

City of Pleasanton and Pleasanton PTA Council

Go Green Initiative Partnership Agreement

The PTA Go Green Initiative offers the City of Pleasanton an unparalleled opportunity to partner with the parents, children, teachers and school district officials of Pleasanton. The PTA Go Green Initiative was developed by the Walnut Grove Elementary PTA, and was piloted during the 2002-03 school year at four Pleasanton schools. As a result of the success of the Pleasanton pilot, the Peralta District PTA adopted the program and the California State PTA has authorized the dissemination of the program to PTA's statewide. The Texas State PTA adopted the program in July 2003. By the end of the 2003-04 school year, over 2 million PTA members nationwide, in over 6500 schools, will have been exposed to the PTA Go Green Initiative, which began in Pleasanton in July 2002.

The PTA Go Green Initiative has demonstrated measurable success in waste diversion at schools, which will aid the City in meeting/exceeding state mandates to reduce its contribution to the local landfill. In addition, the Go Green Initiative will be instrumental in creating a sustainable culture of conservation in Pleasanton, as students, teachers and parents work together toward more environmentally responsible behaviors, both in and around school communities.

The PTA Go Green Initiative consists of the following five elements:

- G** **enerate compost.** This element of the Go Green Initiative demonstrates nature's way of recycling. Through basic and worm composting programs, children learn ecology, biology, and important principles of waste reduction.
- R** **ecycle** everything that cannot be reused. By modeling excellent recycling behavior at school, PTA believes children will serve as a catalyst to recycling behavior at home. Parents who recycle at home may be more likely to recycle in their places of work. The potential domino effect of recycling at school is an exciting, and foreseeable, outcome of the Go Green Initiative.
- E** **ducate** students, parents and school officials of the need for environmentally responsible behavior. PTA will assist units in choosing education materials that are most pertinent to their local environmental issues.
- E** **valuate** the environmental impact of every activity. To truly protect our children and their world, responsible adults must be vigilant in identifying products and practices that may harm the environment. This element of the Go Green Initiative encourages school communities to evaluate everything from pesticides used in schools and playgrounds, to the use of non-recyclable plastic bowls at an ice cream social.
- N** **ationalize** principles of responsible paper consumption. Unnecessary paper consumption and failure to buy recycled paper products pose a threat to the environment. PTA is encouraging its units to: (1) purchase recycled paper and office products; (2) establish the technological capacity to communicate with parents online; (3) seek out donations of computer equipment that can be utilized by families lacking Internet access. In this way, we are not only working to bridge

the digital divide by providing all students with equal access to Internet resources, but we are also working to recycle computer equipment that might otherwise end up in landfills.

Intended Results

1. Teach children to be responsible caretakers of the planet.
2. Heighten community awareness of, and participation in, environmentally responsible behavior.
3. Create national interest in establishing standards and procedures for environmentally responsible practices.

The City of Pleasanton agrees to support the PTA Go Green Initiative by granting the Pleasanton PTA Council Measure D funding, which will be disseminated to Pleasanton PTA/PTSA units that agree to:

- Adopt the PTA Go Green Initiative
- Utilize Measure D funding only for those projects that are determined to be in keeping with the provisions of this agreement
- Provide quarterly status reports on waste diverted from the waste stream, particularly paper, aluminum and plastics

Measure D funding will be available to all PTA/PTSA units in Pleasanton that are chartered as of the execution date of this agreement. As of this date, the eligible PTA/PTSA units are: Alisal; Amador; Fairlands; Harvest Park; Hearst; Mohr; Vintage Hills; and Walnut Grove. PTA/PTSA units established after the execution of this agreement will only be eligible for Measure D funding if:

- One of the PTA/PTSA units that are eligible for funding under this agreement vote to waive their opportunity for funding; or
- The City of Pleasanton and the Pleasanton PTA Council enter into a separate agreement for additional Measure D funds to be made available to new PTA/PTSA units

The City of Pleasanton agrees to release \$40,000.00 in Measure D funding to the Pleasanton PTA Council for the following Go Green Initiative projects at the eight (8) Pleasanton PTA/PTSA schools:

- Teacher mini-grants
- Staff Development training
- After-school programs
- Education Assemblies
- Composting/Gardening supplies
- Environmental education curriculum materials
- Student Incentives
- Parent/Community education
- Earth Day activities
- Other activities determined by the Pleasanton PTA Council to be instrumental in achieving waste diversion from Pleasanton schools

In addition, the City of Pleasanton agrees to release \$5,000.00 in Measure D funding to the Pleasanton PTA Council for the purpose of administering the PTA Go Green Initiative. Funding would be utilized specifically for the following activities:

- Printed and electronic communication with PTA members, pertaining to the PTA Go Green Initiative
- Certification plaques for PTA Go Green schools
- Marketing materials for potential PTA Go Green Initiative sponsors
- Environmental education resources that can be shared among Pleasanton schools
- Training opportunities for PTA Go Green team members
- Support/office supplies needed to promulgate the PTA Go Green Initiative

In return for its donation of \$45,000.00 in Measure D funding, the City of Pleasanton will receive the following:

- A donation receipt suitable for proof of its donation to a tax-exempt, nonprofit organization as described in Section 501 (c) (3) of the Internal revenue Code
- The City's logo and a hyperlink to the City's website, on the homepage of the Pleasanton PTA Council website, under the heading, "Thank you to our sponsors"
- The City's logo on PTA Go Green Initiative marketing material
- A press release to all local newspapers announcing the partnership agreement between the City and the Pleasanton PTA Council
- A press release each time Measure D funding is released to a Pleasanton PTA school for implementation of the PTA Go Green Initiative
- A press release at the end of the 2003-04 school year, documenting the success stories of the PTA Go Green Initiative in Pleasanton which were made possible by the City's financial support
- A detailed report of the amount of waste diverted from the waste stream by Pleasanton PTA schools, due no later than 12 months from the execution of this agreement

Memorandum of Understanding City of Pleasanton and Pleasanton PTA Council

The City of Pleasanton agrees to:

- Release, in one lump sum, the amount of \$45,000.00 of Measure D funds to the Pleasanton PTA council for the purpose of sponsoring the following activities in support of the PTA Go Green Initiative:
 - Teacher mini-grants
 - Staff Development training
 - After-school programs
 - Education Assemblies
 - Composting/Gardening supplies
 - Environmental education curriculum materials
 - Student Incentives
 - Parent/Community education
 - Earth Day activities
 - Other activities determined by the Pleasanton PTA Council to be instrumental in achieving waste diversion from Pleasanton schools
 - Printed and electronic communication with PTA members, pertaining to the PTA Go Green Initiative
 - Certification plaques for PTA Go Green schools
 - Marketing materials for potential PTA Go Green Initiative sponsors
 - Environmental education resources that can be shared among Pleasanton schools
 - Training opportunities for PTA Go Green team members
 - Support/office supplies needed to promulgate the PTA Go Green Initiative

The Pleasanton PTA Council agrees to:

- Provide the Pleasanton City Manager with a donation receipt suitable for proof of its donation to a tax-exempt, nonprofit organization as described in Section 501 (c) (3) of the Internal revenue Code
- Place the City of Pleasanton logo and a hyperlink to the City's website, on the homepage of the Pleasanton PTA Council website, under the heading, "Thank you to our sponsors"
- Place the City of Pleasanton logo on all PTA Go Green Initiative marketing material, with the pre-approval of the City Manager
- Distribute a press release announcing the partnership agreement between the City and the Pleasanton PTA Council
- Distribute a press release each time Measure D funding is released to a Pleasanton PTA school for implementation of the PTA Go Green Initiative

- Distribute press release at the end of the 2003-04 school year, documenting the success stories of the PTA Go Green Initiative in Pleasanton which were made possible by the City's financial support
- Provide the City Manager with a detailed report of the amount of waste diverted from the waste stream by Pleasanton PTA schools, due no later than 12 months from the execution of this agreement

The terms of this agreement are approved and authorized by:

City of Pleasanton:

Pleasanton PTA Council:

Name (Please print):

Name (Please print):

Title:

Title:

Date:

Date:

Signature:

Signature:
