



**CITY OF LODI  
COUNCIL COMMUNICATION**

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AGENDA TITLE: Adopt **resolution** authorizing the City Manager to allocate **\$25,000** in Public Benefit Program funds for the LodiPower Shift Initiative pilot project; and authorizing the *City* Manager to execute a contract with the WorldLink Foundation to assist in managing and implementing this pilot project (EUD)

MEETING DATE: March 2, 2005

PREPARED BY **Electric Utility** Director

RECOMMENDED ACTION: That the City Council adopt a resolution authorizing the City Manager to allocate **\$25,000** in Public Benefit Program funds for the LodiPower **Shift** Initiative pilot project; and authorizing the City Manager to execute a contract with the WorldLink Foundation to assist in managing and implementing this pilot project.

BACKGROUND INFORMATION: This is the final component of our energy education program, funded via the Lodi Public Benefits Program. The LodiPower **Shift** Initiative will be a one-year pilot project, utilizing the expertise of non-profit, San Francisco-based WorldLink Foundation to launch this new effort. Specifically, in conjunction with WorldLink, Electric Utility staff will provide, at no charge, the award-winning 'Power Shift' video, associated curriculum and teacher workshops into local classrooms. The target student audience is 9<sup>th</sup> through 12<sup>th</sup> grade students, and both private and public high schools may participate. The 'Power Shift' video serves as the initial discussion point for the teacher and students, with a set educational curriculum (assignments, class projects) that follows the video. The proposed Power **Shift** Initiative project has been presented to, and reviewed by, local school officials (including representatives of Lodi Unified School District, and both private high schools), and they are desirous of partnering with the city on this latest educational effort.

The overall goal of the LodiPower **Shift** Initiative is to prepare our high school students of today, by exposing them to the new and emerging energy technologies of tomorrow. Our pilot project is also designed to encourage today's high school students to think about sustainable energy resources, and the role these resources will play over the next ten to fifty years. The LodiPower **Shift** Initiative incorporates television and video, web resources, educator workshops, and public events to achieve the aforementioned goals. The WorldLink Foundation has successfully incorporated their programs and services into dozens of northern California classrooms since the mid-90s. Electric Utility staff elected to utilize this non-profit organization due to the unique nature of their product, and the success their efforts have produced in other communities. (For these reasons, Electric Utility staff respectfully recommends that the Lodi City Council dispense with going out to bid pursuant to Lodi Municipal Code 3.20.070.)

In addition to classroom products and services, ~~the~~ WorldLink Foundation will assist Electric Utility staff in refining and enhancing the department's overall energy education efforts. This process will begin as a

APPROVED:   
Blair King, City Manager

Adopt resolution authorizing the City Manager to allocate \$25,000 in Public Benefit Program funds for the *Lodi Power Shift Initiative* pilot project; and authorizing the City Manager to execute a contract with the WorldLink Foundation to assist in managing and implementing this pilot project (EUD)  
March 2, 2005  
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needs assessment, followed by specific recommendations for strengthening the various education elements already in place.

Electric Utility staff respectfully requests approval of the *Lodi Power Shift Initiative* pilot project, as a qualifying component of the City of Lodi Public Benefits Program, categorized as both Research, Development and Demonstration Services, as well as Renewable Energy Resources and Technologies.

**FUNDING:** Public Benefits Program: 164607 – (Category: Research, Development & Demonstration Services), \$12,500; 164608 – (Category: Renewable Energy Resources & Technologies), \$12,500

**Funding Approval:**   
James R. Krueger, Finance Director

  
Alan N. Vallow,  
Electric Utility Director

Prepared By: Rob Lechner, Manager, Customer Service and Programs

ANV/RL/1st

c: City Attorney

RESOLUTION NO. 2005-42

A RESOLUTION OF THE LODI CITY COUNCIL AUTHORIZING THE CITY MANAGER TO PROVIDE A PUBLIC BENEFITS PROGRAM GRANT TO FUND THE LODI POWER SHIFT INITIATIVE PILOT PROJECT AND FURTHER AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT WITH WORLDLINK FOUNDATION TO ASSIST IN MANAGING AND IMPLEMENTING THE PROGRAM

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WHEREAS, the state has mandated that beginning January 1, **1998**, the City of Lodi is obligated to fund various programs through a Public Benefits Charge based on an historical electric revenue requirement; and

WHEREAS, the requirement amounts to approximately \$1 million per year that must be dedicated to qualifying programs such as energy efficiency. A further stipulation is that these efforts must be done on the customer's side of the meter in order to qualify; and

WHEREAS, the Lodi Power Shift Initiative Pilot Project is the final component of the City's energy education program, funded via the Lodi Public Benefits Program; and

WHEREAS, the *Lodi Power Shift Initiative* will be a one-year pilot project, utilizing the expertise of non-profit, San Francisco-based WorldLink Foundation to launch this new effort. Specifically, in conjunction with WorldLink, Electric Utility staff will provide, at no charge, the award-winning "Power Shift" video, associated curriculum, and teacher workshops into local classrooms. The target student audience is 9<sup>th</sup> through 12<sup>th</sup> grade students, and both private and public high schools may participate. The "Power Shift" video serves as the initial discussion point for the teacher and students, with a set educational curriculum (assignments, class projects) that follows the video; and

WHEREAS, the overall goal of the *Lodi Power Shift Initiative* is to prepare our high school students of today, by exposing them to the new and emerging energy technologies of tomorrow. Our pilot project is also designed to encourage today's high school students to think about sustainable energy resources and the role these resources will play over the next ten to fifty years. The *Lodi Power Shift Initiative* incorporates television and video, web resources, educator workshops, and public events to achieve the aforementioned goals. The WorldLink Foundation has successfully incorporated its programs and services into dozens of northern California classrooms since the mid-90's; and

WHEREAS, Electric Utility staff elected to utilize this non-profit organization due to the unique nature of its product and the success its efforts have produced in other communities, and therefore respectfully recommends that the Lodi City Council dispense with going out to bid pursuant to Lodi Municipal Code 3.20.070; and

WHEREAS, in addition to classroom products and services, the WorldLink Foundation will assist Electric Utility staff in refining and enhancing the department's overall energy education efforts. This process will begin as a needs assessment, followed by specific recommendations for strengthening the various education elements already in place: and

WHEREAS, Electric Utility staff respectfully requests approval of the **Lodi Power Shift Initiative** pilot project as a qualifying component of the City of Lodi Public Benefits Program, categorized as both Research, Development & Demonstration Services, as well as Renewable Energy Resources & Technologies.

NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council hereby authorizes the City Manager to provide a Public Benefits Program grant in the amount not to exceed \$25,000 to fund the Lodi Power Shift Initiative Pilot Project; and

BE IT FURTHER RESOLVED that the City Manager is hereby authorized to execute a contract with WorldLink Foundation, of San Francisco, California, to assist in managing and implementing this pilot project.

Dated: March 2, 2005

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I hereby certify that Resolution No. 2005-42 was passed and adopted by the Lodi City Council in a regular meeting held March 2, 2005, by the following vote:

- AYES: COUNCIL MEMBERS – Hansen, Hitchcock, Johnson, Mounce, and Mayor Beckman
- NOES: COUNCIL MEMBERS – None
- ABSENT COUNCIL MEMBERS – None
- ABSTAIN: COUNCIL MEMBERS – None

  
SUSAN J. BLACKSTON  
City Clerk