

City of Brisbane

Agenda Report

To: City Council via City Manager
From: Administrative Services Director
Subject: Open Space and Ecology Committee's Public Showing of "No Deposit No Return"
Date: February 4, 2013

Purpose:

Provide the community information about the Baylands Landfill.

Recommendation:

Approve the Open Space and Ecology Committee (OSEC) public forum to view and have a discussion of the documentary "No Deposit No Return" in March.

Background:

Over the past several years the Open Space and Ecology Committee has been working through a public information and education strategy. In 2011 OSEC held an Energy Forum in the Community Meeting Room to educate the public on various energy savings techniques as well as residential solar energy opportunities. This was followed up with an open house in highlighting an Energy Audit. In 2012, OSEC worked on a library display on Plastic Debris in the Marine Environment. Additionally, the Committee's staff has placed articles in the City News, the Star, and the Luminary regarding various issues related to the local ecology.

The Open Space and Ecology Committee has reconstituted its Public Education and Awareness subcommittee. It is developing an overall strategy to bring public awareness of a variety of sustainability issues including water and energy conservation, the four Rs (Reduce, Reuse, Recycle, Rot), and transportation issues. The subcommittee is moving in the direction of providing information in a variety of methods, hands-on learning, working with the Schools (when possible), idea sharing forums, continuing placing articles in the Star and the News, and community forums as appropriate.

Discussion:

In anticipation of the Baylands Draft Environmental Impact Report, the subcommittee with approval of the OSEC members thought a public showing of the documentary "No Deposit No Return" would provide the community some context and background information on the Baylands.

This film was originally a KRON-TV special report from 1965 about the environmental impact of waste disposal in the Bay Area, written and produced by Bob Anderson, as part of 65 titles in their Biography series. This film includes an interview with Mayor of Brisbane (San Mateo County) Jess Salmon. It also features many views of garbage dumps, a tickertape parade, and household garbage disposal and polluted shoreline areas. The film opens with a brief introduction by KRON-TV's Vice President and GM Harold P. See, who explains: "We felt the historical and educational value of these

films should not be lost to those individuals or groups whose daily schedule did not permit them to witness the original broadcast." This film was directed by Al Scollay and narrated by Art Brown. The film runs a little less than 30 minutes. The digitizing of this film was paid for by the City and is currently available through a link on the City's website.

The proposal is to show the film as the centerpiece of a community education event that would include a discussion after the viewing. Dolores Gomez has been invited to speak and answer questions from the community. The Committee would like this to be broadcast on the City's cable station and the Committee has enough money in its budget to bring in a camera operator for the forum so the film can be viewed on television and then have someone operate the cameras for the conversation afterwards.

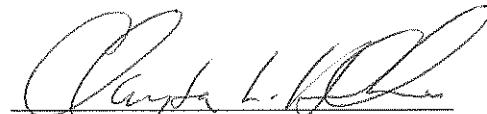
Fiscal Impact:

The cost of having a camera operator is \$390 which the Committee has in its budget so there would no need for a supplemental appropriation.

Measure of Success

The number of people who gain additional awareness of the Baylands history.


Administrative Services Director


City Manager