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# Agenda

## Sustainability Task Force

A Committee of the Chico City Council

Meeting of Thursday, March 9, 2017 – 5:30 p.m.

Municipal Center - 421 Main Street, Conference Room No. 1 in the Council Chambers

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1. **CALL TO ORDER AND ROLL CALL**
2. **SELECTION OF CHAIR AND VICE CHAIR (Principal Planner Vieg)**
3. **APPROVE JANUARY 26, 2017 MEETING MINUTES**  
*Draft 01/26/17 minutes attached.*
4. **MILLION WATT CHALLENGE – CONTINUED DISCUSSION (Principal Planner Vieg and CivicSpark Member Goldstein)** –The STF and Challenge partners will receive a status update regarding development of the Million Watt Challenge and provide comments and direction. *Attached is a Challenge program outline, draft logos, draft webpage content, and draft survey questions.*
6. **REPORTS & COMMUNICATIONS** - These items are provided for the STF's information. Although the STF may discuss the items, no action can be taken at the meeting. Should the STF determine that action is required, an item may be included on a subsequent agenda.
7. **BUSINESS FROM THE FLOOR** - Members of the public may address the STF at this time on any matter not already listed on the agenda, with comments being limited to three minutes. The STF cannot take any action at this meeting on requests made under this section of the agenda.
8. **ADJOURNMENT** - Next meeting scheduled for Thursday, April 27, 2017

**ATTACHMENTS:** 12/26/17 STF Meeting Minutes (Draft)  
Million Watt Challenge Program Outline  
Draft Challenge Logos  
Draft Challenge Webpage Content  
Draft Challenge Webpage Surveys (Residential/Business)

Agenda available from the City's website at [www.ci.chico.ca.us](http://www.ci.chico.ca.us) under "**Meetings/Agendas**"

Prepared: 03/02/17  
Posted: 03/02/17  
Prior to: 5:30 pm

Community Development Department  
421 Main Street, 2<sup>nd</sup> Floor, Chico, CA 95928  
(530) 879-6800



Please contact the City Clerk at 896-7250 should you require an agenda in an alternative format or if you need to request a disability-related modification or accommodation in order to participate in a meeting. This request should be received at least three working days prior to the meeting in order to accommodate your request.

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### **Sustainability Task Force Members:**

Cheri Chastain  
Lucas RossMerz

Dave Donnan  
Mark Stemen, Chair

William Loker

**CITY OF CHICO SUSTAINABILITY TASK FORCE  
MINUTES OF THE MEETING OF  
January 26, 2017**

Municipal Center  
421 Main Street  
Council Chambers, Conference Rm. 1

STF Members Present:           Mark Stemen, Chair  
  Dave Donnan  
  Lucas RossMerz

STF Members Absent:           Cheri Chastain  
  William Loker

Staff Members Present:        Brendan Vieg, Principal Planner  
  Bryce Goldstein, CivicSpark Member

Guests Present:                 Angela Casler, Chico Chamber

**1. CALL TO ORDER**

Principal Planner Vieg called the meeting to order at 5:30 pm. STF members, City staff, and guests were present as noted.

Principal Planner Vieg shared that STF members Chastain and Loker are out of town and unable to make the meeting.

**2. SELECTION OF CHAIR AND VICE CHAIR**

Principal Planner Vieg shared that STF members Chastain and Loker had inquired if they could vote for the STF Chair and Vice-Chair by proxy, and that he told them that they had to be in attendance in order to vote. Vieg suggested the selection of the Chair and Vice-Chair be re-agendized for STF's March meeting, which was supported by the STF members present.

**3. APPROVE JANUARY 12, 2017 MEETING MINUTES**

*The 01/12/17 STF Meeting Minutes were approved 3-0.*

**4. SCHEDULE POTENTIAL GUESTS FOR 2017 STF MEETING DATES**

Principal Planner Vieg shared that at its last meeting the STF requested an opportunity to target specific STF meeting dates to invite key sustainability partners to attend and present. He also

shared suggestions provided by STF Member Chastain.

The STF discussed several options and guests, and directed staff to invite guests for targeted dates as shown below:

Thursday, March 9<sup>th</sup> – North Valley Energy Watch (Challenge Partner)

Thursday, April 27<sup>th</sup> – Chico Velo, Butte Bike Coalition, Chico’s Bike Advocacy Committee

Thursday, June 8<sup>th</sup> – CUSD, CSUC, Butte College

Thursday, July 27<sup>th</sup> - Open

Thursday, September 14<sup>th</sup> – City of Chico Update/Linda Herman re Waste Franchise Agreement

Thursday, October 26<sup>th</sup> – PG&E re annual energy data

Thursday, December 14<sup>th</sup> – Open

Potential future speakers: Butte County Air Quality Management District, CalWater, Butte County Community Development Department regarding implementation of the County’s CAP, Enloe Medical Center to share sustainability efforts and programs

## **5. CHICO COMMUNITY CHALLENGE – CONTINUED DISCUSSION**

Principal Planner Vieg STF provided a brief status update regarding development of the Community Challenge, and highlighted issues still to be resolved.

Chair Stemen summarized a meeting he had with North Valley Energy Watch Executive Director Andrea Campos regarding opportunities to collaborate on the Challenge.

CivicSpark member Goldstein provided input on recent efforts.

The group discussed the metric for the Challenge – watts, kilowatts, equivalency, etc.

STF member Donnan shared ideas related to a mascot for the Challenge.

The STF directed staff to schedule a meeting of the STF’s Challenge Sub-Committee to keep the project moving forward, and to report to the STF at its next meeting.

## **6. REPORTS & COMMUNICATIONS**

None.

## **7. BUSINESS FROM THE FLOOR**

None.

8. **ADJOURNMENT**

There being no further business from the STF, the meeting adjourned at 6:15pm to the meeting of **Thursday, March 9, 2017.**

\_\_\_\_\_  
Date Approved

Brendan Vieg, Principal Planner

## One Million Watt Challenge – Program Outline

### Goal

- Education and outreach to reduce energy use (residents and businesses)

### Name of Challenge/Logo/Tag Line

- Million Watt Challenge – Chico, CA
- See attached logo
- Switch and Save

### Timeline

- “Soft Launch” on March 22<sup>nd</sup> at *This Way To Sustainability Conference*
- April 6<sup>th</sup> the Challenge has a presence at Thursday Night/Saturday markets
- Promote Bike Month/National Bike Challenge - May
- September there will be a general wind down (Bryce will be leaving), but official Challenge will likely end at the end of 2017 with an announcement of success.

### Partners/Sponsors

- Challenge Partners - North Valley Energy Watch, CN&R, Chico Chamber, Sustainability Task Force (City of Chico)
- Sponsors - those willing to help get the word out, donate prizes, and bring value to the effort (i.e., Sustainability Management Association, Home Depot, Sierra Nevada Brewery, etc.). Sponsors will be highlighted on the Challenge webpage and elsewhere.

### Challenge Mechanics

- “Challenge Webpage” on the Chico Sustainability website – logging watt reductions (survey), access to educational information, linking people to Facebook, participation in drawings, etc. (see attached draft Challenge webpage content and draft Survey questions)
  - Coordination b/w Chuck Lundgren, Bryce, and Tehama Group
- “Challenge Facebook” presence needs to interface with webpage
  - Coordination b/w Chuck Lundgren, Bryce, and Tehama Group
- Informational Booth – North Valley Energy Watch & Million Watt Challenge
  - Information regarding reducing energy use, participating in Challenge, DIY Toolkits at libraries, etc.

- Free LEDs, Chico Bags, etc.
- Regular presence at Thursday Night and Saturday Morning markets
- Attendance at other Chico events (e.g., Chapman Night Out, Chamber's Summer Bash, Endangered Species Fair, etc.)
- Sponsoring 3 Neighborhood Energy Efficiency Workshops (partnership w/ North Valley Energy Watch)
  - Avenues, Barber, and Chapman in late Spring/early Summer
  - Speaker – how to make your home energy efficient and save \$
  - Challenge Informational Booth – raffle prizes and giveaways
- Sustainable Business Expo/Happy Hour at SNB on May 17<sup>th</sup>
  - Coordinating with other Butte County Chambers
  - Challenge Informational Booth will be present
- Chico Chamber – Regular outreach to businesses
- Chico News & Review – Run regular stories and promote Challenge
  - Article re Challenge
  - Article re DIY Toolkits
  - Plugs for Neighborhood Workshops and Sustainable Business Expo
- CSU, Chico Tehama Group
  - PSAs, media contact lists, support for social media message, and possible creation of short social video
- Home Depot/Lowe's/OSH
  - Home Depot is interested in having a North Valley Energy Watch trainer provide a do-it-yourself training session at the store on how to implement basic energy efficiency efforts.
  - Need to approach Lowe's and OSH
- Coordination with CSUC Associated Students (Nani Teves)
  - Allow them to share how they'd like to participate

### **Drawing Prizes/Highlighting Participation**

- Different categories – Residents/Businesses
- NVEW/RHA will help identify a “Monthly Business Champion” – a business that recently implemented the biggest savings. The Challenge will highlight the business on Facebook and the nature of the upgrades
- Need to acquire prizes (Smuckers has offered gift baskets)
- Random drawings – need to find a way to allow people to win random drawings through Facebook as many won't want to share their e-mail



# MILLION WATT CHALLENGE

CHICO, CA

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SWITCH & SAVE

CHICOSUSTAINABILITY.ORG

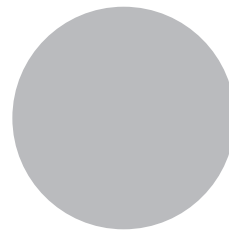
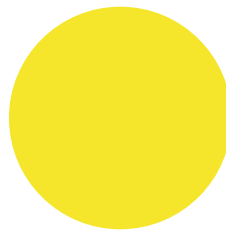
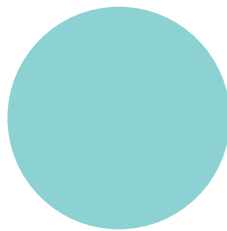
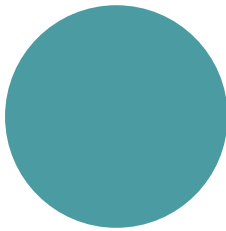


# MILLION WATT CHALLENGE

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SWITCH & SAVE

CHICO, CA





# MILLION WATT CHALLENGE

## Home

[Home](#)[About](#)[LEDs](#)[Get Involved](#)[Your Watts](#)

The City of Chico Sustainability Task Force, North Valley Energy Watch, Chico Chamber of Commerce, and Chico News & Review are pleased to present Chico's Million Watt Challenge!

### WHAT IS IT?

We're challenging ourselves to save one million watts (or more) in 2017. We've already come a long way as a community, from LED streetlight retrofits to household appliance replacements. Now it's time to build on this momentum, improve our community, and have fun in the process!



### HOW DOES IT WORK?

We're inviting the community to show us what steps they're taking to reduce energy use, through our watt submission form (see: "Your Watts"). We also plan to have social media contests, as well as booths at the CCFM Saturday Market and the DCBA Thursday Night Market!

Although we can't perfectly quantify energy saved by every action taken, we know we'll succeed in creating a more resilient and aware community.

## MILLION WATT CHALLENGE

# About the Challenge

[Home](#)[About](#)[LEDs](#)[Get Involved](#)[Your Watts](#)

## WHAT IS IT?

The Million Watt Challenge is a community effort to save energy. We're challenging our neighbors, friends, family, and ourselves to take actions to reduce energy consumption. The aim is to replace one million watts of inefficient technology with LED lighting and other energy saving appliances.

Chico's Million Watt Challenge focuses especially on actions that individuals can take in their home or business, such as installing LED lighting.

## "SWITCH & SAVE"

"Switch & Save" refers to the action of swapping out an old and inefficient appliance or light bulb, as well as the money and energy you'll save by doing so.

## WHAT'S THE SIGNIFICANCE?

Saving energy benefits everybody! Using less power means a lower electric bill, less greenhouse gas emissions, cleaner air, and less reliance on foreign fuel.

Sometimes it's hard to see the benefit of taking small actions like buying an LED light bulb instead of an incandescent. However, if we work together as a community, we can make a big difference.

# MILLION WATT CHALLENGE

# Get Involved

[Home](#)[About](#)[LEDs](#)[Get Involved](#)[Your Watts](#)

Interested in getting involved with the Million Watt Challenge?

## PARTICIPATING

The Million Watt Challenge is open to anybody who lives or runs a business in Chico! Make sure your watts get counted by filling out the "Submit Your Watts" form.

Find our booth at the Thursday Night Market downtown, or the Saturday Farmers Market to get energy efficiency gadgets and information.

Make sure to check out North Valley Energy Watch's Energy Saving Toolkit at the Butte County Library!

## VOLUNTEERING

Would you like to help promote energy efficiency and the Million Watt Challenge? Contact the City of Chico's CivicSpark fellow Bryce Goldstein and let her know if you'd like to be updated on opportunities to table, canvass, and more.

Bryce Goldstein

[bryce.goldstein@chicoca.gov](mailto:bryce.goldstein@chicoca.gov)

# MILLION WATT CHALLENGE

## Your Watts

[Home](#)[About](#)[LEDs](#)[Get Involved](#)[Your Watts](#)

Make sure your efforts get counted by filling out the "Submit Your Watts" form. The Million Watt Challenge is open to everybody in Chico! All you have to do is tell us what energy-saving actions you've taken in your home or business in the past two years.

### WHAT'S A WATT?

A Watt is a unit of power, and power is a rate of energy used per unit of time. In fact, the calories you burn when you exercise can be measured in watts.

The Million Watt Challenge focuses on Watt Equivalents. A watt equivalent is the number of watts being replaced by a new, energy efficient installation.

### WHY WATT EQUIVALENTS?

Focusing on watt equivalents makes sense because it represents the energy being saved, rather than the energy used. For example, replacing a 60W incandescent with a 9W LED saves most of the 60 Watts.

LED and appliance manufacturers have generally made it easy for us by putting the watt equivalent rating on the product packaging. Look for the higher number of watts - that's the watt equivalent.

# MILLION WATT CHALLENGE

# LED Home

**LEDs**

**Savings**

**Safety**

**Disposal**

**Your Watts**

Light-Emitting Diodes (LEDs) are the most efficient lighting technology available today. Replacing your old incandescent bulbs with LED bulbs is a great way to start saving energy and money!

## COST

LEDs generally cost a little more up front, but they'll save you a lot more money in the long run. LED bulbs use 75-90 percent less energy than incandescent bulbs and last 15 to 25 times longer. So not only will they save you money on your monthly energy bill, but you'll also avoid the cost of replacement.

## SAFETY

LEDs contain no mercury and emit very little heat, making them safer for you and your family.



## TIP

Start by replacing your household's five most-used light bulbs with LEDs. Putting LEDs in high-use fixtures will save the most money!

## MILLION WATT CHALLENGE

# LED Savings

**LEDs**

**Savings**

**Safety**

**Disposal**

**Your Watts**

LED bulbs use 75-90 percent less energy than incandescent bulbs. Using less power means spending less money!

## SAVING MONEY

How much money can LED lighting save you? That depends on a lot of factors, such as electricity rate, usage, and number of bulbs. A Chico resident who replaces their home's 40 incandescent light bulbs with LEDs will likely save between \$360 and \$600 per year, or \$30 to \$50 every month.

In our calculation each old bulb used 60 Watts, and each new bulb uses 9 Watts and is on for 2 hours per day. PG&E's electricity rates which vary from around 16-40 cents/kWh depending on amount used and time of use.

## SAVE MORE

Want to calculate how much money and energy you can save in your house, plus get four free LED lights? Check out a Do-It-Yourself Home Energy Saving Toolkit from the Butte County Library or the City of Chico (second floor front desk).

<https://www.northvalleyenergywatch.org/education-and-outreach>

## MILLION WATT CHALLENGE

# LED Savings

**LEDs**

**Savings**

**Safety**

**Disposal**

**Your Watts**

## START SMALL, SAVE BIG

Don't worry, you don't have to replace all your light bulbs at once! We recommend that you replace your lights strategically. You can either wait until an incandescent burns out, or you can go ahead and replace your incandescent bulbs with LEDs now.

The most effective strategy for saving energy and money is to figure out which incandescent light fixtures you use most, and replace those with LEDs first. These are likely to be kitchen, living room, office, or porch lights. If you replace just five 60-Watt bulbs that typically are left on for 6 hours per day, you'll save between \$100 and \$225 per year.

## LIFESPAN

LEDs have a much longer lifespan than traditional lighting technologies, which helps reduce the costs of bulb replacement. While an incandescent bulb usually only lasts about one year, an LED can shine for up to 25 years! This also makes them ideal for hard-to-reach fixtures.

## COOLING COSTS

Because LEDs consume energy more efficiently to produce light, and produce less wasted heat, they help reduce cooling costs. This also makes them safer.

## MILLION WATT CHALLENGE

# LED Savings

**LEDs**

**Savings**

**Safety**

**Disposal**

**Your Watts**

## OTHER BENEFITS

### **Directional**

The light is highly directional. This makes LEDs very suitable to lighting applications such as kitchens and offices, and reduces energy use.

### **Dimming Capability**

LEDs are fully dimmable and last longer when dimmed. This ability makes them highly compatible with lighting control solutions.

### **Instantaneous Switch-On**

LEDs do not require warm-up time, so they are ideal for uses that are subject to frequent on-off cycling.



## MILLION WATT CHALLENGE

# LED Safety

**LEDs**

**Savings**

**Safety**

**Disposal**

**Your Watts**

LEDs are safe as well as efficient. Read on to find out how they compare to incandescents and CFLs:

## CLEAN

LEDs don't break easily, so there's less risk of being exposed to broken glass or dangerous chemicals. Compact Fluorescent Lamps (CFLs) contain mercury, but LED bulbs do not.

## COOL

LEDs emit very little heat, unlike incandescent bulbs. This makes them especially great for holiday lighting, as they don't pose a fire hazard when hung on Christmas trees or houses.

## MILLION WATT CHALLENGE

# Disposal

LEDs

Savings

Safety

Disposal

Your Watts

You are not currently required to recycle LED lights. However, CFLs need to be recycled at specific locations, rather than simply thrown away. Incandescent bulbs can be thrown out with regular garbage, but are fragile, so you may wish to wrap them inside another item for safe disposal.

Butte Regional Household Hazardous Waste Facility accepts CFLs for recycling. Many hardware stores also recycle CFLs.

## BUTTE REGIONAL HOUSEHOLD HAZARDOUS WASTE FACILITY

1101 Marauder St Chico, CA 95973

1-866-429-2288

[http://www.chico.ca.us/general\\_services\\_department/solid\\_waste\\_and\\_recycling/recycling/household\\_hazardous\\_waste.asp](http://www.chico.ca.us/general_services_department/solid_waste_and_recycling/recycling/household_hazardous_waste.asp)

### TIP

Replace incandescent bulbs first because they use the most energy.

## MILLION WATT CHALLENGE

# Your Watts

**LEDs Savings Safety Disposal Your Watts**

Make sure your actions get counted! Fill out our "Submit Your Watts" form as best as you can. We'll understand if you don't have all the information. If you'd like to be entered into a drawing for exciting prizes, make sure to provide your email address so we can reach you.

In order to include everybody, especially those ahead of the curve, you can participate if you've installed energy efficient technology over the past two years.

**[LINK TO RESIDENTIAL SURVEY](#)**  
**[LINK TO COMMERCIAL SURVEY](#)**

Questions or comments on the Submit  
Your Watts form?

Contact Bryce Goldstein:

bryce.goldstein@chicoca.gov

## Residence: Submit Your Watts

1. Optional: To help us get a better picture of energy use in Chico, please answer the following background questions.

Are you a homeowner,  
landlord, renter, or other?

Have you ever had a home  
energy audit?

What year was your home  
built?

What street is your home  
on?

2. Have you installed LED lights in your residence in the past two years? If so, please answer the following. Approximate if you aren't sure.

Enter the total number of  
LED bulbs installed

Optional: Enter the total  
LED watts installed  
(smaller number on  
packaging)

Optional: Enter the total  
equivalent watts  
installed (watts used by the  
old incandescent bulbs, or  
the larger number on the  
LED packaging)

3. Have you installed other energy efficient products in your residence? If so, please identify which types of appliances or other products you've installed.

- Smart Thermostat
- Refrigerator/Freezer
- Stove
- Dishwasher
- Washer
- Dryer
- New windows
- Insulation
- Other (please specify)

4. Where did you get your LEDs?

- Home Improvement Store
- Online
- Million Watt Challenge / North Valley Energy Watch Booth
- North Valley Energy Watch Do-It-Yourself Home Energy Saving Toolkit
- Other (please specify)

\* 5. Have you "liked" our Chico Sustainability Facebook page or visited any of the following associated websites?

- Chico Sustainability Facebook: [www.facebook.com/SustainableChico](http://www.facebook.com/SustainableChico)
- Chico Sustainability Website: [www.chicosustainability.org/](http://www.chicosustainability.org/)
- North Valley Energy Watch Website: [www.northvalleyenergywatch.org](http://www.northvalleyenergywatch.org)
- Not sure
- None of the Above

\* 6. Would you like to be entered into a drawing to win fun prizes, including a grand prize of [\_\_\_\_]?

- Yes
- No

\* 7. Are you interested in receiving Million Watt Challenge updates by email?

Yes

No

8. Email (We won't share this information with any third parties)

## Business: Submit Your Watts

1. Have you installed LED lights in your business in the past two years? If so, please answer the following. Approximate if you aren't sure.

Enter the total number of LED bulbs installed

Optional: Enter the total LED watts installed (smaller number on packaging)

Optional: Enter the total equivalent watts installed (watts used by the old incandescent bulbs, or the larger number on the LED packaging)

2. Have you installed other energy efficient products in your business? If so, please identify which types of appliances or other products you've installed.

- Smart Thermostat
- Refrigerator/Freezer
- Stove
- Dishwasher
- Washer
- Dryer
- New windows
- Insulation
- Other (please specify)

3. Where did you get your LEDs?

- Home Improvement Store
- Online
- Million Watt Challenge / North Valley Energy Watch Booth
- North Valley Energy Watch Do-It-Yourself Home Energy Saving Toolkit
- Other (please specify)

4. Are you interested in receiving a No-Cost Energy Assessment for your business through North Valley Energy Watch?

Go to <https://www.northvalleyenergywatch.org/businesses> for more information.

- Yes
- No
- Maybe

\* 5. Have you "liked" our Chico Sustainability Facebook page or visited any of the following associated websites?

- Chico Sustainability Facebook: [www.facebook.com/SustainableChico](http://www.facebook.com/SustainableChico)
- Chico Sustainability Website: [www.chicosustainability.org/](http://www.chicosustainability.org/)
- North Valley Energy Watch Website: [www.northvalleyenergywatch.org](http://www.northvalleyenergywatch.org)
- Not sure
- None of the above

\* 6. Would you like to be entered into a drawing to win fun prizes, including a grand prize of [\_\_\_\_]?

- Yes
- No

\* 7. Are you interested in receiving Million Watt Challenge updates by email?

- Yes
- No

8. Email (We won't share this information with any third parties)



