



April 2, 2025

**ITEM TITLE: RESOLUTION 2025-016 DECLARING APRIL AS “EARTH MONTH” AND RECOGNIZING “NATIVE PLANT WEEK” IN THE CITY OF IMPERIAL BEACH. (0230-15 & 0230-60)**

**ORIGINATING DEPARTMENT:**

Environmental & Natural Resources

**EXECUTIVE SUMMARY:**

This resolution recognizes the importance of environmental awareness in the community by declaring April as “Earth Month” and recognizing the 3rd week of April as “Native Plant Week”. City staff will provide a presentation to recognize several activities planned around the City during this month.

**RECOMMENDATION:**

Adopt Resolution 2025-016 to declare the month of April as “Earth Month” and the third week of April as “Native Plant Week” in the City of Imperial Beach.

**OPTIONS:**

- Authorize the Resolution
- Provide further directions to staff to recognize earth month in the community

**BACKGROUND/ANALYSIS:**

With more than 6,000 types of plants, California is one of the most biodiverse regions on the planet. Wherever you go, native plants support the cycle of life around you. California native plants provide beauty, color, fragrance, and habitat that make California home. Today, Over one-third of California’s native plants are threatened or endangered by development, invasive species, mining, drilling, and other activities. It’s more necessary than ever to celebrate, learn about, and protect the native plants that support ecosystems.

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. 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 Friday Stewardship sessions for long-term volunteers, Nature Walk, Bird Walk, and Nature Book Club. A new "Junior Rangers" program is now available. The program is free and children 8-12 are invited to take part in this exciting program every Saturday from 11:00 a.m. to 12:00 p.m. with different educational activities at each session. If interested, you can visit their website for more information.
- ILACSD Annual Creek to Bay Cleanup: On Saturday April 26th the City of Imperial Beach helps sponsor 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 70 cleanup sites will be held throughout San Diego including the South Bay area. Registration for this event will be accepted starting April 1<sup>st</sup> through <https://www.cleansd.org/>
- Annual Citywide Garage Sale: On Saturday April 26th the City of Imperial Beach 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. Early registration is recommended to be added to the map being published in the newspaper.
- The City's Parks, Recreation, and Community Services Department will be partnering with IBAC (Imperial Beach Athletic Club) hosting the "Dia de Los Ninos" event at Veterans Park on Saturday April 26th.
- The City of Chula Vista will be hosting South Bay Earth Day on April 12th at Bayfront Park located at 980 Marina Way in Chula Vista from 11 AM to 3 PM. Imperial Beach residents are encouraged to participate.

**ENVIRONMENTAL DETERMINATION:**

Not a project as defined by CEQA.

**ATTACHMENTS:**

1. Resolution No. 2025-016