

SCAG and City of San Bernardino, Office of the Mayor

COMPASS BLUEPRINT ENERGY EFFICIENCY PILOT PROGRAM

Presented by



Firm Profile

Who We Are

15 Year Old Management Consulting

Clients include:

- Nation's largest municipal owned utility
- Nation's second largest workforce investment board
- Nation's second largest community college district
- County, local agencies in community planning, disaster planning, sustainability and energy efficiency, policy and feasibility analysis, change management and organizational development

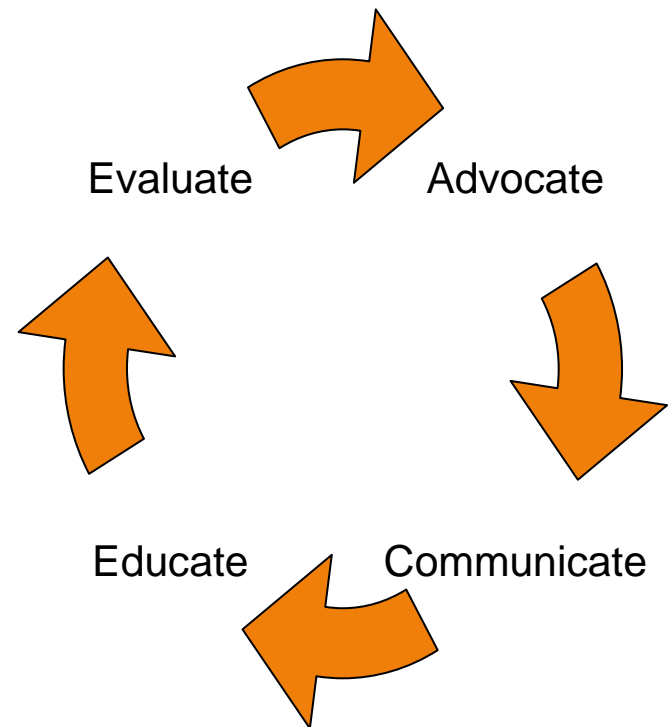
Our Guiding Values

At our core is transforming individuals, institutions and enterprises by:

- building capacity
- raising social consciousness
- leveraging relationships
- executing through collaboration

Our Core Competencies

- ❑ Strategy & Analysis
- ❑ Stakeholder Engagement
- ❑ Communications & Marketing
- ❑ Evaluation



Our Project Team



Sustainable San Bernardino

Desired Outcomes

1. Promote energy efficiency, conservation, reduction of greenhouse gas emissions in SCAG region and the City.
2. Market tangible benefits to local economy through job creation and support of local small businesses.
3. Enhance local awareness and showcase success stories through execution of program goals.
4. Foster collaboration with public/private interests, labor, educational/workforce training, and policymakers.
5. Attract new capital financing to the local area.
6. Showcase San Bernardino: create a scalable, replicable and sustainable model for the IE and SCAG Region.

Legislative Actions

AB 1103 (2007) requires that, beginning January 1, 2011, commercial property owners whose property is solely occupied by the owner or is more than 50,000 square feet in size, must disclose the building's U.S. EPA ENERGY STAR® Portfolio Manager Statement of Energy Performance and the California Energy Performance Disclosure Report for the property when the entire property is sold, leased or financed.

AB 811 (2008), **PACE** (Property Assessed Clean Energy), authorizes municipal governments to establish energy efficiency funding programs that provide eligible residential and commercial property owners with loans that are repaid through property tax bills. Property owners benefit by avoiding upfront installation costs and by the elimination of concerns that they will sell the property before recovering the system investment from utility bill savings. If a property is sold before a loan is fully repaid, the new property owner becomes responsible for paying the balance.

Legislative Actions

AB 758 (2009), the *Comprehensive Energy Efficiency Program for Existing Residential and Nonresidential Buildings*, requires the CEC to develop and implement a program to achieve greater energy savings in the state's existing residential and nonresidential building stock. Elements to include:

- Public awareness campaign
- Workforce development
- Financing options
- Rating systems
- Audits & commissioning investigations
- Retrofits & retro - commissioning

Sustainable San Bernardino

Project Tasks

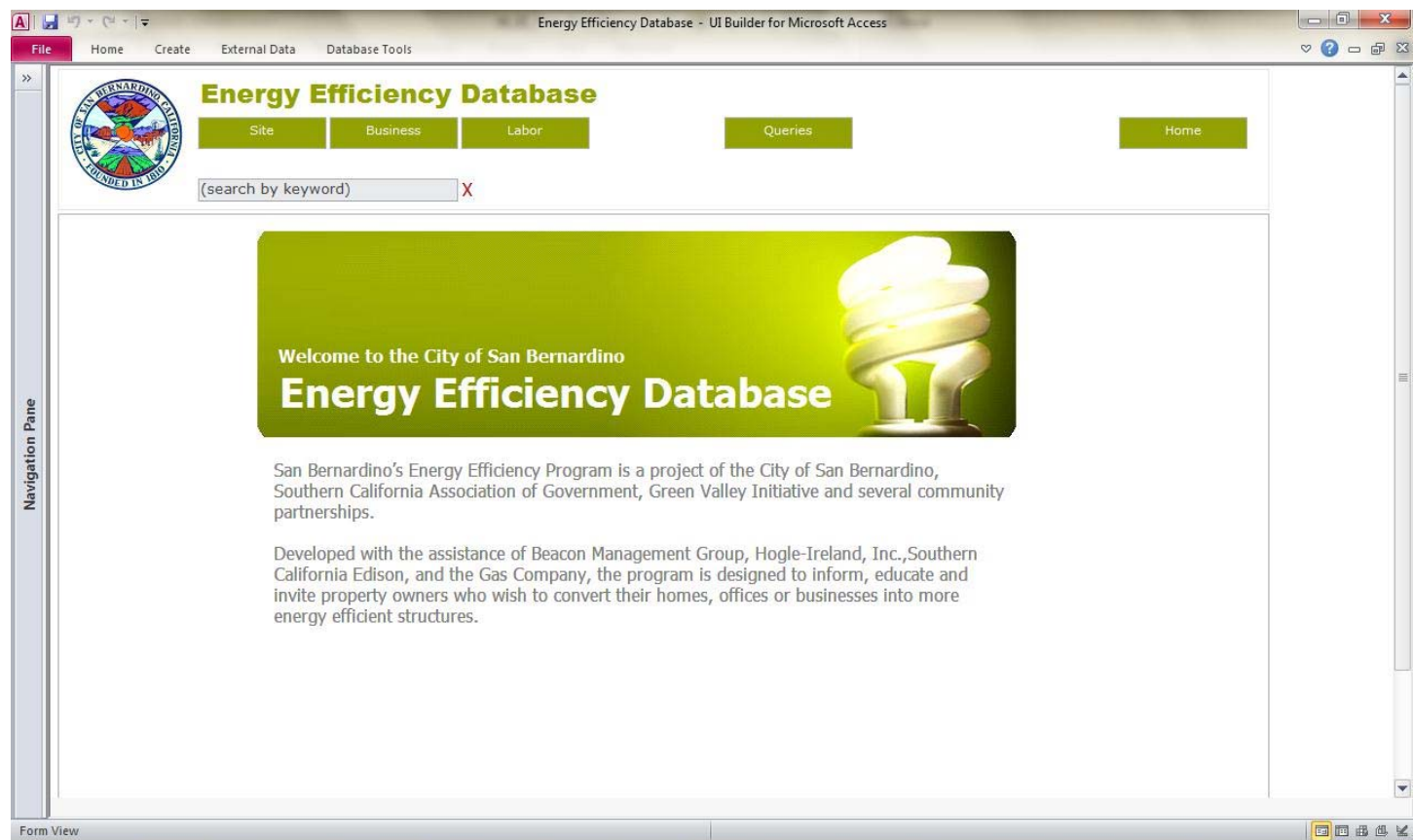
1. Created a query-based database of over 14,000 parcels in the City to educate and inform property managers of energy efficiency incentive programs offered through the City and the utility companies.
2. Created and worked with a Steering Committee to frame policy issues, develop an outreach and marketing plan and host informational workshops.
3. Created a community - wide outreach and marketing plan with a community Identity Kit complete with messaging, and collateral material.
4. Identified local resources for workforce training for employment as auditors, retrofitters, solar installers and in other green occupations.
5. Advised the Steering Committee in the development of a Project Implementation Plan that could be replicated throughout the region.
6. Created an Implementation Plan detailing the process for creating and implementing an AB 811 style program, made recommendations and shared lessons learned for the program.

Sustainable San Bernardino

PROJECT GOALS ACHIEVED

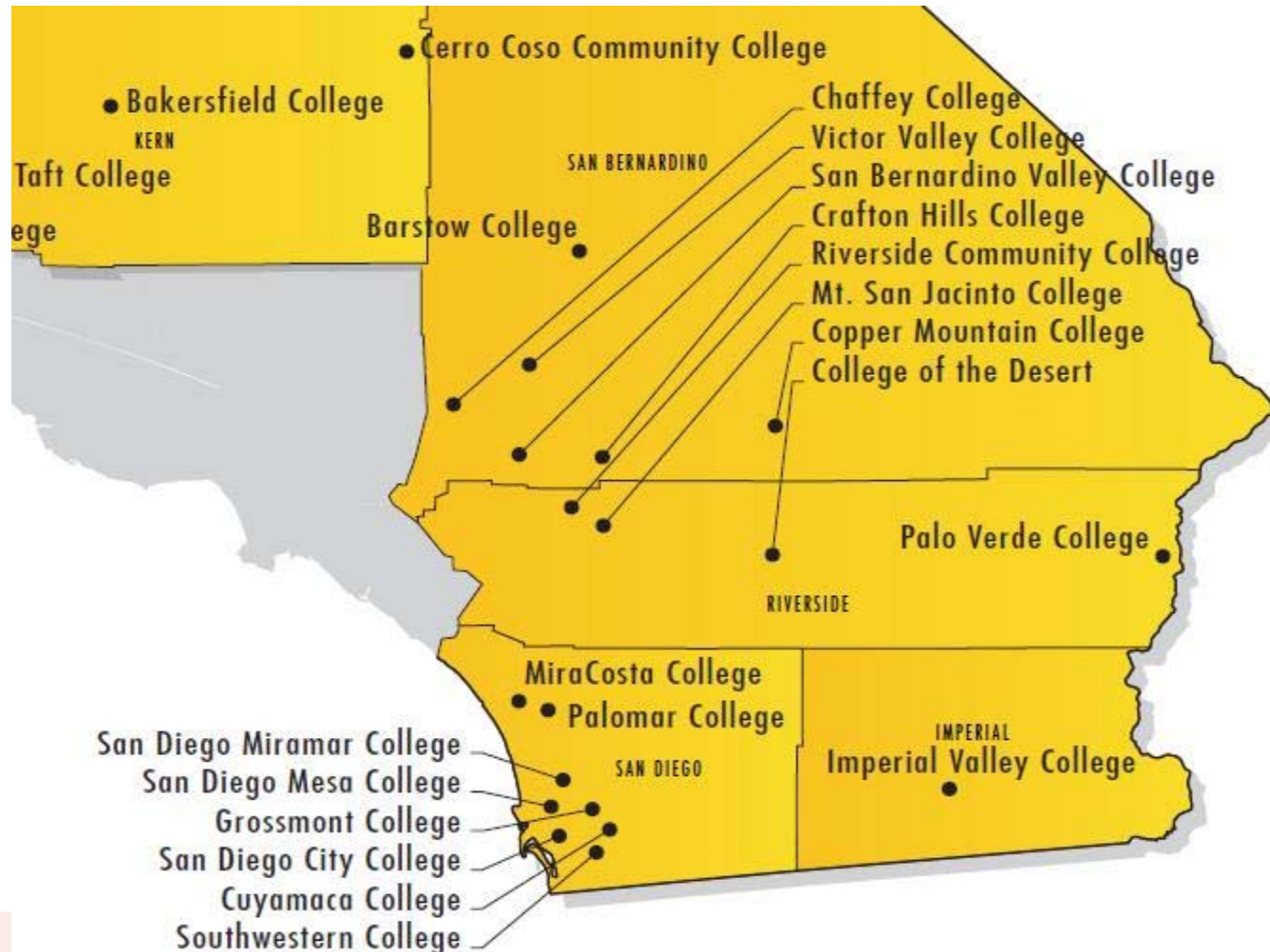
1. Increased awareness and education of key stakeholder groups about the importance of energy efficiency solutions.
2. Strengthened opportunities for local economic development and livability by linking local job creation, high unemployment and long term career opportunity in the growing field of energy efficiency.
3. Built capacity of local community to address federal and state regulations and legislative actions.
4. Leveraged utility sponsored programs to help the community position itself for rebate and incentive programs.

Development of Energy Efficiency Database: Commercial, Industrial and Residential Properties



An Access Database and Spatial Data Infrastructure (SDI) using ESRI Geographic Information Systems (GIS) to store, manage, and analyze energy efficiency audits on commercial, industrial, and residential properties within the City of San Bernardino. Over 14000 parcel properties were mapped in the database from various City and County sources. A user can run queries about properties based on criteria such as Construction Type, Heating Type, Roofing Type, and Air Conditioning Replacement Cost. The reports can then be converted into GIS maps of the properties or converted for marketing.

San Bernardino Workforce Development Analysis: Colleges Offering Green Job/Energy Education Programs



Sustainable San Bernardino Steering Committee



L-R

Back Row: Imran Farooq, Sustaining Our Society; Michael Bachand, CalCERTS; Casey Dailey, Asst. to San Bernardino Mayor Patrick Morris.

Front Row: Brandon Shamim, Beacon Management Group; Diane Wirth, USGBC-IE Chapter; Amri Christianito, SCE; Cynthia Swaim, Sempra Utilities; Shellie Swanston, SB County Workforce Development; Kenji Collins, San Bernardino Community College.

Community Outreach and Identity Kit: Green Job Summit

The Green Job Summit served as a kick-off for the energy efficiency program as part of Sustainable San Bernardino. The printed materials associated with the program were the first time the Sustainable San Bernardino brand logo was publicly promoted. Beacon created a Community Outreach and Media Kit to Market the Program, which includes a Flyer, Save the Date Card, Sample Ad, Powerpoint Presentation, Press Release, tip sheet on energy efficiency for homes and businesses, and FAQs.



SUSTAINABLE SAN BERNARDINO PRESENTS THE 2010 GREEN JOB SUMMIT

Wednesday, September 29, 2010
3:00 P.M. - 7:00 p.m.

INLAND REGIONAL CENTER
1425 S. Waterman Ave.
San Bernardino, CA

FREE & OPEN TO THE PUBLIC
Follow This Link To Register:
www.ci.sanbernardino.ca.us

- Learn about new programs aimed to reduce energy usage and spark job growth
- On-site representatives to discuss green job training, performance contracting and energy retrofit opportunities
- Hear about tax credits and incentives available to contractors



Sustainable San Bernardino: 2010 Green Job Summit



Sustainable San Bernardino 2010 Green Job Summit Speaker, Devon Hartman, respected architect who has gained national recognition as a leader in innovative, green building design.

Sustainable San Bernardino 2010 Green Job Summit



According to several stakeholders including the Building Performance Institute, the authority on energy efficiency certified specialists and Energy Upgrade California representatives, the Green Job Summit, held September 29, 2010, was viewed as one of the ***most successful events of its kind***, attended by more than 170 participants, including contractors, energy consultants, workforce development specialists and educators, and residential and commercial stakeholders from San Bernardino and Inland Empire communities.

San Bernardino hosts Green Jobs Summit

By **ANDREW EDWARDS**

The San Bernardino Sun

Contra Costa Times

The Oakland Tribune

Pasadena Star News

www.istockanalyst.com

SAN BERNARDINO - Forecasts of ever-increasing energy demands and decreasing fuel supplies are not exactly the most encouraging of topics, but the idea behind the Sustainable San Bernardino summit held Wednesday is that energy problems could create business opportunities for those working on solving them.

"We borrow billions. We send billions to other other countries. We bring back what we bought and then we burn it," said Devon Hartman, president of a Corona-based energy efficiency company called Every Watt Matters.

Hartman delivered his views on energy-related problems and potential solution Wednesday afternoon at a green jobs summit held at Inland Regional Center. The event attracted more than 100 guests, many of whom included building contractors and job trainers.

East Valley officials have lately backed plans that could lead to government support of energy-related home improvements, but those plans are on hold after federal housing officials raised objections to financing plans.

Besides contractors and government people, job seekers also attended Wednesday's event. Fred Mulipola, of Redlands, said he and his 21- and 20-year-old sons attended in search of potential job opportunities.

"I think that's where the future is," Mulipola said.

Energy problems are frequently discussed in terms of automobiles and gasoline consumption, but Hartman's data included the statistic that 48 percent of the United States' energy consumption happens inside buildings.

When it comes to electricity, 76 percent of power usage happens in structures, Hartman said.

Hartman's reasoning leads to the conclusion that energy efficient building plans are necessary to protect the environment and Americans' finances.

Potential solutions - what he called "Big Hairy Ambitious Goals," like energy retrofits for some 128 million American homes.

Officials in San Bernardino, along with Redlands and San Bernardino County, have had their own ambitious goal of forming a special agency that could make loans for energy-related home improvements, such as conservation projects or solar panels.

If established, the agency would be called the San Bernardino Valley Clean Energy District.

**Certificate of Recognition:
State Controller John Chiang**



THE HONORABLE JOHN CHIANG

California State Controller

Joins with

Sustainable San Bernardino

in recognizing

***Beacon Management
Group***

2010 Green Job Summit

***In Appreciation of Your Efforts to Bring and
Support Environmentally Sustainable Programs
Aimed at Reducing Energy Usage and
Sparking Job Growth in the Inland Empire***

Lessons Learned

- *Maintain flexibility and adaptability*
- *Understand the barriers to interest, adoption and internalization of message*
- *Leverage community interest and desire*
- *Draw linkages and showcase relevancy of issues to diverse stakeholders*



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