



Kriss Worthington

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CONSENT CALENDAR

March 19, 2013

To: Honorable Mayor and Members of the City Council
 From: Councilmember Kriss Worthington

Subject: Supporting Earth Hour and Participating in the Earth Hour City Challenge

RECOMMENDATION:

Adopt a Resolution supporting Earth Hour on Saturday, March 23 at 8:30 p.m. local time and apply to formally participate in the Earth Hour City Challenge 2014.

BACKGROUND:

Earth Hour is a global effort to turn off and unplug all non-essential lights and electronics in and around your own dwelling, community, local government facilities and local businesses.

World Wildlife Fund's Earth Hour is an annual phenomenon that focuses the world's attention on our planet. At 8.30pm on Saturday, March 23, 2013, hundreds of millions of people in different cities will switch off the lights of homes and businesses for one hour to help prevent climate change.

The Earth Hour City Challenge is a year-long competition among cities to prepare for increasingly extreme weather and promote renewable energy. US cities that participate will receive resources and gain recognition for their efforts to curb carbon pollution and prepare their communities for the harmful consequences of climate change.

Forward-thinking cities are addressing these escalating threats through implementation of practical measures that make their communities safer and healthier. This includes improving air quality, protecting limited water supplies, reducing urban flooding and empowering citizens to better protect themselves and their homes.

FINANCIAL IMPLICATIONS

Minimal.

CONTACT PERSON

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Attachment:

1. Resolution

RESOLUTION NO. ##,###-N.S.

EARTH HOUR 2013

WHEREAS, the city of Berkeley can support the Earth Hour City Challenge (EHCC) to reduce carbon pollution and prepare for the impacts of climate change by creating and distributing flyers/brochures to local residents and business detailing what they can do to cut down on their power usage. We can reduce our impact on the environment by: turning off devices like printers, computers, coffee machines and turn off office lights after hours or install motion-sensor, install energy saving lights bulbs and devices; and

WHEREAS, City officials can participate in the Earth Hour by including a link to the Earth Hour website from their homepage or host an Earth Hour banner on their homepage, include Earth Hour in any email or SMS bulletins, promote their commitment in stores, branches, foyers, terminals, stadiums, shopping centers by putting up Earth Hour posters; and

WHEREAS, homes and businesses are in a great position to show their commitment to protecting our planet and implementing practices and offering services that enable residents, employees and customers to make changes to reduce their impact on the planet; and

WHEREAS, on Saturday, March 23 they should switch off non-essential lights, communicate Earth Hour to their staff, partners, clients, suppliers and other networks, communicate Earth Hour using email, social media and the website, include Earth Hour messages in their newsletters, intranet, posters, staff and committee meetings, communicate Earth Hour to your customers and encourage them to take part in Earth Hour; and

WHEREAS, applications are due in June 2013 the EHCC will select one US city to be "The U.S. Earth Hour Capital" for 2014. World Wildlife Fund will also select two to five other cities to receive "public participation grants" of \$30,000-\$100,000 to support events focused on engaging citizens in the city's plans to prepare for the impacts of climate change; and

WHEREAS, participating cities will be able to learn from the experiences and expertise of other city officials across the country, as well as showcase what the city is doing.

NOW THEREFORE, BE IT RESOLVED that the City of Berkeley support Earth Hour 2013 and apply to formally participate in the Earth Hour City Challenge 2014.