awareness within our community by officially recognizing April as ‘Earth Month’. It further recognizes and supports various activities planned throughout the City during this period.

**RECOMMENDATION:**

Adopt Resolution No. 2024-020 to recognize the month of April as “Earth Month” in the City of Imperial Beach.

**OPTIONS:**

- Adopt Resolution No. 2024-020
- Provide further direction to staff to recognize Earth Month in the community

**BACKGROUND/ANALYSIS:**

The first Earth Day was celebrated in the United States on April 22, 1970. Since then, through the efforts of government, grassroots organizations, and concerned citizens alike, Earth Day has evolved into a day of environmental recognition celebrated around the globe. An important focus of many Earth Day events is the responsible protection of natural areas, sustainable use of resources, and the protection of local water quality.

The Imperial Beach shoreline, Tijuana Estuary, and San Diego bayfront are important environmental resources to the region and enhance the quality of life for residents and visitors in the City. The month of April presents an appropriate opportunity in the spirit of Earth Day to recognize several educational activities, special events, and activities during the month that increase knowledge and awareness of key environmental issues.

The City plans to take advantage of the general atmosphere of environmental awareness around the month of April to engage the community more effectively on the City’s waste & recycling management, stormwater, energy conservation, San Diego Bay, and Tijuana River programs. In recognition of Earth Day, staff is recommending the adoption of a resolution from the City Council that would declare April as “Earth Month”. Several activities are planned around the month of April to encourage community involvement. These activities include:

- Container Contamination Minimization Program: The EDCO Environmental Times newsletter for April will focus on Imperial Beach residents and businesses to understand the importance of not placing plastic inside the organics recycling containers as part of April's Earth Month activities.
- The Tijuana River National Estuarine Research Reserve will be hosting the Monday Stewardship program, Nature Walk, and Bird Walk on various days in April. The schedule can be found at <https://trnerr.org/calendar/>.
- The City of Chula Vista will be hosting South Bay Earth Day on Saturday, April 13th at Bayfront Park located at 980 Marina Way in Chula Vista from 11 a.m. to 3 p.m. Imperial Beach residents are encouraged to participate. More information is available at <https://www.chulavistaca.gov/departments/clean/south-bay-earth-day>.
- ILACSD Annual Creek to Bay Cleanup: On Saturday, April 20th the City sponsors the annual I Love a Clean San Diego Creek to Bay Cleanup as a collaborative watershed activity for the San Diego Bay and Tijuana River WQIP. More than 100 cleanup sites will be held throughout San Diego including the South Bay area. Register for the event at <https://www.cleansd.org/> beginning April 1st.
- Annual Citywide Garage Sale: On Saturday, April 27th the City will hold its annual Citywide Garage Sale for residents to sell and exchange used items. The City provides an online map and free advertisement for residents who participate in this one-day event.
- The City's Parks, Recreation, and Community Services Department will be hosting the "Dia de Los Ninos" event at Veterans Park on Saturday, April 27th.
- National Prescription Drug Take-Back Day will be held on Saturday, April 27th at 10 a.m. This event will cover the disposal of expired/unused medications. The Imperial Beach Sheriff Station participates in this program. Visit the Take Back Day website for more details and additional locations.
- The Imperial Beach Home-Front Cleanup Day will be on Saturday, May 4th from 7 a.m. to 1 p.m. at the South Bay Union School District Office parking lot. Residents may dispose of unwanted items such as broken appliances, water heaters, furniture, old mattresses, and other miscellaneous bulky items. Free mulch will also be available for pick-up.

#### **ENVIRONMENTAL DETERMINATION:**

Not a project as defined by CEQA.

#### **FISCAL IMPACT:**

No fiscal impacts.

#### **ATTACHMENTS:**

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