



Sustainability Task Force Agenda

A Committee of the Chico City Council
Mayor Ann Schwab, Chair

Meeting of February 7, 2011 – 3:30 p.m. to 5:00 p.m.
Council Chamber Building, 421 Main Street, Conference Room No. 1

***** PLEASE NOTE NEW MEETING TIME *****

1. PRESENTATION ON NEW “GREEN WORLD” EDUCATIONAL VIDEO GAME

The Task Force will receive a presentation from CSU, Chico students Ken Anderson and Kurt Feudale who developed a new educational video game called “Green World” that teaches children (grades K-12) about sustainability and green technology. The video game has received recognition in video game competitions and is currently in competition for the National Science, Technology, Engineering, and Math (STEM) Game Challenge, which ends on 2/25/11. More information regarding the game and the Challenge is attached to this agenda.

2. SCHEDULING OF AD-HOC COMMITTEE MEETINGS

The Task Force will discuss scheduling the next meetings of the Business Outreach, Education Outreach, and the Adaptation Ad-Hoc Committees.

3. REPORTS AND COMMUNICATIONS

a. **General Plan** - The Task Force is being provided with this agenda a schedule of the upcoming meetings relating to the adoption of the General Plan and certification of the Environmental Impact Report.

4. BUSINESS FROM THE FLOOR

Members of the public may address the Committee at this time on any matter not already listed on the agenda, with comments being limited to three minutes. The Committee cannot take any action at this meeting on requests made under this section of the agenda.

5. **ADJOURNMENT** – The meeting will adjourn no later than 5:30 p.m. to a meeting scheduled for 3:30 p.m. on Monday, March 7, 2011.

ATTACHMENTS:

“Green World” Video Game Information
Schedule of General Plan Meetings

Distribution available in the office of the City Clerk:

Prepared: 2/3/11
Posted : 2/3/11
Prior to: 3:00 p.m.

Chico City Clerk's Office
411 Main Street, Chico, CA 95928
(530) 896-7250



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.

Members:

Dwight Aitkens	BT Chapman	Tom DiGiovanni	Trudy Duisenberg	Cliff Friedman	
Chris Giampaoli	Ken Grossman	Jon Luvaas	Scott McNall	Jim Pushnik	
Valerie Reddemann	Ann Schwab, Chair	Jon Stallman	Jim Stevens	Scott Wolf	Julian Zener

From: <kenny@pacific.net>
To: "Linda Herman" <LHERMAN@ci.chico.ca.us>
Date: 1/25/2011 5:32 PM
Subject: Re: Student Sustainability Project

Hello Linda!

Sorry I have been hard to get a hold of. I talked with someone at Channel 12 news and they said that you had emailed me. With the first week of classes I have been very busy!

I would love to answer any questions the Sustainability Task Force might have about the game.

A brief description of the game as well as a trailer can be viewed here:

<http://cooney-stem.skild.com/ConceptDetails.jsp?pId=5608&filterBy=filterByAll>

Taken from the page: "Green World is an epic educational game blended with real time strategy and simulation. In Green World, the player takes on the role of city planner whose responsibility is to provide a sustainable level of energy to their city while keeping the environment clean and free of pollution. To accomplish this task, the player will have to learn about and effectively employ green technology. Throughout this enjoyable, fast-paced experience, the player learns about the benefits of sustainable energy."

We also have a 7 page design document if further information is needed.

To cast a vote, a person simply follows the above link, then clicks on the "Applaud This" button on the right side of the page. A very short form (takes about 30 seconds to fill) pops up asking for details about the voter (Name, email, etc).

Thanks for your interest in our project,

Ken Anderson

P.S. I can also meet with your organization if it would help!

> Hi Ken,
>
> The City Clerk's Office forwarded your email to me because I am the staff
> person overseeing the City's Sustainability Task Force. I have forwarded
> your information to the Task Force's distribution list, and some of the
> members are asking questions. Can you please provide additional
> information about your group and this project, and in particular, the name
> of your game in case they want to vote for it.
>
> Thank you and Good Luck!
>
> Linda
>
> ~~~~~
> Linda Herman
> General Services Administrative Manager

> City of Chico
> 965 Fir Street
> Chico CA 95928
> phone: (530) 896-7241
> fax: (530) 895-4731
> email: lherman@ci.chico.ca.us
> web: www.chico.ci.ca.us
> ~~~~~
>
>
>>>> Laurie Sevier 1/25/2011 8:03 AM >>>
> Thank you for the information, it is being forwarded to the Council and
> staff.
>
> Laurie Sevier
> Administrative Assistant
> City Clerk's Office, City of Chico
> (530) 896-7252
>
>
>
>>>> Ken Anderson <kenny@pacific.net> 1/24/2011 8:19 PM >>>
> Hello Chico City Council!
>
> Firstly, Thank you for taking the time to read this request. As a student
> at California State University Chico and a citizen of the city of Chico,
> it is fantastic to have the opportunity to directly contact our city
> council.
>
> Now, to business. I am a student at Chico State studying Applied Computer
> Graphics.
>
> Recently, my colleague and I created a video game aimed at youth after
> school programs that teaches children (K-12th) about sustainability and
> green technology. Our game has received a lot of recognition and is taking
> top places in competitions such as the Microsoft Imagine Cup. Local school
> children have played and enjoyed the game.
>
> We are currently in a public voting competition known as the National STEM
> Game Challenge. More about the challenge can be found here:
> <http://www.cooneycenterprizes.org/>
>
> Taken from the webpage:
>
> "Inspired by the 'Educate to Innovate (
> <http://www.whitehouse.gov/issues/education/educate-innovate>)' campaign,
> President Obama's initiative to promote a renewed focus on Science,
> Technology, Engineering, and Math (STEM) education, the National STEM
> Video Game Challenge aims to motivate interest in STEM learning among
> America's youth by tapping into students' natural passions for playing and
> making video games."
>
> If our project is selected as a winner of the competition, the city of
> Chico, CSU Chico, and our department would receive a lot of recognition.
> It would show that we, as a city and as a sustainable campus, encourage

- > and promote education about sustainability. It is also a major internship
- > connection for students at CSU Chico.
- >
- > We wanted to request your assistance in spreading the word about our
- > project in the hopes of attracting votes from the citizens of Chico. Would
- > the city be willing to make an announcement or spread the word?
- >
- > If you need to know anything more about the project, I would be glad to
- > elaborate or answer any questions. Also, if the city council is willing to
- > make the announcement I can provide all the required details to cast the
- > vote (which is very simple).
- >
- > Thanks ahead,
- >
- > Ken Anderson
- > Kurt Feudale
- >

The National STEM Video Game Challenge

Inspired by the "[Educate to Innovate](#)" campaign, President Obama's initiative to promote a renewed focus on Science, Technology, Engineering, and Math (STEM) education, the National STEM Video Game Challenge aims to motivate interest in STEM learning among America's youth by tapping into students' natural passions for playing and making videogames.

The first annual competition is being held by the Joan Ganz Cooney Center at Sesame Workshop and [E-Line Media](#) in partnership with sponsors [AMD Foundation](#), [Entertainment Software Association](#) and [Microsoft](#). Founding outreach partners include the [American Association of School Librarians](#), [American Library Association](#), [Boys & Girls Clubs of America](#), [BrainPOP](#), and the [International Game Developers Association](#).

The first year of the National STEM Video Game Challenge features two complementary competitions; a *Youth Prize* and a *Developer Prize*:

The *Developer Prize* challenges emerging and experienced game developers to design mobile games, including games for the mobile Web, for young children (grades pre-K through 4) that teach key STEM concepts and foster an interest in STEM subject areas.

The *Youth Prize* engages middle school students (grades 5 through 8) in STEM learning by challenging them to design original video games. The *Youth Prize* design challenge will be open to middle school students from any U.S. school with a special emphasis on reaching students in underserved urban and rural communities.

This Website describes the *Developer Prize*. Click [here](#) for more information on the *Youth Prize*.

The Process

Submissions

The competition will not limit developers to a single platform, though incentives will be present for the use of platforms that are widely accessible in underserved communities, such as games that can be played via mobile phones that have limited connectivity and functionality.

Developers will submit, electronically, an application consisting of:

Game summary (250 words or less)

Game proposal (6 pages or less, see entry form for complete specifications): The Game Proposal should contain the following components:

- Concept Overview: What is your project? At what stage of development is the project?
- Educational Value Proposition and Impact: What educational needs/learning standards does your project aim to address? How will you measure educational impact?
- Research: What research theories or evidence have driven the development of your project?
- Contribution to the field of STEM learning: How does your project address STEM competencies through digital gaming?
- Playability: How does the project work?
- Potential for scale: Does your project have the potential for broad-scale impact? What is the feasibility of mass production, marketing, and distribution? Briefly outline a one year market distribution plan.
- Underserved Communities: How does your project address the needs of children in underserved communities? How can your project be made available to underserved communities?
- Next Steps: Sketch out a plan for what you will do next if you win the Grand/Collegiate Prize. What is your next stage of development? Describe how you will spend the money if you are a prize winner.

Team bios (250 words or less per team member): Describe the relevant work experience and educational background of each team member. All team member biographies should be in one document.

Playable prototype: Please provide either of: (1) a video on the Web (this can be via a YouTube link) of a game prototype being played or (2) a URL where judges can find a prototype of the game to play themselves. The prototype does not need to be on the platform where the game will ultimately be distributed.

**Please note that the People's Choice Award voting will be based solely on links to YouTube videos, not URLs. Any team interested in being a part of the People's Choice Award voting must supply a link to a video of the game being played via a link to a YouTube video. Teams may choose to submit both types of playable prototypes as part of their application.*

Collegiate Submissions

The Collegiate Prize submissions should contain all of the same components, but Collegiate Applications will be placed into a separate pool and judged independently from Grand Prize Applications. Proof of enrollment will be required of all teams selected as potential finalists.

Important Dates:

October 13, 2010: Open for submissions

January 5, 2011: Submissions close

Mid-February, 2011: Finalists announced

Mid-March, 2011: Quick-pitch competition for finalists; winners chosen and announced

Judging & Criteria

Judging will take place utilizing the following criteria:

- Potential to reach underserved communities
- Originality
- Feasibility for Large Scale Impact
- Educational Quality and STEM Impact (Targeting pre-K through 4th grade)
- Team strength (i.e., strategy of overall plan, including use of prize money)
- Engagement

Judges

A distinguished jury of reviewers from multiple disciplines, with an expertise in either digital media and gaming or children's STEM learning, will review eligible applications. The jury is still being finalized but will include:

[Warren Buckleitner](#), Children's Technology Review
[Milton Chen](#), George Lucas Educational Foundation
[Herb Ginsburg](#), Teachers College at Columbia University
[Bing Gordon](#), Kleiner Perkins Caufield & Byers
Laird Malamed, Activision
[Shirley Malcom](#), American Association for the Advancement of Science
Krista Marks, Disney Online Kerpoof Studios
[Kurt Squire](#), University of Wisconsin, Madison

Quick-Pitch

Up to five finalists will be chosen for a "quick-pitch" session in front of select members of the distinguished jury. This will take place at the Cooney Center's Breakthrough Learning Leadership Forum in Los Angeles, March, 2011.

At least one member of each team must be available to attend the Leadership Forum in order to be eligible for the Grand Prize. More details on the specific timing of this session will be available in January, 2011.

Collegiate Prize

The Collegiate Prize will be judged along the same criteria as the Grand Prize but Collegiate Applications will be placed into a separate pool and judged independently from Grand Prize Applications.

Terms and Conditions

Download the complete Terms and Conditions for the [Grand Prize](#) and the [Collegiate Prize](#).

Awards

Developers Will Compete For:

Funds: A pool of \$100K in seed money for the refinement, research, marketing, and distribution of their game

Research: The Cooney Center research team will work with the winners to identify potential scalable outcomes of the submission

Expertise: Additional advice will be offered from experts who are skilled in video game and mobile R&D

Publicity: Recognition in press, online channels, and select publications

Networking: Finalists will be invited to participate in the next Cooney Center Leadership Forum in March 2011, and have access to the Center's multi-disciplinary network of experts in digital media and learning

Four Prizes Awarded:

A *Grand Prize* of \$50K for best Developer submission

A *Collegiate Prize* of \$25K for the best undergraduate or graduate student submission

An *Impact Prize* of \$25K for the best submission that has the greatest potential to reach underserved populations

A *People's Choice Award* will be selected through an online public vote and will recognize the submission with the most votes.

Eligibility:

- U.S. Citizens Age 18 or over
- Teams may be comprised of up to four members
- Collegiate submissions must have a team comprised solely of matriculating students in an undergraduate or graduate degree program

Important Dates:

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Meetings

Joint Council/Commission Meeting - Final Comments

Tuesday, February 8, 2011

Final joint Council/Commission meeting to receive final comments and direction.

Planning Commission Meeting - Recommendation

Thursday, March 10, 2011

Planning Commission Recommendation to Council on EIR certification and General Plan.

City Council Meeting - Certification and Adoption

Tuesday, April 12, 2011

City Council certification of EIR and adoption of General Plan.

Work Product Schedule

Final EIR

January 31, 2011

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