

**PEAK SHAVING  
COMMITTEE**

Ms. Charlene Lange, Community Relations Assistant, addressed the Council advising the City Council that the Peak Shaving Committee which had been appointed by the Mayor had fulfilled its obligation of creating a campaign to shift electrical demand from 1 - 7 p.m. during the months of June through September.

The City of Lodi experienced a June reduction of 2.5% and an August reduction of 4.09%. The contract with P.G.&E (sponsors of the programs calls for the City to donate 30% of the power cost savings to a community energy project. The total amount of money being \$6,009.53.

In anticipation of the community shaving the peak demand and "earning money" for such a project, the committee offered a chance for people interested in the project to vote on their idea of where the money should be placed. The vote tally includes:

- 33% - Lodi Community Center Landscaping
- 26% - Lodi Community Center Solar Water Heating
- 26% - Lodi Grape and Wine Festival Shade Trees
- 11% - Salas Park Lighting Timers
- 3.5% - Individual Ideas

The contract indicates a recommendation for placement of monies by the Committee; their recommendation is to use the funds for Landscaping at the Lodi Community Center.

On motion of Councilman Pinkerton, Murphy second, Council extended its appreciation to Ms. Lange and the Committee for their efforts on this program and donated 30% of the power cost savings or \$6,009.53 to the Lodi Community Center Landscaping.

**M E M O R A N D U M**

**TO:** Mayor Jim McCarty  
**FROM:** Charlene Lange  
**DATE:** November 2, 1981  
**SUBJECT:** Peak Shaving Committee

The Mayor appointed Peak Shaving Committee has fulfilled its obligation of creating a campaign to shift electrical demand from 1 - 7 p.m. during the months of June through September.

The City of Lodi experienced a June reduction of 2.5% and an August reduction of 4.09% -- the contract with PG & E (sponsors of the program) calls for the City to donate 30% of the power cost savings to a community energy project. The total amount of money amounts to \$6,009.53.

In anticipation of the community shaving the peak demand and "earning money" for such a project, the committee offered a chance for people interested in the project to vote on their idea of where the money should be placed. The vote tally includes:

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Final decision is a Council matter.

  
Charlene Lange  
Community Relations

LODI PEAK SHAVING CAMPAIGN

PROGRAM	DATE	IMPLEMENTATION	END-USE	COST	TYPE-SAV.	COMMENTS
Intern	June - August	Hired college soph.	Copher - Learning	\$ 2,200	--	Maybe secretarial employee; more productive?
Mass Educ.	June 12	15,000 brochures T-shirt tearout T-shirt distri. (30doz)				
"Kick Off"	June 18	Ceremony Raise red flag/ City	Media - 3 T.V; 2 radio; 3 news- papers	--	--	Jackpot!
City-Wide Flags	June 18	Businesses raise on potential	Instant reminder	6 @ \$35	Res./Com'l/Ind.	Good community "P.R."
"Little Man" Logo	June - Sept.	Place logo on weather forecast Front page potential peak days	Update community	No cost	Residential Use	Super idea; cooperative press as long as we didn't use it too many days in a row.
Painted signs (4' x 3')	June 25	Post at Substation, City Hall	Continuous reminder	\$ 120	Res./Com'l/Ind.	Need more around town
Advertising Campaign	June - Sept.	Two (2) local newspapers	--	\$ 8,500	--	--
Insert	June 29	Each customer in Lodi (15,000); free info., plus coupon for T-shirt	Got into their homes	\$ 850	Information	--
SunDays	July 2	Energy Street Fair give- away, 80doz T-shirts, street dance, con- junction with Retail Merchants/Chamber of Commerce	Help cement relation- ships with business community	Shared cost good idea \$800	Res./Com'l	

LODI PEAK SHAVING CAMPAIGN

PROGRAM	DATE	IMPLEMENTATION	END-USE	COST	TYPE-SAV.	COMMENTS
Soak - Sun & Fun	July 29	"Kids Day at Lake" Sand castle bldg.	Parent involvement, Community Program	\$ 250	Residential	Smashing--kids are bored in summer; get them to Lake and parents follow.
Chills & Thrills	August 22	Ice dive; w/stone bros. mall.	Parent involvement, Community Program	\$ 100	Residential	3-Tons melt in 25 minutes.
Bingo	July - Sept.	Cable T.V.	Win T-shirt, acknow- ledge, free ads	20 T-shirts \$3.50 each	Free advertisement	--
Field & Fair Day	September 7	Hot Air Ballon Sponsor- ship	Publicity-ads; 8,000 people attendance, locals	\$ 500	--	Zowie! First Place our Team
Truckload of Trees	September 24 through 29	Information take-home, education	Energy prize of trees to school	\$ 1,500	Residential, small commercial	Good idea; poor implementa- tion - STAFF