

Driving Energy Savings in Businesses Through Behavioral Changes and Business Licenses

SEEC Forum | June 15, 2017





City of Chula Vista FREBE Program

SEEC Forum

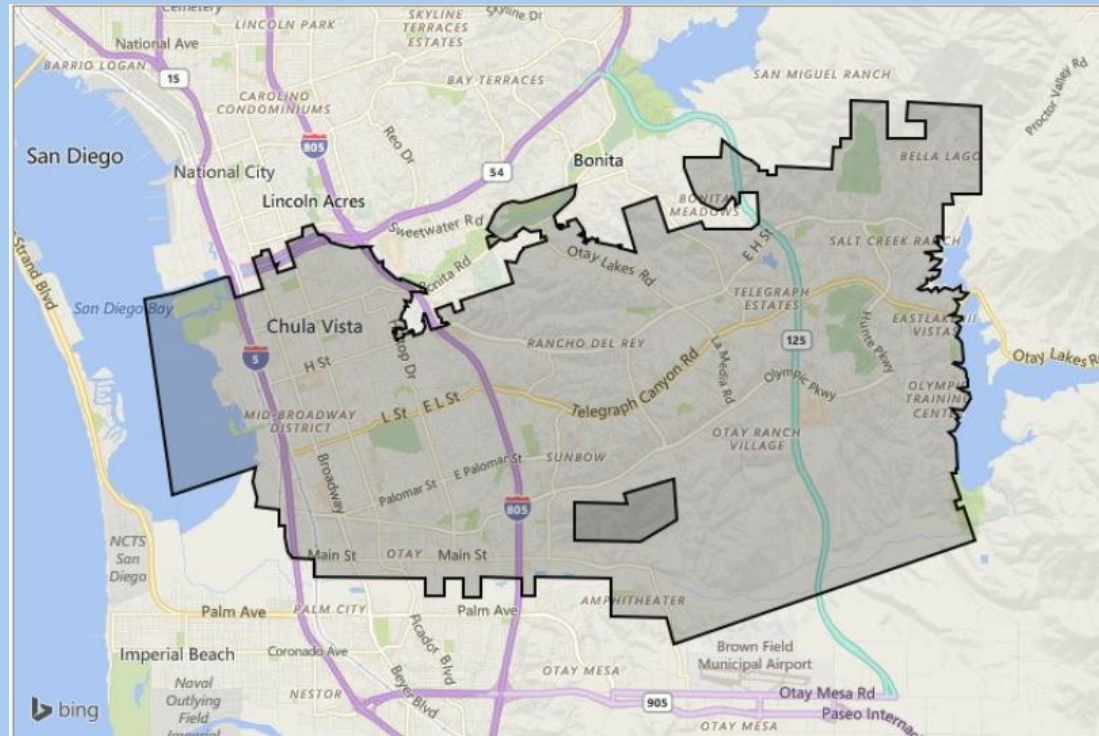
June 15, 2017

By Barbara Locci



The City of Chula Vista

- * 243,916 Residents
- * 12,000 Businesses
- * Extends from the San Diego Bay to Otay Lakes and the mountains



Program Overview



- * Free Resource and Energy Business Evaluation
- * Adopted in Chula Vista in 2009
- * Part of the Climate Action Plan
- * Economic Development

Mandatory Evaluations

- * The FREBE Program Began as Voluntary
- * The Evaluations Transitioned to Mandatory in 2009
- * Stakeholders were involved in the Drafting of the Ordinance
- * The Ordinance Was Amended in 2015 Taking Out the Fine for Non-Compliant Businesses
- * Some Businesses Are Exempt: Home Based and Mobile
- * Our Team Evaluates About 600 Businesses Every Year

Relationship With Other Programs

- * Chula Vista CLEAN Business Program
- * Voluntary and Co-funded
- * More Comprehensive




Program Characteristics

- * Goal to Save Energy and Reduce GHG Emissions
- * Trained Staff from the City of Chula Vista Conducts Evaluations
- * FREBE Program to Provide Leads to Utility Programs and Contractors



FREBE Process Overview



Setting the
Appointment

Visiting the Business

Making
Recommendations in
the FREBE Report

Connecting Utility
Programs

Setting the Appointment Part I

- * Businesses Are Selected From a Previously Compiled Five Phases List
- * Letters Are Mailed With License Renewal Notices

<http://www.chulavistaca.gov/home/showdocument?id=2394>

Contact Name _____	
Alarm Company _____	
Business Name _____	
OFFICIAL USE ONLY	
ROUTE TO:	<input type="checkbox"/> BLDG/PLN <input type="checkbox"/> CVPD <input type="checkbox"/> FIRE <input type="checkbox"/> STW
New office / storefront businesses must participate in a free energy & water evaluation to help you save money (see FREBE flyer)	
Schedule an appointment (within 60 days) at www.chulavistaca.gov/clean or (619) 409-3893	
Preferred date/time? _____	
On-Site Contact (required)	
Name: _____	
Phone: _____	
Email: _____	
I declare under penalties of perjury that this application is true and correct in accordance with all applicable Federal, State and City laws and regulations for denial or revocation of this business license.	
Signature of Owner or Representative: _____	
RETURN APPLICATION TO ABOVE ADDRESS AND PHONE NUMBER	

FREBE Web Page

sdgbc - Yahoo Search Resu... City of Chula Vista: Renew...

www.chulavistaca.gov/departments/public-works/environmental-fiscal-sustainability/conservation/renewable-efficient-energy-businesses

CLEAN

Most Visited Getting Started 2013 Nonresidential C... Earn Rebates on Your L... eBay Green Business Certific... http--www.chulavista... http--www.chulavista... Report Manager The Formula for Light... Web Slice Gallery

chula vista
CLEAN

CV Home | About Us | Service Request | Jobs | Calendar | News | eNotification | Contact Us Select Language

Residents Visitors Businesses Services Departments I Want to... f t g+

Search... GO

Departments » CLEAN » Conservation

Renewable & Efficient Energy - Businesses

Font Size: Share & Bookmark Feedback Print

Help for Local Businesses

By lowering their energy and water use, businesses are able to reduce their monthly utility costs, which improves their "bottom line" and helps them expand their enterprise in Chula Vista. The City offers a number of programs and services specifically tailored to help companies and organizations adopt more sustainable business practices.

FREE Resource & Energy Business Evaluation (FREBE)

Businesses with storefronts or offices are required to participate in a FREE on-site energy evaluation of their facilities (CVMC 20.04). The energy evaluation, which is performed by City staff in about 15 minutes, must be completed in the calendar year when a new license is issued or every 5 years for an existing business license.

View the [FREBE Program Flyer](#) for Chula Vista.

Schedule An Appointment

You may also call (619) 476-2308 or [email us](#).

CLEAN Business Program

The CLEAN Business program recognizes local businesses that voluntarily adopt sustainable best practices. Participating businesses receive a "Sustainability Coach," free advertising, and access to special networking events.

• [Learn how to become a CLEAN Business](#)

Business Upgrade Rebates & Financing

There are a variety of incentives & financing programs to help businesses implement energy and water-saving improvements at little or no upfront cost.

- Animal Care
- City Attorney
- City Clerk
- City Manager
- CLEAN
 - CLEAN Business Program
 - CLEAN Videos
 - CLEAN Fun for Kids
 - CLEAN Newsletter
- Conservation
 - Bicycling & Alternative Transportation
 - Climate Action Plan
 - Contact Us
- Renewable & Efficient Energy - Residents
- Renewable & Efficient Energy - Businesses
 - Sustainability Commission
 - Water Conservation & Reuse
 - EL_HotSpot
- Environmental Services
 - FAQs
 - Helpful Tips
 - Holiday Tips
 - Services
 - Stormwater Pollution Prevention
 - Volunteer Opportunities
 - Oil Change

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Setting the Appointment Part II



Get a **FREE** on-site energy and water evaluation of your facility (a \$300 value) when a new business license is issued, or every four years for an existing license if your business has a storefront or offices! The evaluation can be completed by Conservation Specialists in about 30 minutes. Set up your appointment today!

Chula Vista
FREEBE
PROGRAM
Free Resource & Energy Business Evaluation

What are the benefits?

- FREE assistance identifying ways to reduce energy and water costs
- FREE energy and water rebate assistance and 0% interest financing options for qualified projects and customers
- No-cost compact fluorescent light bulbs, FREE "smart" power strips or other devices
- FREE training on ways to easily track energy and water costs
- Notices regarding FREE business-specific services and rebates
- Comprehensive report upon completion

Make an appointment!

Visit www.chulavistaca.gov/clean and go to the online calendar to schedule your appointment, or call (619) 409-3893.

For more information about the program or ordinance, please contact the Department of Conservation & Environmental Services at (619) 409-3893 or email Conservation@chulavistaca.gov

It really works!

We've built a partnership with the City of Chula Vista on becoming "green." It is incredible how much they have saved us on our utility bills! Seeing all that savings going to our bottom line is awesome."
— Red Lobster, Chula Vista

We were happy to try anything to save energy. The evaluation really helped cut our costs! We are also pleased with the brighter lights and the great selection of bulbs.
— El Torito, Chula Vista

SDGE
A Sempra Energy utility*

CITY OF CHULA VISTA
Conservation Section
Public Works Department

*This program is funded by California rate payers under the auspices of the California Public Utilities Commission.

- * Appointments Are Set Over the Phone or with Further Notices
- * How we handle Non-Compliant Businesses

Visiting the Business



Making Recommendations



Energy Efficiency



Water Conservation



Renewables



Financing



CLEAN Business Program Participation

Utility Programs

- * We Recommend Businesses to current SDG&E Programs:
 - a) Business Energy Solutions
 - b) On Bill Financing
 - c) Rebates and Incentives

<https://www.sdge.com/business>

SDG&E Business Page

Business | San Diego Gas & Electric | business energy efficiency ...

Sempra Energy (US) | https://www.sdge.com/business

Most Visited | Getting Started | 2013 Nonresidential C... | Earn Rebates on Your L... | eBay | Green Business Certific... | http--www.chulavista... | http--www.chulavista... | Report Manager | The Formula for Lighti... | Web Slice Gallery

SDGE
A Sempra Energy utility

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Search

My Account | Customer Service | Residential | **Business** | In the Community | Environment | Rebates

Business

Payment Options

- + Tools for Energy Management
- + Pricing Plans
- + Ways to Save
- + Services
- + For Trade Professionals

Email

- + Email Us

Telephone

Residential: 1-800-411-7343
Business: 1-800-336-7343

Follow Us

Twitter | Facebook | Pinterest | YouTube | Instagram

ENERGY 4 Biz

You know your business. We know energy. Let's talk.

- + Now Open- Energy Efficiency Business Rebates Program (non-lighting measures)
- + Download the new Business Guide to Energy Savings

Whenergy for your business

California utilities are changing the way electricity is priced based on when you use it. Small businesses will need to choose a Whenergy plan soon.

- + Learn more

36% Distribution
10% Transmission
24% Public Purpose Programs
2% Other
48% Cost of Energy

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Lessons Learned

- * Business License vs Facility Address
- * Reaching Businesses on time and customer service
- * No Cost Measures vs Requiring a Co-Pay



Let's Evaluate a Business

* Please Take a Look at the FREBE Form on Your Table

Evaluation & Recommendations

No cost or low cost improvements and more!



LOW COST

RECOMMEND (✓)

Energy Efficiency Measures

Refrigeration

Gaskets	
Strip curtains	
Insulation on bare suction lines	
Occupancy sensors for walk-in lights	
Auto-closers for main cooler/freezer doors	
LED Case Lighting	

Lighting

T-12 to T-8/T-5 retrofits	
Compact fluorescent lamp (CFL) or LED	
Occupancy light sensors or time clocks	
LED exit signs	

NO COST

RECOMMEND (✓)

Energy Efficiency Measures

Energy Waves online tool (SDG&E)	
Summer Saver Program (SDG&E)	
Thermostat settings: Cool @ ≥78, Heat @ ≤68	
Use ceiling fans instead of A/C	

INVESTMENT

RECOMMEND (✓)

Energy Efficiency Measures

Cooking

Gas or electric fryer	
Gas or electric griddles	
Insulated holding cabinet	
Gas or electric steamer	
Gas or electric convection/ combination oven	

Refrigeration

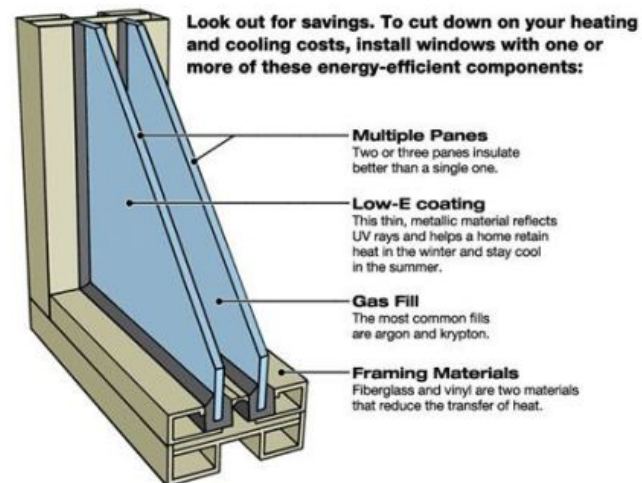
Install blast chiller	
Solid or glass door reach-in refrigerators	

The SEEC Forum Restaurant





Windows, Lamps, and Seals



Sitting Area





Lighting



HVAC



The Kitchen Area





Energy Star and Refrigeration



Questions?

A photograph of four women of diverse backgrounds smiling and posing for a photo. They are holding various white cutouts with blue line-art icons: a desk lamp, a lightbulb, a power strip, and a target. In the background, a large orange sign with white text reads 'STEP UP AND POWER DOWN', and a blue sign with white and orange text partially shows 'PG&E'.

STEP UP AND
POWER DOWN

PG&E

I stepped up!

STEP UP AND POWER DOWN

Statewide Energy Efficiency Forum, June 15, 2017

Commercial and industrial buildings account for nearly half of our nation's energy use.

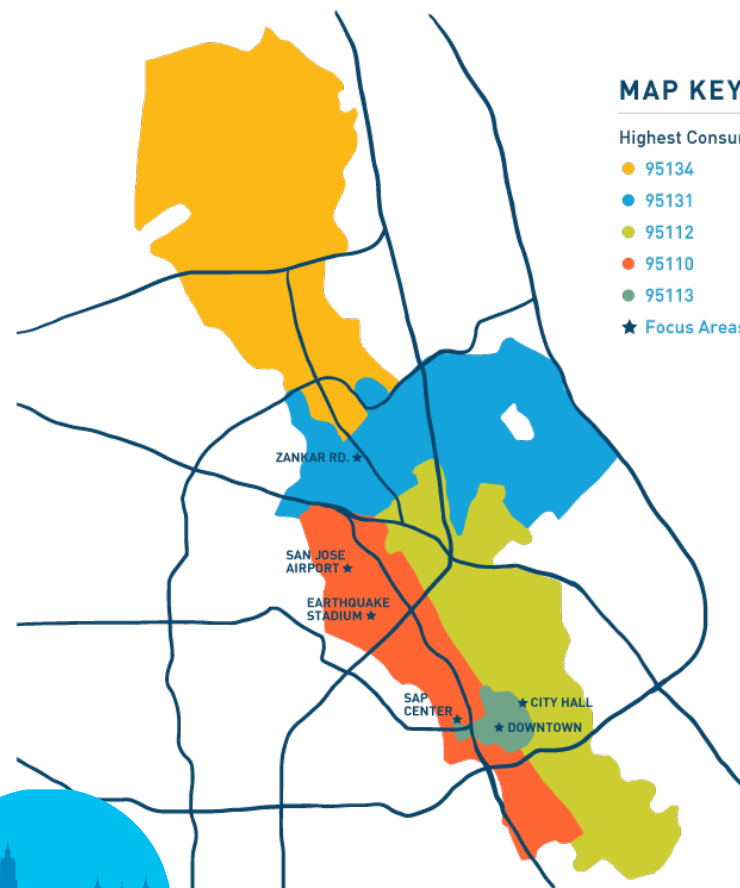
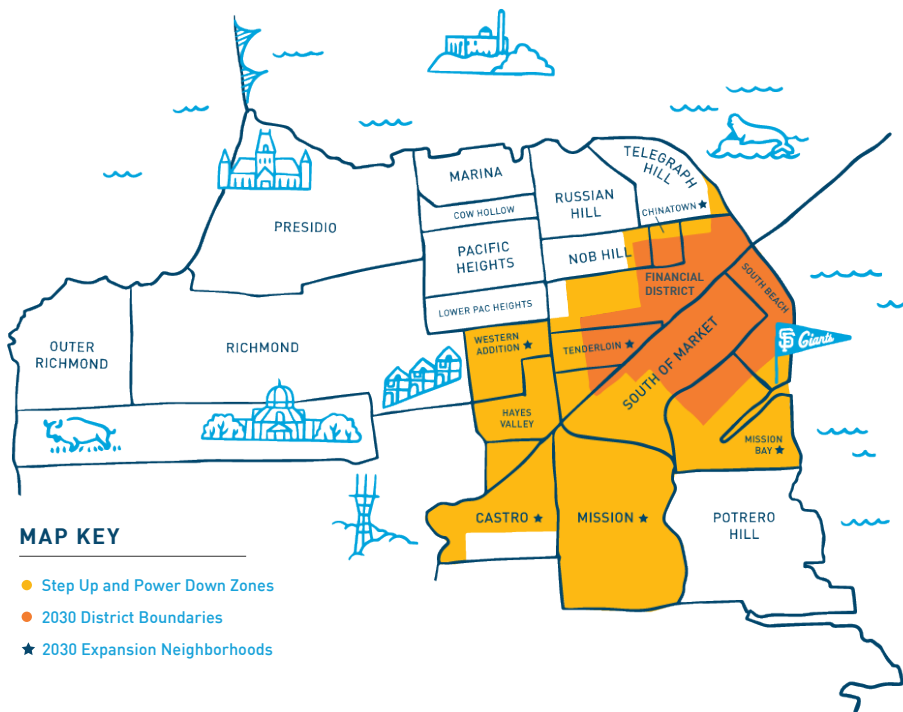
We set out to change that.





STEP UP AND
POWER DOWN

Simple Changes
BIG Savings



“By pledging to Step Up and Power Down, we are taking another move towards achieving part of our Green Vision goals to cut our per capita energy use in half.”

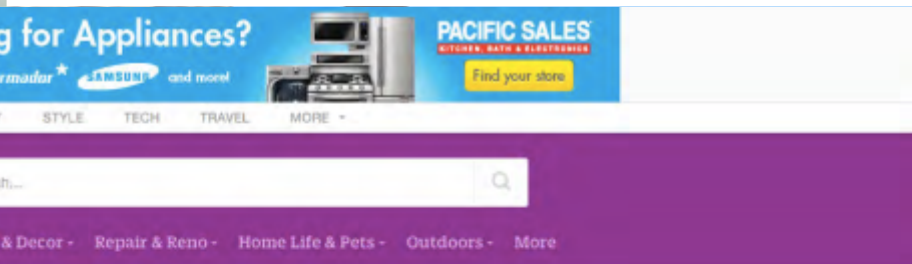
Sam Liccardo
Mayor of San José



“We have to do even more to meet our ambitious climate goals. With our pledge today, we are taking another step to unite businesses in our city to take action with Step Up and Power Down.”

Edwin M. Lee
Mayor of San Francisco







Simplicity + choice = action

We employed easy actions and robust tools, allowing us to meet customers where they were and continue to move them along in their energy-efficiency journey.



TRAINING

- REV Sustainability Circle
- Operations and Maintenance Training
- Energy Champion Training



ENERGY AUDITS

- Environmental Practices Inventory
- Engineering Audit
- Business Energy Checkup



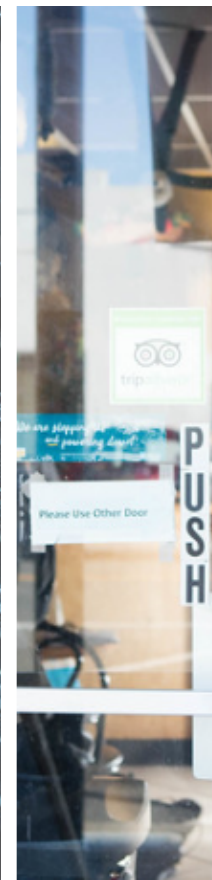
BEHAVIOR CAMPAIGNS

- Campaign Toolkits
- One-pagers
- Posters/Collateral
- Email Templates
- Other Behavioral Changes



FACILITY UPGRADES

- Retrofits
- Rebates and Incentives
- Direct Install Projects



向大家介紹 **YVONNE 和 CHRIS**
 他們是華埠 **合利** 的業主

減少 **能源浪費**
 是首要任務

他們使用 **電源板** 來節約能源
 先進的

簡單吧!

如果舊金山
 每家企業
 都這樣做...



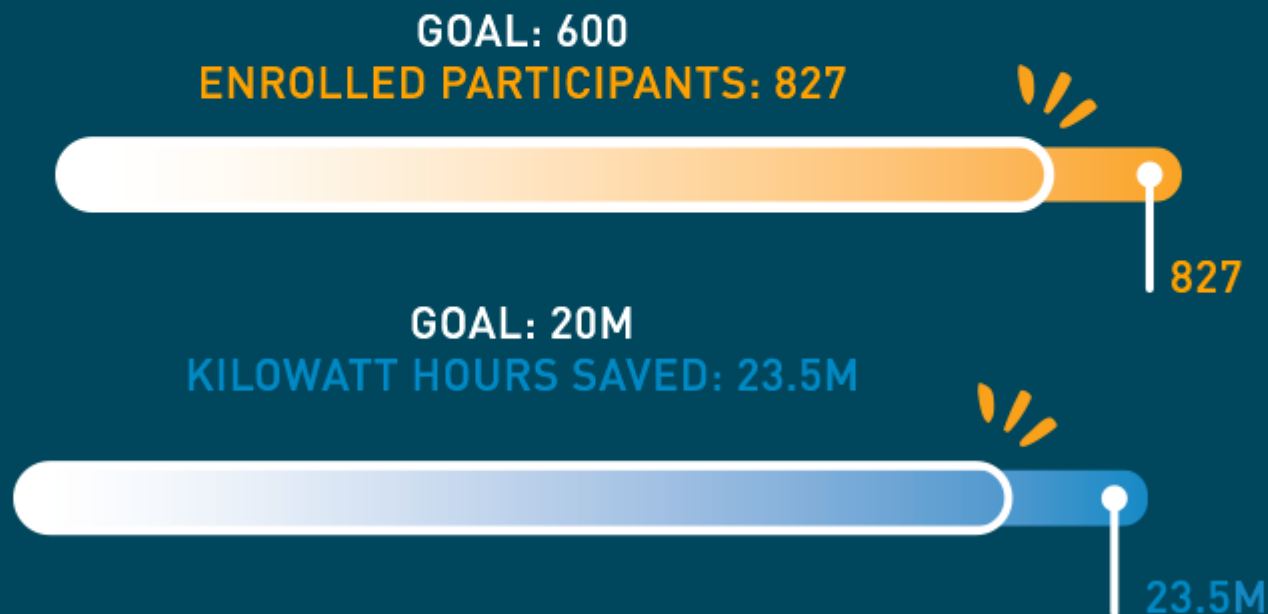
相信
 必能
 眾志成城



San Jose



San Francisco



AS OF JANUARY 2017

We deeply engaged customers by meeting their needs.

We offered choices, supporting tailored energy savings action plans best suited to each participant, anchored in behavior science to drive and better sustain adoption.



53 ENGAGEMENT CAMPAIGNS

63 FACILITY UPGRADES



**664 ENGAGEMENTS
(ENERGY SAVING CHECKLIST)**

**130 DIRECT INSTALL PROJECTS (50%
INCREASE);
50% ACTIONS TAKEN**

Our partnerships with the cities supported deep engagement.



KICK-OFF

San Francisco and San José announced the initiative at the U.S. Conference of Mayors



INCENTIVE AWARD

Each city received \$1.25M of PG&E shareholder funds for achieving their goals, to support local energy-efficiency projects



CITY DEPARTMENTS

SF Environment and San José ESD staff set the grassroots tone, personally engaging small business customers



COMMUNITY SUPPORT

City governments and local organizations helped drive momentum and spread the word.

I stepped up!



Together, Building
a Better California

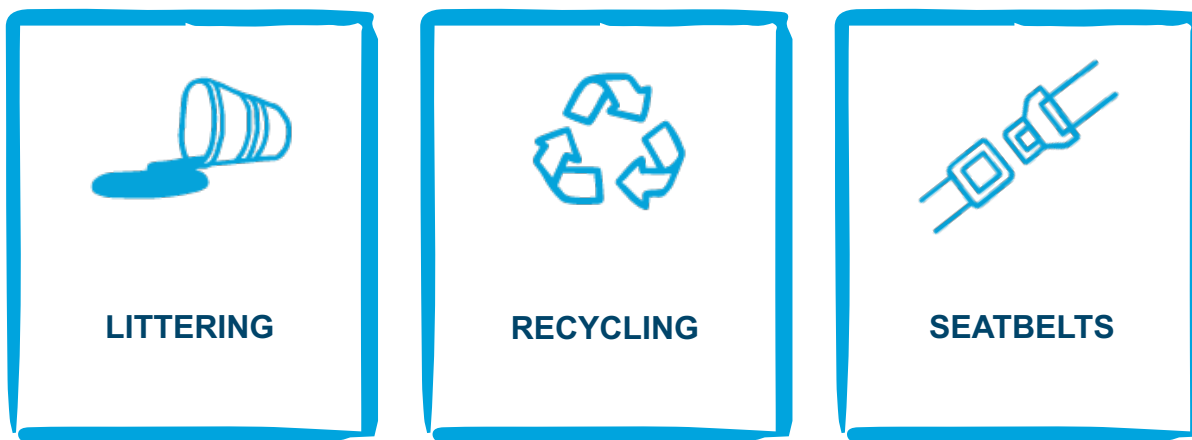
Plan your own Behavior Campaign

Workshop

Step 1: Pick a Behavior

Up to **6%** energy savings can be achieved through making simple changes*

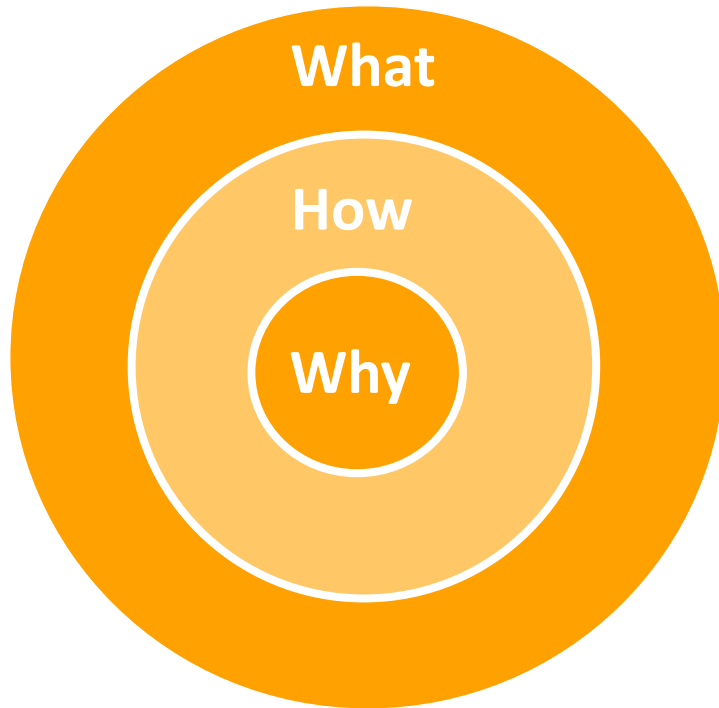
Think of behavior changes in the last 25 years...



What's next in energy conservation? As buildings become more efficient, the next wave in energy efficiency is improving the way people interact with them.

Step 2: Create a Compelling Message

- Determine WHY your coworkers should change their behavior



**“People don’t buy what you do, they buy why you do it.”
– Simon Sinek**

Step 3: Choose your Campaign

Our engagement campaigns are rooted in behavior science and offer fun and inspiring ways for businesses to engage their employees in simple energy saving actions.



Adopt A Light

Employees adopt and care for light switches, turning them off at the end of the day and when not in use.



Power Down: Unplucked!

Employees power down workstations at the end of the day or they receive a rubber chicken as a reminder.



Energy Vampire Slayer

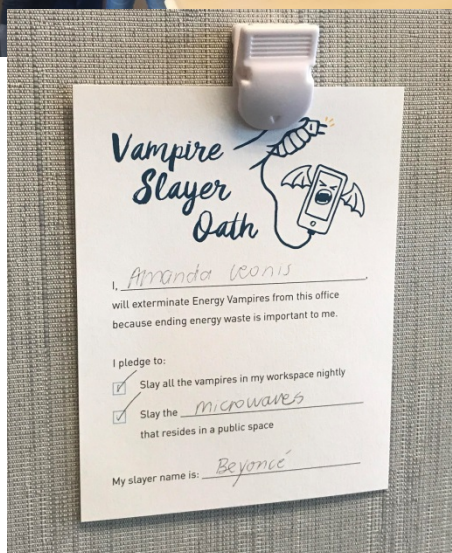
Employees unplug energy vampires at the end of the day, or they receive a set of spooky fangs as a reminder.



Sweet Goodnight






Employees power down workstations and receive a sweet treat on their desks in the morning.

Case Study: City of San José



- 4 floors at San Jose City Hall participated in the Vampire Slayer campaign.
- We leveraged members of the interdepartmental green team as floor ambassadors.
- 142 of 334 employees participated, or about 43% of the floors' total occupants.
- At the pre-assessment, 42% of participants left at least one electronic on in their workstation at the end of the day.
- By the end of the campaign, the rate dropped to 11%.
- If participants good habits continue, the campaign will successfully save those floors over 13,000 kWh of energy and about \$2,000 per year in utility costs!
- Recognized participants who performed the best, improved the most, and all ambassadors and staff who helped run the campaign.

Step 4: Plan for Success

	Core PRINCIPLES of Behavior Change in Energy Conservation	How You Can USE the Principles to Create Success for Your Organization
	PUBLIC AND WRITTEN COMMITMENTS TO ENERGY EFFICIENCY Making your energy commitment public will “take root” in a way that private commitments don’t. [public commitments]	ENGAGE LEADERSHIP Encourage leaders to recognize outstanding performers publicly. Employees are known to engage when leadership sets the standard.
	MAKE ENERGY EFFICIENCY THE NEW NORMAL Beliefs about what others are doing, approve of or disapprove of, are hidden factors driving most of the behavior in your workplace. [social norms]	BENCHMARK Competitions or visible comparisons relative to others in the company or the industry can be powerful motivators.
	TAKE SMALL STEPS Build momentum by taking small steps for quick wins, reinforcing the “new normal”. [foot in the door]	PERSONALIZE IT Choose activities that best apply to participants, encouraging easy successes and greater uptake. Publicly recognize success.
	KEEP IT SIMPLE When people have to make too many decisions, they most often default to doing nothing. [choice overload]	FOCUS ON ONE ACTION AT A TIME Choose from lighting, plug load, heating and cooling or water – then pick another energy reducing area.
	GIVE THEM FEEDBACK Making people’s energy use visible helps them associate their actions with certain outcomes, encouraging greater efficiency. [feedback]	RECOGNIZE HIGH PERFORMERS Step Up and Power Down encourages businesses to visibly recognize high performers in front of their peers.

Thank you!

Jillian Rich
PG&E
Jillian.Rich@pge.com
(415) 972-5378

Ariel Carpenter
City of San José
Ariel.Carpenter@sanjoseca.gov
(408) 535-8560