



Office of the Mayor

CONSENT CALENDAR  
June 13, 2017

To: Honorable Members of the City Council  
From: Mayor Jesse Arreguín and Councilmembers Hahn, Harrison, and Bartlett  
Subject: Support of Energy Upgrade California

RECOMMENDATION

Adopt a Resolution supporting Energy Upgrade California.

BACKGROUND

California has been a leader on environmental issues. SB 350, passed in 2015, establishes a target of reducing greenhouse gas emissions by 40% of 1990 levels by 2030. The City of Berkeley has also established goals to reduce greenhouse emissions in the City, through the Climate Action Plan, and calls for a 33% reduction of greenhouse gases from 2000 levels by 2020, and an 80% reduction by 2050.

Energy Upgrade California, a statewide initiative by the California Public Utilities Commission, aims to raise awareness of energy consumption through its “Do Your Thing” campaign. This new campaign urges all residents and small businesses to become more conscious energy stewards through simple every-day actions. By educating Californians on energy usage, Energy Upgrade California hopes to move the state in a cleaner, more efficient direction.

FINANCIAL IMPLICATIONS

None

ENVIRONMENTAL SUSTAINABILITY

Reducing energy consumption, especially from fossil fuel sources, will result in a decrease in greenhouse gas emissions.

CONTACT PERSON

Mayor Jesse Arreguín      510-981-7100

Attachments:

1: Resolution

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

RESOLUTION IN SUPPORT OF ENERGY UPGRADE CALIFORNIA

WHEREAS, the Golden State is a national leader in energy conservation, embracing its residents' and small businesses' efforts to reduce greenhouse gas emissions and promote energy efficiency, putting California on track to produce 33 percent of its energy from renewable resources by 2030; and

WHEREAS, California is well on its way toward doubling energy efficiency and reducing greenhouse gas emissions by 40 percent before 2030 – goals as set forth in the “Clean Energy and Pollution Reduction Act of 2015” (Senate Bill 350); and

WHEREAS, Energy Upgrade California is a statewide initiative of the California Public Utilities Commission, committed to ensuring that every Californian is empowered with the tools and information they need to keep making strides toward a cleaner, healthier, more energy efficient, and prosperous state; and

WHEREAS, Energy Upgrade California launched its “Do Your Thing” campaign on April 26, 2017 – a campaign that serves as an anthem for all Californians, motivating us to take actions big or small to better manage personal energy consumption; and

WHEREAS, every Californian can play an important role in helping us attain these goals by becoming energy stewards.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that supports Energy Upgrade California's call to have all Californians “Do Your Thing.” Each Californian can do one thing – flipping off a light, unplugging unused appliances or using LED lightbulbs – to use less energy. Each individual action can result in big change not only for Berkeley but also the state.

BE IT FURTHER RESOLVED that the City of Berkeley urges all our residents and small businesses to become more conscious energy stewards – recognizing that all Berkeley residents and small businesses have the power to make a big difference by taking even small actions.