

# Competing for the Climate

Cory Downs  
6/15/16



CITY OF  
**CHULA VISTA**



**CONSERVATION  
SECTION**

**Office of Sustainability**

# CITY GOALS

Help residents  
**reduce**  
utility bills



Climate Action Plan

Reduce GHG  
Emissions  
**20%**  
**Below**  
1990



Home  
Upgrade

Carbon  
Downgrade

CHULA VISTA

# CITY GOALS



The Office of Sustainability's  
mission statement

# CITY ACHIEVEMENTS



2014 EPA Climate Leadership Award for Organizational Leadership

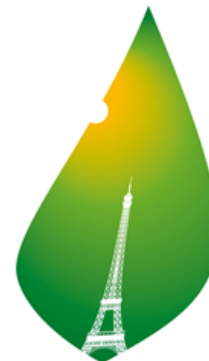


2014-2020

City Operations Sustainability Plan



CITY OPERATIONS GREEN TEAM



COP21 • CMP11  
**PARIS 2015**  
UN CLIMATE CHANGE CONFERENCE

# OVERVIEW



Competition History



Community Outreach



Lessons Learned



Next Steps

# COMPETITIONS



## COOLCALIFORNIA CITY CHALLENGE

Sponsored by: **energy  
upgrade™**  
CALIFORNIA

Participated in:

- 2012/2013
- 2013/2014



Placed  
**2nd**  
in 2012/  
2013

# COMPETITIONS

More  
than  
700

households  
signed  
up

Program Savings Metrics	
kWh	858,429
Average monthly kWh	728
Therms	25,732
Average monthly therms	24
Metric Tons of CO <sup>2</sup>	60

“participants demonstrated capacity to make further reductions through their participation in the program.”

- CA ARB & CA EPA Final Report

# COMPETITIONS



Participated in:

- 2015/2016

Currently

**17<sup>th</sup>**

out of

**50**

jurisdictions  
nationwide



# COMPETITIONS

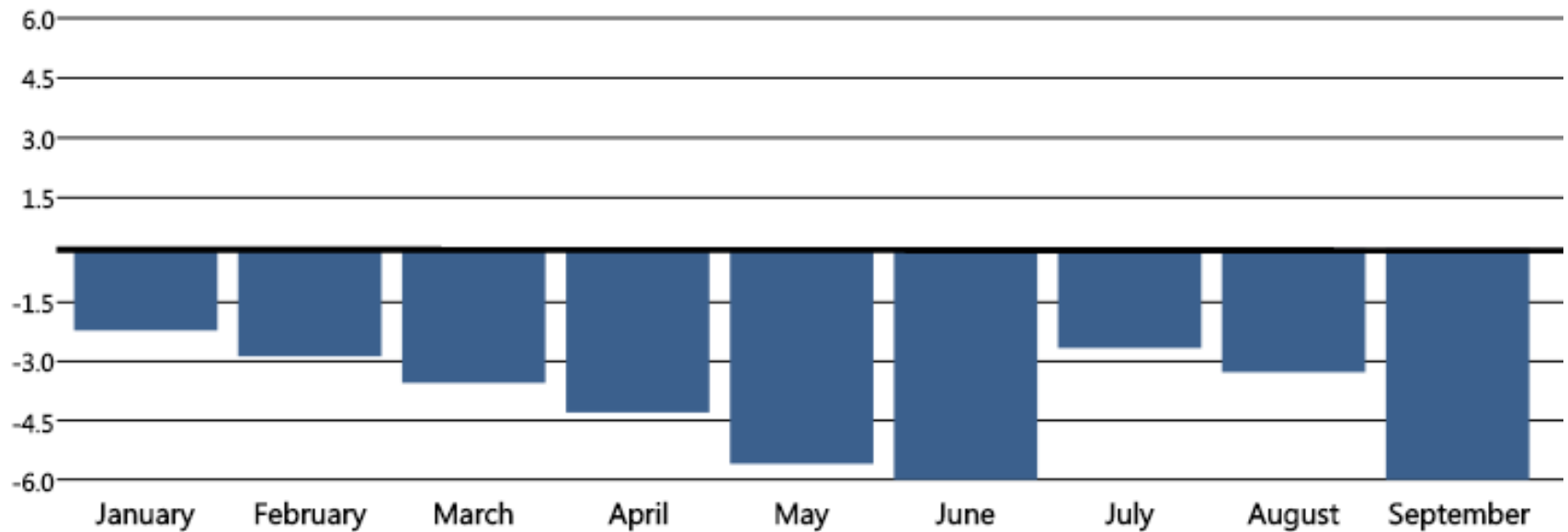
Has  
reduced  
12,547  
MTCO<sub>2</sub>e

515,799,083 <sup>?</sup> Source Energy Saved kBTU	6,320,961 Total Financial Saving \$	12,547,528 Total CO <sub>2</sub> Saved kg
243,916 Population	65,084,297 <sup>?</sup> kWh Saved	2,937,315 <sup>?</sup> Therms Saved

- Represents 7% of total annual City GHG reduction goal
- Compared with SDG&E reported savings of:
  - 2.2 million kWh
  - 8,000 therms

# COMPETITIONS

Overall Energy Score (OES)



# OUTREACH



- Leverage existing networks
- Get a non-staff leader
- Use as your foot in the door

Peer to  
peer  
promotion  
is best

# OUTREACH

Flyer to gather commitments from residents



## NATIONWIDE ENERGY COMPETITION FOR \$5 MILLION PRIZE:

*Chula Vista is in the running!*

Chula Vista is one of 50 communities that is attempting to reduce energy consumption over the two-year **Georgetown University Energy Prize** and win the prize purse of **\$5 million dollars**.

To learn more and track the City's progress, visit [www.chulavistaca.gov/energyprize](http://www.chulavistaca.gov/energyprize).

GEORGETOWN UNIVERSITY ENERGY PRIZE

Home Carbon Upgrade Downgrade CHULA VISTA

SDGE A Sempra Energy utility

For more information on the City of Chula Vista's sustainability efforts, please contact the Conservation Section at (619) 409-3893 or [conservation@chulavistaca.gov](mailto:conservation@chulavistaca.gov)

### YOU CAN HELP!

#### Spread the Word

Tell your friends, family, and neighbors about the competition.

#### Start Saving

Turn off lights/appliances or upgrade your home to be more efficient.

#### Get a Free Home Energy & Water Check-Up

Have trained City staff visit your home at no cost and provide customized information on how you can save energy and water.

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email\*: \_\_\_\_\_ Address: \_\_\_\_\_

\*By giving the Conservation Section your email address, you are also signing up for the monthly "CLEAN" newsletter!

I would like to start by receiving a **FREE Home Energy & Water Check-Up**

I pledge to do my part to save energy – and help Chula Vista win the Georgetown University Energy Prize! Here are the Energy Saving Actions I will do in my home:

### MY ENERGY SAVING ACTIONS:

#1 \_\_\_\_\_

#2 \_\_\_\_\_

#3 \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

This program is a part of The Chula Vista Local Government Partnership which is funded by California utility customers and administered by SDG&E under the auspices of the California Public Utilities Commission.

# OUTREACH



[www.chulavistaca.gov/energyprize](http://www.chulavistaca.gov/energyprize)

Direct  
web site:  
**Events**  
**Program**  
**Sign-Ups**

# OUTREACH

**Help Chula Vista Win \$5 Million**

- 1** chance to win
- 2** help your home
- 3** energy-saving actions
- 4** Chula Vista
- 5** million bucks

We can win the Georgetown University Energy Prize. Improve your home's energy efficiency. Let's show the rest of the country how it's done.

Visit [chulavistaca.gov/energyprize](http://chulavistaca.gov/energyprize) to help Chula Vista win.

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This program is a part of the Chula Vista Local Government Partnership which is funded by California utility customers and administered by SDGE\* under the auspices of the California Public Utilities Commission.

**Help us win \$5 million for Chula Vista**

**IMPROVE YOUR HOME THIS YEAR WITH 3 ENERGY-SAVING ACTIONS**

Visit [chulavistaca.gov/energyprize](http://chulavistaca.gov/energyprize) to learn how you can save energy and help Chula Vista win.

**GEORGETOWN UNIVERSITY ENERGY PRIZE**

**WE CAN DO THIS.**

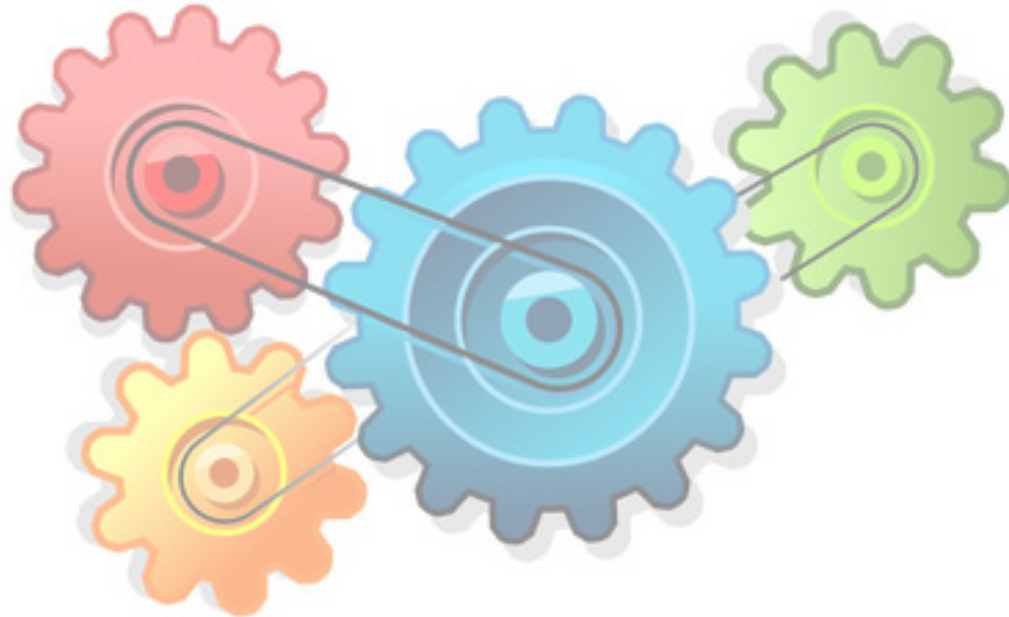
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# LESSONS LEARNED

## Competition Structure



# LESSONS LEARNED



Programs, Programs, Programs



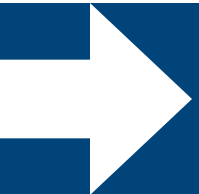


# LESSONS LEARNED



Rules Matter

# LESSONS LEARNED



Follow Up

# THANK YOU!



CITY OF  
**CHULA VISTA**



**CONSERVATION  
SECTION**

**Office of Sustainability**

Questions?

**Cory Downs**

Conservation Specialist

**(619) 476-2442**

[cdowns@chulavistaca.gov](mailto:cdowns@chulavistaca.gov)

[www.chulavistaca.gov/clean](http://www.chulavistaca.gov/clean)