

Competing for the Climate

Cory Downs
6/15/16



**CONSERVATION
SECTION**

Office of Sustainability

CITY GOALS

Help residents
reduce
utility bills



Climate Action Plan

Reduce GHG
Emissions
20%
Below
1990



Home
Upgrade

Carbon
Downgrade

CHULA VISTA

CITY GOALS



The Office of Sustainability's
mission statement

CITY ACHIEVEMENTS



2014 EPA Climate
Leadership Award for
Organizational Leadership

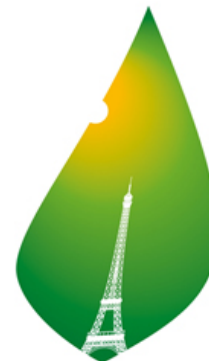


2014-2020

City Operations Sustainability Plan

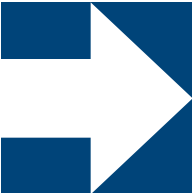


CITY OPERATIONS GREEN TEAM

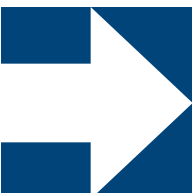


COP21 • CMP11
PARIS 2015
UN CLIMATE CHANGE CONFERENCE

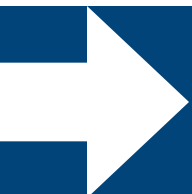
OVERVIEW



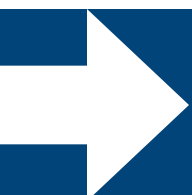
Competition History



Community Outreach



Lessons Learned



Next Steps

COMPETITIONS



COOLCALIFORNIA CITY CHALLENGE

Sponsored by: **energy
upgrade™**
CALIFORNIA

Participated in:

- 2012/2013
- 2013/2014



Placed
2nd
in 2012/
2013

COMPETITIONS

More
than
700
households
signed
up

Program Savings Metrics	
kWh	858,429
Average monthly kWh	728
Therms	25,732
Average monthly therms	24
Metric Tons of CO ²	60

“participants demonstrated capacity to make further reductions through their participation in the program.”

- CA ARB & CA EPA Final Report

COMPETITIONS



Participated in:

- 2015/2016

Currently

17th

out of

50

jurisdictions
nationwide

COMPETITIONS

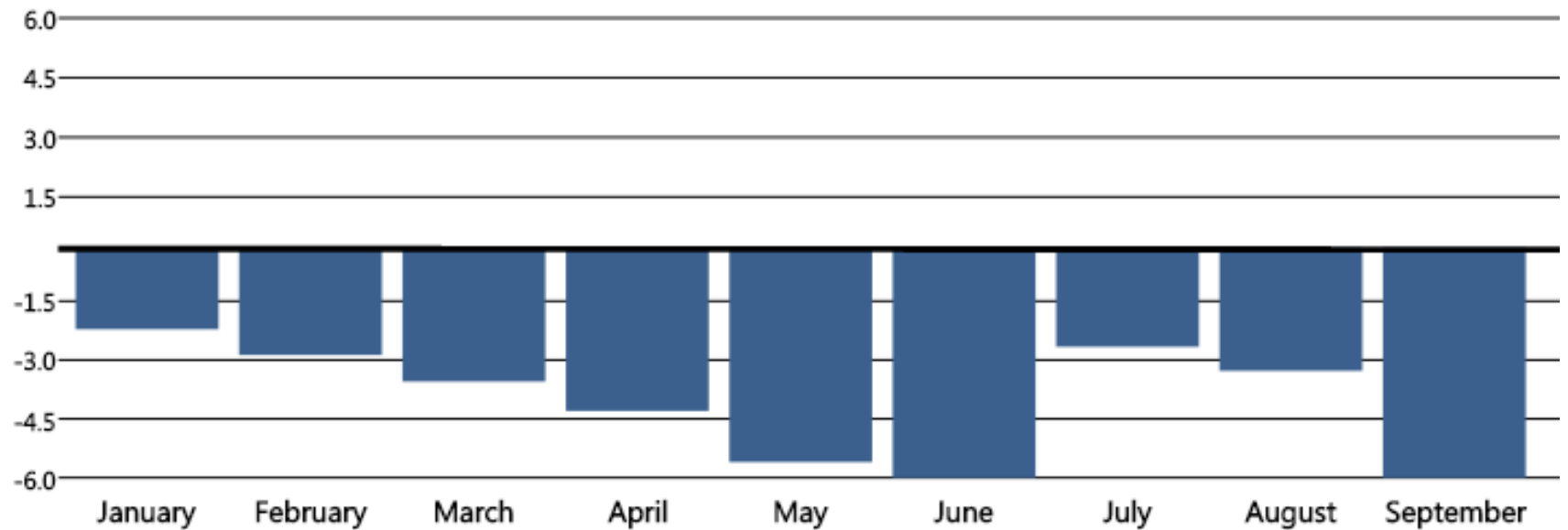
Has
reduced
12,547
MTCO₂e

515,799,083 [?] Source Energy Saved kBTU	6,320,961 Total Financial Saving \$	12,547,528 Total CO ₂ Saved kg
243,916 Population	65,084,297 [?] kWh Saved	2,937,315 [?] Therms Saved

- Represents 7% of total annual City GHG reduction goal
- Compared with SDG&E reported savings of:
 - 2.2 million kWh
 - 8,000 therms

COMPETITIONS

Overall Energy Score (OES)



OUTREACH



- Leverage existing networks
- Get a non-staff leader
- Use as your foot in the door

Peer to
peer
promotion
is best

OUTREACH

Flyer to
gather
commitments
from
residents



NATIONWIDE ENERGY COMPETITION FOR \$5 MILLION PRIZE:

Chula Vista is in the running!

Chula Vista is one of 50 communities that is attempting to reduce energy consumption over the two-year **Georgetown University Energy Prize** and win the prize purse of **\$5 million dollars**.

To learn more and track the City's progress, visit www.chulavistaca.gov/energyprize.



For more information on the City of Chula Vista's sustainability efforts, please contact the Conservation Section at (619) 409-3893 or conservation@chulavistaca.gov

YOU CAN HELP!

Spread the Word

Tell your friends, family, and neighbors about the competition.

Start Saving

Turn off lights/appliances or upgrade your home to be more efficient.

Get a Free Home Energy & Water Check-Up

Have trained City staff visit your home at no cost and provide customized information on how you can save energy and water.

Name: _____ Phone Number: _____

Email*: _____ Address: _____

*By giving the Conservation Section your email address, you are also signing up for the monthly "CLEAN" newsletter!

☐ *I would like to start by receiving a FREE Home Energy & Water Check-Up*

I pledge to do my part to save energy – and help Chula Vista win the Georgetown University Energy Prize! Here are the Energy Saving Actions I will do in my home:

MY ENERGY SAVING ACTIONS:

#1 _____

#2 _____

#3 _____

Signature: _____ Date: _____

This program is a part of The Chula Vista Local Government Partnership which is funded by California utility customers and administered by SDGE® under the auspices of the California Public Utilities Commission.

OUTREACH



www.chulavistaca.gov/energyprize

Direct
web site:
**Events
Program
Sign-Ups**

OUTREACH

Help Chula Vista Win \$5 Million



- 1 chance to win
- 2 help your home
- 3 energy-saving actions
- 4 Chula Vista
- 5 million bucks

GEORGETOWN UNIVERSITY ENERGY PRIZE

We can win the Georgetown University Energy Prize. Improve your home's energy efficiency. Let's show the rest of the country how it's done.

Visit chulavistaca.gov/energyprize to help Chula Vista win.

chulavistaca.gov/energyprize | 619-409-3893 | conservation@chulavistaca.gov

This program is a part of the Chula Vista Local Government Partnership which is funded by California utility customers and administered by SDGE under the auspices of the California Public Utilities Commission.

Help us win \$5 million for Chula Vista

IMPROVE YOUR HOME THIS YEAR WITH 3 ENERGY-SAVING ACTIONS

Visit chulavistaca.gov/energyprize to learn how you can save energy and help Chula Vista win.

GEORGETOWN UNIVERSITY ENERGY PRIZE

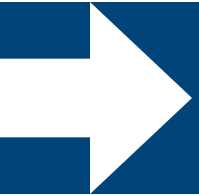
WE CAN DO THIS.

chulavistaca.gov/energyprize | 619-409-3893 | conservation@chulavistaca.gov

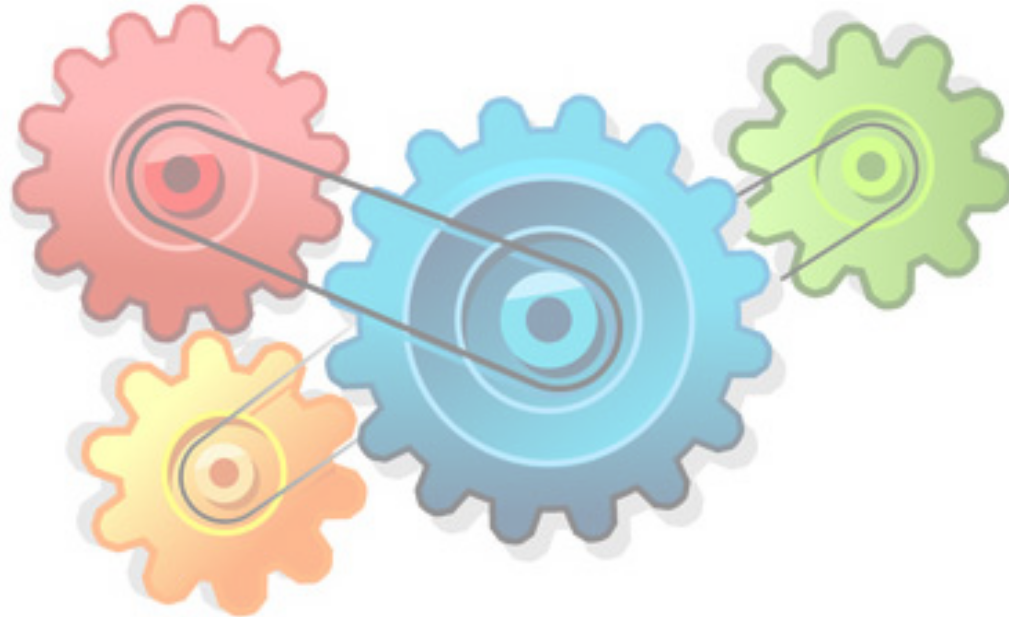
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LESSONS LEARNED



Competition Structure



LESSONS LEARNED



➔ Programs, Programs, Programs

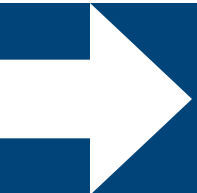


LESSONS LEARNED



➔ Rules Matter

LESSONS LEARNED



Follow Up

THANK YOU!



CITY OF
CHULA VISTA



**CONSERVATION
SECTION**

Office of Sustainability

Questions?

Cory Downs

Conservation Specialist

(619) 476-2442

cdowns@chulavistaca.gov

www.chulavistaca.gov/clean