



**Jenny Lybeck**

[jlybeck@portofsandiego.org](mailto:jlybeck@portofsandiego.org)



# Overview



- **Port of San Diego**
  - Who are we and what do we do?
- **The Green Business Challenge - a business engagement tool**
  - Program development
  - Results
  - Lessons learned
- **Program expansion**

# Background of the Port





# Unified Port of San Diego



**Legend**

- Port of San Diego Boundary
- Not Under Port Management

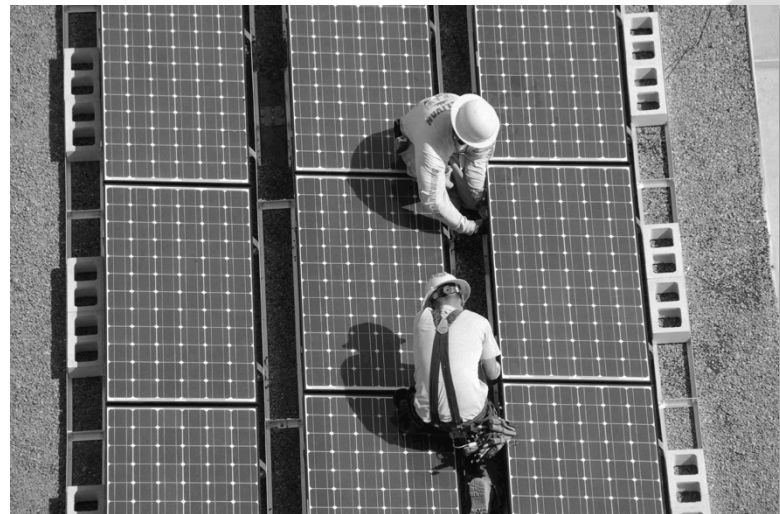
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# Green Port Program

- **Green Port Policy** adopted by Board of Port Commissioners in December 2007
- Developed to achieve long-term environmental, societal, and economic benefits through resource conservation, waste reduction, and pollution prevention
- Currently developing a Climate Mitigation and Adaptation Plan to address GHG emissions and sea level rise



# Program Development



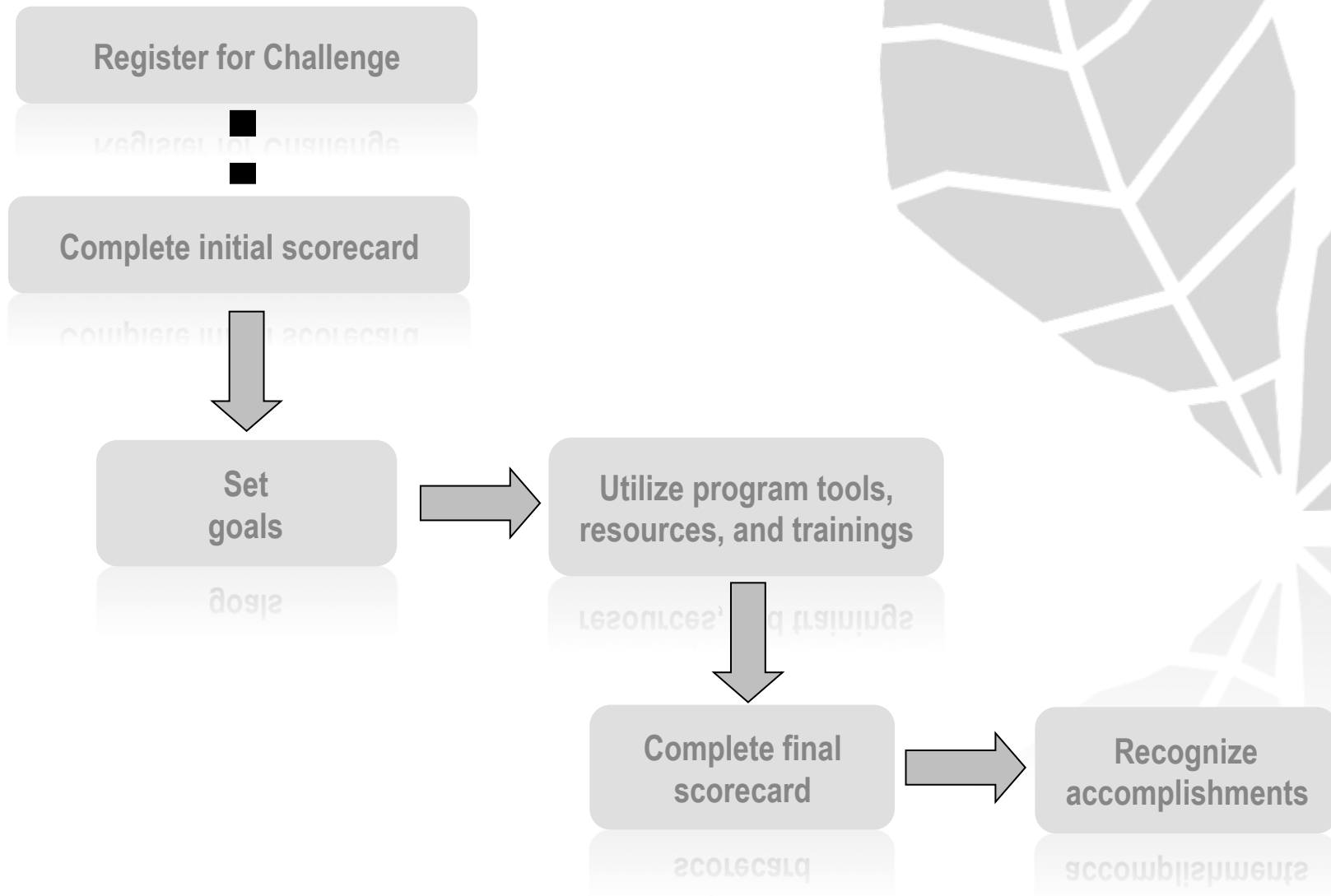
- ICLEI – Green Office Challenge
- Formed workgroup to develop program
  - Representative from all major business types
  - Local experts including local chapter of USGBC, EPA, etc.
- Formation of work group key to overall program success

# Green Business Challenge



- A program connecting Port of San Diego tenants and sub-tenants to free resources to reduce their energy use and improve their environmental performance while receiving public recognition for their efforts
- Free to participate including resources, training, technical assistance
- Participants determine their level of commitment

# How does it work?





# Sample Scorecard Question

▼ OUTREACH			
QUESTION	POINTS	ANSWER	
1. Does your company have a "Green Team," which is responsible for making office "greening" fun and managing environmental initiatives?	5.0	<input checked="" type="radio"/> Yes <input type="radio"/> No	<a href="#">Help Resources</a>
* Our Green Team was established in 2006 and meets quarterly. We have fun events every quarter as well as initiatives to make our office more sustainable.			

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# 2011 Program

- 12 free training
  - CEM
  - LEED
- Information and best practices sharing
  - Green Share event
- SDG&E Direct Install Program
- PR campaign highlighting green efforts
  - 13 videos, 23 press releases and 16 blog posts



# 2011 Results

- 49 tenants and sub-tenants participated
  - 26 small businesses
- Reduced energy use by 830,000 kWh and 48,000 therms
  - Saved an estimated \$156,000 on energy bills
  - Earned \$134,000 in utility rebates and incentives



# 2011 Results

- Reduced emissions by 843 metric tons
  - Equivalent to removing 160 passenger vehicles from the road
- Collectively implemented 377 new green strategies
- Collectively improved from baseline scorecard by 49%
- 54% achieved goal
  - 13% surpassed goal





# Lessons Learned



- Challenging to get concrete results (kWh)
  - Voluntary to disclose utility data
- Peer to peer information sharing key
- Identify cost value to business
  - Training has \$200 value, offered FREE!
- Leverage utility programs (Direct Install)
- One on one support = increased engagement

# Lessons Learned



- Recognition is a motivating factor for participation
- Keep program fluid
- Identify proper points of contact
- Identify ways to balance busy schedules with program goals

# Year 2

## Green Business Network

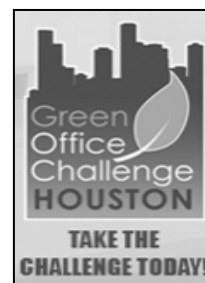
- Continue positive momentum of Challenge
- Encourage on-going sustainability efforts
- Continue to give access to free resources and tools
- No mandatory deadlines
- Track sustainability efforts
- Improved tool
  - Sustainability reports



# National Program

- Began by ICLEI in Chicago in 2009
- As a result of great success, ICLEI expanded the program:

- Houston, TX
- Charleston, SC
- Nashville, TN
- Arlington County, VA
- Port of San Diego
- Chula Vista, CA
- Austin, TX
- Bellevue, WA
- Triangle J Council of Governments, NC





# Thank You!

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# Energy Efficiency Partnership



- Focused on Energy Efficiency – weighted scorecard points and marketing towards EE
- Cost-share for database development
- Staff time = cost-share
- Many other lessons learned