

**CITY OF ALBANY  
CITY COUNCIL AGENDA  
STAFF REPORT**

Agenda Date: March 17, 2008

Reviewed by: JRL

**SUBJECT: City Council Endorsement of an Earth Hour Event**

**REPORT BY: Nicole Almaguer, Environmental Resources Associate**

---

**STAFF RECOMMENDATION**

That the City Council endorse an Earth Hour Event to encourage the community to reduce energy consumption.

**BACKGROUND**

Council Member Javandel provided information to staff regarding the Earth Hour movement, [www.earthhour.org](http://www.earthhour.org). Earth Hour originated in Sydney, Australia in 2007, and this year the event has become global. On March 29, 2008, from 8-9PM, cities across the world will turn off their lights for one hour “Earth Hour” to engage communities into action against global warming.

**DISCUSSION**

The Earth Hour event correlates well with the City Council adopted goal to reduce greenhouse gas emissions 25% below 2004 levels by the year 2020. Additionally, promotion of this event will assist with further educating our community and encouraging action at the local level against global warming.

Staff has begun publicizing the event on the City’s website and cable channel. Additionally, a letter will be sent to the business sector, and an advertisement will be scheduled in the local newspaper prior to the event. Announcements were also made to the local business organizations including the Chamber of Commerce, the Green Chamber of Commerce, and the Solano Avenue Association.

**FINANCIAL IMPACT**

There will be some minor costs associated with advertising this event.