



Town of Carrboro

Town Hall
301 W. Main St.
Carrboro, NC 27510

Legislation Details (With Text)

File #: 13-0049 **Version:** 1 **Name:**
Type: Abstract/Resolution **Status:** Proclamation
File created: 2/27/2013 **In control:** Board of Aldermen
On agenda: 3/5/2013 **Final action:**
Title: Earth Hour Proclamation
PURPOSE: The purpose of this agenda item is to present a resolution supporting Earth Hour.
Indexes:
Code sections:
Attachments: [Earth Hour PSA](#)
[Earth Hour Proclamation](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

TITLE:

Earth Hour Proclamation

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

DEPARTMENT: Planning

CONTACT INFORMATION: Randy Dodd, 918-7326

INFORMATION: For 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, each of us can make a positive impact. In 2012, Earth Hour broke records cementing itself as the largest voluntary action for the environment, with more than 6950 cities and towns across 152 countries and territories taking part. The campaign experienced the largest growth since 2009, and continues its effort to go beyond the hour by launching the “I Will If You Will” campaign, with more than 200,000 individuals accepting a challenge. Earth Hour 2012 went to extremes to protect the planet, with astronaut André Kuipers observing the lights off event from the International Space Station. Also, just months after the end of the Libyan uprising, two teenagers in Tripoli organized the very first Earth Hour in Libya. 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. In 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. 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 Herald Sun equated the power savings in the Sydney central business district to "taking 48,613 cars off the road for 1 hour." More information about Earth Hour, including how Earth Hour began, what has been accomplished, and what is in store for 2013, is available at www.earthhour.org <<http://www.earthhour.org>>.

FISCAL IMPACT: N/A

RECOMMENDATION: Staff recommends that the Board adopt the attached resolution.