

Downtown Oakland Saturation Project – OAKLAND SHINES

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President

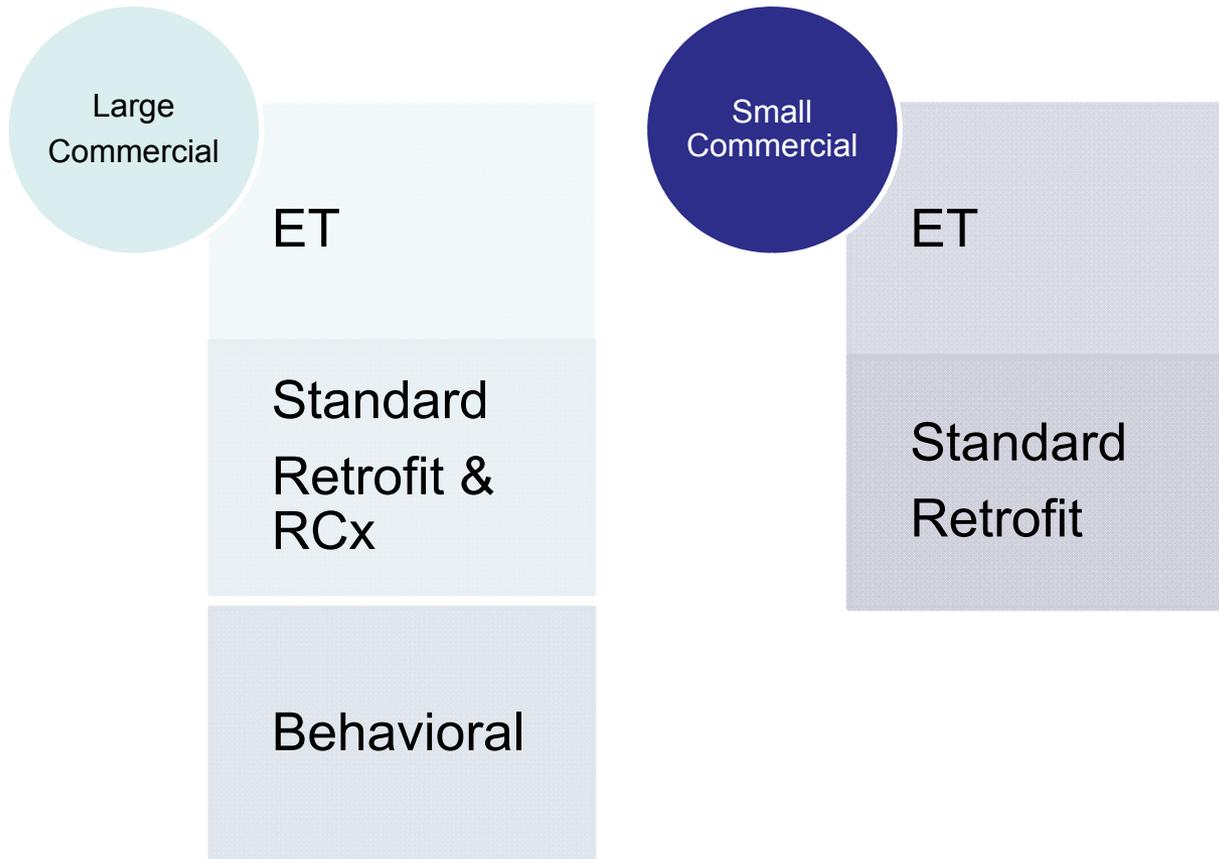


Program Highlights

- Targeted at downtown Oakland
- Focuses primarily on large and small commercial
- Combines ET with common measures – leverages LGP and standard programs
- Internal goal of 80% participation and 20% reduction
- Deploy intensive community-focused campaign



Savings Sources



Large Commercial

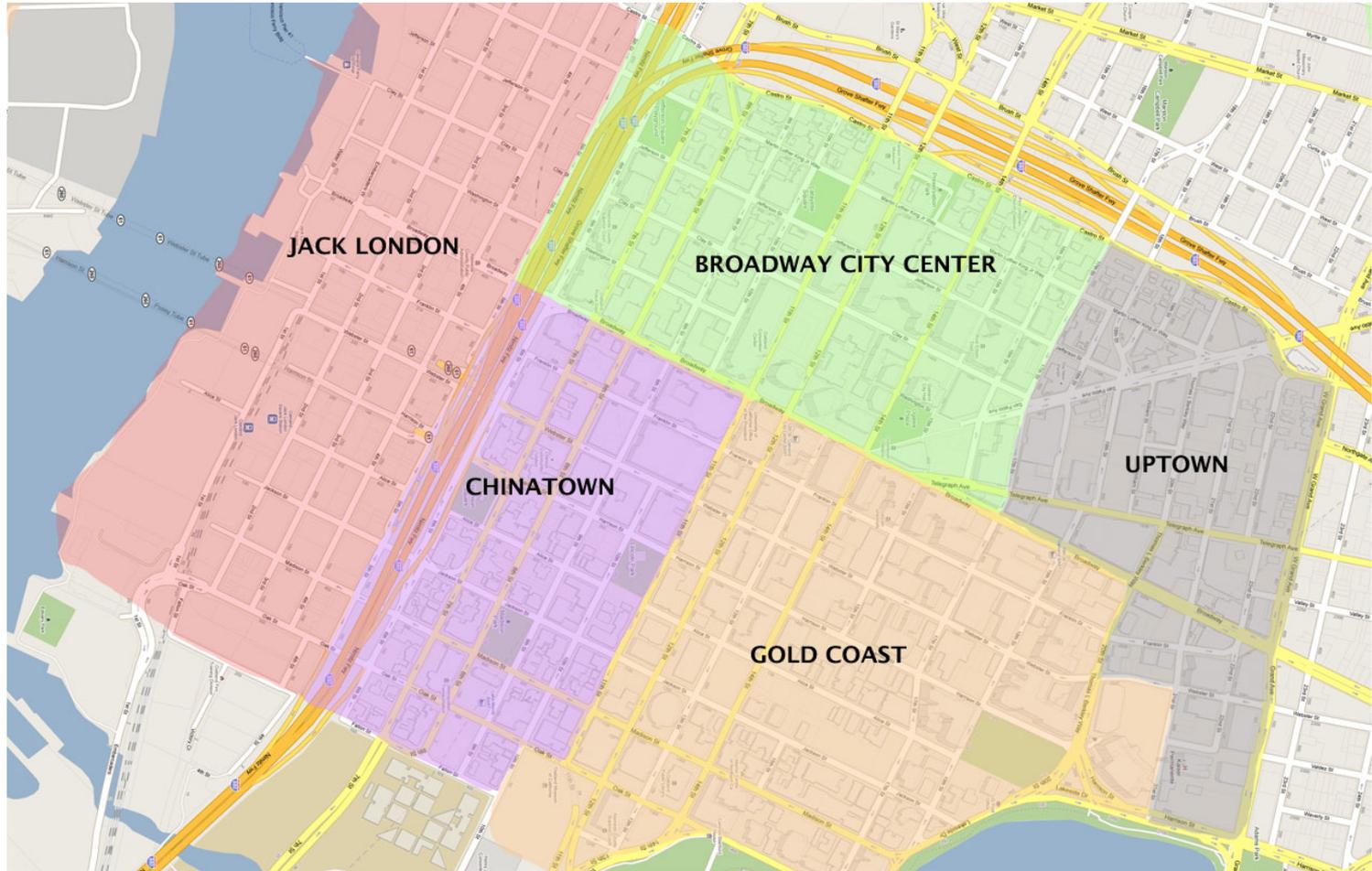
- Focus on 15-20 largest buildings
- Provide integrated audits (RCx, ET, DR, retrofit) to capture “systems” savings
- Implement “Downtown Building Challenge” to capture behavioral effects
- Establish on-going monitoring to help ensure persistence



Small Commercial

- Work deeply with the community
 - Identify community leaders
 - Develop project in community building
 - Leverage leaders role in outreach/collateral/events
- Direct install – high touch
- Focus on ET and standard measures





Citywide Campaign

Neighborhood Campaigns

Buildings Campaign

Downtown

Uptown

Chinatown

Gold Coast

Jack London Square

15 Major Buildings

Other Buildings

Area Champions & Events

Building Competition, Outreach & Education

Outreach & Education

Direct Business Contact and Implementation



Outreach

- Identify champions in each district
- Kickoff campaign
- Events
- Neighborhood Campaign
- Building Challenge
- Work with local bloggers
- Social media – Twitter, Facebook
- Traditional media – buses, billboard, BART
- Demonstration projects



Downtown Oakland Building Challenge

- Achieve measurable behavioral savings
- Use “competition” to spur action
- Work directly with energy champions
- Sustaining momentum will be a “challenge”
 - Motivation for 360 days vs 30 days
 - “20 games out” of first place
 - Multi-tenant vs. single tenant
- Structured events and prizes
- Industry co-sponsors



Energy Kiosk

The image displays several overlapping energy kiosk screens. The central screen shows a dashboard for the 'Hamilton' campus, 'Kirner-Johnson' building. It features a bar chart for 'Total Electricity Use (kWh)' from Sunday to Saturday, with a callout for '110 kWh' on Friday. Below the chart is a '104 || kIlowatt-hours so far this week' indicator. The screen also shows '210 occupants' and 'LEED Gold' certification. Other screens include an 'Electricity Budget Tracker' for January 2010, showing a goal of '\$250 or less' and a current spend of '\$188', which is '7% too high'. An 'Electricity End Use Breakdown' screen shows HVAC at 40%, Lights at 21%, Plugs at 28%, Servers at 7%, and Other at 4%. A 'Hourly Usage Profile' screen shows consumption is highest in the morning and afternoon. A 'San Francisco, CA' weather screen shows 'Mostly sunny' with a temperature of 72°F. Other screens show building maps, green features, and comparisons with other buildings.