

**ENVIRONMENTAL PROGRAMS
PUBLIC EDUCATION AND OUTREACH
COMMUNITY EVENT PARTICIPATION POLICY**



EFFECTIVE: FEBRUARY 25, 2014

The City of Irvine Environmental Programs Public Education and Outreach Community Event Participation Policy provides guidance in determining appropriate staff participation at community events.

The purpose of the City's Environmental Programs public education and outreach effort is to educate and increase public awareness about environmental sustainability; pollution prevention; solid waste and recycling; and energy and water conservation. Programs ensure City compliance with state and regional laws that include:

- Assembly Bill 939 that requires all jurisdictions to implement state-approved waste reduction and recycling plans to divert one-half of their generated waste from landfills.
- Assembly Bill 341 that requires all businesses generating four or more cubic yards of solid waste weekly and multifamily dwellings consisting of five or more units to recycle.
- Assembly Bill 1826 that requires businesses generating food or green waste to recycle these organic materials.
- Assembly Bill 802 that requires owners of nonresidential buildings to disclose their building's energy use prior to a sale, lease or finance transaction.
- Assembly Bill 32 that establishes a comprehensive program to reduce greenhouse gas emissions from all sources throughout California.
- Senate Bill 375 that sets goals for reduction of state-wide greenhouse gas emissions.

To be compliant, the City must submit annual reports to county and/or state agencies summarizing achievements and accomplishments of programs that contain a public education and outreach component. To meet this requirement, City staff and resources are dedicated to outreach programs according to the criteria outlined below.

Environmental Programs staff attend and/or participate in community events related only to environmental education that are documented and submitted in the annual report. Examples include, but are not limited to:

- Earth Day events (sponsored by the City; Irvine Unified School District; University of California, Irvine; and/or local businesses)

- Environmental events, presentations and workshops at Irvine schools; the University of California, Irvine; local businesses; community groups and organizations
- Environmental program promotions (e.g., used oil filter exchange)
- Irvine Global Village Festival
- National Pollution Prevention Week

Environmental Programs staff does not attend and/or participate in events including, but not limited to the following:

- City department events, such as National Night Out (Public Safety), grand opening or open house of a new City amenity or facility
- Community events, including sporting events (e.g., 5K or marathon race)
- Cultural events (sponsored by private and/or nonprofit organizations.)
- Local business events for employees only
- Private events (church, business, nonprofit organizations and residential)

The process for requesting Environmental Programs staff participation in a community event is noted below:

- Requests must be submitted online (www.cityofirvine.org/environmental-programs/contact-environmental-programs) at least 45 days prior to event date
- Request must include the following information:
 - Name of organization or business
 - Date, time and location of event (must be located in Irvine)
 - Theme/purpose of event (must be related to/focused on the environment)
 - Number of attendees (estimates acceptable)
 - Names of invited, honored guests (e.g., City Councilmembers, heads of organizations, etc.)
 - Type of equipment to be supplied at event (e.g., table, chairs, canopies)
- Requests are reviewed on a case-by-case basis and evaluated on the completeness of required information provided (listed above)
- If City staff is not requested to attend or is unable to attend the event, educational materials can be provided. Please specify the type of material needed for the event (e.g., recycling brochure, energy flier)
- Requestor will be notified within five to 10 business days about staff participation
- This policy is available on the Environmental Programs website (www.cityofirvine.org/environmental-programs/contact-environmental-programs)