TO: HONORABLE CITY COUNCIL

FROM: CITY MANAGER DEPARTMENT: CITY MANAGER'S OFFICE

DATE: NOVEMBER 3, 2008 CMR: 434:08

REPORT TYPE: CONSENT

SUBJECT: Adoption of a Resolution Recognizing the Environmental Goals of Wave One

RECOMMENDATION
Staff recommends that City Council adopt a Resolution recognizing the environmental goals of Wave One.

DISCUSSION
WAVE ONE is a recently formed non profit organization affiliated with Acterra, a Palo Alto based environmental advocacy group. WAVE ONE’s mission is to assist 250 Palo Alto small to medium size businesses to achieve four goals by 2010: 1) utilize 100% renewable energy through the Palo Alto Green program; 2) reduce energy use by 20%; 3) achieve 20% water reduction; and 4) become a Palo Alto Green Certified Business. WAVE ONE is funded through a combination of foundation grants and its own fundraising. Attached are materials elaborating on its mission, funding and organizational structure.

WAVE ONE has requested Council adoption of the attached resolution. Because WAVE ONE would be working with staff already engaged in marketing and developing existing green programs, Staff does not anticipate workload impact as a result of this collaboration. Staff supports WAVE ONE’s mission since its focus is on the small and medium sized businesses who often lack the resources and expertise necessary to implement cost effective energy and other sustainable innovations. Since Palo Alto has a well established business community, WAVE ONE’s focus on retrofitting existing businesses has the potential to leverage the City’s marketing efforts to reach a significant segment of our commercial sector.

RESOURCE IMPACT
There is no resource impact associated with this recommendation.

POLICY IMPLICATIONS
This recommendation is consistent with current Council policies.

ENVIRONMENTAL REVIEW
Adoption of this resolution does not meet the definition of a "project" pursuant to California Public Resources Code §2106S, thus review under the California Environmental Quality Act is not required.

**ATTACHMENTS:**
Attachment 1: Resolution
Attachment 2: WAVE ONE Handouts

**PREPARED BY**

[Signature]
Steve Emslie, Deputy City Manager

**CITY MANAGER APPROVAL**

[Signature]
James Keene, City Manager