



CITY OF LONG BEACH

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OFFICE OF THE CITY MANAGER

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March 13, 2012

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute all necessary agreements, and any subsequent amendments thereto, with CBS EcoMedia Inc. (EcoMedia), to receive \$5,000 in grant funds to implement vertical garden components and a public education display in the existing Civic Center Edible Garden; and increase appropriations in the General Grants Fund (SR120) in the Department of Development Services by \$5,000. (Citywide)

DISCUSSION

On September 23, 2011, the City of Long Beach submitted a proposal to EcoMedia for a \$5,000 EcoAd grant, with a goal to fund local Environmental Improvement projects. The EcoAd grant was not a traditional competitive grant. EcoMedia provided funding through a procured commitment from Waste Management to sponsor the grant amount to support the City's goals of raising public awareness about environmental issues and sustainability.

The funded Environmental Improvement project to be implemented is to supplement the existing Civic Center Edible Garden with vertical garden components and a public education display to showcase sustainability initiatives in the City along with the benefits of recycling and composting. Vertical gardening components will demonstrate how to utilize small spaces and efficiently grow significant quantities of fresh produce. The featured Florafelt vertical planters to be placed along the parameter of the garden are made from 100% recycled PET plastic and use less water and fertilizer than traditional farming.

The Civic Center Edible Garden was established in 2010 with the purpose of educating the residents of Long Beach about urban gardening, and highlighting the benefits of growing and consuming food locally. The Office of Sustainability has successfully managed the Civic Center Edible Garden, and all excess produce is donated to local organizations.

The City has a previously established partnership with EcoMedia through the EcoZone program in 2002 and again in 2008, which provided the City with funding for environmental pollution prevention and educational programs through corporate sponsorship signs that complied with the City's advertising and sponsorship policy.

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Through this prior program, EcoMedia installed and maintained signs at approved locations at no cost to the City.

This item was reviewed by Deputy City Attorney Linda Trang on February 29, 2012 and Budget Management Officer Victoria Bell on March 5, 2012.

SUSTAINABILITY

Long Beach's Sustainable City Action Plan, which was approved by the City Council on February 2, 2010, includes a goal to improve the existing urban nature environment by establishing and promoting edible landscapes in Long Beach. Expanding the Civic Center Edible Garden project will promote biodiversity citywide by educating and encouraging the wide scale use of edible landscapes. This will enable the City to begin meeting the goal of converting 1,200 front yards to native or edible landscapes by 2016.

The purpose of the Civic Center Edible Garden is to educate the residents of Long Beach about urban gardening. Growing and consuming food locally can reduce emissions and costs of transporting food, and provides healthier food choices. By highlighting the use edible landscapes locally, the City will also be working to reduce our environmental impact outlined in the Action Plan.

TIMING CONSIDERATIONS

City Council action is requested on March 13, 2012, to execute the necessary documents and authorize commencement of the installation. The City would like to begin procurement and installation of the vertical garden components for an Earth Day 2012 ribbon cutting.


FISCAL IMPACT

The grant amount of \$5,000 will be appropriated in the General Grants Fund (SR120) in the Department of Development Services (DV) and will be immediately expended for the installation of the project. There is no impact to the General Fund and no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


PATRICK H. WEST
CITY MANAGER

PW:LR

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