



Council Agenda Report

To: Mayor Pierson and the Honorable Members of the City Council

Prepared by: Mary Linden, Executive Assistant

Approved by: Reva Feldman, City Manager

Date prepared: March 18, 2021 Meeting date: April 12, 2021

Subject: Blue City Network (Councilmember Farrer and Mayor Pierson)

RECOMMENDED ACTION: At the request of Councilmember Farrer and Mayor Pierson, authorize staff to work with the Blue City Network to apply for Blue City certification for the City of Malibu.

FISCAL IMPACT: There is no fiscal impact associated with the recommended action.

WORK PLAN: This item was not included in the Adopted Work Plan for Fiscal Year 2020-2021. This project is part of normal staff operations.

DISCUSSION: Councilmember Farrer and Mayor Pierson recently met with representatives of Blue City Network, a certification system that recognizes cities, towns, and counties that demonstrate their communities' commitment to healthy waterways and oceans. Established by Project-O, a 501(c)3 ocean conservation organization, the Blue City Certification program provides a data-driven approach to assessing communities' efforts to protect the ocean. The intent of the program is to establish a network of cities and counties willing to implement, collaborate, and share information on jurisdictional sustainability programs across four solution areas: waste minimization, climate protection and resilience, healthy ecosystems, and water quality and efficiency. Current certified members of Blue City Network include the Cities of Manhattan Beach, Imperial Beach and Santa Monica.

The certification process involves completing a detailed assessment that will evaluate the City's current environmental initiatives and programs. Blue City Network estimates approximately four to 12 hours staff time would be required to complete the assessment. Councilmember Farrer anticipates that much of the information may be easily obtainable, thus minimizing the staff time required.

Councilmember Farrer is requesting Council authorization to have staff work with the Blue City Network to complete the certification process, which she believes has the potential to identify areas for improvement in the City's sustainability goals.

Additional information is available at <https://bluecitynetwork.org/>.

ATTACHMENTS: None.