



South Bay Cities Green Buildings Challenge Program

Accelerating adoption of sustainability by engaging South Bay Cities business community in competition

Overview

- * What is a Green Challenge?
- * Why have a Challenge?
- * How does the Challenge work?
- * Benefits to South Bay Cities and Partners.
- * Challenge Program Scope and Timeline.

What is a **Green** Challenge?

Gamifying Sustainability.

- * A friendly competition among local buildings and businesses.
- * Designed to drive measurable sustainability improvements within a community.
- * By structuring activities as part of a game.

Why have a Challenge?

Engagement is a significant barrier to sustainability.

By turning sustainability into a competition we can:

- * Create an imperative to act.
- * “Make it normal”.
- * Provide a clear pathway to success.
- * Recognize and reward action.

How does the Challenge work?

Completing activities, earning points, moving up leader board.

Elements of a game:

- * Activities
- * Points, badges, leveling up
- * Leaderboard
- * Recognition & rewards

How does the Challenge work? Cont'd

Two types of activities:

1. Do something (action)
2. Track something (reporting)

Activities are:

- * Customizable
- * Assigned point values
- * Repeatable vs. one time
- * Validated
 - * Submit some proof
 - * Audit the winners

Categories



Energy Efficiency



Materials & Waste



Water Conservation



Transportation



Education & Outreach

How does the Challenge work? Cont'd

Leaderboard: Sustainable Properties Your Rank: 4

Get More Points

Rank	Company	Points
1	Energy Plaza	20750
2	71 South Wacker	18900
3	540 West Madison Owner LLC	18000
4	11 Stanwix Street	16400
5	AMA Plaza	15300
6	Riverside Plaza	15200
7	400 N. Brand Blvd	13250
8	450 N. Brand Blvd	13150
9	Jenterra LLC c/o Colliers International	11900
10	50 W. Broadway	11100
10	200 West Madison	11100
12	Walsh Construction - S Sangamon	6800

4

Current Rank

42

Completed Activities

16400

Points Earned

42 Completed Activities

Date	Completed Activity	Points Earned
02/12/2015	Completed: Reduce total water consumption from your baseline	1000 points
02/12/2015	Completed: Get educated on energy and sustainability	500 points
02/11/2015	Completed: Set up tenant spaces in GreenPSF	500 points
02/11/2015	Completed: Engage and collaborate with internal and external stakeholders	500 points
02/06/2015	Completed: Complete the GreenPSF Property Profile	500 points
02/06/2015	Completed: Identify energy efficiency opportunities for tenants	500 points
02/06/2015	Completed: Identify and quantify energy efficiency opportunities	500 points
02/06/2015	Completed: Monitor energy consumption on a monthly or quarterly basis	300 points
02/06/2015	Completed: Get a lighting and lighting controls audit	300 points

Benefits to SBC and Partners

- * Help business community achieve profitable sustainability.
- * Improve quality of living in the region.
- * Help SCE and SCG meet energy savings goals mandated by CPUC.
- * Enhance Partner program delivery - energy efficiency, renewable energy, water conservation, etc.
- * Good PR for all stakeholders.

Challenge Program Partners

- * Program Partners – SCG and SCE (program funding).
- * GreenPSF (software / program development).
 - Currently running **tested & successful** challenges for Chicago, Washington DC, Houston and San Diego.
- * Local Governments and Environmental Commissions (community outreach).
- * SBACC (business community outreach)
- * West Basin, LA County Sanitation and SCAG (potential).

Program Scope and Timeline

- * Leverage technology, relationships and focused marketing to engage ~225 targeted properties.

Segment	Properties	Square Feet (M)	Average SF	% Total SF
Office	387	34.7M SF	89,700 SF	45%
Retail	372	27.0M SF	72,600 SF	35%
Healthcare	32	2.3M SF	71,900 SF	3%
Hospitality	81	8.8M SF	108,600 SF	11%
Special Purpose	37	4.2M SF	113,500 SF	5%
TOTAL	909	77.0M SF	84,700 SF	100%

Program Scope and Timeline Cont'd

- * Reduce energy consumption by 5-15% through retrofits and behavioral initiatives.
- * Program Budget - \$341,000 for 18 month program. 100% funded by SCG (50%) and SCE (50%).
- * Looking to add other sustainability initiatives – water conversation, waste reduction, transportation.

