



Agenda

Sustainability Task Force

A Committee of the Chico City Council

Meeting of Thursday, January 26, 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 JANUARY 12, 2017 MEETING MINUTES**
Draft 01/12/17 minutes attached.
4. **SCHEDULE POTENTIAL GUESTS FOR 2017 STF MEETING DATES (Principal Planner Vieg)** – At its last meeting, the STF requested an opportunity to review and coordinate guests for the STF's 2017 meeting schedule. *Attached is the 2017 meeting schedule and possible guests.*
5. **CHICO COMMUNITY CHALLENGE – CONTINUED DISCUSSION (Principal Planner Vieg and CivicSpark Member Goldstein)** –The STF will receive a status update regarding development of the LED Challenge and provide comments and direction to staff. *Attached are draft Challenge logos and other background material.*
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, March 9, 2017

ATTACHMENTS: 12/08/16 STF Meeting Minutes (Draft)
2017 meeting schedule and possible guests
Draft LED Challenge Logos/Background Material

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

Prepared: 01/19/17
Posted: 01/19/17
Prior to: 5:30 pm

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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 12, 2017**

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

STF Members Present: Dave Donnan
 Cheri Chastain
 William Loker
 Lucas RossMerz

STF Members Absent: Mark Stemen, Chair

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

Guests Present: Adam Salz

1. CALL TO ORDER

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

Due to the absence of the Chair, the STF appointed STF member Chastain to serve as Chair for the meeting.

Principal Planner Vieg shared that STF member Mike Rubio had resigned, and that Council will consider potential appointments to the STF at a future meeting.

2. SELECTION OF CHAIR AND VICE CHAIR

The STF directed that this item be considered following Agenda Item #5 (Chico Community Challenge).

3. APPROVE DECEMBER 8 2016 MEETING MINUTES

The 12/08/16 STF Meeting Minutes were approved 4-0.

4. DEVELOP STF WORK PLAN FOR CALENDAR YEAR 2017

Principal Planner Vieg shared that at its last meeting, the STF requested that staff prepare 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 was included in the agenda packet and is intended to serve as a starting place for the STF's discussion of its 2017 Work Plan priorities.

The STF provided the following comments regarding the draft Council memo:

- The STF Chair or a designated STF member should attend the upcoming Council meeting when the waste hauler franchise agreement is being considered and speak on behalf of the STF regarding the need to approve an agreement.
- Under "2017 Work Plan," dedicate a meeting specifically to invite local educational institutions (Chico State, Butte College, and CUSD) so they can highlight their sustainability efforts.
- Invite an Enloe Medical Center representative to share its sustainability efforts.
- At its next meeting, the STF would like to target specific meeting dates for key sustainability partners to attend.
- Every STF agenda moving forward should provide an opportunity for an update on the status of the LED Challenge.

Staff shared that its goal is to schedule the STF Chair to present the STF's 2016 accomplishments and 2017 work plan at the Planning Commission and City Council in February 2017.

5. CHICO COMMUNITY CHALLENGE – CONTINUED DISCUSSION

Principal Planner Vieg shared that 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.

CivicSpark member Goldstein provided an overview of the outcome of the Challenge sub-committee meeting, as well as ideas for branding.

Principal Planner Vieg provided a summary of subsequent discussions with PG&E, North Valley Energy Watch, and webmaster Chuck Lundgren regarding key concepts related to the Challenge.

The STF asked questions and provided the following ideas, suggestions, and comments:

- LED lighting is an effective way to engage community members due to its non-controversial, tangible, and simple nature. Goldstein and others involved in developing the Challenge should continue in their current direction.
- Unless we can confirm that 1 million LED installations is a reasonable goal, we should focus on smaller goals. One idea was 1 million watts (or kilowatts), meaning that LEDs would replace incandescent lights that would use a total of 1 million watts.
- To find out how many LEDs are installed at a baseline level, we can ask local suppliers.

Hardware stores may be useful for ad space, as well as providing information about logging LEDs to customers who purchase them.

- Outreach will include creating PSAs for television and radio stations to run.
- Goldstein will continue work on a logo.
- Naming the challenge may depend on what we determine to be a reasonable goal.

The STF directed staff to continue efforts to define and develop the Challenge and to report to the STF at its next meeting.

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

Principal Planner Vieg explained the process for selecting and voting for an STF Chair and Vice-Chair.

Cheri Chastain was nominated for the position of Chair. *On a vote of 2-2, no action was taken.*

Mark Stemen was nominated for the position of Chair. *On a vote of 2-2, no action was taken.*

The STF directed that the selection of the Chair and Vice-Chair be re-agendized for 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 7:00pm to the meeting of **Thursday, January 28, 2017.**

Date Approved

Brendan Vieg, Principal Planner

Meeting Schedule and Potential Attendees

Remaining 2017 Meeting Schedule

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

Potential Attendees

Chico State/CUSD/Butte College to share status of efforts to reduce GHG emissions

Enloe Medical Center to share sustainability efforts and programs

Butte County Community Development Department regarding implementation of the County's CAP

City and County solid waste representatives

PG&E/RHA

CalWater

BCAG/Chico Velo/Butte Bike Coalition

LED Challenge – Topics for Discussion

Goal

- Is there agreement that the “challenge” is to convert over 1 Million LED Watts (or an adjusted number based on what we determine has happened over past 2 years, e.g., 2 Million)? In 2016, NVEW installed 4671 LEDs of various types commercially. Estimating 50 Watt equivalent for each, that’s almost a quarter million watts.
- Need to figure out how many LEDs / Watt equivalents have been installed at larger institutions/businesses?
 - Sierra Nevada, Enloe, CSUC, CUSD, The Mall
 - Ask local suppliers

Name of Challenge/Look of Logo

- LED is key, but still slightly depends on “final” goal (review logo styles)

Timeline

- “Soft Launch” in March
- Do we end it at a specific time or wait for certain goal to be achieved?

Partners/Media

- Who are our key partners?
 - NVEW, CN&R, other media, Chamber (to reach businesses and share the opportunities provided by NVEW (via RHA)
- Who are our media partners, and how do they help get the word out?
 - Print/web: CN&R, E/R
 - Radio: KZFR, KCHO
 - TV Stations
- PSAs
 - Radio and TV or just one?
 - Who creates the PSA? Bill Loker update
 - Do we ask students?
 - Who will contact?

Getting the Word Out/Actions

- Farmers' Market/Thursday Night Market
 - What does this look like? Confirm we have access to 1,000 LEDs from NVEW
- Series of Neighborhood Meetings/Energy Efficiency Education (A partnership with NVEW)
 - Coordinate with neighborhoods organizations (CANA, Barber, Chapman)
- Presence at Home Depot/Lowe's
 - What does this look like?
- Coordinate with CSUC Student Housing
- North Valley Property Owners Association
- Sustainable Business Expo/Happy Hour (SNB)
- DIY Toolkits at City Hall

Website/Facebook Effort

- Logging LED installations/Access to more educational information/Linking people to Facebook, etc.
 - Survey Monkey
- What will our Challenge and LED pages look like?
- How will the Chico Sustainability Facebook page be tied in to the effort?

Prizes

- Who will donate?
- What will we award prizes for?
 - Raffle for all participants
 - Raffles at educational workshops

