

SUMMARY OF OUTREACH AND EDUCATIONAL INITIATIVES COMPLETED FOR ORDINANCE 2844 SINCE JANUARY 2016

Web-based Resources

- Established webpage (March 2016): <http://greenportnetwork.org/utility-usage-reporting> (913 visits)
- Established a dedicated email address (March 2016) to respond to inquiries on the Ordinance and Portfolio Manager at: TenantSupport@portofsandiego.org
- Launched web-based video training modules in August 2016: <http://greenportnetwork.org/utility-usage-reporting/training-videos> (126 visits across seven unique training modules, averaging 18 visits per training module)
- Established a landing page on the District's website (October 2016) www.portofsandiego.org and the SDPTA website <http://www.sdpta.com/>
- Distributed Electronic Newsletter Notifications
 - Green Business Network Newsletter to Members which includes a distribution of 165 contacts with an average open rate of 30%.
The GBN Newsletter was distributed on the following dates:
 - February 3, 2016: Portfolio Manager In Person Trainings Article
 - April 19, 2016: Dates and Link to Portfolio Manager In Person Trainings
 - June 8, 2016: Dates and Link to Portfolio Manager In Person Trainings
 - August 11, 2016: Announcement and Link to Online Ordinance Trainings
 - October 26, 2016: Link to Online Ordinance Trainings
 - February 15, 2017: Link to the Reference Guide and Reporting Deadline
 - SDPTA Newsletters to Membership, which included a distribution of 3,214 messages in total with an average open rate of 36%, was distributed on March 30, July 1, August 3/17, and October 17, 2016. A sample SDPTA Newsletter is included.
 - SDPTA Direct Emails to Members (2016: January 10, May 10, July 11/25/28/29, August 1/9, and September 9 / 2017: October 6/12/19 January 25, February 2/21, March 6/9/12/13)
 - District Marketing and Communications Newsletter (October 5 and again on October 13, 2106) to include four distribution lists (Tenants, the Port of San Diego Headlines, Recreation and Community Service, and Port Projects subscription lists) for a total of approximately 5755 email subscribers with an overall average open rate 37%.

District Coordinated and Hosted In-person Training Sessions

65 individuals representing 47 different businesses attended the District held training sessions over the course 2016. Nine 2 ½ to 3 hour sessions were held on the following dates:

- April 5: 9:00 a.m. – 12:00 p.m.
- April 28: 2:00 p.m. – 5:00 p.m.
- May 17: 9:00 a.m. – 12:00 p.m.
- July 14: 2:00 p.m. – 4:30 p.m.
- July 26: 9:00 a.m. – 11:30 a.m.
- October 18: 9:00 a.m. – 11:30 a.m.
- October 18: 1:00 p.m. – 3:30 p.m.
- October 19: 9:00 a.m. – 11:30 a.m.
- October 19: 1:00 p.m. – 3:30 p.m.

One-on-One and In-person Outreach

- **District Staff Outreach Initiatives**

- Staff personally responded to tenant emails to the tenantsupport@portofsandiego.org email address from March – October 2016 and has since delegated the responsibility of monitoring the email inquiries to Edison Energy.
- Staff has provided additional support to the 87 Green Business Network Members and has emailed and/or called 45 utility account holders directly since November 2016 to ensure compliance. Staff also reached out to over 200 businesses to determine if they are a utility account holder and required to report under the ordinance.

- **SDPTA Member Outreach Initiatives**

- SDPTA One-on-One Portfolio Manager Support to 136 tenants and sub-tenants.
 - SDPTA Board Meeting Agenda Updates (**2016**: February 3, March 2, April 6, May 4, June 1, July 7, August 3, September 7, October 5, November 2, and December 2 **2017**: January 4, February 1, March 1, Apr 5, May 3, June 7, July 12, Aug 2, Sept 6)
 - SDPTA Environmental Committee Meeting Agenda Updates (**2016**: February 29, April 25, June 27, August 31, and October 24 **2017**: February 27, March 14)
 - SDPTA Executive Committee Meeting Updates (**2016**: January 20, February 17, March 16, April 20, May 18, June 15, July 20, August 17, September 21, October 19, and November 16 **2017**: January 18, February 15, March 15, April 19, May 17, June 21, July 19, Aug 16, Sept 20)

- **Consultant Supported Outreach Initiatives**
 - Center for Sustainable Energy provided one-on-one support to 50 utility account holders from May 2016 through August 2017.
 - Edison Energy has been following up via email (tenantsupport@portofsandiego.org) responding to inquiries on the Edison Energy hotline phone number (949) 243-0543 established in October 2016. Throughout 2017 Edison Energy has provided individual outreach and compliance assistance to over 60 tenants totaling over 400 hours.

- **Distributed Brochures**
 - The District developed and distributed two unique brochures on the requirements of the Ordinance and available trainings in April and October 2016 in both hard copy and email form.
 - With the help of the Marketing and Communication Department, the District developed an overview brochure on the Ordinance and distributed hard copies between October – December 2016 during in-person site visits (sample are included in the subsequent pages).

- A **door-to-door site walk** was conducted by staff and contractors from the Center for Sustainable Energy throughout Shelter Island, Harbor Island and the Embarcadero to personally inform tenants on the Ordinance on October 12-14, 2016 and on December 20, 2016.

- **District Internal Outreach**
 - Presentations were conducted by Renée Yarmy at two Real Estate Development Department All-Hands Meetings on February 17 and August 17, 2016 to educate and encourage Asset Managers to inform tenants of the Ordinance and associated requirements.

No-cost Portfolio Manager Training Sessions

Scheduled for the following dates/times:

Tuesday, April 5, 2016: 9:00 am – 12:00* pm	Thursday, April 28, 2016 2:00 pm – 5:00* pm	Tuesday, May 17, 2016 9:00 am – 12:00* pm
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[*Data entry practice during the last hour is optional.]

Additional web-based resources will be available in late spring.

To register for training and find more information on utility usage reporting visit:
<http://greenportnetwork.org/utility-usage-reporting>
 Registration is required due to space limitations.

Before you Arrive:

Create a Portfolio Manager account (i.e., create a log-in)

Items to Bring:

- ✓ Portfolio Manager account information *(required for all attendees)*
- ✓ Laptop if you would prefer to use your own computer
- ✓ Jan – Dec 2015 *(12 months)* of energy *(electric, natural gas, etc.)* and water billing history *(optional)*
- ✓ Basic building information *(gross floor area, operating hours, number of workers; optional)*

For questions, please contact:

tenantsupport@portofsandiego.org



On December 8, 2015 the Board of Port Commissioners adopted the Utility Usage Reporting Ordinance requiring that all Utility Account Holders report utility usage data using the Environmental Protection Agency ENERGY STAR® Portfolio Manager® (Portfolio Manager) tool. The first deadline to create a Portfolio Manager account is August 1, 2016.

The use of Portfolio Manager to monitor utility consumption is a best management practice, and facilitates the prioritization of energy assessments and the implementation energy efficiency retrofits.

To help tenants learn how to use Portfolio Manager, the Port of San Diego is offering no-cost trainings and other informational resources. In-person training sessions will be conducted in the computer lab at the Port's Administration Building, located at 3165 Pacific Highway, San Diego, CA 92101.



*See the reverse side of this brochure for specific training information.



No-cost Portfolio Manager and Utility Usage Data Sharing

Scheduled for the following dates/times:

Tuesday October 18th, 2016
 9:00am-11:30*am
 or
 1:00pm-3:30*pm

Wednesday October 19th, 2016
 9:00am-11:30*am
 or
 1:00pm-3:30*pm

**One-on-one help with utility usage data sharing available during the last hour.*

To register for training and find more information on utility usage reporting visit:

<http://greenportnetwork.org/utility-usage-reporting>

Registration is required due to space limitations.

Snacks provided and raffle prizes available for those who attend!

Before you Arrive:

Create a Portfolio Manager account (i.e., create a log-in)

Items to Bring:

- ✓ **Portfolio Manager account information** (*required for all attendees*)
- ✓ **Laptop if you would prefer to use your own computer**
- ✓ **Jan – Dec 2015 (12 months) of energy** (*electric, natural gas, etc.*) **and water billing history**
- ✓ **Basic building information** (*gross floor area, operating hours, number of workers; optional*)

For questions, please contact: tenantsupport@portofsandiego.org or call Edison Energy at **949-243-0548** Tuesday – Friday, 10am-12pm (PST)



Portfolio Manager and Data Sharing Training

for **Utility Usage Reporting**

On December 8, 2015 the Board of Port Commissioners adopted the Utility Usage Reporting Ordinance requiring that all Utility Account Holders report utility usage data using the Environmental Protection Agency ENERGY STAR® Portfolio Manager® (Portfolio Manager) tool. As of **September 1, 2016**, all Port businesses are required to participate in this confidential reporting program.

The use of Portfolio Manager to monitor utility consumption is a best management practice, and facilitates the prioritization of energy assessments and the implementation energy efficiency retrofits.

To help tenants learn how to use Portfolio Manager and share utility usage with Edison Energy (the third party aggregator), the Port of San Diego is offering no-cost trainings and other informational resources. In-person training sessions will be conducted in the computer lab at the Port's Administration Building, located at 3165 Pacific Highway, San Diego, CA 92101.



**See the reverse side of this brochure for specific training information.*

PORT *of* SAN DIEGO

Utility Usage Reporting

GET STARTED NOW



BACKGROUND

Ordinance 2844, adopted by the Board of Port Commissioners in December 2015, requires all utility account holders on Port Tidelands to report their utility usage data each year. The Environmental Protection Agency ENERGY STAR Portfolio Manager tool will make it easy for businesses to report their usage online.

The data collected will help the Port of San Diego, and our tenants and sub-tenants, accurately measure greenhouse gas emissions reductions and track progress towards the Climate Action Plan goals.

All businesses located on Port Tidelands are required to participate in this confidential reporting program. Thank you for your compliance with this important initiative.

HOW TO GET STARTED

Portfolio Manager is a free, online tool that helps simplify the data reporting process. By utilizing this tool, you can keep track of your business's utility consumption. Your individual utility usage information is kept confidential, and the Port of San Diego receives only aggregated data. The process is simple:

Step 1: Create a Portfolio Manager account at www.energystar.gov/benchmark

Step 2: Use the online system to share your annual utility usage data with 3rd party aggregator Edison Energy.

ADDITIONAL RESOURCES



Visit <http://greenportnetwork.org/utility-usage-reporting> for more helpful info:

- Watch Training Videos specific to your type of business
- Download the Utility Usage Reporting Guide to better understand how data is collected and compiled
- Read Ordinance 2844 to understand the requirements



Email tenantsupport@portofsandiego.org with questions about the policy.



Call Edison Energy at 949-243-0548 Tuesday – Friday, 10am-12pm (PST) with questions about the reporting tool.

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IMPORTANT - UTILITY USAGE REPORTING ORDINANCE



Dear Members,

As you know, the Port adopted a Climate Action Plan in 2013 and set goals to reduce Greenhouse Gas (GHG) Emissions . The Port can't reach its goals without the assistance of its Port Tenants. In order to see how the Port is reaching its goals, they have a **new requirement that requires all Port Tenants (Master-lease holders and sub-tenants) that have meters for water and electricity to report their utility usage**. On December 8, 2015 the Board of Port Commissioners adopted the Utility Usage Reporting Ordinance requiring that all Utility Account Holders report utility usage data using the Environmental Protection Agency ENERGY STAR® Portfolio Manager® tool. The first deadline to create a Portfolio Manager account - *August 1, 2016*.

General info regarding utility usage reporting & instruction videos for creating a Portfolio Manager account can be found [here](#)

Key Dates:

- **August 1, 2016:** Create an account in Portfolio Manager, enter property and meter information, authorize the utility company to share usage data with your Portfolio Manager account (i.e., automatically populate information, where possible). For utility companies not currently capable of direct data sharing with Portfolio Manager, utility usage is entered manually (e.g., water data). Data reported this year is for the previous calendar year (January 1 - December 31, 2015).
- **September 1, 2016:** Respond to the external data requests made by a third party Data Aggregator (Edison Energy) through Portfolio Manager for the purposes of preparing an aggregated report.

Data Aggregator Agreement:

The SDPTA and the Port of San Diego have jointly selected Edison Energy as the third party Data Aggregator. The SDPTA entered into the agreement in July and additional details are being coordinated with the Data Aggregator. Information on how to report utility usage, per the Ordinance, will follow.

Warm Regards,
Sharon Bernie-Cloward, President
San Diego Port Tenants Association


