

Breakout#3:

Bright Ideas in Energy Efficiency:

Developing Successful Community and Business Outreach Programs

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San Diego



Chula Vista



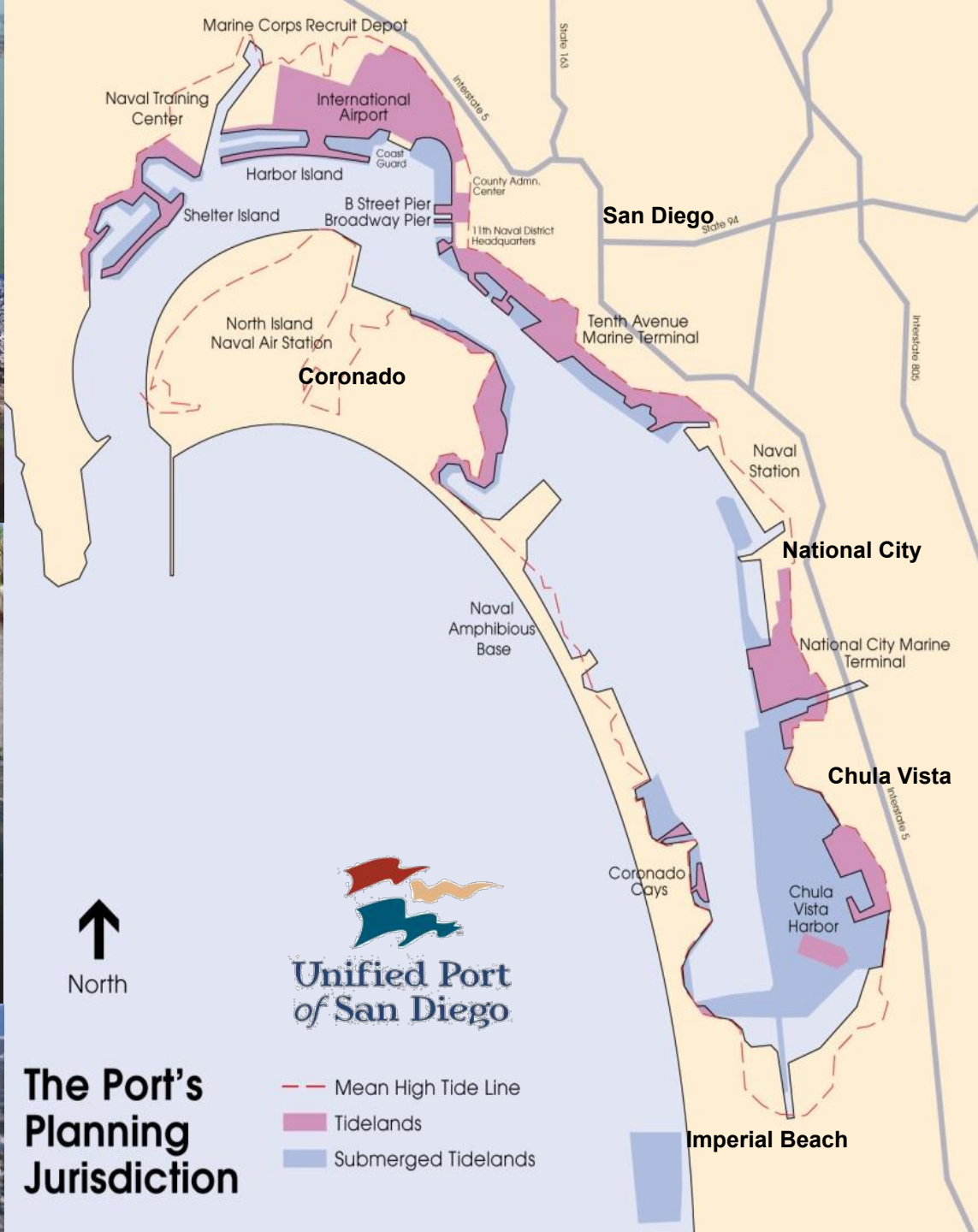
Imperial Beach



National City



Coronado



Port Operations



- Industrial, Recreation, Tourism, Law Enforcement
- 500+ Port Tenant businesses and shipping/cruise lines
- Natural Resources



Green Port **Program**

- **Green Port Policy (2007):** Developed to achieve long-term environmental, societal, and economic benefits
 - Climate Mitigation and Adaptation Plan (draft)
 - Sustainable purchasing, waste management
 - Employee engagement in sustainability



Energy Efficiency **Partnership**

Supports Green Port Initiatives including:

- Facility Retrofit Planning & Commissioning
- Exterior Lighting Retrofits
- GHG inventory and reduction efforts
- Education of Port employees
- Outreach to Port tenants





Green Business Challenge Program Development



- **ICLEI – Green Office Challenge**
- **Workgroup formation is key**
 - Representative from all major business types
 - Local experts including local chapter of USGBC, EPA, etc.
- **Identify program priorities**
 - Free & voluntary
 - Quantifiable metrics and results



Green Business Challenge

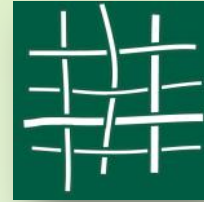
- FREE & voluntary one year Challenge (2011) for Port tenants and sub-tenants
- Participants determine their level of commitment
- Goals: reduce energy use, improve environmental performance, public recognition
- Tools: online scorecard, training, one-on-one technical assistance
- PR and marketing campaign for members





Challenge Scorecard

52 Questions, Six categories + Bonus



Sample Question:

▼ OUTREACH

QUESTION	POINTS	ANSWER
1. Does your company have a "Green Team," which is responsible for making office "greening" fun and managing environmental initiatives?	5.0	<input checked="" type="radio"/> Yes <input type="radio"/> No Help Resources
* Our Green Team was established in 2006 and meets quarterly. We have fun events every quarter as well as initiatives to make our office more sustainable.		

How does it work?

Register for Challenge

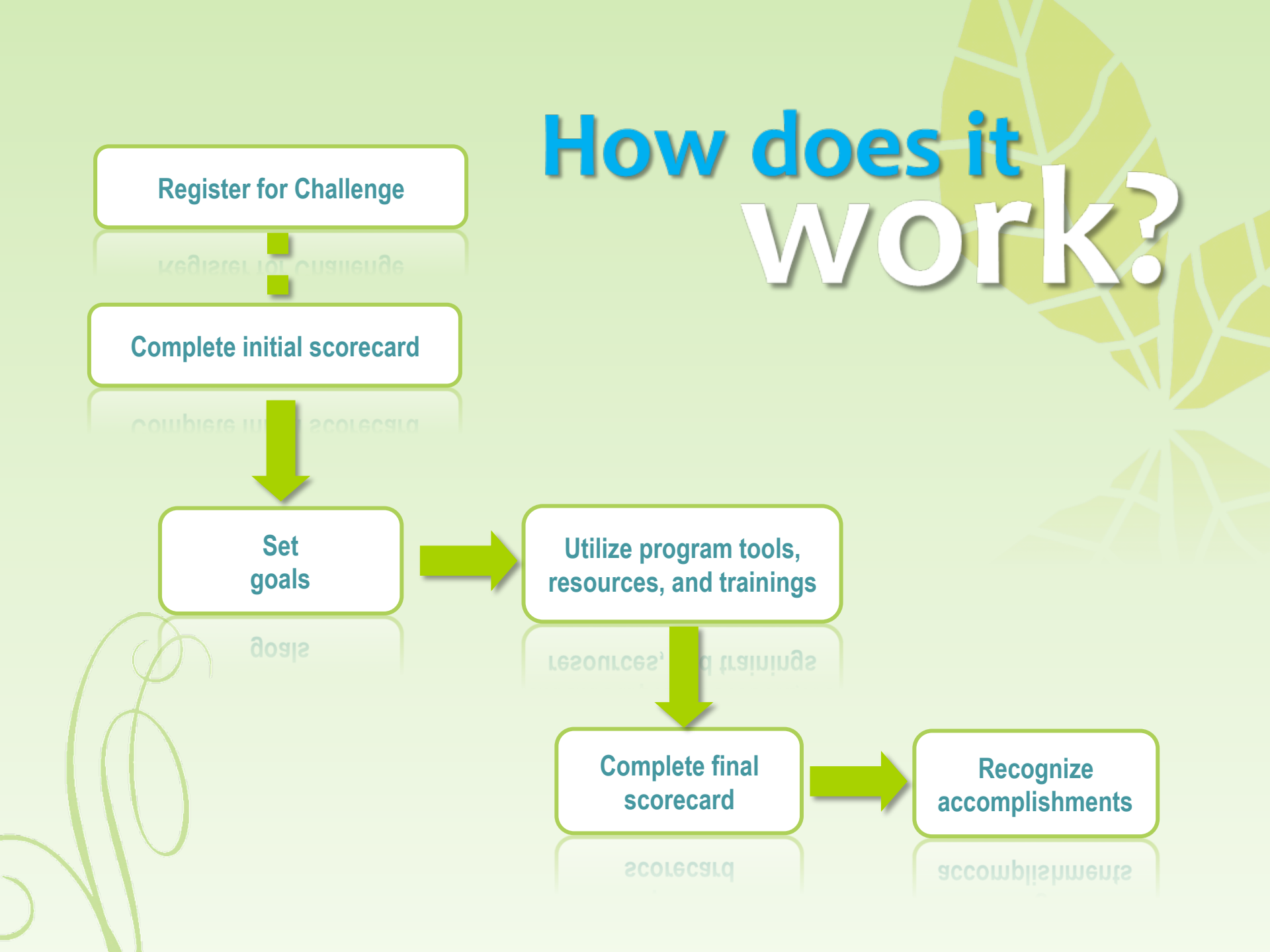
Complete initial scorecard

Set
goals

Utilize program tools,
resources, and trainings

Complete final
scorecard

Recognize
accomplishments



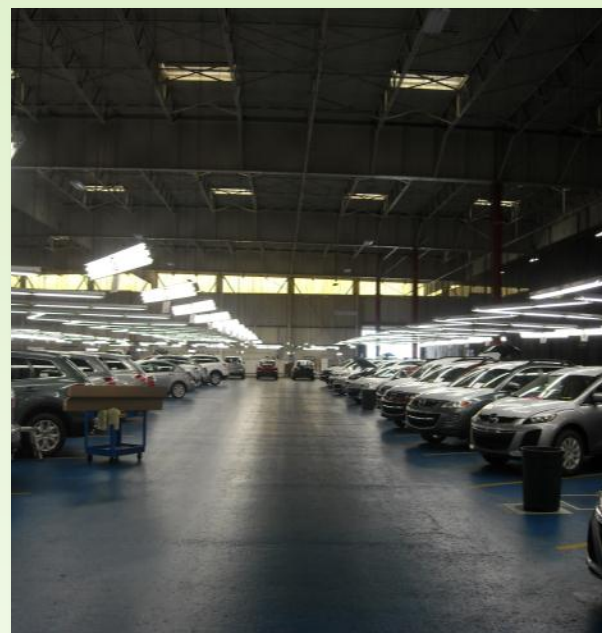
How to Measure Success

- **12 free training events**
 - CEM
 - LEED GA
- **Information and best practices sharing**
 - Green Share Event
- **SDG&E Direct Install Program**
- **PR campaign highlighting green efforts**
 - 13 videos, 23 press releases and 16 blog posts
 - website, window decals, awards



Green Business Challenge - Results

- **49 tenants and sub-tenants participated**
 - 26 small businesses
 - Includes largest energy users on tidelands
- **Reduced energy use by 830,000 kWh and 48,000 therms**
 - Saved an estimated \$156,000 on energy bills
 - Earned \$134,000 in utility rebates and incentives



Green Business Challenge - Results

- **Reduced emissions by 843 metric tons**
 - Equivalent to removing 160 passenger vehicles from the road
- **Collectively implemented 377 new green strategies**
- **Collectively improved from baseline scorecard by 49%**
- **54% achieved goal**
 - 13% surpassed goal





You're invited to the
Port of San Diego's

GREEN BUSINESS

2011 AWARDS
CEREMONY

2012 KICKOFF
BREAKFAST

Join Chairman of the Board Lou Smith and the Port of San Diego
how your green business efforts paid off this year, support your
winning organization, and get ready for more exciting opportunities
in 2012. Breakfast will be provided.

When: January 24, 2012 • 7:30 - 9:30 a.m.
Where: Hilton San Diego Bayfront
1 Park Boulevard
San Diego, CA 92101

RSVP online by 1/20/12 at
<http://tinyurl.com/GBCKickoff2012>

 **Unified**
of San Diego



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2011
PARTICIPANT





Green Business Network

- Continue positive momentum of Challenge – 70+ members
- Encourages and tracks on-going sustainability efforts
- Continue to give access to free resources, monthly workshops
 - Free energy audits
- No mandatory deadlines
- Improved online tool
 - Sustainability reports
- Marketing benefits, videos, PR
- Less staff resources needed



Top Green Chef

YOU'RE
INVITED
12/3/2012 5:30 - 7:30 p.m.

PORT OF SAN DIEGO'S **TOP GREEN CHEF**



Three Port of San Diego tenant restaurant chefs will square off in this sustainable food cooking challenge. They'll be using the latest energy-efficient equipment in a state-of-the-art commercial test kitchen. Our panel of judges will award the honor of "TOP GREEN CHEF" to the winner.

JUDGES

- **Craig Anderson**, Director of Environmental & Government Affairs, Solar Turbines
- **Lee Burdick**, Port of San Diego Board of Port Commissioners
- **Sharon Cloward**, President, Port Tenant's Association
- **Chef Bernard Guillas**, Executive Chef, Marine Room

PARTICIPATING CHEFS

- **Steve Black**, Executive Chef, Sheraton San Diego Hotel & Marina
- **David Bland**, Executive Chef, Peohe's
- **Aron Schwartz**, Executive Chef, Marina Kitchen Marriott Marquis & Marina
- **Deborah Scott**, Executive Chef, C-Level/Island Prime

EVENT LOCATION

SDG&E Energy Innovation Center
4760 Clairemont Mesa Blvd., San Diego, CA 92117

Refreshments will be provided. This event is open to all Port tenants and sub-tenants.
RSVP at tiny.cc/greenchef
by December 2.

GREENPORTNETWORK.ORG



Lessons Learned

- Challenging to get concrete results (kWh)
 - Voluntary to disclose utility data
- Peer to peer information sharing key
- Identify cost value to business
 - Training has \$200 value, offered FREE!
- Leverage utility programs (Direct Install)
- One on one support = increased engagement
- Recognition (awards, PR) is a motivating factor
- Identify proper points of contact at business
- ID ways to balance busy schedules w/ program goals

GreenPortNetwork.org

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