

Memorandum



City of Dallas

DATE April 5, 2013

Honorable Members of the Quality of Life & Government Services Committee:
TO Angela Hunt (Chair), Sandy Greyson (Vice Chair), Mónica R. Alonzo, Dwaine Caraway,
Carolyn R. Davis

SUBJECT Earth Day 2013

On Monday, April 8, 2013 the committee will be briefed on Earth Day history and events in the City of Dallas. Briefing materials are attached for your review.

If you have any questions, or require additional information, please do not hesitate to contact me.

A handwritten signature in black ink, appearing to read 'Jiff A. Jordan'.

Jiff A. Jordan, P.E.
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel Solis, Administrative Judge

A.C. Gonzalez, First Assistant City Manager
Ryan S. Evans, Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Stephanie Cooper, Assistant to the City Manager



Earth Day - April 22

The City of Dallas
Making a Difference

Quality of Life & Government
Services Committee Briefing
April 8, 2013



The 1960s – Changing Attitudes

- High profile environmental incidents (such as the Cuyahoga River fire in Ohio and Santa Barbara Channel oil spill in California) heightened public awareness of the need for environmental protection.
- There was no EPA and few strong environmental regulations to protect the environment.

Initial Earth Day Planning

- Planning was unique in that event organization was from the bottom up, not from the top down.
- Events were planned and organized at the local level.

The First Earth Day

April 22, 1970



- Participation was broad and included students, labor union members, housewives, farmers, scientists, and politicians.
- An estimated 20 million Americans participated.
- Because of the “bottom up” planning approach, the first Earth Day essentially organized itself.

What Did the Movement Yield?

- Events and attitudes leading up to the first Earth Day prompted the passage of numerous laws and regulations aimed at protecting natural resources.
- There was more environmental legislation passed in a shorter period of time than in any other period in the nation's history.

Fall 1969

US Senator Gaylor Nelson from Wisconsin announced the Earth Day concept after witnessing the damage caused by a massive oil spill in Santa Barbara, California earlier that year.

April 1970

1st Earth Day Event

10/1972

Congress passes the Federal Water Pollution Control Act Amendments: the Clean Water Act.

12/1980

CERCLA (Superfund) signed into law by President Carter. Retroactive law holds responsible parties liable.

06/1992

Over 100 world leaders meet in Rio de Janeiro for first global summit on protection of the environment and future socio-economic development.

04/2010

Earth Day turns 40!

12/1969

Congress passes NEPA. It is signed into law on January 1, 1970 by President Nixon.

12/1970

The Environmental Protection Agency is established by President Nixon.

12/1970

The provisions of the Clean Air Act are signed into law.

12/1973

Endangered Species Act is signed.

10/1986

Right To Know and EPCRA legislation included in SARA and signed into law by President Reagan.

04/1992

Earth Day goes global. 200 million people in 141 countries take part.

04/2000

World celebrates 30th anniversary of Earth Day. People in 148 countries push for clean energy.

Earth Day Comes to Dallas

- EPA Region 6 in Dallas organized their first local Earth Day celebration in 2000 at Fair Park.
- The 2001, 2002 and 2003 EPA Earth Day events were held in Downtown Dallas in the Arts District.
- In 2004, the City of Dallas partnered with EPA, Downtown Dallas, Inc., and Keep Dallas Beautiful to hold the first *EarthFest*.

EarthFest

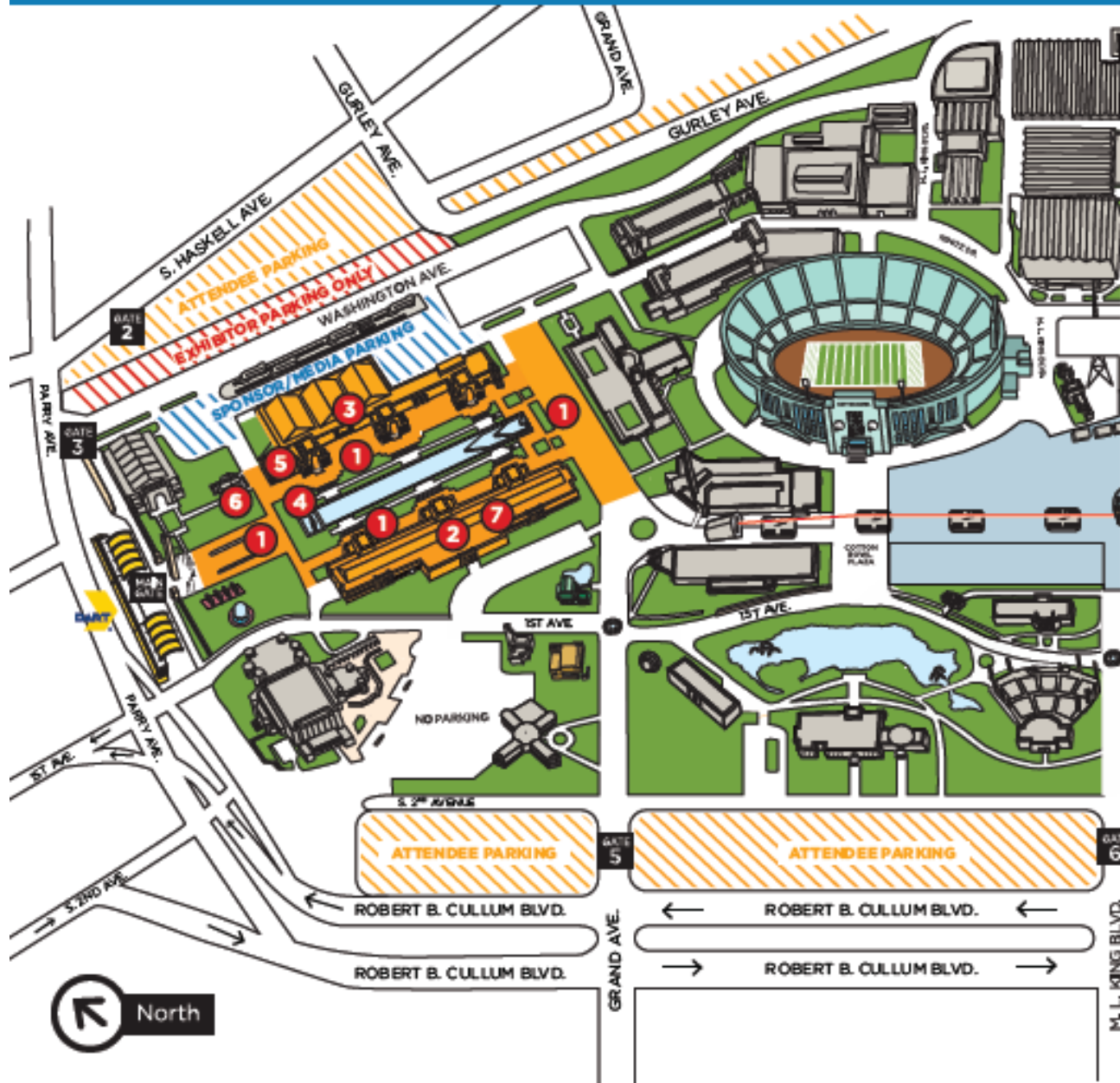
- *EarthFest* was held from 2004 to 2010 and was sponsored by the partner organizations, including the City.
- *EarthFest* attracted nearly 10,000 visitors annually.
- *EarthFest* was discontinued in 2011 when the City of Dallas and the EPA were invited to join the inaugural Earth Day Dallas event sponsored by Trammell S. Crow.



Earth Day Dallas

- Earth Day Dallas 2011 was the second largest Earth Day event in the nation with a reported 48,000 visitors over two days in the Dallas Arts District.
- Earth Day Dallas 2012 had 58,205 attendees and 520 exhibitors over two days at Dallas Fair Park.
- Mayor Rawlings met with Trammel S. Crow regarding Earth Day Dallas 2013 planning.
- City staff is currently working to coordinate City participation in Earth Day Dallas 2013.

FREE FAMILY EVENT | COME EXPLORE!



EARTH DAY
DALLAS 2013

APRIL 20-21
10AM - 6PM | FAIR PARK

- 1** Eco Expo - Outdoor
- 2** Eco Expo - Indoor
- 3** Earth Day Interactive Exhibits & Talks, Debate, and Special Guest Appearances
- 4** Earth Day Dallas Tree Climbing
- 5** Sponsor/Media Lounge
- 6** Radio Disney Family Fun Zone
- 7** Exhibitor Lounge

EarthDayDallas.org  

Other Events Celebrating Earth Day 2013

- City environmental outreach teams including OEQ/GreenDallas, DWU Cease the Grease, Stormwater Management, DWU Water Conservation, Street Services, Waste Diversion, Trinity Watershed Management, Dallas Convention Center/Centerplate, Park and Recreation, and others are participating in various April 2013 events associated with the 43rd Earth Day.

DCCCD Sustainability Summit

- Held at Mountain View College on March 28, 2013.
- OEQ/Green Dallas and DWU Cease the Grease were on-hand to provide information to attendees.
- Keynote speaker was Joel Salatin who discussed farming methods free of harmful chemicals.
- City staff gave presentations.

Oak Cliff Earth Day 2013

- Annual event to be held on April 21 in Lake Cliff Park.
- Multiple City departments participate annually.



Moving Forward

- The City continues to partner with EPA, Keep Dallas Beautiful, and Downtown Dallas, Inc.
- In addition, the City has partnered with Texas Discovery Gardens, Dallas County Community College District, Dallas Independent Schools, and with the Promise of Peace Garden to continue promoting environmental awareness and stewardship.



Quality of Life – Benefits to the City of Earth Day

- Dallas is developing a reputation as a “green” city on a global stage.
- Dallas continues to promote this reputation by actively participating in Earth Day Dallas and other environmental initiatives throughout the year.
- Because Dallas “walks the talk”, we are able to offer services and an environment that attract new residents seeking a cleaner and more vibrant city in which to work, live, play, and raise their families.