

Special Meeting  
08-14-17

**Item  
7.B.**

# Council Agenda Report

To: Mayor Peak and the Honorable Members of the City Council

Prepared by: Mary Linden, Executive Assistant

Approved by: Reva Feldman, City Manager *RF*

Date prepared: July 25, 2017 Meeting date: August 14, 2017

Subject: Energy Upgrade California – “Do Your Own Thing” Campaign (Councilmember Rosenthal)

---

**RECOMMENDED ACTION:** At the request of Councilmember Rosenthal, adopt Resolution No. 17-32 supporting Energy Upgrade California’s “Do Your Own Thing” campaign and urging all Malibu residents and small businesses to become more conscious energy stewards.

**FISCAL IMPACT:** None.

**DISCUSSION:** Energy Upgrade California (EUC) is a statewide initiative of the California Public Utilities Commission that was created to motivate and educate California residents and small businesses about energy management through useful programs and actions. EUC is committed to ensuring that every Californian is empowered with the tools and information they need to achieve a cleaner, healthier, more energy-efficient and prosperous state. The City has supported and promoted EUC programs for many years.

California has long been a national leader in energy conservation, embracing its residents’ and small businesses’ efforts to reduce greenhouse gas emissions and promote energy efficiency. The State is well on its way to doubling energy efficiency and reducing greenhouse gas emissions by 40 percent before 2030 – goals set forth in the “Clean Energy and Pollution Reduction Act of 2015” (Senate Bill 350).

On April 26, 2017, EUC launched its “Do Your Own Thing” campaign to motivate all Californians to take actions, big or small, to better manage personal energy consumption and play an important role in helping California attain its goals by becoming energy stewards.

Councilmember Rosenthal is requesting the Council adopted Resolution No. 17-32, supporting Energy Upgrade California's call to have all Californians "Do Your Thing" by urging all Malibu residents and small businesses to become more conscious energy stewards by doing at least one thing, such as flipping off a light, unplugging unused appliances or using LED lightbulbs, to use less energy, which will result in big change not only for Malibu, but also for the State of California.

ATTACHMENTS:

1. Resolution No. 17-32
2. Energy Upgrade California fact sheet

RESOLUTION NO. 17-32

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MALIBU SUPPORTING ENERGY UPGRADE CALIFORNIA'S "DO YOUR OWN THING" CAMPAIGN AND URGING ALL MALIBU RESIDENTS AND SMALL BUSINESSES TO BECOME MORE CONSCIOUS ENERGY STEWARDS

The City Council of the City of Malibu does hereby find, order and resolve as follows:

SECTION 1. Recitals.

A. California, a national leader in energy conservation that embraced its residents' and small businesses' efforts to reduce greenhouse gas emissions and promote energy efficiency, is well on its way to doubling energy efficiency and reducing greenhouse gas emissions by 40 percent before 2030 – goals set forth in the "Clean Energy and Pollution Reduction Act of 2015" (Senate Bill 350).

B. 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 achieve a cleaner, healthier, more energy-efficient and prosperous state.

C. Energy Upgrade California launched its "Do Your Thing" campaign on April 26, 2017 to serve as an anthem for all Californians, motivating everyone to take actions, big or small, to better manage personal energy consumption and play an important role in helping California attain its goals by becoming energy stewards.

SECTION 2. The City Council supports Energy Upgrade California's call to have all Californians "Do Your Thing" by urging all Malibu residents and small businesses to become more conscious energy stewards by doing at least one thing, such as flipping off a light, unplugging unused appliances or using LED lightbulbs, to use less energy, which will result in big change not only for Malibu, but also for the State of California.

SECTION 3. The City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

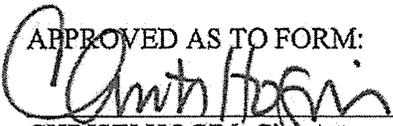
PASSED, APPROVED, and ADOPTED this 14<sup>th</sup> day of August 2017.

\_\_\_\_\_  
SKYLAR PEAK, Mayor

ATTEST:

\_\_\_\_\_  
HEATHER GLASER, City Clerk  
(seal)

APPROVED AS TO FORM:

  
\_\_\_\_\_  
CHRISTI HUGIN, City Attorney



## Energy Upgrade California Fact Sheet

### Overview:

Energy Upgrade California is a statewide marketing, education, and outreach (ME&O) initiative to promote energy management concepts, energy efficiency actions, and clean energy opportunities for the state's residents and businesses.

Its mission is to help Californians take action to save energy and conserve natural resources, help reduce demand on the electricity grid, and make informed energy management choices at home and at work.

Energy Upgrade California is supported by an alliance of the California Public Utilities Commission (CPUC), the California Energy Commission, utilities, regional energy networks, local governments, businesses, and nonprofits to help communities meet state and local energy and climate action goals.

### Purpose:

Energy Upgrade California is uniting the state in a movement to help California thrive through smarter energy use. By inspiring consumers and businesses to make informed choices about their energy use, Energy Upgrade California aims to reduce energy consumption in homes, businesses, and communities across the state.

Energy Upgrade California will help Californians achieve smarter energy use, which creates a cleaner, healthier, more prosperous state.

- Cleaner: Reduce pollution from power plant carbon emissions
- Healthier: Reduce climate pollution health costs and creates an environment that supports an active outdoor lifestyle
- More prosperous: Create jobs, save money, and drive innovation, which fuels economic growth

### California Energy Leadership:

- Californians are famous for setting high standards and refusing to settle. That's why we're ranked #1 in the country for energy efficiency (tied with Massachusetts).  
*(Source: American Council for an Energy-Efficient Economy – ACEEE)*
- Through innovation and perseverance, California's electricity consumption has been nearly flat over the past 40 years, while the other 49 states increased their average per capita use by more than 50 percent. *(Source: EIA)*
- California's increased energy efficiency has eliminated more than 30 million metric tons of CO<sub>2</sub> pollution, equal to the annual emissions of 6 million cars. *(Source: NRDC)*
- California continues to lead the nation in new clean-energy jobs, thanks in part to looking first to energy efficiency to meet power needs. In 2012 alone, more than 26,000 green jobs were added in the state. *(Source: EIA, State Energy Data System, All Consumption Estimates, in Physical Units, ESTCP and GDPRX 1990–2010 (2012))*

Contact: Alexa Karkar / FleishmanHillard for Energy Upgrade California / [alexa.karkar@fleishman.com](mailto:alexa.karkar@fleishman.com) / (916) 492-5313