



Agenda

Sustainability Task Force

A Committee of the Chico City Council

Meeting of Thursday, January 12, 2017 – 5:30 p.m.

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

1. **CALL TO ORDER AND ROLL CALL**
2. **SELECTION OF CHAIR AND VICE CHAIR (Principal Planner Vieg)**
3. **APPROVE DECEMBER 8, 2016 MEETING MINUTES**
Draft 12/08/16 minutes attached.
4. **DEVELOP STF WORK PLAN FOR CALENDAR YEAR 2017 (Principal Planner Vieg)** – Staff has prepared a draft memo to Council highlighting the STF's 2016 achievements, and identifying possible 2017 Work Plan items and a meeting schedule. The draft memo is to be used by the STF to finalize its 2017 Work Plan priorities. Attached is the *Draft Memo to Council*.
5. **CHICO COMMUNITY CHALLENGE – CONTINUED DISCUSSION (Principal Planner Vieg and CivicSpark Member Goldstein)** – The goal of the community “challenge” is to develop a robust and memorable community challenge that fosters a positive and healthy change in peoples' behavior, informs the community about the benefits of reducing GHG emissions, and fosters a sense of involvement in and ownership of climate action. The STF had an initial brainstorming session regarding the 2017 community "challenge" at its 12/08/16 meeting. A sub-committee was created and directed to meet before the next STF meeting to continue the discussion of the challenge and bring concepts back to the STF at its first meeting in January. *Attached are the STF's Challenge Sub-Committee's 12/22/16 meeting minutes.*
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, January 28, 2017

ATTACHMENTS: 12/08/16 STF Meeting Minutes (Draft)
Draft Memo to Council re STF 2016 Achievements and 2017 Work Plan
12/22/16 STF Challenge Sub-Committee Meeting Minutes

Agenda available from the City's website at www.ci.chico.ca.us under “**Meetings/Agendas**”

Prepared: 01/04/17
Posted: 01/04/17
Prior to: 5:30 pm

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



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Sustainability Task Force Members:

Cheri Chastain
Lucas RossMerz

Dave Donnan
Mike Rubio, Vice Chair

William Loker
Mark Stemen, Chair

**CITY OF CHICO SUSTAINABILITY TASK FORCE
MINUTES OF THE MEETING OF
December 8, 2016**

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

STF Members Present: Mark Stemen, Chair
Cheri Chastain
William Loker
Lucas RossMerz

STF Members Absent: Dave Donnan
Mike Rubio, Vice Chair

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

Guests Present: Melissa Daugherty, CN&R, Editor
Meredith Cooper, CN&R, Managing Editor
Angela Casler, Chico Chamber

1. CALL TO ORDER

Chair Stemen called the meeting to order at 5:35 pm. STF members, City staff, and guests were present as noted.

2. APPROVE JULY 28, 2016 MEETING MINUTES

The 10/27/16 STF Meeting Minutes were approved 4-0.

3. CHICO COMMUNITY CHALLENGE – DEVELOPMENT OF A COMPREHENSIVE COMMUNITY OUTREACH AND EDUCATION PROGRAM

Principal Planner Vieg provided a brief introduction to the agenda item and then shared that CivicSpark Member Bryce Goldstein had prepared a presentation for the STF.

Ms. Goldstein provided a summary of her research regarding other community challenges, and offered a number of suggestions for moving forward with a challenge (see attached PowerPoint presentation).

The STF and meeting participants asked questions and provided the following ideas, suggestions,

and comments:

Is it possible to use the platforms used or created by other communities?

If we can clearly define the goal of Chico's challenge then the name will reveal itself? We must first define what the challenge's goal is.

The two key areas of the challenge should be residential energy use and transportation.

The goal should be "community engagement" regarding issues that the STF cares about. The challenge should be about public education.

Is the challenge about engaging a certain number of people or is it about reducing a certain number of pounds of CO2?

The challenge is about implementing the CAP. But how much should the challenge bite off? The challenge has to be manageable and consistent with the financial and staff resources available.

A good idea would be to have community members post pictures of themselves on Facebook doing the "sustainable" things that we challenge them to do, and then tie that effort back into the CAP. There could be prizes.

Can we engage the Chico Unified School District, and have schools challenge each other.

Can we have a series of challenges?

What is the time period for the challenge or challenges?

How do you get people involved who are already doing sustainable things? There needs to be a way to engage those that are already living more sustainably and those that are doing relatively little.

Posting pictures creates participation and gets the word out.

At Sierra Nevada Brewery there was a "mug shot" challenge, and the employees who got the most "likes" received coffee gift cards.

The "Cool Davis" program is interesting, is there a way we challenge them? Perhaps we call the challenge "Beat Davis".

How does the challenge engage people's participation? Is it with prizes or some other type of acknowledgement?

A key component of the challenge should be interactions and participation on City's Sustainability Facebook page.

How do you get your 60-year old Republican neighbor to participate? How do you reach an audience that might not normally participate?

The messaging component of the challenge is critical. We could get statistics from PG&E that appeal to our audience – for example, if you turn your thermostat down 2 degrees, you save \$30 a month on your bill.

Reaching people in a way they can relate to is critical. The challenge has to answer the question - How does changing your behavior benefit you? Saving money and health are possible motivators.

The “umbrella” of the challenge could be a series of challenges: 1st challenge – Residential Energy Use Reduction; 2nd challenge – Bike Challenge (already exists); etc.

Can the challenge include a “Sustainable Chico Hero” award where a company or individual is recognized for leading by example?

Could we offer a prize for the upcoming Science Fair for the project that best supports sustainability?

What is a good metric for measuring the success of the challenge, or for sharing with people what they’ve accomplished? Need to look at a hybrid qualitative and quantitative approach.

The following themes from the group’s discussion were identified: we have our own challenge(s) and connect people with other existing challenges (e.g., Bike Challenge); we need to “brand” the challenge; we need to measure the success of the challenge; the Sustainability Facebook page need to be a major component of the effort so there should be a focus on how to promote the page and get people following it.

The STF requested that Ms. Goldstein contact the City of Davis to learn more about the “Cool House” component of the Cool Davis program.

The STF identified a sub-committee and directed that it meet before the next STF meeting to continue the discussion of the challenge and bring concepts back to STF at its first meeting in January. The subcommittee included: Bryce Goldstein, Brendan Vieg, Bill Loker, Cheri Chastain, Mark Stemen, Melissa Daugherty, and Meredith Cooper.

4. REPORTS & COMMUNICATIONS

Chair Stemen shared that he’s been coordinating with staff at the California Energy Commission (CEC) and PG&E to develop a cost-effectiveness study that meets the requirements of the CEC and that would allow the STF-recommended Residential Remodel Retrofit ordinance to proceed to Council for action.

The STF directed that its first meeting in January 2017 be dedicated to identifying 2017 priorities,

election of officers, and continued discussion of the community challenge.

6. **BUSINESS FROM THE FLOOR**

None.

7. **ADJOURNMENT**

There being no further business from the STF, the meeting adjourned at 6:45 pm to the meeting of **Thursday, January 12, 2017.**

Date Approved

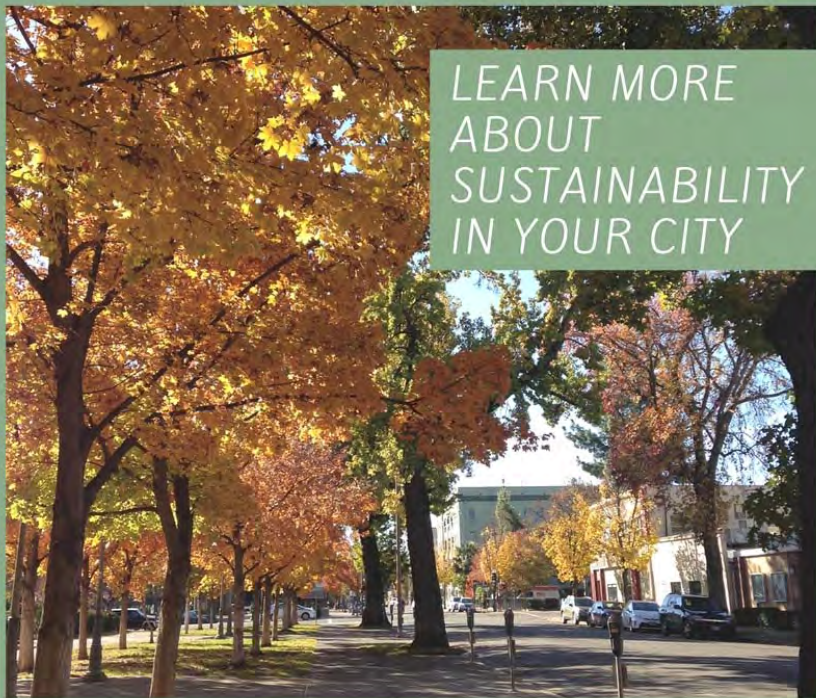
Brendan Vieg, Principal Planner





WHAT HAS BRYCE BEEN UP TO?





LEARN MORE
ABOUT
SUSTAINABILITY
IN YOUR CITY

CHICO SUSTAINABILITY WEBSITE
www.chicosustainability.org

FOLLOW US ON FACEBOOK
facebook.com/SustainableChico



SAMPLE FACEBOOK POSTS

 **Chico Sustainability**
December 5 at 4:24pm · 🌐

Interested in learning new skills and serving your community? Get involved with GRID Alternatives at their volunteer training this Tuesday, December 6th at 6:00 p.m.
Location: 3860 Morrow Lane, Suite A

GRID Alternatives is a non-profit organization that implements solar power and energy efficiency for low-income families, providing energy cost savings, hands-on experience, and a source of clean, local energy that benefits communities



North Valley | GRID Alternatives



North Valley | GRID Alternatives

 **Chico Sustainability**
November 17 at 2:05pm · 🌐

Replacing holiday lights with energy-efficient LEDs is an easy way to save money on your electricity bill this winter.

In fact, Butte Environmental Council will trade you a new string of LEDs if you bring your old lights to their booth at Christmas Preview (Nov. 20 from 4 pm - 8 pm) or the Community Christmas Tree Lighting (Dec. 2 from 6 pm - 8 pm).

Calculate how much money you could save by replacing all your holiday lights here: <https://www.energyupgradeca.org/.../.../campaigns/holiday-lights>



FLICKR.COM

SUSTAINABILITY CHALLENGE



Join the Fremont Green Challenge to reduce your impact, save money and help create a cleaner, healthier future!

[JOIN THE CHALLENGE](#)

[Learn More >](#)



PROGRESS
107 homes

250

HOUSEHOLDS BY AUGUST 2016
PARTICIPATION GOAL



PROGRESS
0%

15,000

TONS OF CO₂ BY DECEMBER 2016
REDUCTION GOAL

TOP AFFILIATION

No Affiliations have Points yet

TOP TEAM

No Teams have points yet

[See Challenge Leaderboard >](#)

Take Action To Make a Difference.

Choose an action from the list below and take action to lower your impact.

Grid List

Renter Friendly

Choose a Category:

Energy Efficiency

Choose a Level:

View All



Be Heat Wise >

Let the sun shine in and save

●○○ Easy

20 pts.

250 savings/yr.

\$0 - \$0 upfront



Switch to CFLs or LEDs >

A few light bulbs = big savings

●○○ Easy

110 pts.

60 savings/yr.

\$3 - \$10 upfront



Install Smart Power Strips >

Take out vampire loads (no garlic required)

●○○ Easy

150 pts.

50 savings/yr.

\$20 - \$100 upfront

Community Challenge Stats



14

ACTIONS COMPLETED



41

ACTIONS COMMITTED



119

ACTIONS PREVIOUSLY COMPLETED



140

HOUSEHOLDS PARTICIPATING



2,100

DOLLARS SAVED



3

TONS CO2 REDUCED



1,367

KWH SAVED



260

GALLONS SAVED



1

THERMS SAVED



5,068

WATER SAVED

Most Recent Actions

- Dry Wisely
- Upgrade Clothes Dryer
- Turn off the faucet
- Replace Single-Pane Windows
- Line Dry Clothes
- Recycle
- Reduce & Reuse
- Turn off the faucet
- Take the Train or Subway
- Bike, Walk, Skateboard or Unicycle

Community Leaderboard

Teams	Affiliation Groups	Neighborhoods	Team Rank
1 GreenGirls#1	Millard Elementary	Cabrillo	Motley Green ▾



COOL DAVIS

Like Share 571 people like this. Be the first of your friends.

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- EVENTS
- PARTNERS
- RESOURCES
- TAKE ACTION
- DONATE

Cool Davis > Take action > In your home > Become a Cool Home

Become a Cool Home



Hundreds of households in Davis have become a Cool Home!

Hundreds of Davis households have signed up to become Cool Homes! Cool Homes are households who have begun working on reduce their carbon emissions and to live more sustainably. What is more, all the actions you take as a Cool Home give Davis a chance to win \$5 million and become America's coolest city in the Georgetown University Energy Prize.

To join your neighbors and friends, all you have to do is complete a Cool Homes Checklist, which asks you what you have done and what you would like to do. Your input will help us plan special programs and discounts for you and your neighbors.

Sign up now!

> [Fill our Cool Homes Checklist/Survey online](#)

> [Print out the checklist \(PDF\) for your own use.](#)

Our goal is to sign up 75% of Davis households by the end of 2015. Once you are signed up you will:

- receive our monthly newsletter with great tips, recipes and climate adaptation information to help you with your plan
- receive notices about workshops on topics of interest to your household
- receive announcements about special programs and discounts for households taking action
- participate in special events and competitions with rewards and prizes

Join our [Cool Homes Outreach Team](#) and help sign up other households, provide information and activities to support households as they make these changes. If you are already a Cool Home and have made substantial progress towards net zero living you may be a good candidate to be a Cool Home [Lite House](#). Your story can help others in our community move toward low carbon living.

Like 0

Tweet



0 Comments

SUPPORT US

DONATE

SIGN UP FOR NEWS AND ACTIVITIES

SUBSCRIBE

CONNECT WITH US!



FACEBOOK FRIENDS

Like Cool Davis to join our Facebook network!

COOL DAVIS TWEETS

RT @SacEV: 250,000th plug-in electric car to be sold in California alone this month #EV <https://t.co/SW6Tb62tL6>

Cool Davis Cool Home Survey

Transportation

Transportation activities contribute about 35% of the greenhouse gas emissions for the average Davis household and they can be quite expensive as well. Conservation here has big payoffs.

1. How do you travel to activities around town, e.g. to work, school, shopping, etc.?

(Note: N/A = not applicable)

	never/rarely	sometimes	usually/always	N/A
Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ride the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Board, skate or Segway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car share (e.g. ZIP car)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorcycle/ scooter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drive car, truck	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

2. How do you travel to activities outside of town, e.g. to work, school, to malls, etc.?

(Note: N/A = not applicable)

	never/rarely	sometimes	usually/always	N/A
Bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OTHER CA EFFORTS

- **CoolCalifornia Challenge**
 - CA cities compete with each other to reduce their carbon footprints
 - Unsure of if/when 2017 Challenge begins

California Green Business Program

<http://www.greenbusinessca.org/>

- Businesses can apply to become a Green Business
- Cities can apply to run a local Green Business Program





CHICO



Bryce's Ideas

BRANDING

Challenge Title Ideas

- Sustainable Chico Challenge
- Chico Sustainability Challenge

Other ideas?



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COMMUNITY ENGAGEMENT

Motivation to Participate

- Goals
- Competition with peers
- Saving money
- **Awards**
 - Cool Davis has “Eco-hero Awards”, some competitions have prizes such as gift cards or local products.



COMMUNITY ENGAGEMENT

- Chico Sustainability Website
 - Distinct section for the Challenge
- Facebook
 - Contests
 - Events
 - Featured participants
- Tabling and workshops
- Flyers
- Media



Who is competing?



- Individual people?
- Individual homes?
- Teams?
- Affiliations (schools, churches, clubs, classes, workplaces)?



CRITERIA

- **Assessing participation and winners**
 - **Quantitative: Points per action logged (see Fremont Green Challenge)**
 - Pro: Easy to quantify GHG savings
 - Con: Could be hard to implement
 - **Qualitative: Participate by sending/posting photos**
 - Pro: Less initial work for us, more fun
 - Con: GHG savings harder to quantify



QUANTIFYING

- **Points System (Fremont and GO CO2 Free platform)**
 - One point = 1 lb CO2 reduced/year for all actions that have CO2 reductions.
 - One point = 10 gallons of water reduced for water actions.
 - Bonus points for some other actions
- **Individual Contests**
 - Qualitative descriptions, pictures
 - Popular voting with “likes”
 - Panel voting





FOOD WASTE DIVERSION

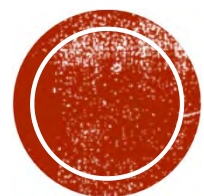
- Use challenge to encourage people and businesses to compost/donate
- Volunteer engagement potential: Connect businesses with food recipients, gleaning
- Example: Eugene, OR
 - OSU/Lane County Extension Service put 32-gallon bins at coffee shops for used grounds. Public can ask to take grounds for their personal compost.



QUESTIONS

- When should we launch the challenge?
- What are your ideas?
- Who are our partners?
- When should it end?
- Volunteer engagement ideas





DISCUSSION



- Over the course of three meetings, the STF collaborated with Building Official DePaola regarding opportunities to adopt new building code requirements that might help the City achieve its greenhouse gas emissions reduction goal.

The STF and Building Official ultimately developed a draft residential remodel ordinance that would require a homeowner to install basic energy efficiency measures (e.g., ceiling insulation, weather stripping, programmable thermostat, etc.) for an entire home if the remodel exceeded fifty percent of the existing floor area of the structure. The proposed code language closely mirrors the City's Residential Energy Conservation Ordinance (RECO), which requires similar energy efficiency upgrades at the time of sale of single-family and multifamily homes. The benefits of the draft ordinance include reduced energy and water use, as well as utility cost savings. Staff met with both the Chico Association of Realtors and the North Valley Property Owners Association to review the proposed language.

In its review of the proposed ordinance language, the City Attorney's office determined that while the City is allowed to adopt energy standards that are more stringent than statewide standards, the adoption must be accompanied by a "cost-effective" study. The proposed ordinance along with the study must be submitted to, and approved by, the California Energy Commission (CEC) in order for the local energy amendments to be lawfully enforceable. The proposed residential remodel code language did not move forward as part of the recent Building Code adoption, however, the STF and staff are coordinating with PG&E to develop the appropriate study, and intend to bring the ordinance to Council in 2017.

- Partnered with the Chamber of Commerce, Sierra Nevada Brewery, and local businesses to host the Sustainable Business Expo/Happy Hour at the Sierra Nevada Big Room on August 11, 2016. The Expo engaged and connected area businesses with information (e.g., rebates), inspiration, and motivation to incorporate sustainable business practices. The Expo will run again in 2017 with the support of CivicSpark Member Bryce Goldstein.
- Established STF terms of service, attendance, and chair tenure/selection procedures consistent with AP&P 10-1 entitled *Board, Commission, Advisory Committees and Task Force Rules of Procedure*.
- Updated data showing annual electricity (kWh) and natural gas (therms) use; fuel (gallons) sales; and waste (tons) generation from the 2005 base year through 2015. These macro indicators are key for determining GHG emission trends and the success of CAP implementation, and were included in the City's 2016 Sustainability Indicators Report.
- Re-submitted a proposal to the Local Government Commission's CivicSpark program for a full-year member to implement a number of community engagement and education efforts identified in the CAP. The City's proposal was highly regarded and CivicSpark member Bryce Goldstein was placed in Chico. Ms. Goldstein is working with the STF and community partners to develop a "challenge" that will inform the community about the benefits of reducing GHG emissions and creates a sense of involvement in and ownership of climate action. The Community Challenge is scheduled to kick-off in late Spring 2017.

- Consistent with the CAP, supported expansion of the Chico LED Streetlight Retrofit program, which included all of Chico's street lights (approximately 4,300) resulting in improved energy efficiency and a reduction of GHG emissions.
- Accepted resignation of STF member Ryne Johnson.
- Held special meetings with community sustainability partners, including:

Butte County Planning: Discussed Butte County's efforts to develop and implement its Climate Action Plan, including reducing GHG emissions in the ag sector, including the receipt of a \$300k grant from the Strategic Growth Council to audit Ag emissions, identify stakeholders, develop Best Practices, and create an outreach program; discussion of a solar overlay zone; participation in the STF's Sustainable Business Series, and involvement in the under-study Community Choice Aggregation program

Traffic Division, City of Chico: Provided input on the City's Bicycle Master Plan Update, and engaged Chico Velo, BCAG, and the Butte Bicycle Coalition on promoting alternative transportation and implementing CAP Actions.

PG&E: Discussed PG&E's Community/City energy summary, status of CAP Actions involving PG&E, changes to PG&E's electricity mix and generation sources, highlights of PG&E's new green initiatives, and coordination with the STF on the 2017 Community Challenge.

Building Division, City of Chico: Received a comprehensive overview of the City's Residential Energy Conservation Ordinance (RECO) Program, including how the program works, number of homes retrofitted, and opportunities for improvement.

BCAG: Discussed collaborative opportunities regarding the State requirements for developing Sustainable Communities Strategies, air quality conformity determinations, improving existing transit service, new transit service to Chico Airport, a PEV Readiness Study, inter-city commuter bus service between Chico and Sacramento, and the installation of solar panels at BCAG's new facility.

GRID Alternatives: Heard on overview of GRID's Low Income Homeowner Solar Program in the Chico area and discussed opportunities for the STF to assist through the City's Sustainability Website and Sustainability Facebook presence.

- Finally, the STF re-confirmed and implemented several of its previous Council recommendations:

Energy Sub-Committee

Increased Building Code Requirements - City should adopt voluntary Green Building Code measures that would further the City's GHG emissions reduction goal during the Building Plan Check process. (**Status**: The proposed residential remodel ordinance (discussed above) will come to Council in 2017.)

Incentives for Alternative Energy Installation – City should incentivize Building Fees (e.g., reduce fees) for alternative energy installations. (**Status**: As part of its adoption of revised Building fees in October 2015, Council agreed to reduce the Building fee for single-family

residential solar installations from \$164.00 to \$77.00. Subsequently, Council determined that the fee reduction did not serve as an “incentive”, but instead was resulting in significant revenue loss for the Building Division. In 2016, with STF support, Council reinstated full cost-recovery for solar installations.)

Transportation Sub-Committee

Provision of EV Fueling Stations – City should amend development standards (Title 19) to require EV fueling stations for new parking lots of a certain size, and retrofit strategic City-owned Downtown parking lots to include EV fueling stations. (**Status:** Requirements for incorporating E/V fueling station infrastructure in new parking lots is included in the recently adopted California Green Building Code. Meanwhile, in the near term, the City plans to install EV fueling stations in two of its Downtown parking lots, and BCAG is preparing a County-wide EV fueling station readiness study.)

Solid Waste Sub-Committee

Solid Waste Franchise Agreement – Incorporate the following two recommendations into the “underdevelopment” Franchise Agreement: 1) ensure that the Solid Waste Franchise Options document includes all relevant actions and concepts from the City's adopted Climate Action Plan (CAP), and that any future franchise agreement provide an opportunity to incorporate new technology that would further the CAP's goals; and 2) ensure that the Solid Waste Franchise Options document includes a requirement that any future hauler under a new franchise agreement provide quarterly reporting on its education and outreach efforts regarding recycling to multi-family and commercial clients and provide quantitative data regarding meeting state-mandated recycling goals. (**Status:** Recommendations have been forwarded to the City's consultant, R3, and are consistent with previous direction. The STF is extremely hopeful that a comprehensive waste franchise agreement is brought forward for Council's consideration in 2017.)

2017 Work Plan

The STF developed a Work Plan to focus its 2017 efforts. Below are the key components and proposed timeframes:

- Work with community partners to develop and implement a robust and memorable Community Challenge (6 to 9 months).
- Collaborate with the Chamber, Sierra Nevada Brewery, and CivicSpark Member Goldstein to re-run the Sustainable Business Expo/Happy Hour at Sierra Nevada Brewery Big Room (6 months).
- Submit again to the Local Government Commission for a CivicSpark member to assist in developing and incorporating climate adaptation and resiliency strategies required by State legislation SB 379 into the Safety Element of the General Plan (12 months).
- Continue to focus on the following CAP Actions: Council adoption of residential remodel ordinance, Council approval of a waste franchise agreement, EV fueling station

infrastructure, low income housing energy efficiency upgrades, commercial lighting upgrades, and waste/composting education and outreach per State requirements (ongoing).

- Continue to meet with key sustainability partners to discuss relevant CAP Actions, identify areas of mutual support, and assist the STF in its implementation of the CAP. Possible partners to invite, include: 1) PG&E; 2) CalWater; 3) BCAG/Chico Velo/Butte Bike Coalition/Chico State; 4) City and County solid waste representatives; 5) CUSD; and 6) Butte County Community Development Department regarding implementation of the County's CAP (ongoing).
- Update the City's annual GHG Indicator and share information with Council and community (ongoing).
- Increase the Chico Sustainability Facebook presence, complete "mobile friendly" transition of the Sustainability website, and increase website's use as an information hub for how residents and businesses can reduce their environmental footprint, save money, and help the City achieve its GHG emissions reduction goal (ongoing).

Proposed 2017 Meeting Schedule

The STF plans to meet nine (9) times in 2017:

Thursday, January 12th @ 5:30pm in CR 1

Thursday, January 26th @ 5:30pm in CR 1

Thursday, March 9th @ 5:30pm in CR 1

Thursday, April 27th @ 5:30pm in CR 1

Thursday, June 8th @ 5:30pm in CR 1

Thursday, July 27th @ 5:30pm in CR 1

Thursday, September 14th @ 5:30pm in CR 1

Thursday, October 26th @ 5:30pm in CR 1

Thursday, December 14th @ 5:30pm in CR 1

cc: CM, ACM, CDD, L. Herman, STF, Chamber of Commerce, BEC

Minutes: 12/22/16

Community Challenge Sub-Committee Meeting

Members Present: Brendan Vieg, Bryce Goldstein, Cheri Chastain, William Loker, Mark Stemen

Solidify Challenge Goals

Community engagement and public education are the overall goals

Areas of Focus

Challenge people to reduce energy consumption - both electric and thermal

Reduce transportation energy (fuel) consumption: bike challenge

Who are we challenging? Everybody! Residents, business owners, students

Measuring success

Measurable short-term goals such as installation of 1 million LEDs (The Million LED March!).

Need to set a "realistic" goal. *Communicate with PG&E.*

Give ourselves credit for what has happened over past 2 years (City's LED Streetlight Program, Sierra Nevada, CUSD, CSUC, Enloe, Klean Kanteen, PG&E, etc.)

Actions

Bike Challenge:

This is easy, just tier off of existing Bike Challenge and promote it heavily.

LED Challenge:

People use the City's Sustainability website to log LEDs installed currently and in the past two years. Webmaster Chuck Lundgren can help us make a login system for submitting to make sure we don't get duplicates. State that user information will not be given away.

We need to connect people who sign up with our Chico Sustainability Facebook page.

We can ask PG&E how many light bulbs are in Chico to determine whether or not 1 Million is a reasonable goal.

Maybe PG&E could put a blurb about the Challenge into its energy bills.

Student move-in: In August, encourage students to update lights in their houses when they move in. Convince CSUC Housing to update residence halls and count LEDs.

Drop-n-dash city-wide move out (May): Give LEDs to students moving to apartments. Computers for Classrooms might donate.

Science Fair Prize: CSUC research expo could have a prize for a project with an energy focus. We should ask PG&E for prize funding.

Branding the Challenge

Re-Energize Chico, Million LED Challenge, LED or Bust, 100,000 Points of Light, Million LED March, Enlightened Chico, A Brighter Chico

Previous ideas - Eco Chico, Chico Adapt, Chico Community Challenge, Chico Action, Chico Together, Sustain Chico, Chico Shift, Chico Energy Challenge, Get It Right, Step Up Chico

Timeline

Possibly launch at *This Way to Sustainability* (TWTS) Conference (March 22-24), Update Earth Day (April 22), periodic updates during summer, Final tally in September or when we reach 1 million LEDs (if deemed possible).

Note: Bryce has CivicSpark mid-year training the week of the TWTS Conference.

May-September: Bike Challenge

Challenge Prizes

Free LEDs! Everyone is a winner and gets a lower energy bill.

All people who register when they log in their lights will be entered into a raffle. Prizes from PG&E, Lowe's, Home Depot, LED Suppliers, etc. This encourages people to participate.

Mayor announces Challenge success – public recognition

Award for LED / sustainability leaders (businesses, schools)

Business leadership prize

Science Fair prizes from Rawlins Committee

Partners and Roles

Lightbulb manufacturers, RHA, and PG&E for providing LEDs.

Once we've better defined Challenge and process, need to connect with CN&R, KZFR, KHSL, TV, and other media to promote

Also work with Chico Chamber and other organizations (BEC, Chico Velo, etc.) as partners, sponsors, etc.

Actions to take after this meeting

Contact PG&E regarding current number of light bulbs in Chico, and ask if we can receive free LEDs for distribution. Is 1 million LEDs reasonable? Are rebates available for LEDs?

Meet with Chuck regarding creating a login system on Sustainability website

Meet with North Valley Energy Watch to coordinate and promote similar efforts

Research cost and GHG savings from LEDs.

Look up other challenges' end dates (??)

Look into Power Save Campus