

Council Meeting of
November 6, 2007

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: City Manager - Partnership to promote environmental initiatives through an internet website. Expenditure: \$3,500

RECOMMENDATION

The City Manager recommends that City Council approve a year long partnership by and between the City of Torrance, the Torrance Area Chamber of Commerce, and Aurora Enterprises to promote environmental initiatives through the establishment and maintenance of an internet website www.greentorrance.com and approve the expenditure of \$3,500.

Funding

Funding is available through the Economic Development Program

BACKGROUND/ANALYSIS

The City of Torrance endorsed the US Mayors Climate Protection Agreement, becoming a "Cool City" in April of 2007, pledging to reduce carbon dioxide pollution. The Torrance Area Chamber of Commerce, in order to align with Federal and State initiatives, desired to promote efforts to "go green" to local businesses. As a result, the Chamber approached City officials about joining together to promote energy conservation in Torrance.

By pooling resources, the City and the Chamber, led by the Leadership Torrance Alumni Association, propose to join Aurora Enterprises, an information technology solutions provider, to design, develop, implement, update, and maintain a portal to disseminate environmental information to small, medium, and large businesses.

The City Manager recommends that Council approve a partnership of the City with the Torrance Area Chamber of Commerce and Aurora Enterprises to enter into a year long

agreement to establish and maintain an internet website, www.greentorrance.com, to communicate to businesses and individuals, information, methods, and resources to protect the environment, conserve energy, and save money.

Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

By 

Fran Fulton
Management Associate

CONCUR:



LeRoy J. Jackson
City Manager