

City of Brisbane

Agenda Report

To: City Council via City Manager

From: Administrative Services Director

Subject: Open Space and Ecology Committee's Energy Strategy and Public Forum

Date: February 7, 2011

Purpose:

The Open Space and Ecology Committee (OSEC) would like to use a camera operator to assist in the televising of its March 9, 2011 meeting. This meeting will be a public forum to discuss climate change and how residents within Brisbane can reduce their energy usage and lower their carbon footprint by conservation, efficiency, or using renewable energy.

Recommendation:

Direct staff to transfer \$380 from the Non-Departmental Budget to the Open Space and Ecology Budget to allow a television operator to be available to use the cameras to show the Committee, staff, public and information on the screen.

Background:

One of the Open Space and Ecology Committee's highest priorities is assisting the City Council in developing a strategy to reduce the amount of energy used and carbon emissions produced by the residents and businesses of Brisbane. On March 1, 2010, the City Council reviewed OSEC's preliminary recommendations on energy issues in Brisbane and approved further study of several potential measures, many focused on community outreach and education.

The OSEC formed a subcommittee to review the County's information related to energy usage within Brisbane and to develop methods for reducing the Community's carbon footprint. After reviewing the information the subcommittee determined there were a number of areas to work on. First, the subcommittee has met with the Chamber of Commerce President Mitch Bull to discuss how we can work cooperatively with the businesses to reduce their energy usage. Second, it has reviewed the information related to residential use and is working through an education campaign to inform residents about the benefits of reducing energy use in the home as well as the benefits of renewables.

Staff has taken the first step of this information campaign by putting articles in the City News and City Star related to rebates from PG&E as well as tax credits that are available. We have also posted information on our City website using our weekly news blast, as well as aired energy-related programming on Brisbane's cable channel 27. Another method for informing the public is an upcoming forum related to climate change and energy reduction through conservation, efficiency, and the use of renewables. This was an idea put forward by one of our residents as a way to let other residents know what options are available to them when it comes to energy reduction.

Discussion:

The forum will be held as part of one of OSEC's normal meetings. The Committee determined this would provide the forum with the most visibility as well as save the City money from not needing to use additional staff time. The forum will focus on the overall issue of climate change and what individuals can do to reduce their carbon footprint. We will use information that the County has developed as a starting point but will also bring in local residents who have retrofitted their homes for renewable energy so they can discuss the pros and cons of using renewable energy at their houses. The Committee is also planning to invite a person within the renewable energy industry to speak to some of the new technologies available. The committee will also show portions of a video done in Millbrae about retrofitting houses to make them more energy efficient.

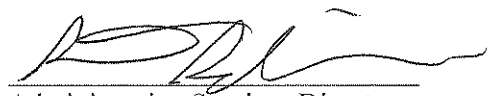
Since there will be people presenting from the podium as well as images on the screen behind where the OSEC sits having two fixed cameras will not capture the entire meeting. Therefore, the committee would like to have a camera operator in the control room to move the cameras around so people at home can receive the full benefit of the meeting.

Fiscal Impact:

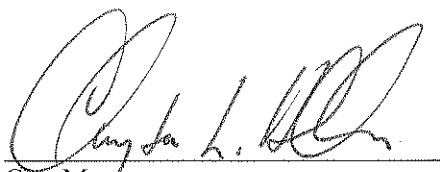
The cost of having a camera operator is \$380. There is money available in the non-departmental budget to have a person come and film the meeting so there would be no increase in the budget for this item.

Measure of Success

Although there is no definitive measure of success for this one attempt at informing the public, we are adding questions to our annual survey concerning the knowledge people have of conservation methods and the actions they have taken. So the overall measure of success is more people being aware of what they can do to save energy and the actions they have taken.



Administrative Services Director



City Manager