

BOARD OF ALDERMEN

ITEM NO.: A(1)

AGENDA ITEM ABSTRACT

MEETING DATE: MARCH 6, 2012

TITLE: Earth Hour Resolution

DEPARTMENT: PLANNING	PUBLIC HEARING: No
ATTACHMENTS: A. Resolution B. Draft Public Service Announcement	FOR INFORMATION CONTACT: RANDY DODD, 918-7326 PATRICIA MCGUIRE, 918-7327 CHRISTINA MOON, 918-7325

PURPOSE:

The purpose of this agenda item is to present a resolution supporting Earth Hour.

INFORMATION:

During Earth Hour hundreds of millions of people around the world will come together to call for action on climate change by doing something quite simple—turning off their lights for one hour. The movement symbolizes that by working together, individuals can make a positive impact, protecting our future and that of future generations. The first Earth Hour took place in Sydney, Australia, on **31 March 2007** from 7:30 to 8:30pm. 126 countries participated in Earth Hour 2010. In the United States polling shows that an estimated 90,000,000 Americans participated in Earth Hour as lights were turned off around the country, including iconic landmarks such as Mount Rushmore, the Las Vegas Strip, the Empire State Building and Niagara Falls. Earth Hour will be carried out in practical ways. n Chicago, the Building Owners and Managers Association (BOMA) developed lighting guidelines to reduce light pollution, and reduce the carbon footprint of downtown buildings. Mount Rushmore in South Dakota has started powering down each night around 9 p.m. instead of 11 p.m. In Vietnam, electricity demand fell 500,000 kWh during Earth Hour 2010, which was three times larger than the first time the country joined the event in 2009. In the Philippines, 1,067 towns and cities pledged participation in 2010 and over 15 million Filipinos participated in the event. About 4000 cities participated, including landmarks such as Big Ben, the Empire State Building, the Sydney Opera House, the Eiffel Tower, the Parthenon, the Brandenburg Gate, and the Forbidden City. Celebrity Earth Hour ambassadors have included South African Archbishop Desmond Tutu, former New Zealand Prime Minister Helen Clark, President of Vietnam Nguyễn Minh Triết, and London Mayor Boris Johnson. Earth Hour has garnered support from many corporations including Coca-Cola Enterprises, Wells Fargo, IKEA, HSBC, PwC, Accenture and Nokia Siemens Networks. Sydney's The Herald Sun equated the power savings in the Sydney central business district to "taking 48,613 cars off the road for 1 hour." National Geographic Channel Asia, Cartoon Network, and Philippines' ABS-CBN Broadcasting Corporation's cable news channel ANC suspended broadcasting from 8:30 p.m. to 9:30 p.m. The Agenda with Steve Paikin on TVOntario ran its full program running only on candlelight again. More information about Earth Hour, including how Earth Hour began, what has been accomplished, and what is in store for 2012, is available at www.earthhour.org.

FISCAL AND STAFF IMPACT:

There is no staff or fiscal impact.

RECOMMENDATION:

Staff recommends that the Board adopt the attached resolution.