



**PORT** of  
**SAN DIEGO**

## Port of San Diego Energy Goals Campaign

*a sustainability employee engagement and education strategy*



# Energy Goals Kick Off



# Campaign Framework



PLEDGE



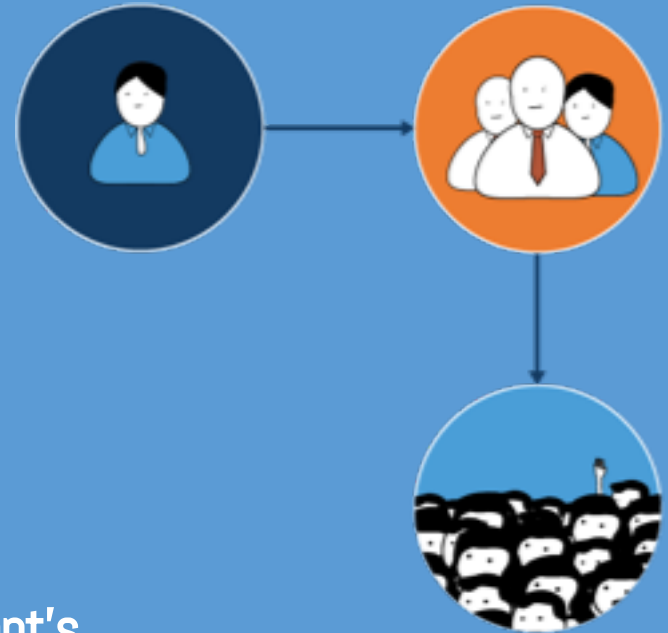
LEARN



ACT

# Energy Champions Team

- Train-the-trainer
- Department Energy Champion = key POC
- Helps shape effective department engagement strategies
- Provides feedback on campaign
- Acts as a “cheerleader” to achieve the Department’s successful participation



# Customizable Campaign Platform

- Combination of in-person and online
- Register
- Pledge and complete pre-survey
- Complete the 3 learning modules
- Upload photos & actions - #energygoals
- Track collective progress
- Recognize department and individual accomplishments



DEPARTMENT LEADER BOARD			
1	Planning & Green Port	39 Members	760 pts
2	Financial Services	25 Members	549 pts
3	Engineering & Construction	40 Members	499 pts
4	Harbor Police Department	180 Members	245 pts
5	Human Resources & Audit	23 Members	219 pts

## Lesson Activity

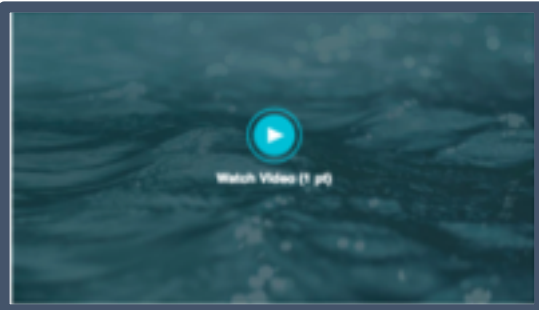
### San Diego's Energy Mix

The electricity for the San Diego area is provided to customers by San Diego Gas & Electric (SDG&E). SDG&E provides energy to 3.6 million people across San Diego County and southern Orange County. SDG&E, which also owns Southern California Edison (SCE), is a public utility.

SDG&E provides an option for customers to choose where their energy comes from. Under SDG&E's EcoChoice program, customers can choose where their home's energy comes from. For more information, see the link below or take a short quiz on the next page!

#### Explore EcoChoice Program

- ☐ 1. [SDG&E's EcoChoice](#)



## Lesson Concept

### Energy Sources

Energy is everything – it's in each step we take, phone call we make, and every light we flip on – powering our lives each and every day. Where does this massive amount of energy we're all using at home, at work, and in our communities come from, and how do we "make" energy work for us? What does it mean for energy to be renewable or nonrenewable, anyway? What are the pros and cons of different energy sources and what does it mean for our individual lives and our communities? Let's find out!

#### What is energy?

So, you already know that you need energy to power your electronics (you're likely reading this on a computer or phone right now). But if energy is everything – then what is it, exactly? Energy is the ability to do work, and there are lots of different forms energy takes in order to get the job done. All living things need a constant source of energy in order to live – your body is always "doing work" to keep you alive!) This presents itself through food, water, oxygen, and a whole lot more. The Sun is constantly radiating energy that reaches the Earth, and plants, for example, use this solar energy to make their food – which we and other living organisms rely on to keep on living. Humans have figured out ways to control energy – and we are able



## Let's earn some Bonus Points

Earning extra #WaterGoals points is easy. Just choose an activity, upload your photo, and add a caption.

Every activity is worth 1 point!

Actions for Work



Actions for Home



#1

**Get Your  
Succulents  
On**

1 point



#2

**Consider  
Composting**

1 point



#3

**Scrap  
Single-Use**

1 point



#4

**Speak Up  
About Leaks**

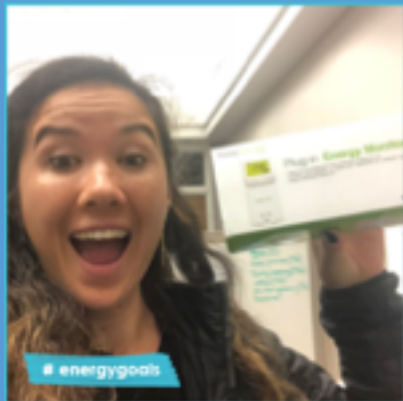
#5

**Snack  
Sensibly**

#6

**Illuminate  
Your Space**





#energygoals



#energygoals



#energygoals



#energygoals

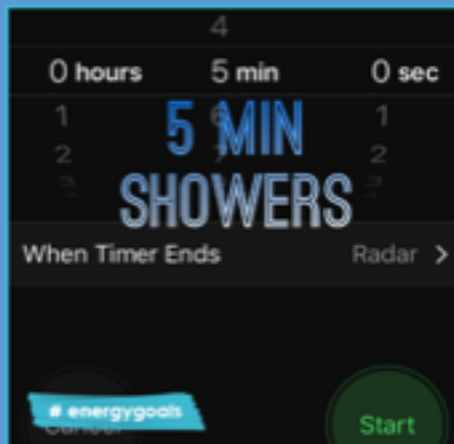
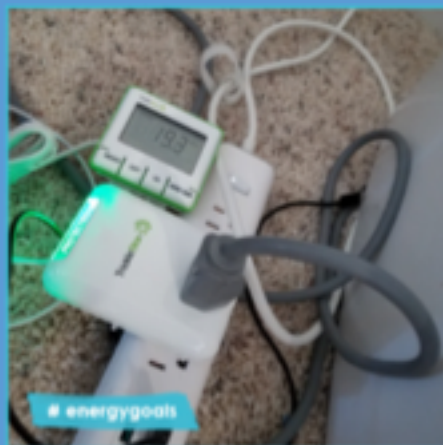


#energygoals



#energygoals





# Campaign Highlights

Over **800** energy saving actions reported!

37% employee participation rate

Every department had at least 14% participation rate



# Energy Goals: Keys to Success



- High-level of support/buy-in with Energy Champions
- Locally relevant content-customizable
- Incentives: Prizes, competition, recognition

*"The campaign was great team building exercise for my department because it got employees talking—who wouldn't normally interact—about energy savings at the office and work. A win for the department and the environment!"*

*-Energy Champion from Real Estate & Development Service*



Amy Whitehouse

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# Green Employee Engagement Campaign

*Statewide Energy Efficiency Forum 2019*

In collaboration with the Port of San Diego

June 26, 2019

Michael Arvizu, Project Manager



One simple mission —

# DECARBONIZE.

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Our vision is a future with sustainable,  
equitable and resilient transportation,  
buildings and communities.

# About CSE

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## **501(c)(3) nonprofit organization**

Offering clean energy program administration and technical advisory services.



## **Headquarters: San Diego, CA**

Regional offices: Boston, Brooklyn, Stony Brook, Oakland, Sacramento and Los Angeles



## **185+ dedicated, mission-driven employees**

Managing ~50 projects and programs

National programs | Statewide incentive projects | Region-specific solutions

*Through employee education and behavioral change energy savings of 10% or more can be achieved.*

-Department of Energy



# Program Goals

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## **Encourage behavior change through gamification, education and awareness**

- Develop templated curriculum and game structure to teach and reinforce key energy saving behaviors
- Evaluate effectiveness using pre- and post-program survey

## **Develop an adaptable program that can be customized for a wide range of business types**

- Recruit a variety of business types to pilot program
- Meet with businesses to identify pain points and understand their work environment which allowed team to customize materials



# GEEC Program



# Modules

## Energy Basics

Renewable energy sources  
vs. fossil fuels, kilowatt-  
hour, time-of-use pricing,  
electric demand



## Lighting

LED vs. incandescent bulbs,  
how to read a lighting facts  
label, color temperature



The image shows a tracking sheet titled "Green Employee Engagement Campaign" with a sub-header "Energy basics". It features a grid for tracking energy-saving actions across five categories: unplugged, switched, weatherized, waterwise, and waterless. The grid has seven rows for employee names: John Doe, Christian, Alan, Sofia, Damien, Sarah, and Catherine. Blue star icons indicate completed actions. At the bottom, there are logos for the University of North Carolina, the Green Business Network, and a link to "Learn More About Us".

	unplugged	switched	weatherized	waterwise	waterless
John Doe	★		★		★
Christian	★		★	★	
Alan		★			★
Sofia					★
Damien	★		★		
Sarah		★	★	★	★
Catherine					★

## Plug Load

Vampire loads, types of plug  
loads, how to use a watt  
meter, smart plugs and power  
strips



## Water Efficiency

Water-energy connection,  
low-flow fixtures, WaterSense  
labels



# Participating Businesses

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## San Diego Yacht Club

12 participants  
Maintenance and housekeeping



## San Diego Convention Center

77 participants  
Various departments



## Sun Harbor Marina

14 participants  
Boat owners and commercial tenants



## Hilton San Diego Airport/Harbor Marina

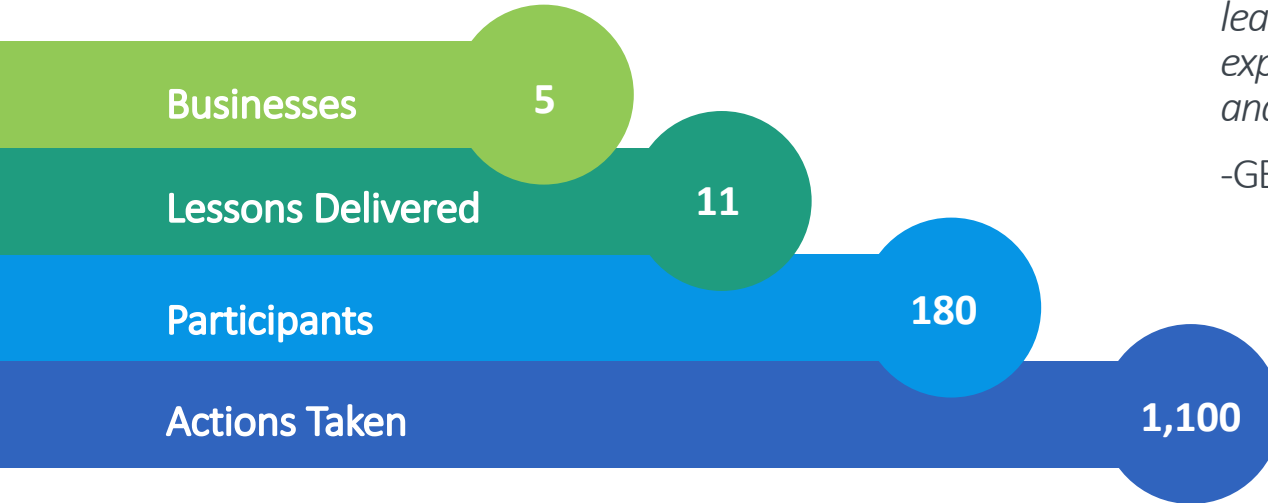
17 participants  
Various departments



## CP Kelco

60 participants  
Environmental, engineering, and lab staff

# Program by the Numbers



*Very, very educational! I learned a lot more than I expected. I enjoyed the videos and all the visuals presented!*

-GEEC Participant

# Employee Motivation



## Competition

- Creating teams helped increase accountability



## Knowledge

- Lessons applicable at home and in the workplace



## Reward

- Employees contributed to business' sustainability goals

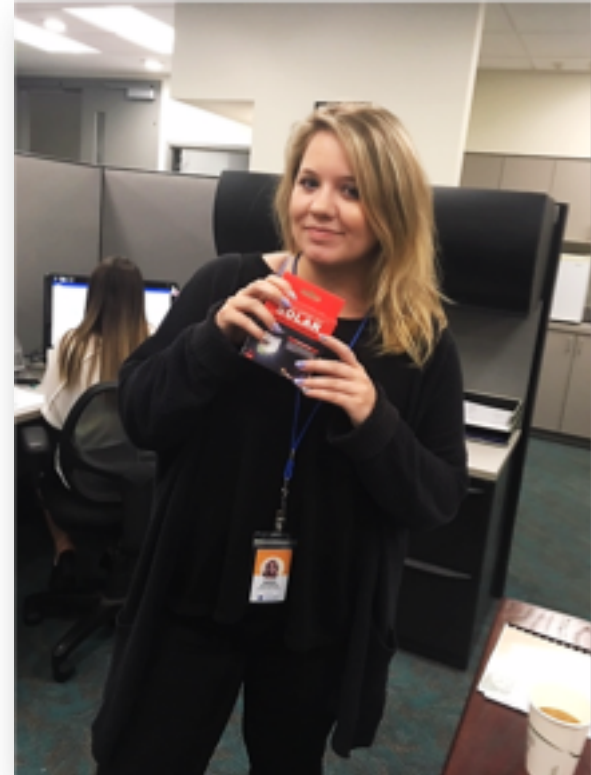
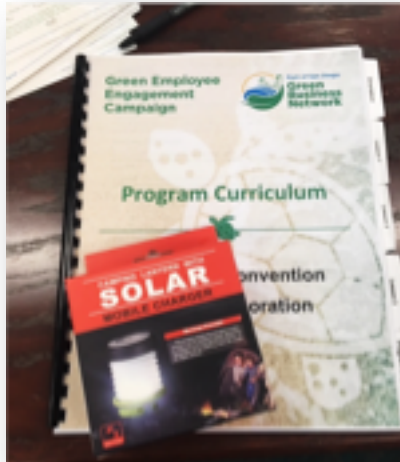
# Lessons Learned

- Videos were an effective way to disseminate lessons
- Email communication was useful for employees with access to computers
- Team lead and management buy-in important
- Scheduling with businesses and team leads can be challenging
- Differing levels of knowledges within businesses



# Participant Profile: Convention Center

- **Participants:** 77
- **Teams:** 6
- **Lessons:** Energy Basics, Lighting, Plug Load
- **Actions Completed:** 797





# Contact Us

EnergyCenter.org



## HEADQUARTERS

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## OFFICES

San Diego, CA • Los Angeles, CA  
Oakland, CA • Sacramento, CA  
Boston, MA • Brooklyn, NY  
Stony Brook, NY



## TELEPHONE

858-244-1177

# Activity



Use the Kill A Watt meter to measure the energy use of an electronic device- take a selfie and email to [rstern@portofsandiego.org](mailto:rstern@portofsandiego.org)



Think of and list the different **types** of lighting fixtures at your home. Use the LED Bulb Purchasing Guide for reference



Find out the solar potential of your home, Visit Google's Project Sunroof at [google.com/get/sunroof](https://google.com/get/sunroof). How much money can you save?