

Varied Approaches, Unifying Goals: Behavior Change & Local Government Partnerships



HDRP

High Desert Regional Partnership

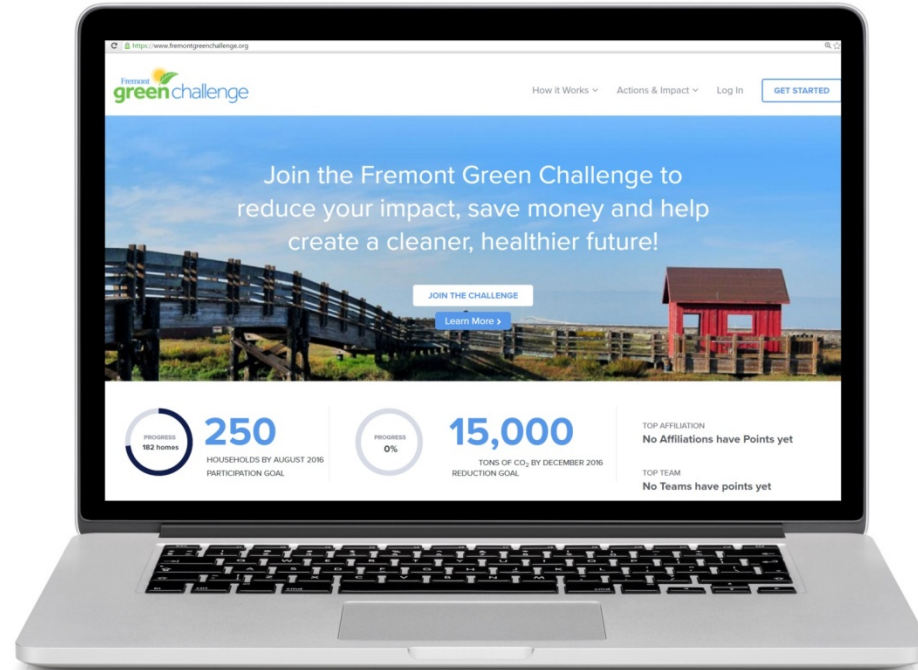


VIEW

VALLEY INNOVATIVE ENERGY WATCH



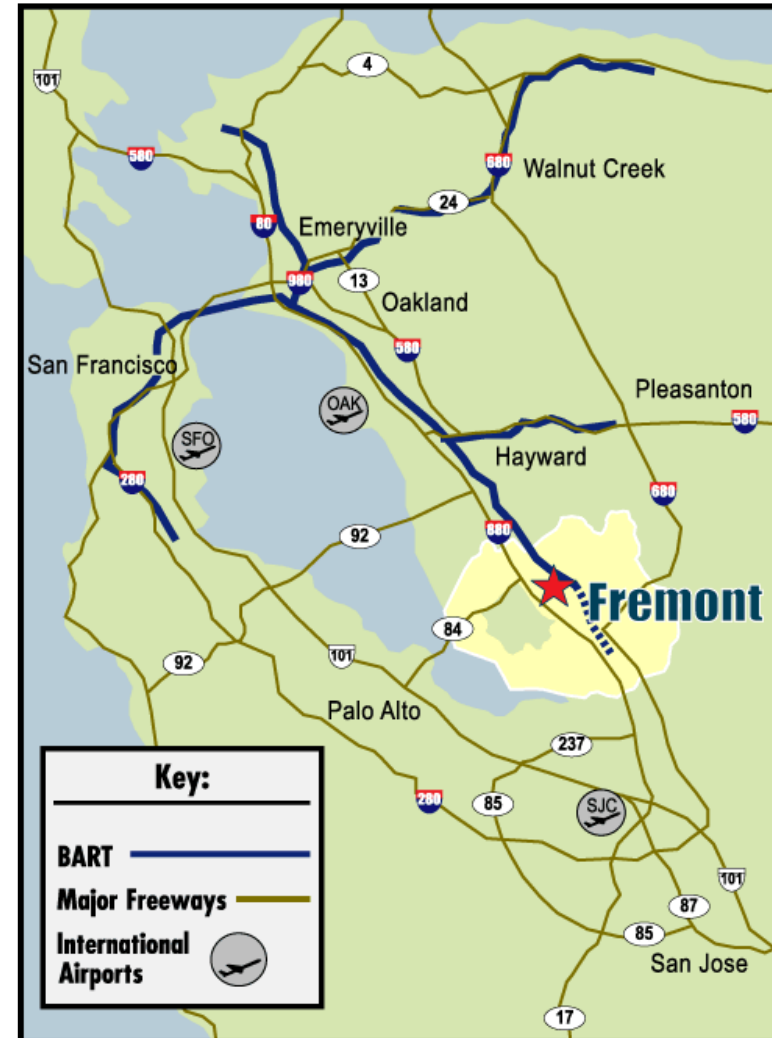
“FitBit® for Sustainability”



*Engaging Residents on Energy & Climate
Through an Online Social Platform*

Setting the Context: Fremont, CA

- Incorporated in 1956 from 5 historical farming districts:
 - Centerville
 - Niles
 - Irvington
 - Mission San Jose
 - Warm Springs
- Rapid growth during the 60's & 70's
 - Cheap fossil fuels
 - Less traffic congestion
 - Large tracts of land available for housing
 - Climate change not yet a concern



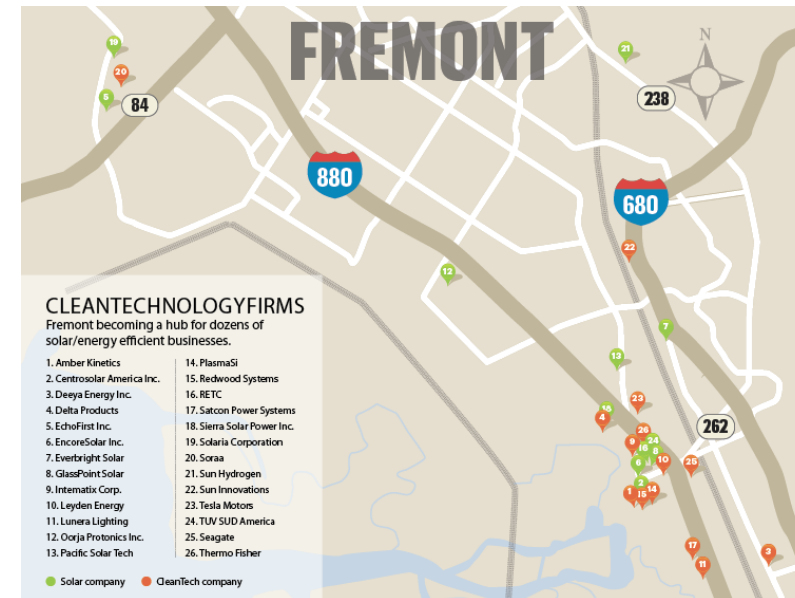
Sustainability in Fremont, CA

General Plan Vision –

- Sustainable, Modern, Strategically Urban City

Climate Action Plan –

- 25% GHG Emission Reduction from 2005 Baseline by 2020

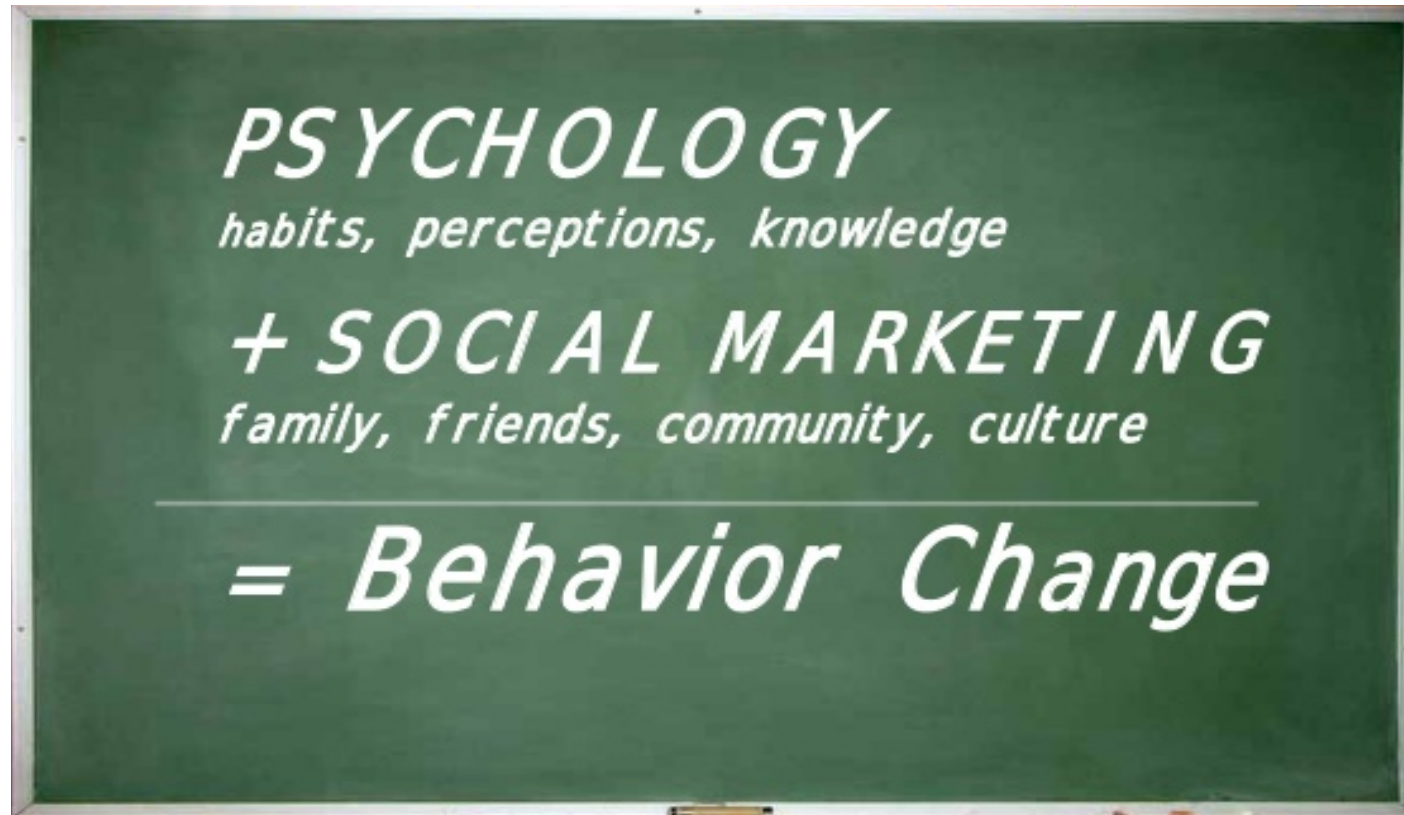


Why A Residential Focus?

- Residential activity (homes & passenger vehicles) represents 58% of community-wide GHG emissions
- Successes can easily be measured by \$ savings
- Individuals take pride in successes → bragging rights with friends, neighbors, co-workers, & peers
- Positive behavior changes at home trickle over into workplaces, classrooms, etc.

Community-Based Social Marketing

- Approach developed by environmental psychologist Dr. Doug McKenzie-Mohr



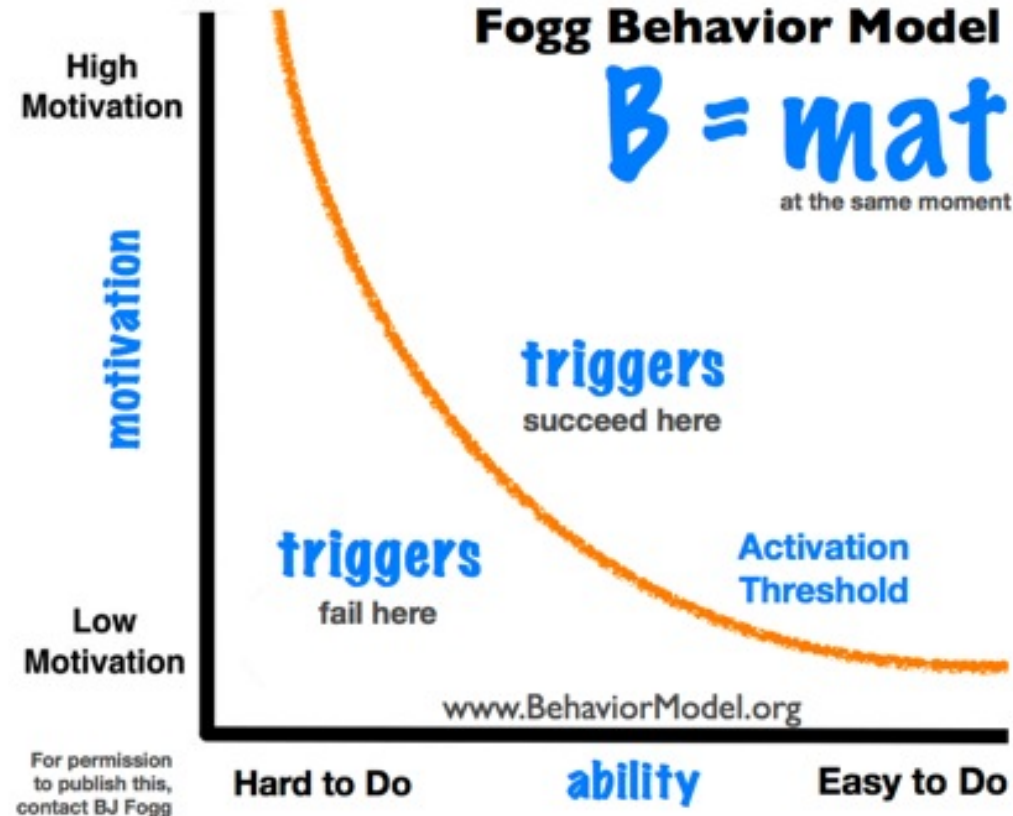
CBSM Approach

- 1) Identify benefits and barriers to an activity
- 2) Develop a strategy utilizing “tools” that have been shown effective
- 3) Pilot the strategy
- 4) Evaluate the strategy once it has been implemented across the community



Dr. BJ Fogg's Behavioral Model

- Motivation, Ability, and Trigger (M.A.T.) must converge to result in desired behavior.



Fremont's Climate Engagement & Behavior Change Strategies

1. Promote existing no/low cost residential programs offered through utility partnerships
2. Promote energy upgrade projects and clean energy financing
3. Develop a residential group purchase campaign for solar and zero-emissions vehicles
4. Run a "Green Homes Challenge"



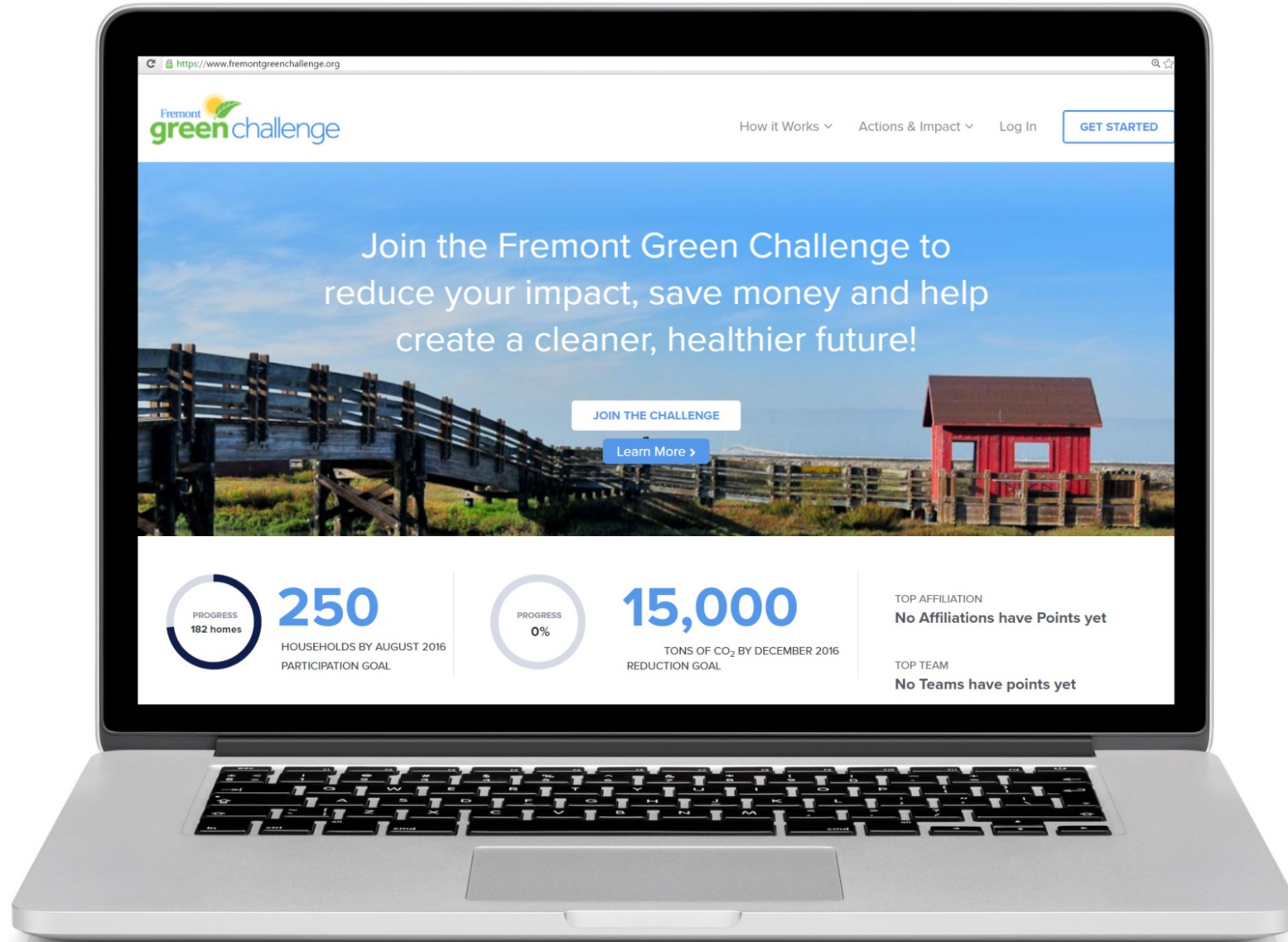
Bay Area SunShares



“Green Homes Challenge” Concept

- CBSM approach focused on triggers of behavior change
- Online platform for pledging and tracking of “green” commitments at the household level
- Actions that result in energy/water/waste reductions, bill savings, and reduce GHGs
- Levels of participation based on ability & ease
- Educational info and local resources & incentives
- Tracking of both individual and community-wide progress in publicly visual way
- Recognition of participant successes

www.FremontGreenChallenge.org



— How It Works —



Create your profile

It's easy to get started. Create your household profile and enter some information on your current activities so we can track your success!



Take sustainable actions

Browse a list of actions that will help reduce your impact, then add them to your dashboard. We'll help with next steps, costs, and questions.



Work together

Create a team of households so you can collaborate together. Discuss actions with the whole community. And compete with other communities too!

[LEARN MORE ABOUT HOW IT WORKS](#)

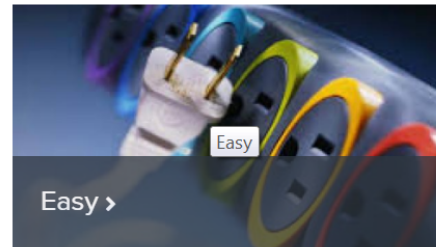
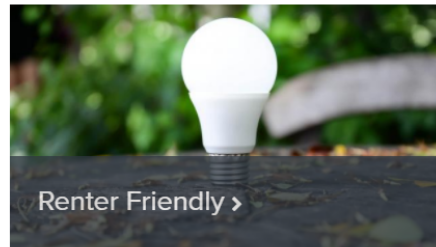
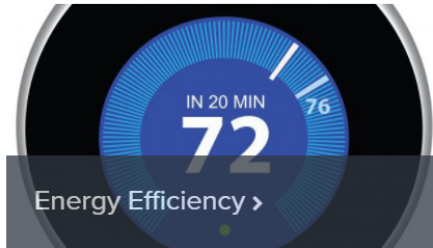


It only takes a little bit to make a difference, together we can make a big impact. You just have to start.

[Learn more about how you can get started.](#)

— Explore Actions —

Actions are simple everyday things that you can do to reduce your impact, and many also save you money. Click on a category below to explore the actions.



- 25** Actions Taken
- 52** Actions Committed
- 860** Gallons Gas Saved
- 2376** kWh Electricity Saved
- 71** Therms Natural Gas Saved
- 34974** Gallons Water Saved

Your actions can make a difference too.
Join the Fremont Green City Challenge today!

GET STARTED

Take Action To Make a Difference.

Choose an action from the list below and take action to lower your impact.

Grid List

Renter Friendly

Choose a Category:

Home Energy Systems

Choose a Level:

Challenging

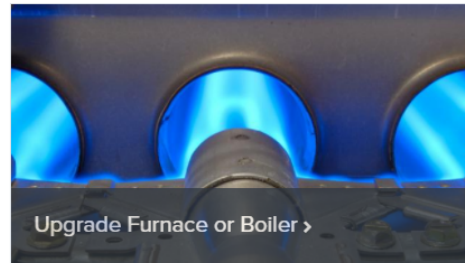


Upgrade Air Conditioner >

Stay cool and save money

●●● Challenging

0 pts. 0 savings/yr. \$200 - \$6,000 upfront



Upgrade Furnace or Boiler >

Lower your heating bill big time

●●● Challenging

380 pts. 30 savings/yr. \$3,000 - \$4,000 upfront



Install a Home Battery >

Charge up and save

●●● Challenging

2000 pts. 200 savings/yr. \$1,500 - \$3,500 upfront



Install Solar Hot Water System >

Go solar! Let the sunshine heat your water

●●● Challenging

2140 pts. 100 savings/yr. \$3,000 - \$10,000 upfront



Install Electric Heat Pump Heater >

Go heat pump for a big impact!

●●● Challenging

2290 pts. -70 savings/yr. \$3,000 - \$6,000 upfront



Install Solar Panels >

Go Solar! Let sunshine power your home

●●● Challenging

4110 pts. 640 savings/yr. \$0 - \$25,000 upfront

Edit Household Energy Profile

[Back to Dashboard](#) [Household Profile](#) [Household Energy Profile](#) [Account Settings](#) [Messages](#)

To calculate your points and savings for completing actions, we need to know a bit about the energy your household uses now. This only takes a few minutes! If you have questions or need help [please let us know](#).

Your Household Energy Profile

▼ General information

How many people live in your household?

▼ Heating and Cooling

What type of central heater do you have? (If your natural gas costs increase significantly in the winter, your heat is gas.)

Do you use a portable electric heater? (small plug in room heaters)

Do you have air conditioning?

▼ Water Heater

What type of hot water heater is in your home? (If your water heater has a pilot light, it is natural gas or propane.)

Your Household Energy Profile

▸ General information

▸ Heating and Cooling

▸ Water Heater

▸ Pool / Hot Tub

▸ Stove/Oven

▸ Dryer

▸ Green Electricity

▸ Vehicles

▸ Alternative transportation

▸ Airline Travel

▸ Garbage & Recycling

▸ Food

▸ Water Use

▸ Utility Data

▸ Natural Gas Use

▸ Electricity Use

▼ Utility Data

First, please tell us if you have a utility account with at least 12 months of service for your home energy use (electricity or natural gas). If you pay for utilities in another way (like to a landlord or condo association) or if you have a utility account with less than 12 months of service, we can estimate your energy use for you.

We have a utility bill for at least one energy use (electricity or gas) ▼

Entering your utility account energy use

Which home energy use do you have a utility account for?

Both of the above ▼



If you have a utility account with at least 12 months of service, click the button to add your utility data.

ADD MY DATA

All you need is your utility account log in and password. Click "Add My Data", log in, then click "Continue" and submit your approval to add your data. [?](#)

Note: If you have solar panels - STOP! You must [hand enter](#) your data below.

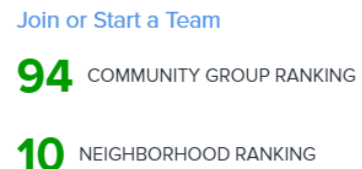
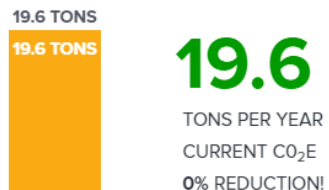
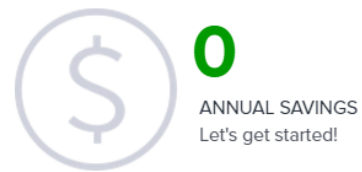
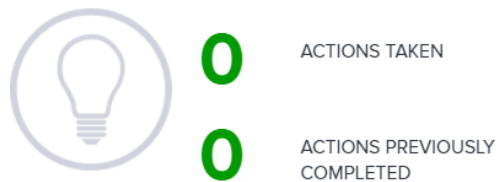
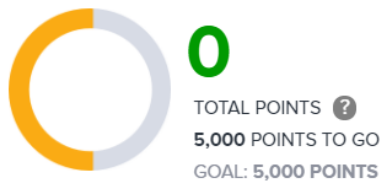
Or if you prefer not to use the automatic data link, you can also hand enter your data. Just follow these [simple steps](#).

▸ Natural Gas Use

▸ Electricity Use

SAVE

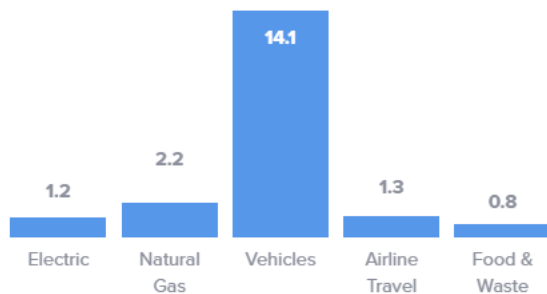
My Progress



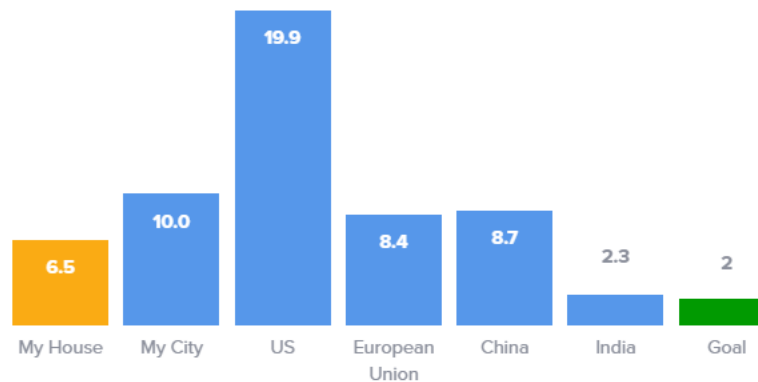
[Challenge Leaderboard >](#)

My Baseline

My Household **19.6** TONS CO₂e PER YEAR



Average Per Person **6.5** TONS CO₂e PER YEAR



My Plan

Total

34,200 Points

\$1,360 Savings/year

54% Reductions CO₂e

Action	Points	Savings	Due	Next Step	Progress
Line Dry Clothes	270	\$20/yr	05/2017	Step 1/4: Set up a clothes line	In progress Mark Complete Remove
Install Smart Power Strips	130	\$60/yr	05/2017	Step 3/4: Choose your power strip	In progress Mark Complete Remove
Participate in Demand Response	600	\$50/yr	06/2017	Step 1/5: Learn about Demand Response	In progress Mark Complete Remove
Offset Air Travel	2900	\$-20/yr	06/2017	Step 1/3: Learn about carbon offsets	In progress Mark Complete Remove
Upgrade Clothes Washer	160	\$10/yr	08/2017	Step 3/7: Choose the right clothes washer	In progress Mark Complete Remove
Install Efficient Irrigation	160	\$10/yr	08/2017	Step 2/4: Design your drip system	In progress Mark Complete Remove
Plant Trees	40	\$0/yr	08/2017	Step 1/6: Find the right location	In progress Mark Complete Remove
Upgrade Clothes Dryer	870	\$-100/yr	08/2017	Step 1/3: Choose the best dryer for your home	In progress Mark Complete Remove
Replace AC Filters	0	\$0/yr	09/2017	Step 1/3: Find your air filters	In progress Mark Complete Remove
Install a Greywater System	360	\$30/yr	02/2018	Step 2/7: Put a bucket in the shower	In progress Mark Complete Remove
Choose Green Electricity	4640	\$-180/yr	04/2018	Step 1/3: Learn about Green Power options	In progress Mark Complete Remove

Challenge Leaderboard



250

HOUSEHOLDS BY JUNE 2017
PARTICIPATION GOAL



15,000

TONS OF CO₂ BY DECEMBER 2017
REDUCTION GOAL

TOP COMMUNITY GROUP
Coyote Hills Girl Scouts

TOP TEAM
GreenGirls#1

Community Challenge Stats



25

ACTIONS COMPLETED



74

ACTIONS COMMITTED



150

ACTIONS PREVIOUSLY
COMPLETED



114

HOUSEHOLDS
PARTICIPATING



4,190

DOLLARS SAVED



11

TONS CO₂ REDUCED



2,376

KWH SAVED



860

GALLONS SAVED



71

THERMS SAVED



34,974

WATER SAVED

Most Recent Actions

- Fill Dishwasher
- Dry Wisely
- Install Low Flow
- Upgrade Dishwasher
- Fill Dishwasher
- Wash Clothes Wisely
- Take Shorter Showers
- Take Shorter Showers
- Reduce Air Travel
- Dry Wisely

Green Challenge Outreach Strategies

Communications

- Monthly emails with program updates, challenges, & special offers

Stakeholder engagement

- Include community orgs as affiliation groups
- Engage community leaders to participate, submit success stories and spread word on challenge (council members, school board, faith leaders, etc.)

Student programs

- Community service hours for student volunteers
- Collaboration with teachers to integrate with curriculum
- Competition with other schools, provide prizes or other recognition

Media

- City website, newsletters, earned media, social media, event tabling



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Community Development
City of Fremont
rdifranco@fremont.gov
(510) 494-4451

Varied Approaches, Unifying Goals: Behavior Change & Local Government Partnerships



Tyler Masters, Program Manager, All Western Riverside Council of Governments
(WRCOG)

Definition

Behavior Change [bih-heyv-yer] [cheynj]

1. refer to any transformation or modification of human behavior.

Purpose - “Bridging the Gap”

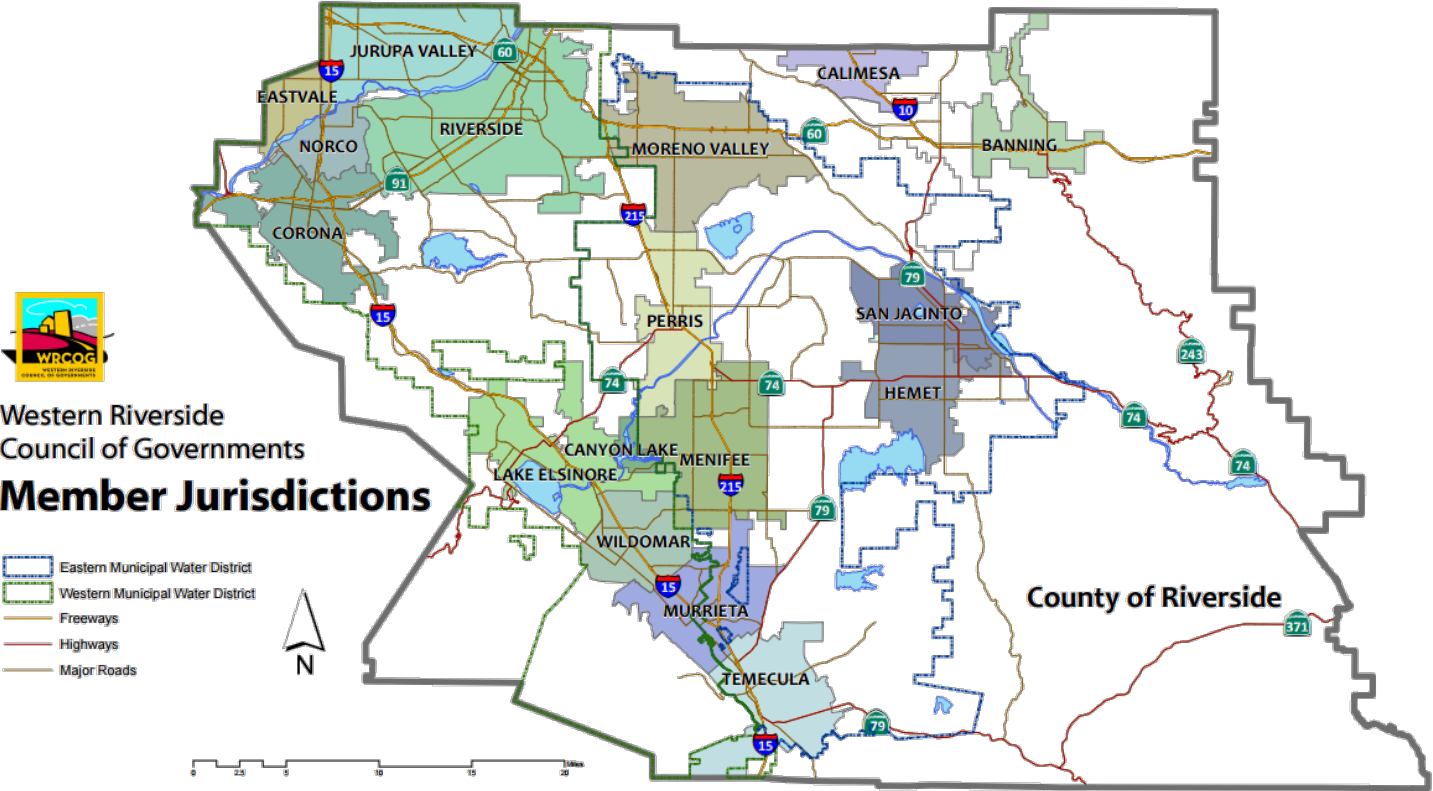
Local Governments are in a unique position to promote behavior change to achieve various positive environmental goals, even if the environment is not the priority.

Identify, engage, and leverage existing resources to promote change.

Western Riverside Energy Partnership

Overall Savings:

- 13,600 mWh saved
- Energy consumption reduced in municipal facilities by 13.3%



Identify your goals

Utility bill savings

Energy efficiency

Climate Action Plan goals

Air quality

Greenhouse gas reductions

Engage

City Council

City Manager

Inter-departmental communications

Your utility

Leverage

Community Stories

- Comprehensive Mobile Home Program (CMHP)
- Low-Income program outreach initiative

Municipal Stories

- Direct Install – Municipal evolution
- Promote / recognize the good work – Cool Planet Awards

Questions?

Tyler Masters, WRCOG
Masters@wrcog.cog.ca.us
(951) 955-8378

Varying Approaches, Unifying Goals: Behavior Change & Local Government Partnerships

Ivana Dorin, Program Manager, The Energy Coalition

idorin@energycoalition.org (949)732-1085



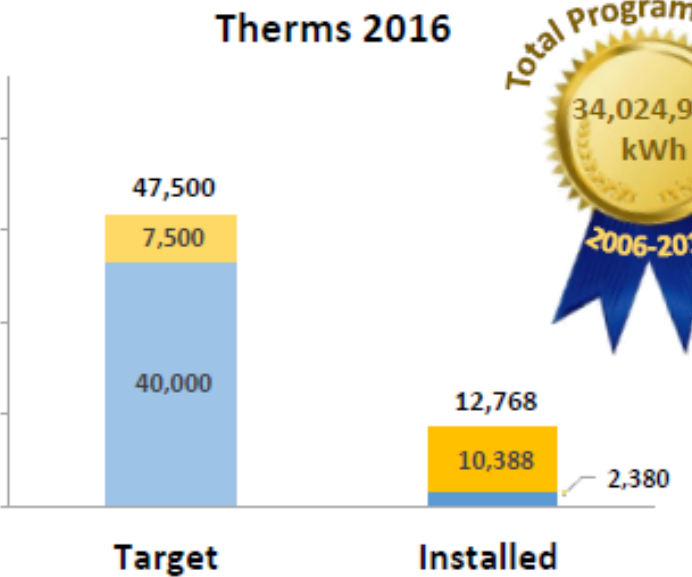
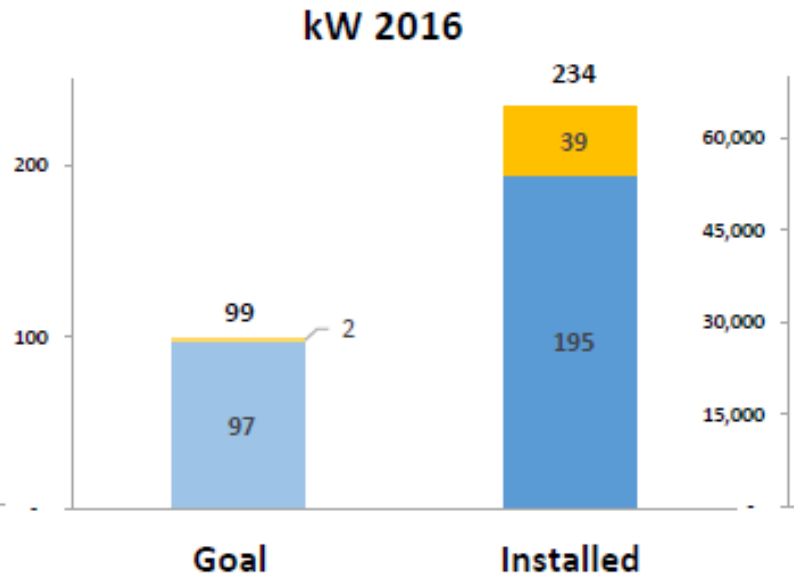
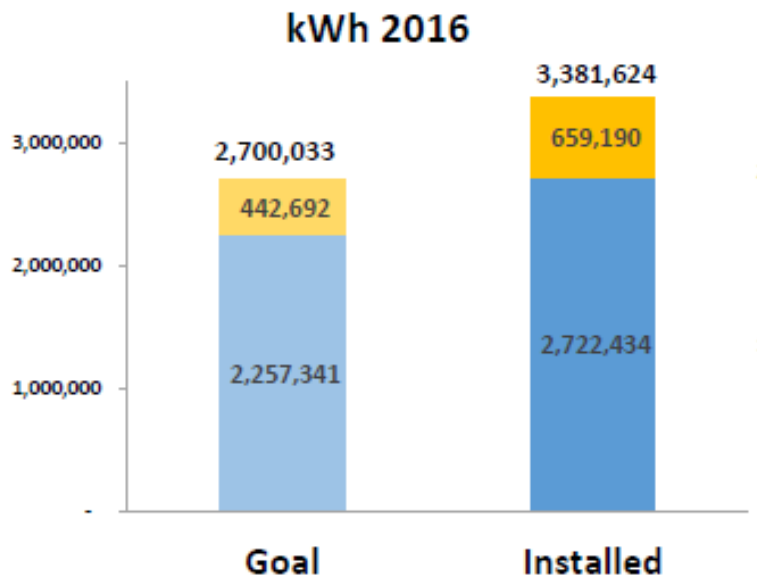
% Toward 2016 Goal	
kWh	113%
kW	191%
Therms	23%



% In 2017 Pipeline	
kWh	109%
kW	52%
Therms	23%

Accomplishments & Forecasts

■ CEP ■ Westside



Marketing & Outreach

Event Booths:

Lunch N Learns:

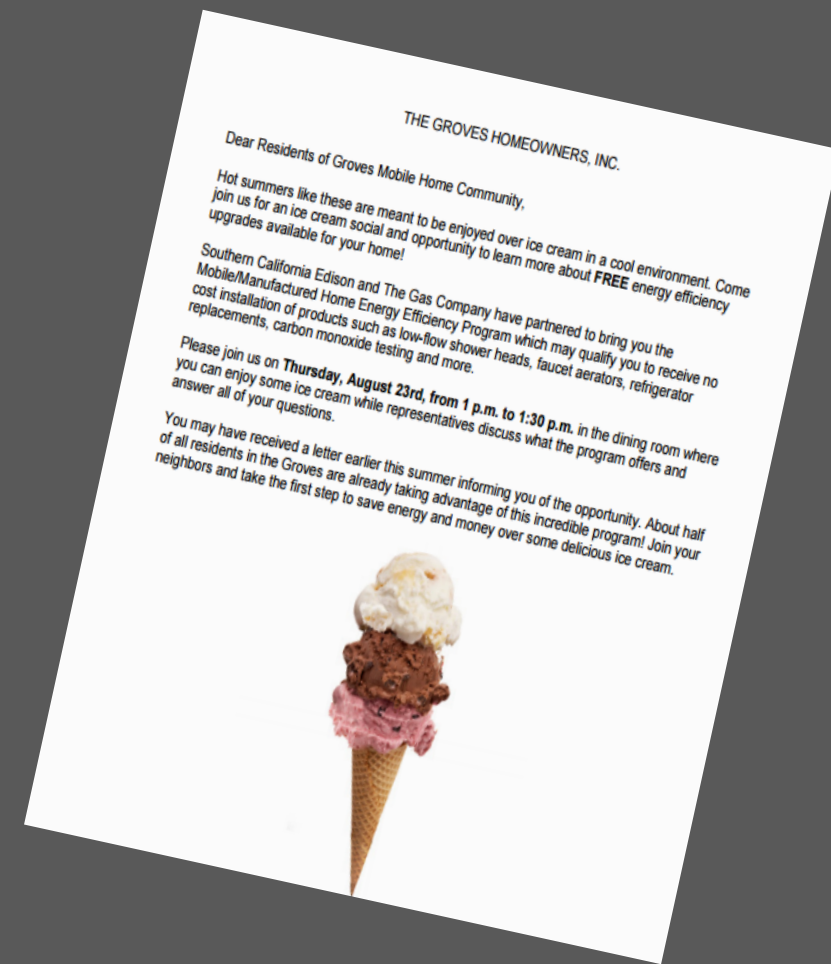
Energy Efficiency Presentations:

Scheduled Events in 2017:

ELP Platinum Tier Advancement in 2016

Our Behavior Change Beginning

- Comprehensive Approach
- Unique & Tailored
- Fun!
- Aha Moment



Evolving Behavior Change Strategies

Categories:

- Community Marketing & Outreach
- Building Municipal Retrofit Projects
- Recognition



Support, Understanding, & Recognition

Figure 1.1 Monthly Electricity Use by Use Type (January 2015)

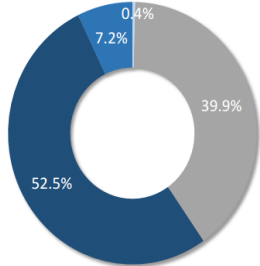
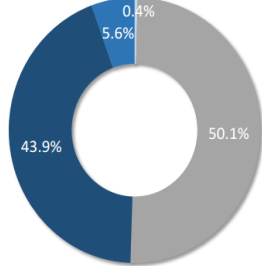


Figure 1.2 Monthly Electricity Use by Use Type (July 2015)



■ Pumping & Agriculture ■ General Service
■ Street/Highway ■ Outdoor Area Lighting

Table 1. Monthly Electricity Use by Use Type

Use Type	Jan. '15 (kWh)	July '15 (kWh)
Pumping & Agriculture	1,293	1,457
General Service	129,685	181,886
Street/Highway Lighting	170,497	159,402
Outdoor Area Lighting	23,398	20,165

City Name: "Beach City California"			KWh	Therms
Overview			7,650,000	-
2006 Baseline			1,247,000	4,950
% Achieved			16.3%	-
Estimate with Pipeline			27.3%	9,000

Commitment_Stage: Installed (13 records)										
Service Contract ID Key	Description	Date for Summary Table	Other Notes / Issues	EndUse	Annual kWh Savings	Annual kW Savings	Annual Therm Savings	Estimated Annual Dollar Savings	Incentive	
500000000	Veterans Memorial Hall	2013	Installed	HVAC	14,000	2	0	2,110.00	420.00	
500000000	Beach City PLOD	2013	Installed	OFFICE EQUIPMENT	52,700	23	0	7,915.00	4,600.00	
500000000	Pre 2013 ELP Credit	2013	Installed: ELP Credit ONLY	ELP Credit	284,000	0	0	0.00	0.00	
500000000	Beach City Plunge Pool VFD	2014	Installed	PUMPING	122,000	4	0	9,700.00	7,510.00	
500000000	Beach Parking Structure	2014	Installed	LIGHTING	45,300	10	0	6,800.00	10,200.00	
500000000	Direct Install 2014	2014	Installed	DI	451,000	110	0	0.00	0.00	
500000000	Beach City Street Lighting	2015	Installed	LIGHTING	25,700	0	0	3,800.00	3,605.00	
500000000	Senior Center	2016	Installed	HVAC	45,500	0	0	6,800.00	6,915.00	
500000000	Transportation Center	2016	Installed	HVAC	97,800	1	0	14,600.00	14,900.00	
500000000	Beach City Hall RCx	2016	Installed	HVAC	93,000	0	0	13,900.00	19,500.00	
500000000	Police Department HVAC	2016	Installed	HVAC	16,000	0	0	2,400.00	3,380.00	
500000000	Beach City Plunge	2016	Installed	HEATING	0	0	4,000	0.00	0.00	
500000000	SCG EMS Senior	2016	Installed	SYSTEM	0	0	950	0.00	0.00	
					1,247,000	150	4,950	68,025	70,810	

Commitment_Stage: Commitment (4 records)										
Service Contract ID Key	Description	Date for Summary Table	Other Notes / Issues	EndUse	Annual kWh Savings	Annual kW Savings	Annual Therm Savings	Estimated Annual Dollar Savings	Incentive	
500000000	Streetslights	2017	Set for Q2 (01/01/1900)	LIGHTING	500,000	0	-	75,000.00	130,000.00	
500000000	Streetslighting Phase 2	2017	Working with TEN, set for Q2 (01/01/1900)	LIGHTING	102,000	0	-	15,000.00	22,000.00	
500000000	Beach Parking Lots	2017	Construction date has been set, working with TEN (01/01/1990)	LIGHTING	146,000	10	-	22,000.00	55,300.00	
500000000	City Hall EMS	2017	Waiting on the paperwork to be approved per Gas Co. (01/01/1900)	GAS	0	0	9,000	0.00	0.00	
					748,000	10	9,000	112,000	189,300	

Commitment_Stage: Wish List (4 records)										
Service Contract ID Key	Description	Date for Summary Table	Other Notes / Issues	EndUse	Annual kWh Savings	Annual kW Savings	Annual Therm Savings	Estimated Annual Dollar Savings	Incentive	
500000000	Public Works	Public Works Facility	Awaiting Timeline Estimation	-	55,400	14	0	0.00	0.00	
500000000	Fire Stations	Audits	Awaiting Timeline Estimation	-	37,800	8	0	0.00	0.00	
500000000	City Parking Structures & Parks	Lighting	Awaiting Timeline Estimation	-	0	0	0	0.00	0.00	
500000000	Police Department	Audits	Awaiting Timeline Estimation	-	0	0	0	0.00	0.00	
					93,200	22	0	0.00	0.00	

The City of Culver is part of the Westside Energy Partnership

Culver City is collaborating with Southern California Edison* and SoCalGas* through the Community Energy Partnership to help our City achieve our energy savings goals and receive maximum incentives and rebates!

Qualifying energy efficiency projects in our City facilities may include:

- Lighting Retrofits
- Cooling/Heating Projects
- Water Heating and Pumping
- Pool Covers
- Plus more!

In addition, we now have access to technical assistance for our energy projects at no cost. Please keep us informed about what energy projects you're currently working on, planning for the future, have previously installed, or wish you could begin so our City doesn't miss out!

Through the Partnership you can take advantage of Energy Education Workshops on topics like Title 24 building codes, offered at no charge to municipal customers.

Culver City is proud to be a leading city in Energy Efficiency!

To learn more or tell us about your projects, please contact
Cathi Vargas | catherine.vargas@culvercity.org | (310) 253-6411

This program is funded by California utility customers and administered by SoCalGas and Southern California Edison under the auspices of the California Public Utilities Commission.

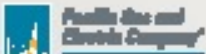




TOGETHER we can save more

Reduce your
energy use.
Manage your
energy costs.
Promote a
sustainable
community.

SAN LUIS OBISPO COUNTY
energy
watch



Industry Professionals

Designers, architects, HVAC technicians, refrigeration technicians are just some of the examples of the building professionals who are essential to building more energy-efficient communities. The Partnership will make available energy efficient utility and local programs and webinars for training and education on energy efficiency standards, techniques and technologies.

Small- and Medium-Sized Businesses

The utilities help businesses realize immediate and long-term energy savings through the installation of energy-saving lighting and other measures. During an initial visit, an Energy Specialist performs a facility assessment to identify ways to save energy.

The Partnership can also assist businesses in utilizing utility programs, such as commercial rebates, incentives and financing programs, as well as demand-side management programs that reduce energy use during peak hours.

Community

By providing leadership in energy efficiency, local government partners will help local residents learn more about saving energy and managing energy costs at home. Partners can assist local residents in learning more about saving energy and managing their energy costs, as well as accessing utility programs such as energy efficiency rebates and incentives. For more information about San Luis Obispo County Energy Watch:

www.sloenergywatch.com



Kill A Watt™ Meter Lending Library

SAN LUIS OBISPO COUNTY
energy
watch

The San Luis Obispo Energy Watch Partnership's Kill A Watt™ Meter Lending Library is a free program that loans Kill A Watt™ meters through public libraries to residents of San Luis Obispo County.



Kill A Watt™ meters monitor the amount of electrical consumption from plug-in appliances. By simply connecting your appliances into the meters, you can find out which appliances are using the most energy and which are the most energy-efficient.

Save energy! Save money!

- TVs and Stereos
- Computers
- Game Systems
- Toaster Ovens
- Refrigerators
- Microwaves
- Washing Machines
- Air Conditioners
- Heaters
- Fans

Discover opportunities for saving energy and money, so you know what appliances to unplug and if it's a good time to buy new appliances.

This program is administered through San Luis Obispo public libraries. Meters can be checked out for up to three weeks. A valid library card is required for checking out meters.

For more information, please
email energy@co.slo.ca.us or call
805.781.5623



Pacific Gas and
Electric Company



San Luis Obispo County
Energy Watch

This program is funded by California utility customers and administered by PG&E under the auspices of the California Public Utilities Commission.

SAN LUIS OBISPO COUNTY
energy
watch

Come learn about
energy-efficiency
rebates & incentives!

Energy Fair

Thursday, October 20th, 2011

4 pm - 7 pm

Cambria Veterans Hall

1000 Main Street

FREE!

Speaker Series

* **Energy-efficiency** (4:00 pm - 4:30 pm)

PG&E Energy Solutions & Service Representative
Southern California Gas Company Representative

This session will cover energy-efficiency solutions for your home and business.

* **Energy Upgrade California™** (4:30 pm - 5:00 pm)

Ashley Watkins, Ecology Action

This session will cover ways to increase your home's efficiency and lower your utility bills through upgrades to heating, air-conditioning, water and other systems.

* **Residential Solar Process & Rebates** (5:00 pm - 5:30 pm)

Les Kangas, REC Solar

This session will cover the process, permitting, and sizing of solar energy systems.

Exhibition (4 pm - 7 pm)

* Featuring LOCAL companies, contractors, and retailers that provide energy-efficiency products and services for your home!



...and more!!

For more information please contact Trevor Keith, Energy Program Coordinator
email tkeith@co.slo.ca.us or call 805.781.1431

This program is funded by California utility customers and administered in partnership with Pacific Gas and Electric Company, Southern California Gas Company, San Luis Obispo County and participating municipalities.



San Luis Obispo County, Planning & Building

Energy Newsletter, Spring 2013

The Energy Newsletter seeks to inform county employees of projects, programs, and energy-efficiency training opportunities. San Luis Obispo County is committed to leading by example by reducing energy use in its buildings to lower costs and greenhouse gas emissions.

Energy Rebate & Information Center Unveiling!

Energy staff is proud to announce the unveiling of the new Energy Rebate & Information Center in the Old Courthouse Building in downtown San Luis Obispo! The center is located in the lobby, just outside the permit center, and contains important information on energy efficiency and renewable energy programs, rebates, financing options, and training opportunities. The information covers new and existing residential, multi-family, and commercial properties.



The event will include an introduction and explanation of available resources, and staff will be available to answer questions about energy programs and resources. Light refreshments will be served. Information on energy programs is also available online at www.slocounty.ca.gov/planning/Energy.htm.



Come early! The first 20 attendees will receive a SoCalGas insulated thermal travel mug!

Date: **Wednesday April 24th**
 Time: **11-11:30am**
 Location: **976 Osos St.**
San Luis Obispo, CA



Save the Date

THE ENERGY EVENT

Fun, food, and educational energy activities for the whole family!

Saturday, October 5th at Cuesta College

Visit Us at Earth Day

County energy staff will be out armed with energy efficiency info and fun giveaways at Earth Day 2013! Find us alongside the Air Pollution Control District and the Central Coast Clean Cities Coalition (C5).

Date: **Sunday, April 21** Time: **10am-5pm**
 Location: **El Chorro Regional Park & San Luis Obispo Botanical Garden**

Brought to you by San Luis Obispo County Energy Watch. This program is funded by California utility customers and administered in partnership with Pacific Gas and Electric Company, Southern California Gas Company, San Luis Obispo County and participating municipalities.



October has been Energy Awareness Month since a presidential proclamation in 1991. For more than 15 years, government organizations in partnership with businesses, associations, and concerned citizens

ENERGY AWARENESS MONTH

have observed this month with activities and programs to promote public understanding of our energy needs and to reduce energy consumption in our everyday lives.

In recognition of National Energy Awareness Month, a group of local agencies and organizations have come together to offer activities designed to help the community learn about energy, the benefits of energy conservation, and recognize energy savings efforts in our community. The Energy Awareness Month planning committee is proud to offer The Energy Event 2013 as the Main event this October.

As part of the month's celebrations the County of San Luis Obispo, Pacific Gas and Electric Company and the Community Action Partnership of San Luis Obispo have come together to host the Shandon Energy Challenge. The Challenge will provide Shandon community members and businesses with an opportunity to take advantage of no-cost programs designed to reduce energy bills by improving energy efficiency. The project partners are in the process of visiting businesses and community members, sharing the benefits of energy efficiency, and installing projects at no cost. This community "sweep" has been piloted in an effort to achieve as much savings as possible in a single community in the County.



THE ENERGY EVENT

Saturday, October 5th Cuesta College Student Center Bldg 5401 San Luis Obispo - Hwy 1

The Energy Event is an annual community event organized and hosted by the San Luis Obispo Regional Energy Alliance. This year's event will showcase student energy projects, hands-on activities, interactive exhibitor booths, and family-friendly entertainment. Bring the family for a fun filled day discovering how energy works and how you can enjoy a healthier planet and a healthier you. For more details check out our new website: Sloenergymonth.org or scan the QR code!



For Kids!



OCEANO ENERGY CHALLENGE KICK-OFF EVENT

A month-long opportunity to save money & energy!

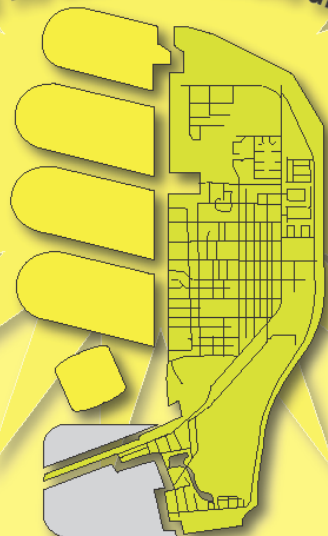
Monday, March 24th

Oceano Community Service District Boardroom

1655 Front Street

5:30PM-7PM

Sign-up for no-cost installations at the Kick-off!



Dinner Provided!

For more information:

Please contact **781-5623** or **energy@co.slo.ca.us**

This program is fully funded by California utility customers and administered by PG&E under the auspices of the California Public Utility Commission.



Pacific Gas and Electric Company



SAN LUIS OBISPO
REGIONAL
ENERGY
ALLIANCE



The Energy Saver

Resources You Need to Save Energy and Lower Your Bills

A Publication of San Luis Obispo County Energy Watch

SAN LUIS OBISPO COUNTY
energy
watch

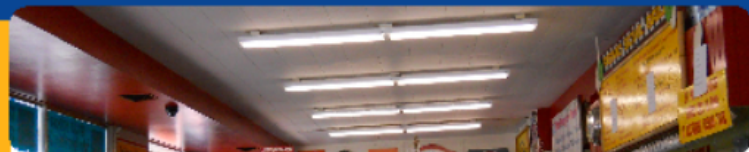


Pacific Gas and Electric Company



Southern California Gas Company

www.sloenergywatch.com



Energy Program Brings Local Business Owner "Biggest Break I've Ever Gotten in My Life"

Chris Goldie, owner of Pismo Bowl, had no idea how much energy her family-run retro style bowling alley and coffee shop diner could save, until Rebecca Weber from PG&E walked through her door. She heard proposals for energy-efficiency projects before, but it wasn't until Rebecca recommended an energy audit and put Goldie in contact with Staples and Associates that she saw the potential for big savings. After the audit, Staples and Associates performed energy upgrades that resulted in improved lighting and lower monthly energy bills. Goldie called it "the biggest break I've ever gotten in my life."

Thanks to the Small Business Direct Install Program, available through the Energy Watch Partnership, lighting upgrades in the building are expected to save a total of \$2,088.00 and 13,920 kWh a year. Goldie is overjoyed at the most noticeable improvement: "I have such better light now." The changes were made after Goldie met with the Energy Specialists and opted for an enhanced energy saving package. Staples and Associates replaced interior light fixtures throughout the building, including the restaurant and game area, the back offices, and over the bowling lanes. LED exit signs and conversion kits were also installed for additional energy savings. Thanks to program incentives, which covered much of the project's cost, the payback time is estimated at less than six months, and energy savings will continue long into the future.

Goldie was also impressed with the Energy Specialists' willingness to work around her schedule in order to avoid impacting business. "I can't be closed," said Goldie, so "they worked at night." The entire project was completed over the course of just a few days. "I'd recommend the program to anybody. They were awesome." To learn more about energy-efficiency opportunities, visit www.sloenergywatch.com.



Rebates and Incentives

Find rebates and incentives for improving energy efficiency at the following websites:

Pacific Gas and Electric Company
www.pge.com/businessrebates

Southern California Gas Company
socialgas.com (search "MY INDUSTRY")

Arroyo Grande Library, Municipal Case Study

PROFILE

Location	800 Branch Street in Arroyo Grande
Square Footage	8,944
Upgrades	Lighting Retrofit
Completion Date	February 10, 2011



"It was easy to work with the group; they worked around our library schedule."

Melody Mullis, Administrative Services Officer II

Description

Lighting retrofits at the Arroyo Grande Library have resulted in a much "lighter, brighter library" according to Melody Mullis, Administrative Services Officer II. At one time, the library suffered from unsatisfactory lighting levels. "You could not read the labels on the books on the lower shelves at all in some areas – you needed a flashlight." Additionally, lamps kept burning out and keeping the place lit was "costing a fortune". On a recommendation from General Maintenance staff, brighter, longer lasting FO96T8 two lamp fixtures replaced the older, less efficient F96T12 two lamp fixtures in all public spaces.

While public areas in the library were now well lit and more energy efficient, back office areas still had the older, less efficient fixtures. Through the San Luis Obispo Energy Watch, FO96T8 two lamp fixtures replaced the older, less efficient lighting, and a 15 watt fluorescent bulb replaced a 75 watt incandescent bulb. Additionally, an occupancy sensor was installed to use lighting only as needed. Mullis has appreciated less frequent calls about bulbs out in the back areas now that the entire library is well lit and saving energy on a daily basis.

Recent retrofits were completed through the Direct Install Program. Qualifying PG&E customers may be eligible for an audit and installation of several energy-efficient measures free of charge. www.sloenergywatch.com.

Savings Snapshot

Total Project Cost	\$2480
Program Incentive	\$1,414
Customer Cost	\$1,066
Annual Savings	\$1061
kW Reduction	65
Payback Time	1 year

This program is a joint project of:



This program is funded by California utility customers and administered in partnership with Pacific Gas and Electric Company, Southern California Gas Company, San Luis Obispo County and participating municipalities.

SLO Legion Hall, Municipal Case Study

PROFILE

Location	805 Main Street in Templeton
Square Footage	6237
Upgrades	Lighting Retrofit
Completion Date	February 10, 2011



"I think they did a fabulous job."

Loretta Mazzo, Property Manager

Description

The SLO Legion Hall, built in 1962, serves as the center of activity for community events in Templeton. According to Loretta Mazzo, who manages events for the building, the hall is currently home to 4-H Club meetings, Girl Scout meetings, church events, bingo nights, and other events such as barn dances.

Through the San Luis Obispo Energy Watch, the building received lighting retrofits including replacement of F96T12 two lamp fixtures with energy saving FO96T8 two lamp fixtures. The project also replaced a 100 watt incandescent bulb with a 23 watt CFL fluorescent bulb and traded incandescent exit signs for more efficient LED exit signs. A wall mount sensor was installed in place of a light switch for even more energy savings.

The program's incentives covered much of the cost of the retrofits, resulting in a short payback time. Improvements made through the San Luis Obispo Energy Watch have lowered energy expenses and helped ensure that the building can continue to host a variety of community events while increasing environmental awareness.

Retrofits were completed through the Direct Install Program. Qualifying PG&E customers may be eligible for an audit and installation of several energy-efficient measures free of charge. www.sloenergywatch.com.

Savings Snapshot

Total Project Cost	\$1043
Program Incentive	\$705
Customer Cost	\$338
Annual Savings	\$528
kW Reduction	427
Payback Time	8 months

This program is a joint project of:



This program is funded by California utility customers and administered in partnership with Pacific Gas and Electric Company, Southern California Gas Company, San Luis Obispo County and participating municipalities.

SIX STEPS TO ENERGY REDUCTION

- 1 Energy Baseline**
 - Request a Rate Analysis from your Utility representative
 - Benchmark your facilities for energy use with the Energy Watch Partnership
 - Fill out wastewater questionnaire for your Utility representative
- 2 Energy Assessments**
 - Determine, with Energy Watch and Utility, which energy assessments need to be conducted for major facilities
- 3 Energy Strategic Plan**
 - Develop an energy strategic plan for your facilities with Energy Watch and Utility (include any facility expansion needs for the next ten years)
- 4 Financing Guidelines**
 - Work with Energy Watch and Utility to develop project financing guidelines (ex. appropriate financing methods)
- 5 Outreach**
 - Partner with Energy Watch to conduct two outreach campaigns to your residential customers regarding Energy Efficiency programs (ex. bill inserts)
- 6 Energy Saving Project**
 - Plan at least one energy saving project at your facilities by December 2014 and Energy Watch will give you a Kw kicker incentive (\$50 per peak kw, up to \$1,000)

For more information please contact: 781-5623 or energy@co.slo.ca.us



Take the San Luis Obispo County Energy Watch ENERGY SAVINGS CHALLENGE TODAY

Pay a one-time fee of \$25 and receive immediate and future savings

- Commercial Energy Assessment of your facility
- Report recommending upgrades that save energy and lower costs
- Payback analysis identifying cost-benefit of recommended upgrades
- Installation of energy-saving lighting:

Replacement of incandescent bulbs with compact fluorescent bulbs (CFLs) in all hardwired fixtures (Mini-spirals up to 25-watts are available)

- Installation of specialty CFLs, such as floods and vanity globes
- Installation of one LED OPEN sign to replace one non-LED OPEN sign

San Luis Obispo County Energy Watch Energy Savings Challenge guarantee

"If we don't find a minimum \$200 in energy savings opportunities for your business, the Commercial Energy Assessment is free!"

Schedule your
\$25
Commercial
Energy
Assessment
and start saving!

Visit www.staplesenergy.com
or call Staples Energy at 1-888-324-0930



SAN LUIS OBISPO COUNTY energy watch

Energy Efficient Business Program



Pacific Gas and Electric Company (PG&E), San Luis Obispo County Energy Watch and Staples Energy have collaborated to help PG&E's commercial customers realize immediate and long-term energy savings. Reducing energy paves the way to lower operating costs and a better profit margin.

Participating business customers will receive the following reports:

- Assessment of their savings opportunities
- Recommendations for energy efficiency equipment
- Estimate of the energy and money that could be saved by having the equipment installed
- Instant Payback Analysis

San Luis Obispo County Energy Watch is a joint program of Pacific Gas and Electric Company, the County of San Luis Obispo and participating municipalities. For more information about the other energy efficiency programs and services available from PG&E visit: www.pge.com/savemoney



These Types of Business Benefit Greatly From Participating:

- Restaurants
- Gas Stations
- Convenience Stores
- Markets
- Liquor Stores
- Grocery Stores
- Refrigerated Warehouses
- Retail (large, multi-story and small)

Available Measures include:

- LED reach-in cooler and freezer lights (6' and 8')
- Anti-sweat controls for freezer and cooler
- Evaporator fan motor and controls
- Auto door closer/assist for freezer and cooler
- TLEDs 4'
- Exterior LEDs
- LED lamps (A19, BRs, candles)
- T5 Highbays
- T8 (4' and 8')
- Vending mixers

This program is funded by California Utility Customers and administered by PG&E under the auspices of the California Public Utilities Commission. "PG&E" refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation.

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Start saving! Contact Staples Energy for an energy efficiency assessment

1-888-324-0930 or 1-805-952-1302

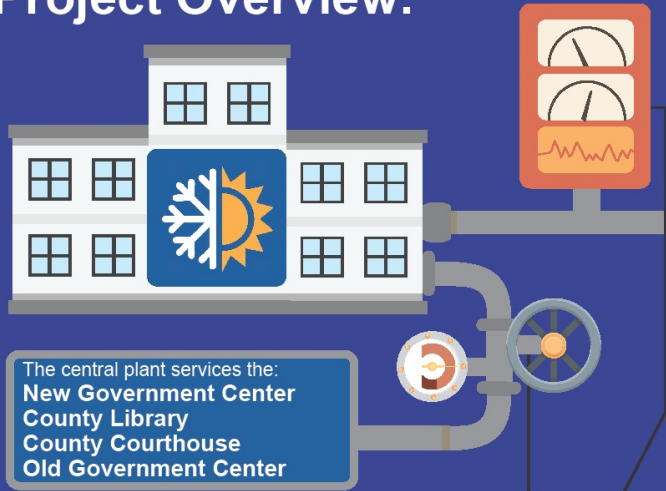
SST ENERGY EFFICIENCY PROJECTS

County of San Luis Obispo Central Plant Cooling System Upgrades



As part of its Sustainable Solutions Turnkey (SST) Energy Efficiency Project, the County of San Luis Obispo upgraded the cooling system at its downtown Central Plant.

Project Overview:



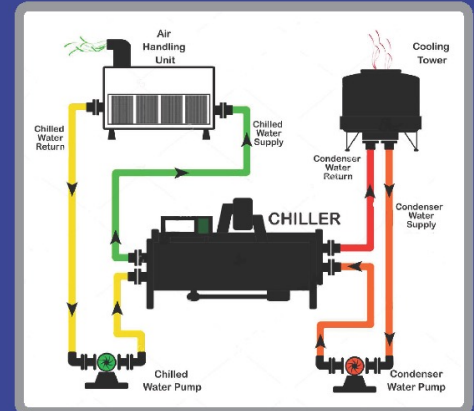
- Energy efficiency upgrades included:
- Two new primary system pumps
 - New integrated Delta Energy Management and Control System (EMCS)
 - Two new 250-ton centrifugal chiller units

New Chiller Units



The chiller units cool and circulate water to County Government Complex buildings. Air handling units move air over the chilled water pipes and distribute this cooled air through the buildings, providing improved thermal comfort for County employees.

Cooling System



Project Best Practices

- This complex multi-departmental initiative employed the following best practices:
1. Collaboration, Coordination and Communication
 2. Leveraging Public-Private Partnerships
 3. Leveraging Design-Build Project Implementation
 4. Utilizing multiple financing sources including 0% On-Bill Financing and 1% California Energy Commission loans

Annual Savings:

\$42,700



122,823 kWh



24 MTCO₂e



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SST ENERGY EFFICIENCY PROJECTS



SAN LUIS OBISPO COUNTY
energy watch

For project information contact
Margaret Mayfield
Email: mmayfield@co.slo.ca.us

The County of San Luis Obispo and PG&E are engaged in a public-private partnership to implement design-build energy efficiency projects at County facilities – the Sustainable Solutions Turnkey (SST) project. Our goal is to decrease the County's costs, energy use and greenhouse gas (GHG) emissions.

PROJECT OVERVIEW

8 ENERGY EFFICIENCY PROJECTS



A total of 8 projects at over 20 facilities are currently being implemented including lighting, heating and cooling, and energy management and control upgrades. Over 60% of the project costs are funded by utility incentives and non-county funds.

PROJECT RESULTS

\$334,000 
ANNUAL SAVINGS

The energy efficiency projects are projected to generate over \$330,000 annually in energy and operational cost savings.

686  CO₂ = 31,545 
METRIC TONS ANNUALLY = TREES PER YEAR

The projects will decrease the County's energy usage by 1.6 MWh and reduce its Carbon Footprint by 686 metric tons annually – equivalent to removing 151 passenger vehicles from the road or planting 31,545 trees per year!



The County's Energy Efficiency project received a 'Green Schools and Government' Honorable Mention award at the Central Coast Green Building Council's 2015 Green Awards

SAN LUIS OBISPO COUNTY energy watch

WHO WE ARE

The County of San Luis Obispo's Energy Watch program is a partnership between the County, Pacific Gas and Electric Company, Southern California Gas Company, and participating cities and Special Districts.

WHAT WE DO

The Energy Watch Partnership works with local governments, businesses, and contractors to help customers reduce energy cost, use, and demand, and decrease greenhouse gas emissions.



LOCAL GOVERNMENT AGENCY ENERGY MANAGEMENT PROGRAMS

- Benchmarking
- Energy Assessments
- Technical and Engineering Support
- Project Management
- On-Bill Financing
- Grant and Loan Support
- Budget & Capital Improvement Plan Development
- Bid Solicitation and Procurement Support
- Incentive and Rebate Coordination



SMALL TO MEDIUM SIZE BUSINESS DIRECT INSTALL

- Energy Assessments
- Recommendations for Energy Efficient Equipment
- Energy and Cost Savings Estimates
- Incentive and Rebate Coordination



COMMUNITY CLIMATE SERVICES

- Climate Action Planning, Monitoring, and Implementation
- Technical Assistance to Local Government Agencies
- Climate Change Outreach
- Grant Writing Support



This program is funded by California utility ratepayers and administered by Southern California Gas Company and Pacific Gas and Electric Company under the auspices of the California Public Utilities Commission.

SAN LUIS OBISPO COUNTY energy watch

MUNICIPAL ENERGY MANAGEMENT PROGRAM

WHO WE ARE

The County of San Luis Obispo's Energy Watch is a partnership between the County, Pacific Gas and Electric Company, Southern California Gas Company, and participating cities and Special Districts. Energy Watch works closely with cities to reduce energy use and costs of facilities and infrastructure.

WHAT WE DO

We provide local government agencies with energy management services including monitoring, engineering and technical support, and incentive coordination.

CONTACT US

Name: Jordan Garbayo

Email: jgarbayo@co.slo.ca.us

Phone: 1-805-781-5982



This Program is funded by California utility ratepayers and administered by Southern California Gas Company, Southern California Edison and Pacific Gas and Electric Company under the auspices of the California Public Utilities Commission.

SERVICES WE OFFER

- Benchmarking
- Audits/Energy Assessments
- Technical and Engineering Support (\$250K for 2017)
- Project Management Support
- On Bill Financing
- Grant and Loan Support
- Budget & Capital Improvement Project Development Support
- Procurement
- Incentive and Rebate Coordination
- Direct Install

FOR

FRESHWATER AND WASTEWATER INFRASTRUCTURE



- Aeration Systems
- Motor and Pump Efficiencies



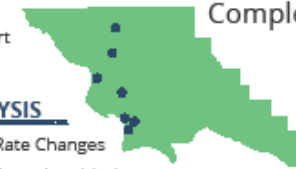
BUILDING FACILITIES

- HVAC and Refrigeration Efficiencies
- Lighting
- Gas Equipment Efficiencies
- Kitchen and Food Service Efficiencies

PROGRAM HIGHLIGHTS

ENERGY BASELINING AND BENCHMARK

- Energy Use and Cost Analysis Reports
Buildings and Public Facilities
Freshwater and Wastewater Infrastructure
- 300 Buildings and Facilities Analyzed
- CivicSpark Support for City Projects



7
Municipal
Energy Reports
Completed

RATE ANALYSIS

- Savings through Rate Changes
- Roughly \$11,000 in savings/city/year
- Annual Rate Analysis Updates

\$192,000

in potential annual
savings across all cities