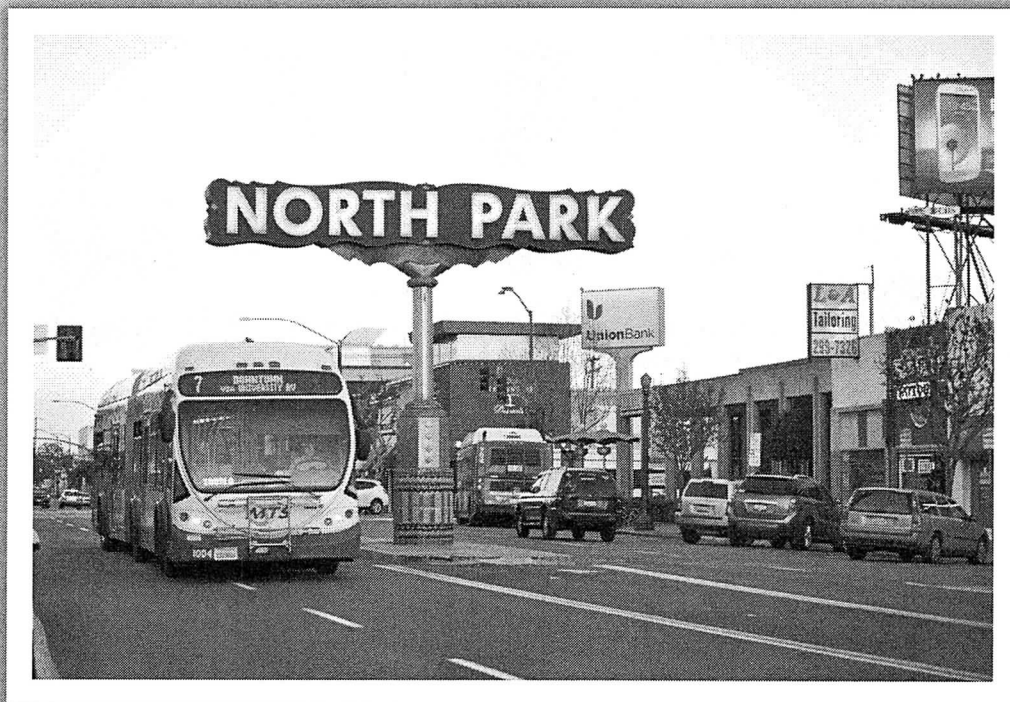


Sustainable North Park

Office Of Historic Preservation Grant 2012 – 2013

Final Report



Abstract

Sustainable North Park is an initiative that sprouted in 2009 under the umbrella of the North Park Main Street (NPMS), the state's first Sustainable Main Street program. Community leaders embraced this challenge and later that year convened a group of local stakeholders to develop the framework of a sustainability plan in North Park. In fall 2012 the initiative was awarded a grant from Office of Historic Preservation to begin to implement sustainability initiatives and support and highlight the inherent link between historic preservation and sustainability.

This report is a snapshot of work accomplished between November 2012 and September 2013 by the Sustainable North Park Main Street. It covers the grant requirements and how they were met through various outreach and education programs.

The report also covers local and national partnerships that were established during the project period and resulted in additional funding towards next phase of the project as well as brought national attention to North Park's EcoDistrict brand.

Acknowledgments

The project was very well received among North Park and San Diego's community. The success was due to the collaborative work among many stakeholders. Special thanks go to:

- San Diego Gas and Electric
- San Diego Green Building Council
- San Diego Environmental Services Department
- North Park Historical Society
- EcoDistricts.org
- Llewellyn Wells – Living City Block
- My Social Media Network
- A7D Graphic Group
- North Park Business Community
- 1:1 Movement

Table of Contents

Abstract	2
Acknowledgments	2
Background	4
Project Deliverables	5
Virtual Sustainability Center	5
Social Media Platforms.....	5
Documentation of the Story	6
Programs and Outreach.....	6
Green House Gas Tracking	8
Historic Preservation.....	9
Project management, updates and transparency.....	9
Additional items	10
EcoDistricts	10
Small Business Benchmarking Protocol.....	10
Evaluations, conclusions and recommendations for future work	10
Appendix 1. Video Story Board	12
Appendix 2: Spring Challenge	13
Appendix 3: Serious Trash Talk, survey and graphic	14
Appendix 4: Green Business Checklist.....	15
Appendix 4: Citizens Coordinate for Century 3, EcoDistricts Breakfast Agenda.....	17
Appendix 6: Final Event Marketing Flyer	18
Appendix 7: Queen Bee's Walk Through Report	19

Background

North Park is one of San Diego's most successful redevelopment / gentrification stories in San Diego. It all started back in 1985 when The North Park Business Improvement District (BID) was formed, this was only the second BID formed in the San Diego area. In 1996 the City of San Diego selected the North Park BID to be the pilot project for the national Main Street program in the San Diego area. Since then the neighborhood has gone through a renaissance of both commercial and private property sector.

In 1988, after declaring itself Arts, Culture & Entertainment District, a new professional class of artists, designers and entrepreneurs, and a broad array of imaginative cultural events have transformed North Park into a widely recognized "Creative Community". Short after that farm to fork restaurants and sustainable architecture offices followed.

North Park businesses and residences pride themselves on continuously being a leader and pushing San Diego's new boundaries of urban design, and economic and community development. In 2009 the time has come to take the next step and move our neighborhood ahead on the path towards sustainability.

Sustainable North Park is an initiative that sprouted in 2009 under the umbrella of the North Park Mainstreet. In 2009, Wayne Donaldson, California's State Historic Preservation Officer, challenged North Park Main Street to become the state's first Sustainable Main Street program. Community leaders embraced this challenge and later that year convened a group of local stakeholders to develop the framework of a sustainability plan in North Park. Working in partnership with volunteer professionals at Platt/Whitelaw Architects, OBR Architecture, and Zagrodnik+Thomas Architects,

NPMS drafted a set of goals & objectives for a Sustainable North Park Main Street Program:

- Maintain the cultural and historic integrity of the built and social environment;
- Increase resource efficiency and conservation within the District;
- Increase internal community connectivity;
- Provide a setting for a sustainable green economy

Today the partnership of North Park Mainstreet, San Diego Gas and Electric and San Diego Green Building Council is working together to create San Diego's first EcoDistrict and neighborhood scale program aiming to engage local businesses in 'green' practices, monitor our GHG emissions and encourage sustainable infrastructure within the district. North Park community members will work together to establish metrics and set goals to measure the progress in the areas of waste, water and energy use initially with the aspiration to incorporate other progress indicators in the future (e.g. local food index, bike miles travels, etc.). Special attention will be given to historic buildings in the area and specific preservation guidelines that they require.

Our goal is to build a strong community of leaders that will move our City's neighborhoods toward resilient and sustainable future.

Project Deliverables

Virtual Sustainability Center

NORTHPARKECODISTRICT.COM has been created to serve as an online sustainability center and is aimed at local businesses within the community and available for replication by historic business districts nation-wide.

The web site is the central connection point, between the North Park community and Sustainability Resources available in San Diego.

Key content components are:

- **Sustainability strategies** for various areas of daily business operations. This section includes information about local programs, rebates and incentives available throughout the region. This section includes a section focused specifically on Historic Preservation concepts and strategies: <http://northparkecodistrict.com/strategies/historic-preservation/>
- **Green Business Checklist**, a self assessment tool for North Park business community
- **Success Stories**, EcoStories, created to promote strategies that have been implemented by local business owners
- **Blog**, latest updates, progress and issues within the district
- **EcoWhat?** Section, describing EcoDistrict framework and its potential application in North Park
- **Historic Treasures Tour**, created in collaboration with North Park Historical Society, provides latest photos, description and interactive map location of 32 popular historic treasures. <http://northparkecodistrict.com/map/historic-treasures/>
- **General web site elements:**
 - About section, calendar, contact us
 - Social media plug ins and links to Face Book, Pintrest and Twitter accounts

Social Media Platforms

Social media platforms and campaigns were crucial to the success of the project.

Through a development of a broad social media presence we were able to:

- Promote events
- Rally the community
- Share success story
- Connect to new audiences
- Promote all activities

In addition, social media provided another opportunity to create new connections with key San Diego stakeholders such as San Diego City Environmental Department, San Diego Green Building Council and SDG&E.

FaceBook has definitely surfaced as the most popular and effective channel to communicate with our audiences. By creating events, pools and photo contests we connected to almost 500 individuals! In addition we made a point of promoting all new web site content pieces through the FaceBook account. This practice proved successful in driving more traffic to the web site.

Through out the period of the project Program Managers have provided content for social media channels. Various tools were used to communicate the content in dynamic, fun and informative ways. In

Documentation of the Story

North Park Main Street and My Social Media Network have all been collaborating on the video documentation of the project. Please see **Appendix 1** for the full storyboard of the video.

The video will be a fun, cohesive and current representation of all the work that has been done in past 10 months as well as community's feedback and input. At this point (August 1st 2013) all the material has been captured and the video is in its final editing stage.

Once completed the video will be used as a YouTube Channel content and will be shared with all community members.

Programs and Outreach

Development and implementation of programs and outreach strategies have been at the core of the project's success. Through outreach techniques designed to bring the goals of preservation and sustainability directly to the public we were able to promote and encourage business involvement, preservation and sustainability incentive programs as well as publicity and other implementation.

Create sustainable business programs:

- Spring Challenge: during the spring of 2013 - 29 businesses signed up and committed to various sustainability solutions at their properties. In addition the program provided a very dynamic boost to the social media channels. Business owners willingly shared photos and feedback! Please see appendix 2 for graphic materials and more details of this program.
- Serious Trash Talk and Summer Challenge: this project was directly inspired by the GHG tracking part of the grant. During the research in spring 2012, we learned that reportedly, only 27% businesses in North Park recycle. The goal of the challenge was to increase the number and introduce composting to more local food service providers. As a program steps we surveyed almost 50 local businesses. Full survey questionnaire is available for review here: https://docs.google.com/forms/d/1e1wS7p8CNuep6ZmE0QGcnVX5BIRxp_4zjDC4MnlhxU/edit.

After collecting the data Program Managers worked with the Environmental Services Department to address the low recycling rates and awareness issues by developing new outreach and education materials. Please see **Appendix 3** for more details about the project and graphic elements designed to promote the initiative.

- Green Business Checklist: to promote comprehensive approach to sustainable business operations a Green Business Checklist will be promoted via digital channels and in person interactions. Please see **Appendix 4** for full checklist.

Increase awareness in sustainability issues in North Park

- This was achieved through the: Kick Off Event, EcoDistricts Meet ups, active social media campaign, website and participation in local community events (North Park Arts Festival). Issues were communicated with stakeholders within the district [businesses and community organization] and throughout the broader community [city officials, San Diego non profits, and others].
- Through the online channels we were able to build an audience of almost 500 FaceBook 'fans'. We also reach out directly to North Park businesses through weekly newsletter and the NorthParkEcoDistrict.com website.
- NPMS participated in the panel discussion representing the project and EcoDistrict. The event was hosted by prominent local environmental non-profit – Citizens Coordinate for Century 3. Please see Appendix 5 for the detailed agenda of this event.
- As a wrap up of the project NPMS organized an EcoDistrict Celebration event for the community members and anyone interested in the North Park sustainability Initiative. About 50 representatives of local residents, businesses, non-profits, and other partners attended event. Some of the highlights include: video 'premiere' showcasing our work and discussion tables providing more insight on particular projects.

Educate stakeholders on historic preservation and sustainability related topics

- Historic preservation educational piece is part of the 'strategy sections' of the web site (in progress)
- One-on-one work with "Queen Bee's" a business located in a historic building in North Park. Program Managers provided a preliminary sustainability assessment to the building owner, highlighting historic preservation value throughout the project, please see Appendix 6 for more details on the report given back to Queen Bee's. As a result we connected Queen Bee's and building owner to right resources and consultants to successfully kick of a process of sustainability upgrades to the facility.
- An EcoStory – focused on historic building (in progress)
- Historic Treasures tour on the NorthParkEcoDistrict.com (in progress)
- Historic Buildings and proposed historic structures database to be downloadable from the NorthParkEcoDistrict.com (in progress)

Promote opportunities for best practices within the district, and have direct contact with property and business owners to facilitate their connection to resources and programs that fit their needs.

- This was achieved through the Spring Challenge. We will continue the direct outreach and promotion of best practices through Serious Trash Talk and the Summer Challenge

- We have been working directly with the Queen Bee's to guide and connect them with the right resources. More direct work will be done through the programs mentioned above.
- The website will feature a comprehensive strategy section that connects business directly to information, resources and programs. We will be gathering feedback directly from businesses on this section in July and modifying it to improve it based on user feedback.
- We reached out directly to almost 70 food services to promote educational opportunities regarding energy efficiency programs and rebates. So far we have not been receiving positive feedback and recognize this effort as one of the most challenging ones.

Create business involvement and preservation and sustainability incentive programs as well as publicity and other implementation and outreach techniques designed to bring the goals of preservation and sustainability directly to the public.

- We are linking businesses to the many available incentive and rebate programs for sustainable upgrades and practices, such as:
 - SDG&E
 - Free on site energy consultation
 - On bill financing
 - Green Button tool
 - Food Service equipment education
 - San Diego City Environmental Services
 - Free waste stream audit
 - Staff training assistance
 - San Diego County Water Authority
 - Rebates available to businesses for energy efficient toilets: <http://www.sdcwa.org/new-round-rebates-offered-high-efficiency-toilets>
- Work directly with business owners interested in sustainability. (Queen Bee's, Union – co – working space)

Green House Gas Tracking

NPMS partnered with SDG&E and San Diego Environmental Services Department to calculate the 2012 greenhouse gas emissions/inventory for the North Park Main Street business district.

- The GHG emission calculation includes the following sources: business energy use, business solid waste generation, and transportation within the district.
- Energy data is the aggregate of the 500+ businesses within the North Park Main Street jurisdiction. Click here for a map showing the NPMS jurisdiction boundary. However, there were about 80 businesses that did not show up in SDG&E's system and all home-based businesses were excluded. So, consider this number to have an approximate shortcoming of up to 15%.

- Material Waste data represents the best available data provided by the City of San Diego. However, only about 150 businesses were recognized in their system and all home based businesses were excluded. This is in part because a number of North Park businesses share waste services; therefore, the data likely represents many more than just the 150 business on record. Also, potential data quality issues are always a factor.
- Transportation data includes vehicle trips that start and end within the district. It does not include 'pass through' vehicle trips. Also, the data came from a traffic study conducted by San Diego Association of Governments (SANDAG). The study had an area boundary slightly larger than the NPMS boundary.

Final 2012 GHG results that will serve as a future benchmark:

Waste	2,011.03
Energy	6,672.35
Transportation	32,728.67
TOTAL (Metric tons of CO2 Equivalent)	41,412.06

Funders recognized pioneering effort of tracking GHG on a neighborhood scale and in Summer 2013 additional funding was awarded to continue work on this subject. The GHG Protocol Development is described in more detail in further part of the report.

Historic Preservation

- **Historic Treasures Tour**, created in collaboration with North Park Historical Society, provides latest photos, description and interactive map location of 32 popular historic treasures.
- **Potential Historic Buildings Database**, downloadable document
- **Partnership with North Park Historical Society**, to develop a database of the potential historic infrastructures in the neighborhood.
- **Historic Perseveration Section on the web site**, it includes following sections: general guidance, maintenance, windows, weatherization, HVAC, other resources
- **One-on-one work** with "Queen Bee's" a business located in a historic building in North Park. Program Managers provided a preliminary sustainability assessment to the building owner, highlighting historic preservation value throughout the project. Ultimately both building owner and tenant were connected to right resources and consultants to successfully kick of a process of sustainability upgrades to the facility

Project management, updates and transparency

- Regular meetings with North Park Main Street's Executive Director
- Presentations at North Park Main Street Board Meetings
- Collaboration with Sustainable North Park Main Street Committee

Additional items

EcoDistricts

EcoDistricts Framework- We were particularly inspired by the EcoDistricts framework and found it extremely relevant to the goals of Sustainable NPMS. North Park EcoDistrict was founded to fully involve the community, creating a community identity around the sustainable values and aspirations.

EcoDistrict Incubator- The North Park sustainability initiatives were further propelled by our participation in the 2013 EcoDistrict Incubator held by the EcoDistricts Institute. We applied as part of a competitive process and were 1 of 8 selected cities to attend the Incubator in Portland, OR. For more information on the Incubator click here: <http://ecodistricts.org/incubator/> To view the story on our team's attendance, see <http://ecodistricts.org/wp-content/uploads/2013/06/san-diego.png>.

We've worked collectively with the San Diego Green Building Council to foster additional EcoDistricts in San Diego. We are excited to see a Pacific Beach/Mission Beach EcoDistricts in the early stages of forming in the coastal area of San Diego.

Small Business Benchmarking Protocol

In Summer 2013, we were selected to receive a grant to support the development of a Small Business Benchmarking Protocol.

A critical aspect of the North Park EcoDistrict is the resources provided to the small businesses that allow them to make positive change in their environmental impacts and day-to-day practices.

The Small Business Benchmarking (SBB) Protocol will provide an easy process for gathering energy use, water use and material solid waste generation of a given business within the district. The actionable benchmarked data can then be assessed and prioritized upgrade opportunities can be provided to the business. This provides a resource for neighborhood small businesses to understand their current impacts, how they compare to similar businesses and identify targeted steps towards positive change.

This project builds directly on the foundations laid through OHP grant.

Evaluations, conclusions and recommendations for future work

The North Park business community responded very enthusiastically about sustainability and the EcoDistrict brand. Our most productive connection points were made in person, visiting the neighborhood businesses.

Strong connections were made through well-substantiated relationships. The business community was particularly receptive to the fact that the programs were driven by NPMS. This speaks highly of the reputation and position NPMS has within the District. It also underscores the importance of associating any programs and communication with well-known and trusted sources within the neighborhood. One challenge was the lack of funding for marketing materials. For future budgets, we will ensure that there is specific funding allocated to marketing graphics and communications.

We found local like-minded non-profits, conscientious for-profits and government entities great partners! They were incredibly enthusiastic and additive when we were serving as a conduit from pre-existing sustainability programs to our community audience. For example, as part of the Spring Challenge, we introduced the NP business community to the Straw Pledge offered by 1:1 Movement.

They became an instance and active partner. We also worked closely with Environmental Services department to extend recycling resources in NP. They also participated actively and assisted us to fulfilling our goals while we did the same for them. Fully leveraging existing resources and building strong local partnerships proved to be one of the most efficient and successful tactics.

As we expected, it was incredibly important to meet our principle audience where they are. We needed to approach sustainability in a way that allows for the average person and business owner to connect with the ideas we were sharing. Using a common language and providing easy to use tools and resources was critical.

Appendix 1. Video Story Board

Chapter 1 – North Park is Awesome (15 sec)

- Interview Angela talking about how dynamic a place the neighborhood of North Park is.
- Cut in and out from interview to scenes around the neighborhood, landmarks, business signs, businesses in operation, busy street, etc.

Chapter 2 – What is North Park EcoDistrict? (20 sec)

- Interview of Jen or Paulina or both talking about the initiative's focus and value.
- Cut in and out of scenes that pertain to the EcoDistrict goals:

- | | |
|----------------------------|---|
| -The farmers market | -Sign in business representing |
| -People getting on the bus | sustainable practice, e.g. 1:1 Movement Straw |
| -Smart Cars | Pledge or 'sustainable seafood sign', 'local |
| -Bike Corrals | artists' |
| -Parklet? | |

Chapter 3 – Rallying Business Owners (20 sec)

- Interview of Jen or Paulina or both explaining their approach and strategies.
- Get shots of both girls re-enacting what they did if possible. Walking the streets, walking into businesses, talking to business owners.
- *We could recreate these pretty easily with 1 or 2 cooperating business owners right on University.

Chapter 4 – Progress: Events, Programs, Challenges, Successes, Mini-Case Studies (3 min)

- P or J interview discussing the events. Overview of all of them, but then discuss more in-depth the most successful one. (who was there, where it was, why it was successful, what came out of it in the end). Use marketing materials and pictures from the events to cut in and out of interview.
- Same as above for Programs, but highlight 2 if needed.
- Finish with both P + J discussing challenges and successes
- *We will have business owner interviews, shots around town and interviews with P&J, pictures from events and marketing materials to develop this chapter visually. Business owner interviews could very well push this chapter into a certain direction

Chapter 5 – Partners, EcoDistrict Incubator & Funders (30 sec)

- *This is straight forward, 3 different parts with J or P talking about each one.
- Discuss partners, can cut to interviews, logos, etc.
- Discuss Incubator, who attended, what you did, what you got out of it. Cut to pictures or video from Portland.
- Discuss and thank funders, why is it so important to continue funding these programs/initiatives

Chapter 6 – Future Goals, Priorities, What's next from North Park EcoDistrict (20 sec)

- Interview of P or J or both, reviewing the experience from start to finish, overview of goals, priorities and what is next. *Great scene for this would be a time lapse (speed up) with split second scenes cut from all the footage of the video, ending on P & J and then NP Eco logo fadeout.

Appendix 2: Spring Challenge

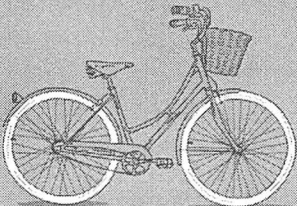
North Park EcoDistrict invites you to take part in

Transportation SATURDAY

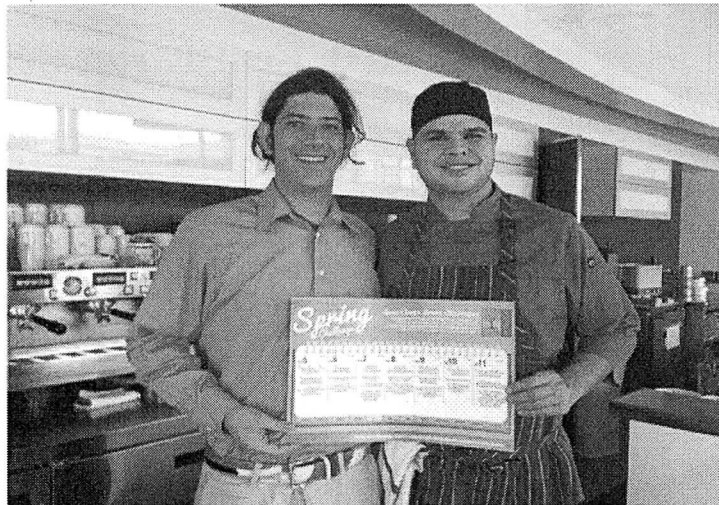
(Part of North Park EcoDistrict's & North Park Main Streets Spring Challenge)

SATURDAY MAY 11TH

Leave your car at home and walk or
RIDE YOUR BIKE
and receive a special treat from
PARTICIPATING VENUES!



Go to www.NorthParkEcoDistrict.com
or like us on facebook for more information!



Spring Challenge

Seven Days, Seven Challenges.

Participate North Park EcoDistrict's Spring Challenge to earn sustainable green business certification. Increase your visibility and promote your business. Earn a discount on your business. Increase your visibility and promote your business. Earn a discount on your business.

This challenge made possible by a generous grant from the California State Office of Historic Preservation. Thanks also to our partners SDG&L and the San Diego Green Building Council.

May 5	May 6	May 7	May 8	May 9	May 10	May 11
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Styrofoam-Free SUNDAY	Energy MONDAY	Water TUESDAY	Waste WEDNESDAY	Materials THURSDAY	Purchasing FRIDAY	Transportation SATURDAY
Make a difference with your to-go purchases and/or food packaging.	You can't manage what you can't measure.	Small investment. Big savings.	Recycling - it is the law and it's a good business.	Cut down on waste by considering the "No Strew Pledge".	Small change. Big impact.	Encourage creative alternative transportation to and from your business.
DO: Replace any Styrofoam packaging with a recycled or compostable option.	DO: Sign up for the SDG&L Green Button and start tracking your energy use.	DO: Install aerators on all hand washing sinks. Aerators are small devices that can be bought at your local hardware store for under \$2.	DO: Fill out this survey to join our business recycling program - we'll work with you to set up recycling for your business!	DO: Decrease the No Strew Pledge with management and employees. In Partnership with 1:1 Movement.	DO: Pick at least one cleaning product that you will switch to a green option.	DO: Offer customers a discount for arriving via bike, public transportation, electric scooter, on foot, anything other than a standard passenger vehicle.

- Keep us posted on all your daily challenges via Facebook or our website -

JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

Follow us on Facebook or go to www.NorthParkEcoDistrict.com for more information.

Appendix 3: Serious Trash Talk, survey and graphic

North Park EcoDistrict Recycling Program

The goal of this survey is to assess the 'state of recycling' in the North Park neighborhood of San Diego. To further grow recycling programs in North Park it is important that we learn what does and what does not work? What are the obstacles and what are the benefits of recycling to a local business owner or operator?

* Required

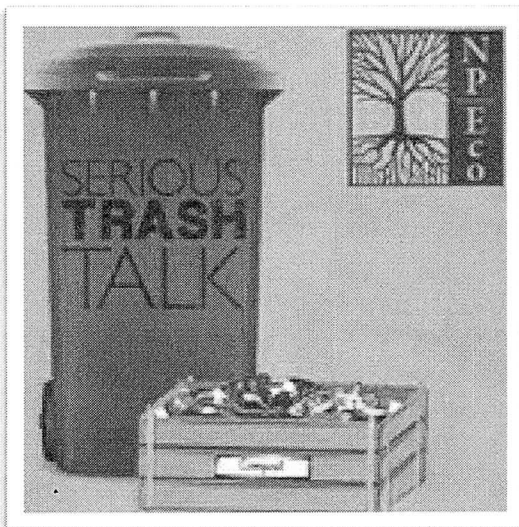
Please tell us what type of business do you operate? *

☐ Restaurant/bar/coffee shop
☐ Boutique/store
☐ Medical office
☐ Office
☐ Gym/fitness
☐ Other services
☐ Art gallery/studio
☐ Other:

Please tell us what is your ZipCode. *
Anyone is welcome to take this survey, however at this point we are only able to work directly with North Park businesses.

What is your email address? *
In case we would like to contact you back to get some more feedback

Please let us know what is the name of your business and what is the best way to contact you (phone/email)? *
We will only use this to follow up with you, we won't share your contact information with anyone else.

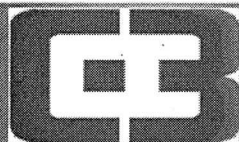


Appendix 4: Green Business Checklist

	NORTH PARK ECODISTRICT Green Business Starter Checklist	
OVERVIEW		
This checklist provides basic green practices for small businesses. The more items you can check off the list, the greener your business! To receive recognition on the North Park EcoDistrict web site, please check at least 10 elements below and email your completed checklist to: info@northparkecodistrict.com If your business implements different strategies, contact us and let us know. We'd love to hear and share your story!		
1. WASTE REDUCTION		
We recycle and reuse paper, glass, plastic and aluminum	Paper includes cardboard (waxed or non-waxed corrugated cardboard boxes), mixed paper (junk mail, scrap and colored paper), newspaper, and office paper (color paper, computer, large format, and copier paper).	☐
We stock reusable kitchenware	Stock only compostable, recyclable and/or reusable kitchenware for staff use. Avoid polystyrene (#6 plastic).	☐
We have performed or received a Waste Audit	Contact The City of San Diego for free technical assistance to help analyze your waste stream. Call (858) 694-7000 or email trash@sandiego.gov to have a City recycling specialist help you assess opportunities to reduce waste and save money.	☐
2. ENERGY EFFICIENCY		
We have received an onsite energy analysis	Contact San Diego Gas & Electric for a free on-site energy analysis to evaluate your current usage and receive a report detailing your top energy-saving opportunities. Contact Kim Ketron, SDG&E Commercial Accounts Representative for more info: KKetron@semprautilities.com	☐
We use energy efficient light bulbs	Replace all T-12 fluorescent lighting with energy efficient T-8 or T-5 lamps with electronic ballasts. Replace all A-type incandescent lamps with compact fluorescent lamps or high efficiency alternatives such as LED, dimmable cold cathode, or MR16 if application is color-critical.	☐
We perform regular maintenance on our HVAC (heating, ventilation & air conditioning) systems	If leasing your facility, ask the building owner or property manager to do the following: • Clean or change filters every 2-4 months • Clean evaporator coils of dust and lint • Check entire system each year for coolant and air leaks, duct sealing, clogs, and obstruction of air intake and vents • Inspect and repair economizers on A/C systems • Provide a copy of HVAC service records or Property Management contract to SDG&E coordinator during onsite verification	☐
3. WATER EFFICIENCY		
We use water-efficient toilets and urinals	Replace pre-1992 toilets that use 3 or more gallons per flush (gpf) with more efficient alternatives that use 1.6 gpf or less. Replace pre-1992 urinals that flush more than 1.0 gpf with high-efficiency urinals or water free urinals.	☐

We post signs to encourage water conservation	Post signs in restrooms and kitchens to encourage water conservation and to report leaks.	☐
We have installed standard faucet aerators	Flow rates must not exceed 0.5 gpm (gallons per minute) for hand-washing sinks; 1.5 gpm showerheads.	☐
4. POLLUTION PREVENTION		
We stock at least one non-toxic, biodegradable cleaning products	Stock at least three non-toxic biodegradable cleaner (Green Seal certified preferred) for daily use such as: multipurpose cleaner, glass cleaner, restroom cleaner, etc. www.greenseal.org	☐
We store all chemical products in their original containers	Store all chemical products in their original containers or properly labeled secondary containers with tight fitting lids. Chemical products should be stored in secure, controlled areas, away from ignition sources and food storage.	☐
We utilize an appropriate facility for all Hazardous Waste	Utilize HHW drop-off facility at Miramar Landfill. The following are some of the items accepted at the HHW Center: • Batteries-rechargeable and alkaline • Paint • Used toner and inkjet cartridges • Cleaning and maintenance chemicals • Compact fluorescent lamps and tubes • Pesticide products For drop-off hours and more information click Miramar Landfill You can also check out USD E-Waste Center , some 'BigBox' stores also recycle some of those materials.	☐
5. ECO-PURCHASING		
We purchased post-consumer recycled content	Purchase office paper with a minimum 30% post-consumer recycled content.	☐
We adopted a written Environmental Policy Statement	Adopt a written Environmental Policy Statement stating your business' commitment to operate and give preference to purchasing sustainable and/or products containing post-consumer content recycled materials.	☐
6. TRANSPORTATION MANAGEMENT		
We have encouraged alternative modes of transportation	Encourage alternative modes of transportation via prize incentives. For example, SD Bike Commuter provides cyclists with discounts at participating local businesses. Click SD Bike Commuter for more info.	☐
We provide ridesharing information	Provide ridesharing information on carpooling, vanpooling, bicycling, walking, and public/mass transit on a bulletin board. Distribute rideshare monthly. For more info click I Commute SD	☐

Appendix 4: Citizens Coordinate for Century 3, EcoDistricts Breakfast Agenda



Citizens Coordinate for Century 3

[Back](#)

[Add to my calendar](#)

EcoDistricts: Neighborhoods for the Future

When **Thursday, July 25, 2013**

7:00 AM - 9:00 AM
(PDT)

Location **Wyndham San Diego
Bayside (Formerly
Holiday Inn on the
Bay) ~ 1355 North
Harbor Drive, 92101**

Registration

- **Members - \$25.00 (USD)**
C3 Members enjoy discounts on the monthly Breakfast Dialogues and other events throughout the year.

- **Not Yet Members - \$35.00 (USD)**
Join today for a \$10 discounted rate on this event. Membership can be as low as \$50!

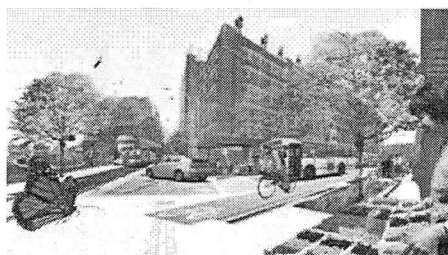
- **Scholarship Recipient - Free**

- **Student Outreach Program**

- **Student - \$15.00 (USD)**

Online Registration Is Now Closed.

Walk-in registrations will be
taken at the door.



EcoDistricts: Neighborhoods for the Future

With the majority of the world's people now living in cities, HOW we live in cities is both one of the greatest opportunities and one of the greatest challenges of our time. EcoDistricts may hold the key toward unlocking rapid progress in a manageable scale.

EcoDistricts is a community-driven model for creating the neighborhoods of the future- resilient, vibrant, resource efficient and just. They tie together public and private stakeholders to create more livable vibrant neighborhoods.

"International bodies, national governments, and even cities move at too glacial a pace to keep up with the latest innovations. But small groups in neighborhoods can start transforming where they live without outside help. It might be the future of sustainable urban planning." (Boyd Cohen, *In The Future, We Will All Live In EcoDistricts*)

Last month, San Diego was represented with eight other cities from around the country at a three-day incubator held in Portland, OR to showcase best practices and collaborate on EcoDistrict projects.

Come join us on July 25th where we will host an expert panel to discuss the EcoDistricts framework and our local EcoDistrict initiatives.

Panel:

Douglas Kot,
Executive Director,
San Diego Green Building Council

Angela Landsberg,
Executive Director,
North Park Main Street

Kristen Victor,
President, Beautiful PB

Moderator:

Stephen Russell,
Platt/Whiteleaw Architects, Inc.

Appendix 6: Final Event Marketing Flyer



NORTH PARK
ECODISTRICT
celebration

Come join us and ENJOY delicious
Appetizers and Cocktail specials!

SEPTEMBER 24TH, 2013 | 5PM - 7PM
[Eco District video showing at 5:30pm]

HOSTED BY: WEST COAST TAVERN
2895 UNIVERSITY AVE. NORTH PARK, SAN DIEGO, CA 92104

TO CELEBRATE the North Park EcoDistrict
initiative progress driven by Sustainable North Park
Main Street and propelled by the NP community.

FROM THE NEIGHBORHOOD UP!

Over the last 10 months North Park Main Street has been working with local and national partners to bring knowledge and resources to our neighborhood.

The North Park community is leading the way to promote green business practices and ideas of stronger community.

Join us on SEPTEMBER 24TH to celebrate North Park's effort and discuss the ideas going forward.

West Coast Tavern will be hosting the North Park EcoDistrict Celebration with complimentary appetizers and drink specials!

www.NorthParkEcoDistrict.com

ART COMP

A7D CREATIVE GROUP INC.



619.574.6878 | A-7-D.com

Appendix 7: Queen Bee's Walk Through Report

Building: Queen Bee's, 3925 Ohio St, San Diego, CA 92104

Initial walk-through: March 15th 2013

Thank you for inviting us to walk through Queen Bee's! Below are a list of initial suggestions and upgrade opportunities we saw:

Initial Suggestions:

1. Get the building inspected from the type of inspector who inspects homes during escrow. There are bound to be safety issues which might as well get addressed for the benefit of both landlord and tenant.
2. Analyze last 12 months of energy bills.
 - Work to identify reasons for monthly 'swings' in energy use
 - Analyze daily / per hour to compare energy use during office hours with energy use during 'open hours' (when classes and events are held)
3. Research availability of rebates//incentives from SDG&E and CCSE-
 - Looks like SDGE incentives will apply in the lighting category. [Here is a link to SDGE energy efficiency incentives for businesses.](#)
 - While there is an update on CCSE's California Solar Initiative website about incentives being reached, customer is still encouraged to apply for rebates: <http://energycenter.org/index.php/incentive-programs/california-solar-initiative/non-residential>
 - Also consider SDGE Direct Install Program: <http://www.sdge.com/sites/default/files/documents/927912272/Direct%20Install%20Fact%20Sheet%20-%20English.pdf?nid=1511>

First Upgrade Priorities- Discuss the following with an HVAC and Building Performance Contractor:

Insulation

- a. Inspect attic for knob & tube wiring. If none, recommend attic insulation. If knob & tube wiring is present, conduct cost/benefit analysis to evaluate cost of replacing knob & tube prior to insulating attic.
- b. Consider insulating accessible floors and perimeter subfloor stem walls
- c. Consider air- sealing floors, walls and ceilings
- d. Consider draft-seal for operable windows
- e. Consider insulating accessible hot water supply pipes
- f. Consider framing and insulating walls that separate office space from storage and workshop space (space at back of property)
- g. Consider insulating window film on the west side of the building

Lighting

- a. Upgrade low efficiency lighting
 - Consider upgrading halogen lighting to LEDs
 - Replace all incandescent light bulbs (chandeliers and backstage room) with compact fluorescents or LEDs
 - Upgrade tube lights to efficient lighting

b. Reduce overall lighting throughout building:

- Install occupancy sensors or light levels sensor in low use areas that are lit throughout day/evening
- Consider SolaTube / skylights in areas with no windows and no natural day lighting
- Measure lumens output of current fixtures and analyze opportunities to lower the number of light bulbs and fixtures -> example lumen output guidelines:
http://www.urban.illinois.edu/courses/up494bd/sp11/Reader/12_Lighting_Level_Recommendations.pdf
 - Main areas of possible opportunity: hallways, office, storage, backstage room, back room (with mirrors)

Plumbing

- a. Perform cost/benefit analysis of replacing electric water heater with gas water heater and extending gas supply line from ceiling-mounted heater in front room ceiling to water heater location
- b. Inspect insulation of the hot water pipes, if insufficient, add insulation
- c. Install aerators on sinks to lower water flow

Building Operations:

Educate tenant and staff on the importance of 'organizational' change to energy efficiency

- Signs to turn off lights
- Clear guidelines on the use of fans
- Signs to turn off water
- Educate staff and visitors on turning off equipment, when not in use and keeping spaces enclosed. This is particularly important for light and HVAC use (when installed)

Miscellaneous

- a. Consider providing attic ventilation
- b. Consider window drapes, film or exterior shading, particularly on front/west wall
- c. Familiarize tenant with different energy prices during the day.
- d. Analyze all bathroom fans: look for efficient filters, clean filters

2nd Upgrade Priorities: Discuss the following with HVAC Contractors and PV Contractors:

- a. Install energy star-rated high efficiency Air Conditioning in 'conditioned building space*'
- b. Install solar PV

*conditioned building space includes area of building that has been insulated and airsealed

Note: Always receive bids from a minimum of 3 different companies for upgrades.

Contractor Resources:

- A list of Contractors that have been trained on building performance can be found here:
<http://energycenter.org/index.php/incentive-programs/energy-upgrade-california/participating-contractors>

Note: Ask contractors if they work on commercial buildings as some may specialize specifically in residential

- For a list of Solar PV Contractors- <http://www.gosolarcalifornia.ca.gov/csi/step2.php>