



ZERO EMISSION LANDSCAPING EQUIPMENT (ZELE) ORDINANCE UPDATE

Presented by: Sustainability staff



AGENDA

- Background
- Outreach
- Voucher program
- Enforcement
- Next steps
- Discussion

BACKGROUND

- July 11, 2023, City Council:
 - Adopted ZELE requirement that prohibits using gas powered landscaping equipment due to its negative impacts on health, and noise and air pollution.
 - Approved an electric gardening equipment rebate program.
 - Directed staff to provide public outreach.

BACKGROUND: RULES

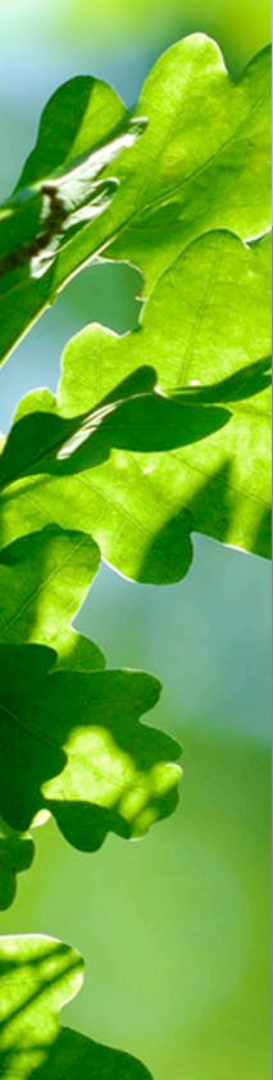
- As of July 1, 2024: gas-powered leaf blowers and string trimmers are prohibited.
- Beginning Jan. 1, 2029: gas-powered walk behind lawnmowers, hedge trimmers and chainsaws are prohibited.
- Hours of allowable operation would remain the same for electric powered equipment.
- Violations are the property owners responsibility.



OUTREACH AND EDUCATION

- Email and text to ZELE mailing list after adoption July 2023.
- Letter to Menlo Park gardening businesses with notice of adoption July 2023.
- Continuous updates to ZELE webpage began July 2023.
- Published ordinance adoption announcement on social media outlets and Weekly Digest July 2023.
- Recology billing insert September 2023 and December 2023.





OUTREACH AND EDUCATION

- Tabling at community events beginning April 2024.
- Weekly Digest reminder of ordinance beginning June 2024.
- Citywide bilingual postcard to Menlo Park addresses in June 2024.
- Placed electronic message boards in neighborhoods December 2024.
- Hung bilingual banners in downtown Menlo Park and Belle Haven neighborhoods January 2025.

GAS LEAF BLOWERS AND TRIMMERS PROHIBITED JULY 1
SOPLADORES DE HOJAS Y CORTADORES DE GAS PROHIBIDOS EL 1 DE JULIO

Starting July 1, 2024, the use of gas leaf blowers and string trimmers is prohibited in the City of Menlo Park. Property owners will be responsible for violations and violators could be subject to enforcement actions up to and including monetary fines.

This ordinance was passed by City Council on July 11, 2023 as part of the City's Climate Action plan.

Eligible residents, landscaping professionals, and businesses may receive a voucher to support the purchase of zero emission landscaping equipment.

Learn more about the new rules and voucher program on our website menlopark.gov/silo, email sustainability@menlopark.gov or call 650-330-6720

A partir del 1 de julio de 2024, el uso de sopladores de hojas y cortadoras de hilo a gas están prohibido en la ciudad de Menlo Park. Los propietarios serán responsables de las infracciones y los infractores podrían estar sujetos a acciones de cumplimiento que pueden llegar hasta multas monetarias.

Esta ordenanza fue aprobada por el Concejo Municipal el 11 de julio de 2023 como parte del plan de Acción Climática de la Ciudad.

Residentes de Menlo Park, profesionales y negocios de jardinería pueden ser elegible para un reembolso para ayudar con la compra de equipos de jardinería con cero emisiones.

Obtenga más información sobre las nuevas reglas y el programa de reembolsos en nuestro sitio web menlopark.gov/silo, email sustainability@menlopark.gov o llame 650-330-6720.



VOUCHER PROGRAM

- Partnered with Acterra to administer a voucher program to assist eligible residents and landscaping businesses with the purchase of electric gardening equipment.
- The program did not require for any money to be paid out of pocket.
- Applications were received through an online portal, bilingual phone assistance was made available.



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MENLO PARK ELECTRIC GARDEN PROGRAM

ELECTRIC GARDEN VOUCHER PROGRAM FOR THE ELIGIBLE RESIDENTS AND BUSINESSES IN MENLO PARK

Acterra has currently reached the maximum number of applications for the program. We will reopen applications if additional vouchers become available.

With a new city regulation set to prohibit gas-powered leaf blowers and string trimmers starting July 1, 2024, Menlo Park is taking proactive measures to support its community by offering financial assistance to ease the transition to electric gardening tools. Eligible residents and non-gardening businesses can receive vouchers of up to \$250, while gardening businesses may qualify for up to \$1,000. These vouchers are redeemable towards the purchase of electric garden equipment, including leaf blowers, hedge trimmers, chainsaws, lawnmowers, and more. Once awarded, recipients will have 21 days to use the voucher at participating stores.

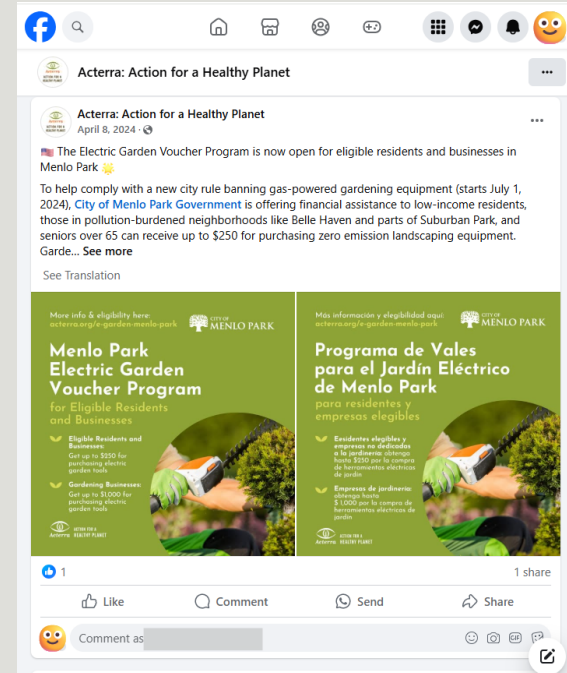
Acterra is proud to be working with the city to distribute the vouchers. Funding for this program comes from the City of Menlo Park.



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VOUCHER PROGRAM

- To complement City efforts, Acterra performed outreach at events, farmers markets, via social media, email and flyer distribution.
- Customers could shop at a 3 different stores who provided education and assistance with purchasing the appropriate equipment.
- A total of \$41,000 in funds allocated to distribute vouchers in two phases.
- Phase 1 program launch April 2024.
Phase 2 program launch September 2024.





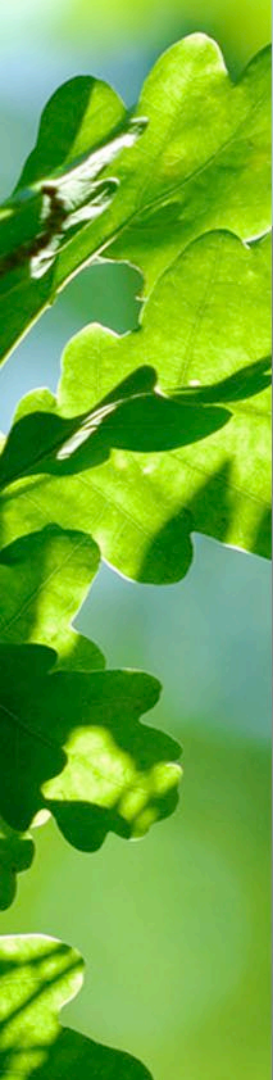
VOUCHER PROGRAM AUDIENCE



Category	Amount	Start date
Professional gardeners working in Menlo park	Up to \$1,000	April 2024
Menlo Park non-gardening businesses	Up to \$250	April 2024
Qualifying Menlo Park residents	Up to \$250	April 2024

VOUCHER PROGRAM RESIDENT ELIGIBILITY

- Enrolled in government or utility financial assistance program, CALWorks, SNAP (Supplemental Nutrition Assistance Program), PG&E Programs, Menlo Park utility discount program.
- Located in a Menlo Park neighborhood that is disproportionately burdened by multiple sources of pollution with a score above 60 according to California Office of the Environmental Health Hazard Assessment (CalEnviroScreen 4.0 map).
- Residents over the age of 65.



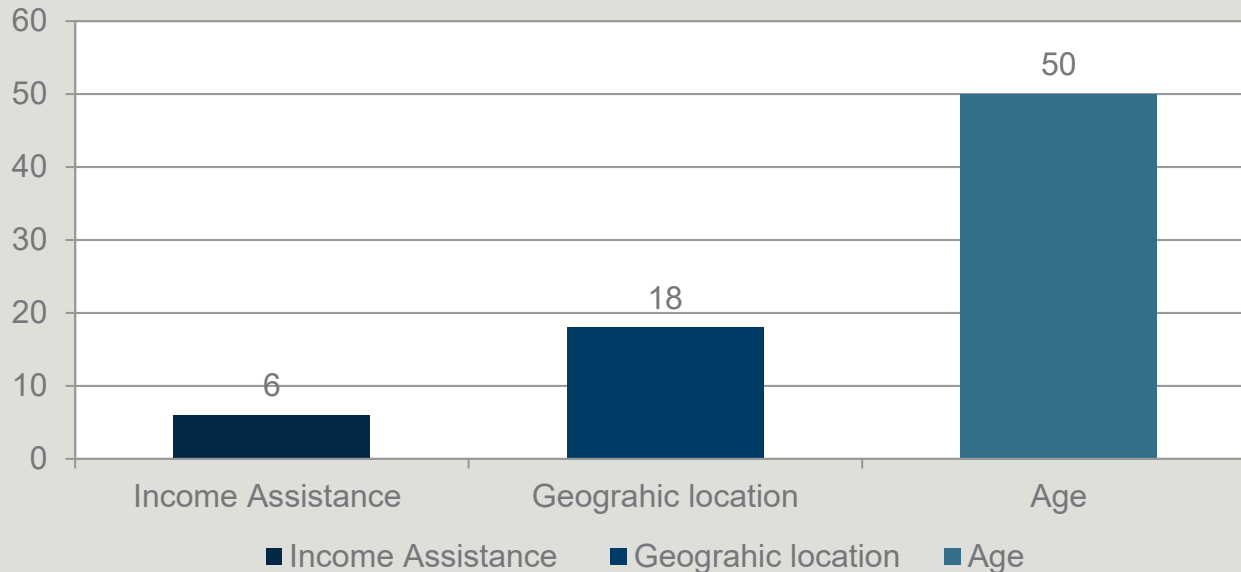
VOUCHER PROGRAM RESULTS



Voucher	Phase 1	Phase 2	Total
Professional gardeners	10	10	20
Non-gardening businesses	2	2	4
Menlo Park residents	38	36	74
TOTAL	50	48	98

VOUCHER QUALIFICATION BREAKDOWN

- Six (6) vouchers were issued to residents on income assistance.
- Eighteen (18) vouchers were issued to residents based on geographic location.
- Fifty (50) vouchers were issued to residents who were age eligible.



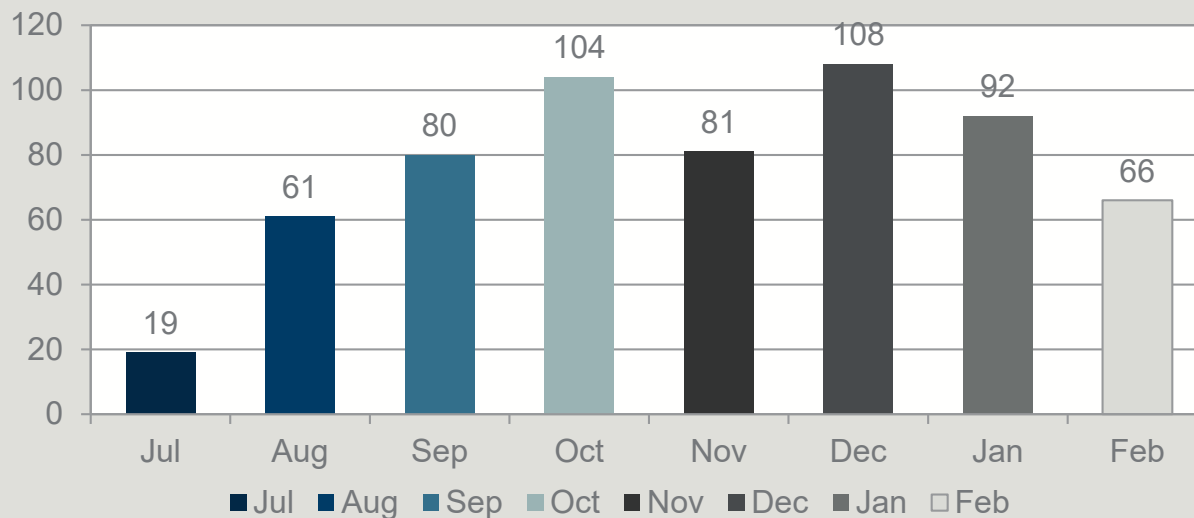
ENFORCEMENT

- Enforcement began as an educational approach July 2024.
- Reports are taken by police dispatch, online through ACT Menlo Park, phone calls to Sustainability and via email.
- All addresses reported receive a violation notice letter from Menlo Park code enforcement advising them of the ordinance.
- Addresses with multiple reports receive a call from a Police representative.



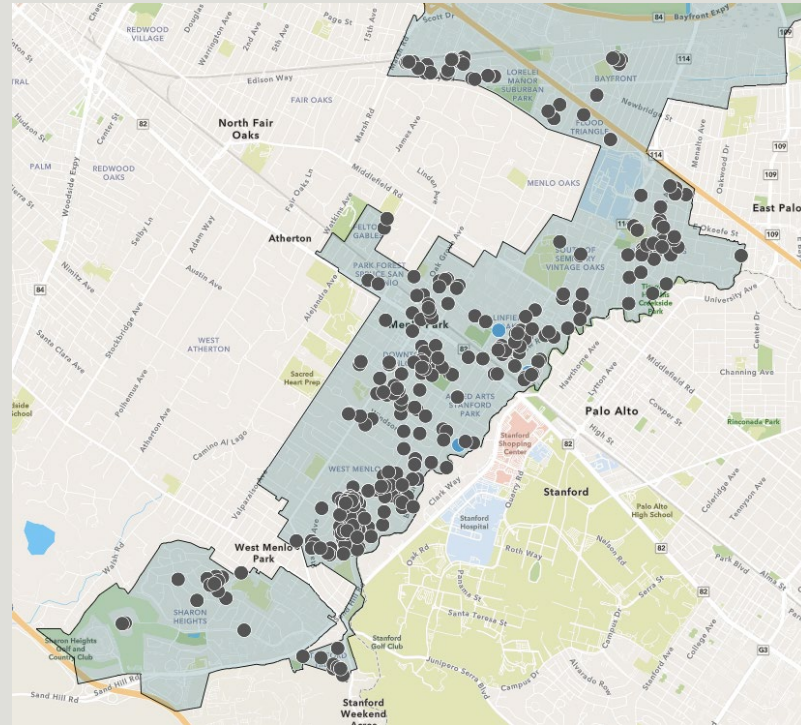
ENFORCEMENT: REPORTS

- 611 reports to date.
- 200 reports to police dispatch.
- 411 reports to ACT Menlo Park.
- Reports are decreasing.



ENFORCEMENT: REPORTS

- Dots indicate a community report made in ACT Menlo Park.



ENFORCEMENT: NEXT STEPS

- Exploring additional outreach methods
 - Door hangers for repeat violations.
 - Code enforcement visits.
- Enforcement to begin July 1, 2025
 - First violation citation cost \$50.



DISCUSSION

- How to spend additional funds
- Outreach ideas for compliance
- Questions



THANK YOU