

Oakland BUILDING GREEN BUSINESS

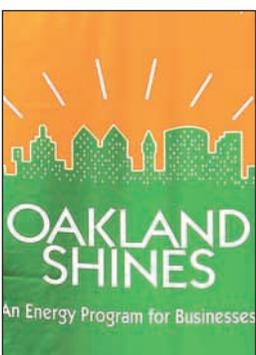
Oakland's concentration of green buildings and industries makes it one of the nation's greenest cities



Oakland Shines energy efficiency crew and Mayor Jean Quan visit Chinatown businesses. (From l to r) Rianto Lie, Martin Bond, Mayor Quan, Eric Bartesch, Joanna Perez-Green, and Jessica Sealock.

SPENCER BROWN

ON THE INSIDE:



Oakland Shines

New energy saving support and incentives for downtown businesses **4**



Green Businesses Flock to Oakland

Solar Millennium, Build It Green, Renewable Funding join Oakland's Negawatt Alley **10**



Excitement in Oakland

- Meet Mayor Quan** 3
- Interest Free Financing** 9
- Hop on the Free B** 12
- Electric Vehicles** 13
- Joel Makower Q&A** 15

And more...

OAKLAND
City Center
 IT'S ALL RIGHT HERE.

A GREEN SWEEP IN LEED® CERTIFICATION



505 14th Street
LEED® GOLD



1300 Clay Street
LEED® GOLD



499 14th Street
LEED® SILVER



500 12th Street
LEED® SILVER



501 14th Street
LEED® EB



These five Class A assets join 555 12th Street and 1111 Broadway – both already LEED Gold – in contributing to the availability of cleaner, healthier and more efficient office space in the East Bay.

Oakland City Center is managed and leased by CB Richard Ellis, named #30 in *Newsweek's* 2010 rankings of the Top 500 Greenest Companies.

FOR LEASING INFORMATION, CONTACT:

OFFICE LEASING

Michael D. Keely

Senior Leasing Director
 CB Richard Ellis
 Onsite Leasing Office
 510.267.1119
 michael.keely@cbre.com
 Lic. 00956589

Sid P. Ewing

Senior Vice President
 CB Richard Ellis
 Oakland Office Leasing
 510.874.1982
 sid.ewing@cbre.com
 Lic. 01179264

Meade N. Boutwell

Senior Vice President
 CB Richard Ellis
 San Francisco Office Leasing
 415.772.0255
 meade.boutwell@cbre.com
 Lic. 00880462

RETAIL LEASING

Erika Elliott

Retail Specialist
 Cornish & Carey Commercial
 Newmark Knight Frank
 415.445.5124
 eelliott@ccareynkf.com
 Lic. 01234477

Stephen Rusher

Sales Associate
 Cornish & Carey Commercial
 Newmark Knight Frank
 925.974.0115
 srusher@ccarey.com
 Lic. 01439740

www.oaklandcitycenter.com

Sources: "Do Green Buildings Make Dollars & Sense?" conducted by University of San Diego and CB Richard Ellis, 2009; "Green Building Market and Impact Report 2010" conducted for GreenBiz Group Inc. LEED and the related logo is a trademark owned by the U.S. Green Building Council and is used with permission.



Oakland

Building Green Business

Q&A with Mayor Jean Quan

Q What are the benefits to green businesses of locating in Oakland?

A Oakland is already a hub of energy-related firms and other green businesses; this is where the action is. There are more than 250 businesses in Oakland that have either a green product or service, or have been certified as having state-of-the-art environmental performance in their operations. Fifth largest in the nation, the Port of Oakland provides access to Asian markets and companies supplying the latest green products. The City offers a number of incentives for business to relocate to Oakland, including business tax incentives and, if the state doesn't totally eliminate them, enterprise zone incentives for local hiring and redevelopment for infrastructure improvements.

Oakland's central location makes it a great place to do business. We have BART, the ferry, the train, the new Free B downtown shuttle and great bicycle access for employees who want to cycle to work. Our proximity to the Lawrence Berkeley National Laboratories, UC Berkeley and others in the East Bay Green Corridor, as well as our easy access to other locations throughout the Bay Area, provides the talent pool needed for collaboration and business growth.

And as many CEOs have discovered, Oakland is a great place for their employees to live. Our dynamic neighborhoods offer relatively affordable housing stock and a strong sense of community. Our growing cultural and nightlife scene and downtown revitalization make Oakland a place your employees will want to work and live. In fact, Forbes Magazine named Oakland the 5th coolest city in the nation!

Q How is Oakland helping businesses to go green?

A Multiple green business networks are well established in Oakland: Sustainable Business Alliance, Green Chamber of Commerce, East Bay Green Drinks, and East Bay Environmental Network, for starters. We just launched the Oakland Shines program, providing a 200-square-block area of downtown businesses support and significant incentives to help them improve energy efficiency and save on operating costs—up to 90% reimbursement for some improvements and significant ongoing savings on utility bills.

Our "Oakland Grown" program encourages others to shop in Oakland, helping to keep money in the local economy and support more local jobs and public services. Our Green Business Program provides guidance, certification and recognition of local green businesses.



Oakland Mayor Jean Quan (center) meets with Paul Loh (left) of Wellington Property Company and Tyronne Davis of Pacific Renaissance Plaza.

Q What else is the City doing to create a greener Oakland?

A "Green" is a way of life in Oakland. We divert almost 65% of our waste from the landfill—way above the national average of only 25%. We are an active member of the Emerald Cities Collaborative, 10 cities working together with 21 national organizations to envision a future in which American cities are the greenest and most equitable in the world. We have developed an Energy and Climate Action Plan to provide a strategic roadmap for future development and smart growth planning policies to encourage transit oriented housing. We aligned our new green building ordinance for private development with industry standards. As you can see, Green Policy is high on our agenda.

We offer a number of energy efficiency programs for our residents: Energy Upgrade CA helps local residents improve the energy performance of their homes; expanded weatherization services (from Stimulus grants) provide energy improvements to those who need them the most. We offer a Free B downtown shuttle to help reduce car trips in the urban core, and we've implemented many improvements around our beautiful Lake Merritt, the estuary and throughout our neighborhoods to preserve our natural environment—including our 120 parks.

And we practice what we preach—Oakland's Tassafaronga community has received multiple awards for transforming distressed public housing in East Oakland into a vibrant community using green building standards and technology to create healthy, energy-efficient homes for low and moderate income residents.

Q How does developing Oakland's green tech cluster support the Mayor's goals?

A Oakland is one of the nation's top green cities—we have consistently been ranked among the top ten in the U.S. several years running. As the former chair of Alameda County's Waste Management Authority (StopWaste.Org), I am a strong advocate for smart growth and green business in Oakland. We expect green to be a growing economic development sector, so attracting more green businesses to Oakland means bringing more jobs to Oakland. We need to invest in education for our youth to be able to compete for these new green jobs. That investment is not only in our schools, but in our local institutions, such as the Chabot Space & Science Center, which offers a wide range of green technology programs, including the current Bill Nye's Climate Lab with hands-on experiences that make science engaging for our youth. And we need to encourage our community as a whole—including the business community—to make "living green" an every-day habit.

Q What role will public-private partnerships play in Oakland's green future?

A Partnerships are driving Oakland's progress in becoming an even greener city. Oakland Shines is a great example of a partnership between the City and QuEST to help downtown buildings be more attractive to tenants while saving energy and money. We are working with the Bay Area Climate Collaborative to secure a grant that will allow us to test electric vehicles and work through issues related to EV infrastructure. And we are working to connect green/clean and energy efficiency-focused business with the Angel and Venture Capital community, from startup to enterprise.

Table of Contents

Oakland Shines 4
A new program helps businesses make energy-saving improvements.

Green Building News 8
Oakland's building owners and operators are improving performance and lowering operating costs by greening existing buildings.

Recent Arrivals to Oakland's Green Energy Cluster 10
Oakland continues to be a gathering place for green businesses, now including two utility-scale solar leaders.

Oakland's "Negawatt Alley" 11
Oakland has long been home to a small but highly esteemed group of companies specializing in energy-efficiency innovation.

The Broadway Shuttle 12
The free Broadway Shuttle—better known as the "Free B"—has become one of the most popular ways to get around downtown Oakland.

Electric Vehicles Rolling Into Oakland, Bay Area 13
Oakland and Alameda County will soon be home to two dozen new EVs as part of the Local Government EV Fleet National Demonstration Project.

511 Rideshare 13
511 Rideshare is a one-stop source for information on eco-smart commuting alternatives.

Green building codes 14
On January 1, CALGreen took effect, setting minimum environmental construction standards for newly constructed buildings in California.

Rebates and resources 14
Owners of residential buildings in Oakland can access rebates and other incentives through the new Energy Upgrade California program.

A word with Joel Makower 15
The author and voice on the greening of mainstream business talks about Oakland and the Green Economy.

Green Buildings in Oakland 15
A list of green-certified commercial and institutional buildings.

Acknowledgements

City of Oakland team who contributed to this publication:

Becky Dowdakin
Recycling Program

Garrett Fitzgerald
Sustainable Oakland

Patrick Hayes
Recycling Program

Susan Kattchee
Environmental Services

Steve Lautze
Economic Development

Zach Seal
Economic Development

Scott Wentworth
Energy Programs

Oakland

Building Green Business

Oakland Shines Aims to Make Energy Efficiency as Easy as 1-2-3

Program helps businesses make —and pay for— energy-saving improvements

By Jennifer Roberts

A new program called Oakland Shines is providing business owners and managers in downtown Oakland with major new incentives to upgrade their facilities with advanced building technologies designed to save energy, boost profits and reduce greenhouse gas emissions.

“This program is absolutely fantastic,” said Elie Khoury, General Manager of Oakland Marriott City Center. Khoury is considering taking advantage of the Oakland Shines program to install a new energy management system that would reduce energy use throughout the hotel’s 476 guest rooms and 89,000 square feet of convention space.

“Anything you can do to try to save energy is the right thing to do,” Khoury said. But he noted that without incentives, an energy management system for a large hotel could run as high as \$300,000 to \$400,000. Companies often don’t undertake major energy efficiency retrofits because they don’t have the capital, he said. “Oakland Shines can really help a big convention hotel to get the system in place and offset much of its cost.”

Khoury anticipates that the Oakland Marriott will receive “a huge rebate” thanks to Oakland Shines.

Start-to-Finish Assistance and Rebates

Funded by a \$5 million, two-year stimulus grant from the California Energy Commission, Oakland Shines offers free start-to-finish technical assistance and cash rebates to help businesses defray the cost of installing energy-efficient lighting, refrigeration products and heating, cooling and ventilation system improvements.

Although Oakland Shines is new, it builds on Oakland’s legacy as a leader in energy efficiency and sustainability, Oakland Mayor Jean Quan said at the program’s kickoff event in February.

“Over the last decade, Oakland has consistently been ranked as one of the greenest cities in the country,” Mayor Quan said. “Along with our transit, bike paths, and recycling in downtown Oakland we are adding the latest in energy efficiency technology to the mix.”

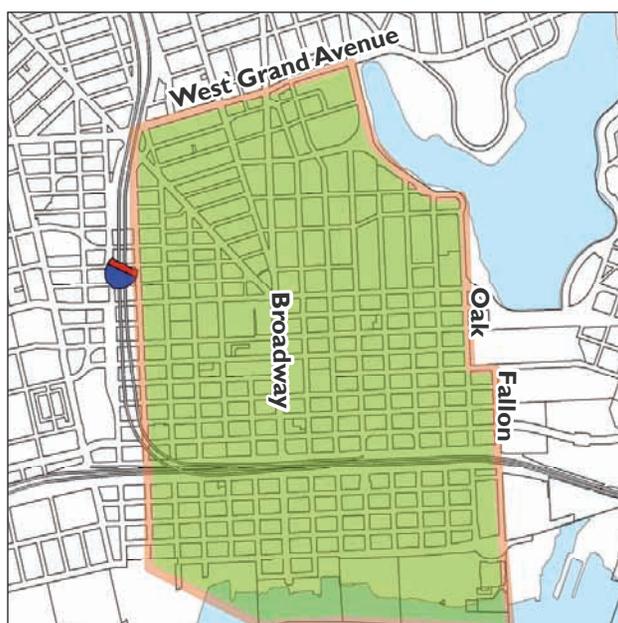
The program is aiming for participation by 80 percent of Oakland’s 4,000 downtown businesses and a reduction of energy use by an average of 20 percent, said Susan Kattchee, Manager of the Environmental Services Division of Oakland’s Public Works Agency. Kattchee’s department is working with project partner Quantum Energy Services and Technologies (QuEST), which obtained the grant in a competitive statewide process, beating out more than 60 other proposals. The program is projected to reduce energy use by 8.4 gigawatt hours (GWh) annually and cut greenhouse gas emissions by more than 4,000 tons each year, according to the California Energy Commission.

QuEST CEO Derrick Rebello called Oakland Shines “one of the most exciting energy efficiency projects in the country,” offering “the highest incentives I’ve ever seen for energy efficiency projects.”

The Rotunda Building, a historic office complex built in 1912 and famous for its spectacular 120-foot high domed space that’s often used for weddings and other events, may soon benefit from those incentives.



At February’s kickoff ceremony for Oakland Shines: (Left to right) Susan Kattchee, Environmental Services Manager, City of Oakland; Steve Malnight, VP of Integrated Demand Side Management, PG&E; Oakland Mayor Jean Quan; Derrick Rebello, President and CEO, QuEST.



Oakland Shines program boundaries.

Jack Whitehouse of ABM Engineering Services, who serves as the building’s Chief Engineer, is working with Oakland Shines to evaluate options for replacing approximately 400 fluorescent light fixtures in the building’s common spaces with more energy-efficient light-emitting diodes (LEDs) that provide an equivalent amount of light while using only 6 watts of electricity per fixture.

“We can save approximately 50 watts per fixture, and the program will pay for 90 percent per fixture,” Whitehouse said. “That makes everybody happy.”

In 2000, the 355,000-square-foot building was extensively renovated by developer Phil Tagami. Tagami is CEO of California Commercial Investment Group, which manages the Rotunda for its owners, Rotunda Partners. In 2003,

ABM worked with QuEST on an energy efficiency upgrade of the building’s mechanical and electrical systems. Those improvements and efficient day-to-day operations have saved 2.2 megawatts of electricity in the last six years, Whitehouse said.

Whitehouse admits that when a building is already energy efficient, it can be challenging to squeeze out more savings. “But even if I can get another two to three percentage points” improvement, he said, “I would be happier than a clam.”

Concierge Service Helps Businesses Navigate Energy-Saving Options

Oakland Shines is set up to provide turnkey service tailored to the individual needs of each business. The service typically starts with a free comprehensive energy audit and carries through to project management assistance such as identifying installation contractors and managing the rebate process.

In some cases, the program will even pay the installation contractor directly. “For small business owners, their out-of-pocket will be the difference between the installation cost and the incentive,” Rebello said. “For example, if we can cover \$9,000 in incentives on a \$10,000 project, it’s easier for the small business owner to write a check for \$1,000 than to write it for the entire \$10,000 and wait for a rebate to arrive.”

Reducing a facility’s energy use is usually good both for a company’s bottom line and for the environment. Yet efficiency investments can sometimes be a hard sell. Business owners and managers often don’t have the time, expertise or inclination to evaluate energy upgrade options and technologies, wade through various incentive program requirements, manage the installation process, and fill out rebate forms.

To address this barrier, Oakland and QuEST structured Oakland Shines as a concierge service.

“A concierge is a person you go to who helps you navi-

Continued on next page

Oakland

Building Green Business

"We can save approximately 50 watts per fixture, and the program will pay for 90 percent per fixture. That makes everybody happy."

Jack Whitehouse, Chief Engineer, Rotunda Building

Continued from previous page

gate something unfamiliar," said Scott Wentworth, City of Oakland Energy Engineer. "We'll be walking businesses through this process as their concierge—as their technology and number-crunching guru—to help them navigate what might otherwise be a confusing situation and give them answers to make decisions and take action."

The program targets businesses of all sizes in Oakland's 200-block downtown. To reach small and mid-size businesses, representatives from QuEST, the City of Oakland, and project subcontractor Community Energy Services Corp. will do a "walk, knock and talk," Rebello said, going door-to-door through the neighborhood to introduce the program to business owners and building managers.

CESC program director Martin Bond described his staff as the "boots on the ground" for Oakland Shines. "We'll be walking and talking, speaking to business owners and exploring the value and benefits" of energy efficiency improvements, Bond said. CESC also administers Smart Lights, a successful energy efficiency program familiar to many East Bay businesses.

Rebello noted that "large high rises will get a different suite of services than a mom-and-pop grocery store." Although PG&E is not a direct partner in Oakland Shines, the utility enthusiastically supports the program. PG&E account representatives will team up with Oakland Shines staff to bring the program's benefits to larger businesses.

"PG&E will be side by side with the City of Oakland, QuEST and other partners," said Steve Malnight, PG&E's Vice President of Integrated Demand Side Management. The Oakland Shines team will "talk to every customer and we'll facilitate the installation of really good energy efficiency solutions," he said.

Malnight echoed Mayor Quan in emphasizing that Oakland Shines is building on a history of energy efficiency and conservation achievements in Oakland, noting that through PG&E's programs, businesses and residents have saved more than 180 million kilowatt-hours of electricity and 900,000 therms of natural gas over the past four years, which is the equivalent of powering over 26,000 homes for one year.

"The record of success here is fantastic and we're only going to take that higher," Malnight said.

Benefits Include Cash Rebates for Technologies That Save Money

Among the program's benefits are cash rebates for advanced lighting technologies. "The intent of Oakland Shines is to rapidly promote new lighting technologies that are ready for widespread use but often unfamiliar to building owners and operators," said Wentworth. "We'll evaluate offices to see if there's an opportunity to add task lighting. With good task lighting, you can get the light where it needs to be while dramatically reducing overhead lighting."



Above: Energy Assessments give businesses an outline of how they can improve energy efficiency in their operations.

Program representatives will also evaluate opportunities to install lighting controls and products that reduce energy used for lighting in stairwells and parking garages without compromising safety and security.

In addition, Oakland Shines has funds available to offset the cost of installing wireless technologies for HVAC systems. In older buildings, "upgrading HVAC controls is a very costly thing to do" because of the labor and expense involved in installing wiring and sensors throughout the building," said Rebello. "But with new wireless technologies you can achieve significant energy savings without incurring the high cost of wiring."

Whether it's wireless HVAC controls, advanced lighting technologies or other energy efficiency upgrades, "we will be there to help you through the entire process from beginning to end, from the audit all the way through to implementation," Rebello said.

There is one hitch, however. The program is set to expire in late 2012. Oakland Environmental Services Manager Susan Kattchee urges businesses to sign up now. "We have a lot of money to spend in a very short period of time. Don't miss out on this opportunity," she said.

To learn more about Oakland Shines, visit www.oaklandshines.com. For more information about scheduling an energy audit of your business, contact Oakland Shines at (877) 304-6133.

—Jennifer Roberts is a freelance writer and the author of Good Green Homes and other books about green buildings.

Energy Efficiency in Three Simple Steps

In addition to offering cash rebates, technical assistance and project management, Oakland Shines representatives will help businesses access incentives from other energy efficiency programs—essentially serving as a one-stop shop for building upgrades.

"You don't have to figure out what the best program is if you need to upgrade the building's HVAC system or the refrigeration or the lights. We're providing all that. We want to make it as easy as 1-2-3," said Rebello.

1. Sign Up.

It's easy! Call Oakland Shines at 1-877-304-6133 or fill out the application at www.oaklandshines.com.

2. Get Energy Assessment & Installation.

Receive a comprehensive energy report and assistance with installation.

3. Start Saving Energy & Money.

We will verify that energy investments are working correctly and generating the anticipated savings.

Green Your Business in One Easy Step

Give Your Employees a Better Commute

Your workplace isn't green until the commute to it is green. Reducing single-occupancy vehicles (SOV) at your organization is one the fastest, most economical ways to a smaller carbon footprint. In the Bay Area, an estimated 50 percent of all greenhouse gases comes from personal vehicles—more than twice that from local industry.

So many options. So much less time... commuting. The commute experts at 511 Rideshare can provide advice and coordinate solutions to help your employees find a better way to work. From carpooling and vanpooling to transit and bicycles—let us help you find the best options for your work force and worksite. And, our services are FREE.

For a FREE consultation please contact:

LaShawn Martin
Employer Services Representative
510-273-3610
martin@rideshare.511.org



Call 511 | 511.org
Wherever you're going, start here.

Turner

Building the Future of Oakland with these projects:



Downtown Educational Complex



East Oakland Sports Center

Our clients benefit from our unparalleled construction market knowledge, national resources and the expertise gained on complex facilities. A recent promise delivered — East Oakland Sports Center — after almost twenty years of effort, the long-time dream has come true with the 50,000 sq. ft. community sports, recreation and aquatics center completion. We take pride in being part of the team that made this a reality for our client. Turner is the #1 Green Builder in the Country and we look forward to delivering all of our projects with the highest level of energy efficiency and sustainability. For over 109 years, Turner has been partnering with developers, design professionals and the local community to build the future.



BART Oakland Airport Connector



Oakland Airport Terminal 1 Renovation

Oakland

Building Green Business

Oakland Green Building News: A Renewed Focus on Improving Energy Efficiency

By Jennifer Roberts

With the new construction sector still sluggish, Oakland's building owners and operators have turned their attention to a strategy tailor-made for belt-tightening times: improving performance and lowering operating costs by greening existing buildings.

Focus on Efficient Building Operations

In 2010, the Clorox Company's headquarters in downtown Oakland received Platinum certification, the highest level available from the LEED for Existing Buildings Operations and Maintenance (LEED-EBOM) green building rating system. LEED-EBOM provides a consistent scale by which building owners can measure improvements to their operational efficiency and maintenance practices. The 547,000-square-foot tower is one of only about three dozen buildings in the United States to achieve Platinum LEED-EBOM certification.

Clorox's decision to pursue LEED's top ranking is "an example of our commitment to sustainability in the workplace," said company spokesperson Aileen Zerrudo.

Improvements to the 35-year-old building included replacing every toilet and plumbing fixture with more water-efficient models, changing out more than 1,700 lamps for higher efficiency lighting, improving the efficiency of the building's heating, cooling and ventilation systems, expanding recycling efforts, and implementing a composting program.

With plans in the works to sublease about 240,000 square feet of their Oakland building, Clorox is well positioned to attract tenants that share the company's focus on workplace efficiency and sustainability. "Potential tenants will certainly benefit from the upgrades we have implemented throughout the building that will result in reduced costs related to energy and water consumption," Zerrudo said.

Adjacent to the Clorox building, the Oakland City Center office, shopping and dining complex has become something of a green hot spot as CB Richard Ellis continues to chalk up LEED certifications for its properties. This year, 1300 Clay and 500 12th Street earned LEED-EBOM Gold and Silver, respectively. In 2010, two of the company's other City Center buildings—499 14th Street and 505 14th Street—were LEED-EBOM certified at the Silver and Gold levels, respectively, while 555 12th Street and 1111 Broadway earned LEED-EBOM Gold certification in 2009. And certification is pending for 501 14th Street, another City Center building, said Diana Hernandez, Senior Real Estate Manager with CB Richard Ellis.

All told, more than 1.7 million square feet of CBRE's Oakland City Center properties are currently LEED-EBOM certified.

CBRE's City Center buildings also rank high in the U.S. Department of Energy's ENERGY STAR program, with scores ranging from 87 to 100, thanks to energy-saving technologies including variable frequency drives, energy management systems, and lighting controls. The management provides their tenants with comprehensive recycling, composting and e-waste services, said Hernandez, and cleaning, maintenance and construction personnel follow healthy and environmentally friendly practices.

The Lake Merritt area also seems to be riding a green building wave. The Lake Merritt Plaza office tower, owned by Oakland Property, LLC, has earned LEED-EBOM Gold certification. And Brandywine



Clorox's headquarters is one of only about three dozen U.S. buildings to achieve Platinum LEED-EBOM certification.

Top right: KEMA's office at Lake Merritt Tower, 155 Grand Ave.

Above: Clorox Company's Oakland headquarters received a LEED Platinum certification.

Right: Oakland's Tassafaronga Development features healthy green buildings, solar panels, and rainwater capture.



Continued on next page

Oakland

Building Green Business



CESAR RUBIO

Above: Oakland's new 81st Ave Library uses no or low VOC paints, 3FORM balcony guardrail panels with 40% pre-consumer recycled resin, and 3FORM book reference counters made of 100% post consumer recycled bottles.

Continued from previous page

Realty Trust's Lake Merritt Tower, a 10-story building at 155 Grand Avenue, is expected to achieve LEED-EBOM Gold certification, said Andrea Traber, Principal with KEMA Services, Inc., a green building consultancy that occupies two floors of the tower. KEMA's offices are already certified Gold by LEED for Commercial Interiors, a version of the rating system that benchmarks tenant improvement projects.

In addition to buildingwide energy and water efficiency retrofits, Brandywine has installed an electric vehicle charging station for a plug-in Prius ZIP car available to tenants, Traber said.

The Kaiser Center at 300 Lakeside Drive, owned by the Swig Co., is also pursuing LEED-EBOM certification, according to Traber. "It's in the Gold range," she said.

Bright Spots in New Construction

Two green civic buildings opened their doors in the past year: the 81st Avenue Branch Library, which is on track to receive LEED Silver certification, and Fire Station No. 18, in Central East Oakland, a 10,000 square foot facility with LEED Gold certification pending. The City expects the East Oakland Sports Center, a recreation center slated to open this summer, to receive LEED Silver certification.

On the residential front, 2010 saw the grand opening of Tassafaronga Village, a 7.5-acre green neighborhood of affordable homes developed by the Oakland Housing Authority and designed by David Baker + Partners Architects. The entire community, which includes apartments, townhomes, green pathways, pocket parks and open spaces, is Gold certified by LEED for Neighborhood Development (ND), a version of the rating system that certifies exemplary developments.

Although new commercial construction remains largely stalled, plans for the future abound. And these days, it seems like the question is not whether a building will be green but rather how green it will be. SKS Investments has set the bar high with its anticipated 20-story office tower at 1100 Broadway. The building's design has been pre-certified at the highest level—Platinum—by the LEED for Core and Shell rating system.

The company has a no-nonsense rationale for why the tower has been designed to be green from the get-go: "We think green buildings make better buildings," said SKS Vice President Tom Tewksbury.

Zero Interest On-Bill Financing for Energy Improvements

Finding the money to make energy efficiency improvements just got a lot easier, thanks to a new financing program designed to help commercial properties throughout Oakland to fund qualifying energy efficiency retrofits.

PG&E's Energy Efficiency Retrofit Loan Program, also known as "On-Bill Financing" or OBF, enables non-residential customers to overcome capital constraints and achieve their energy efficiency goals using 0% interest financing, with no loan fees or charges.

After qualifying energy efficiency retrofit projects are completed and verified, PG&E pays the customer the full energy efficiency incentive for

the measures installed, and lends the balance of qualifying project costs (from \$5,000 up to \$100,000 for Commercial customers, and up to \$250,000 for Government Agency customers).

Customers are billed monthly to repay the loan, with terms set to match estimated energy savings – so projects are "bill-neutral."

For more information contact Oakland Shines at www.oaklandshines.com (for buildings located in downtown Oakland), the East Bay Energy Watch – Building Energy Connection at www.eastbayenergywatch.com (for buildings outside of downtown), or your PG&E Business Representative.

Thinking Green Is Our Strength

At Waste Management of Alameda County, we're closing the loop on waste – diverting organics to create WM EarthCare mulch & compost for environmental restoration. Additionally, converting residual waste to power collection vehicles & nearly 8,000 homes with green energy. Through innovation & investment, we're providing sustainable solutions today & for the future.



Oakland

Building Green Business

Recent Arrivals Add Strength, Diversity to Oakland's Cluster of Green Energy Businesses

By Steve Lautze

Oakland continues to be a gathering place for green businesses, including a cluster of 50 environmental consulting firms and more than 30 recycling-based businesses. More recently, Oakland has also become a regional center for companies engaged in alternative energy production and energy efficiency work. Among the energy production firms calling Oakland home are utility-scale solar leaders BrightSource Energy and First Solar, online residential solar integrator Sungevity, and the production operations of pioneering biodiesel manufacturer Sirona Fuels.

In the past year or so, three more dynamic organizations have joined the constellation of companies pushing the envelope to provide cleaner, more sustainable sources of electricity and more energy-efficient buildings.

Solar Millennium: Green Power in the Desert

Solar Millennium joins Oakland-based solar thermal pioneer BrightSource Energy in delivering utility scale solar thermal power to help meet California's mandate of producing one-third of its electricity from renewable sources by 2020. Using a slightly different approach, Solar Millennium's technology situates parallel rows of mirrored, parabolic troughs (see photo) on large tracts of land in desert locations. The curved mirrors focus intense beams of the sun's radiation on long pipes in the center of each trough, superheating a specialized fluid. Under the hot desert sun, the fluid is cycled through a heat exchanger to produce steam, which turns turbines to produce electricity.

Solar Millennium has recently started construction on the largest solar thermal installation in the world in the Mojave Desert outside of Blythe, California, a phased development that will ultimately deliver 1,000 megawatts of electricity to the California grid, enough to power 300,000 homes. At this scale, the Blythe facility will be comparable in output to a moderately sized nuclear or coal-powered plant, and is projected to result in a greenhouse gas reduction of over 2 million tons per year. The company is also in advanced stages of development on similar plants of 500 megawatts each in Palen, CA (Riverside County) and in Amargosa Valley, Nevada.

The Blythe plant alone is expected to employ approximately 7,500 workers in manufacturing components for the project, 1,000 workers to construct it, and 200 full time employees to operate the plant. Solar Millennium is dedicated to maximizing U.S. sources of material for the plant, including steel, glass, and turbines, all of which represent critical components of the facility.

In leasing a full 22,000 sq. ft. floor at 1111 Broadway in the middle of 2010, the company "graduated" to downtown Oakland from its startup in neighboring Berkeley, and now employs more than 70 workers in divisions including engineering and environmental science. Solar Millennium LLC's Oakland office is the North American hub for this subsidiary of parent company Solar Trust of America, which in turn is majority-owned by German-based Solar Millennium Group. Various Solar Millennium Group affiliates are pursuing solar thermal projects in Spain, India, China, the Middle East, and North Africa.

Build It Green Pushing the Green Building Envelope

Also recently moving to Oakland was Build It Green (a.k.a. BIG), the non-profit, regional resource for residential green building that helped to create and propagate GreenPoint



Solar Millennium is building the largest solar thermal installation in the world in the Mojave Desert. It will produce enough electricity to power 300,000 homes.

"Energy upgrades on just one percent of California's homes and condos represents 73,000 projects, creating 12,000 jobs."

Cisco DeVries, President, Renewable Funding

Rated, a widely adopted standard and consumer label for green homes. BIG is funded by a variety of sources, including training fees, membership dues, sponsorships, and utility contracts. The organization has 1,000 members in the building industry who are BIG's partners in improving building performance for single-family and multi-family housing, for both market rate and affordable projects.

According to BIG Executive Director Catherine Merschel, the collapse of the mortgage bubble in 2008 required the organization to redirect some of its focus. "Before the crash, we were gearing up to assist production builders to build 'green labeled homes' as a premium product in the marketplace. As new home building has stagnated in the last couple of years, we have revamped our focus to emphasize energy efficiency retrofits, including the Energy Upgrade California program that is just now rolling out," said Merschel.

Energy Upgrade California is a new clearinghouse for retrofit and energy efficiency rebates and other incentives designed to help California households get accurate information and make sound decisions about available options (see page 14).

Build It Green's 21 employees have expertise in technical building issues and training. Many of them use BART and the new Broadway shuttle to reach BIG's offices in a LEED-certified building at 160 Franklin Street in Jack London Square. Merschel is happy the organization made the move.

"Downtown Oakland is easy to reach for our employees, since it's at the center of the BART system, and the free shuttle made it even more convenient," Merschel said. "The availability of reasonably priced, LEED-certified space was a real plus, too, including room for us to grow."

Another bonus of Build It Green's move to Oakland is being close to many key partners in the green building and energy efficiency field, including StopWaste.Org, Bevilacqua Knight, Inc., KEMA Services, Habitat for Humanity, Ella Baker Center, and Wendel, Rosen, Black & Dean. BIG has also made inroads recently in Southern California, where infrastructure for residential green building is less developed than Northern California, amplifying the value of a resource like Build It Green.

Renewable Funding Seeks Simpler Financing

While working for the City of Berkeley a few years ago on ways to expedite achievement of climate

action goals, Cisco DeVries conceived of the concept known as Property Assessed Clean Energy (PACE) financing. PACE is a relatively simple but powerful idea of avoiding the high initial cost of installing solar power or making major building energy efficiency improvements by using property taxes to amortize such investments. The elegance of PACE caught on like wildfire around the U.S. and throughout the world. Based on this interest and excitement, DeVries and partner Stephen Compagni Portis started Renewable Funding in 2008 with the ambitious mission to "finance the clean energy revolution."

Today, with 40 employees headquartered at 155 Grand Avenue near Oakland's Lake Merritt, Renewable Funding's mission remains the same, though its financing tools have evolved. The viability of the original PACE model was caught in the undertow of the wave of bad mortgages that have hindered the housing market in California and throughout the country. Federal regulators have been reluctant to allow PACE debt, however small, to be layered onto residential mortgage and tax liability. PACE remains viable in the commercial sector in the U.S., and is also being used successfully for residential applications outside the country in places like Melbourne, Australia. The company also has clients in India, Canada, the United Kingdom, and France, as well as several other cities in the U.S.

The challenge to PACE forced DeVries, Portis, and others at Renewable Funding to tap into their creativity—and good old-fashioned hard work—to adapt new financing tools to advance the vision of greener energy and buildings. The company is using its expertise to create attractive financing options for residential customers, and to aggregate small

loan deals into viable investment vehicles for credit unions, conventional banks, and institutional investors. It is currently also providing financing support to the statewide Energy Upgrade California program. "Energy upgrades on just 1 percent of California's homes and condos represents 73,000 projects, creating 12,000 jobs," said DeVries.



DeVries

Steve Lautze works on green business projects in the City of Oakland's Economic Development Division. He can be reached at slautze@oaklandnet.com or 510-238-4973

Oakland

Building Green Business

To Save Energy, Take a Stroll Down Oakland's "Negawatt Alley"

It's here that ideas for conserving kilowatts of electricity and therms of natural gas are born in the minds of brilliant engineers and entrepreneurs.

By Steve Lautze

Long before the City's green tech cluster fully emerged, Oakland was home to a small but highly esteemed group of companies offering state-of-the-art expertise in the vital science of building energy efficiency. Sprinkled along the spine of Broadway in the heart of downtown, this collection of innovative energy-saving companies comprises what some have dubbed Oakland's "Negawatt Alley."

It's here that ideas for conserving kilowatts of electricity and therms of natural gas are born in the minds of brilliant engineers and entrepreneurs, and then transformed into institutionalized savings for building owners, designers, utilities and local governments smart enough to take advantage of this Oakland-based know-how.

Several of these firms have been in Oakland for many years, staking their collective claim as the cornerstone of the city's blossoming green economy. But Negawatt Alley continues to attract newcomers in the quest for greater building energy efficiency, including Renewable Funding and Build It Green, who recently joined the party (see page 10), and who both cite partnerships with existing Oakland energy efficiency firms as part of the city's attraction.

Let's take a stroll down Negawatt Alley and visit some of its brightest stars:

Bevilacqua Knight, Inc. (BKl)

First alphabetically but also longest established in Oakland—since 1980—among the energy efficiency practitioners populating Negawatt Alley, BKl is a visionary pioneer leading the way not just on building and systems energy performance, but also energy supply, environmental controls, strategic R&D planning, and alternative fuel policy and research. Beyond these technical pursuits, BKl is also a recognized leader in facilitating effective communication regarding energy and environmental policies and technologies, including the use of print, video, displays, and personal communication.

California Building Performance Contractors Association (CBPCA)

This non-profit trade association offers training and certification programs to help building contractors, auditors, estimators, and consultants in the home performance industry stay current and qualify to offer services under energy efficiency programs like Energy Upgrade California. Its training offerings include Home Performance with ENERGY STAR, Building Performance Institute (BPI) certifications, and Home Energy Rating System (HERS) energy assessments. CBPCA teaches contractors to diagnose, analyze and remediate energy efficiency improvements that enhance homeowner comfort and indoor air quality while lowering their energy bills.

Energy Solutions

Founded here in 1995 and led by Oakland resident Sam Cohen, Energy Solutions is a hometown company that now employs over 70 people in Oakland and in the firm's Long Beach office. Energy Solutions provides comprehensive energy efficiency, renewable energy, and water efficiency services to government and industry, as well as policy and program design for cities, utilities, and state agencies. From 2006 to 2008, through the ABAG Energy Watch program, Energy Solutions served over 70 local government agencies and completed over 300 energy efficiency projects, saving local governments (and their taxpayers) an estimated \$4.3 million annually on energy costs over the life of the improvements.

Integral Group

Previously operating out of West Oakland as Rumsey Engineers, Integral Group is committed to "deep green engineering services on a global scale." Integral's Oakland office is the new incarnation of the company Peter Rumsey started in his garage in 1996, designing and implementing dynamic energy solutions for new and existing buildings. Integral Group's new downtown Oakland office complements three other regional offices in the U.S. The firm's name describes its approach, which encompasses mechanical, electrical, plumbing, lighting, and fire protection systems design. Recent certification of Berkeley's David Brower Center marked the eighth LEED Platinum project that Integral has worked on, including two

Oakland Platinum projects completed under the Rumsey moniker, the StopWaste.Org building and Mills College's Betty Irene Moore Natural Sciences Building.

KEMA

The "Dutch granddaddy" of Oakland's younger energy efficiency firms, KEMA is a global and diversified firm that was founded in Holland in 1927, and has 150 staff in Oakland, the company's largest of 25 offices in North America. Among KEMA's staff in Oakland is Andrea Traber, principal in KEMA's Sustainable Buildings unit, classmate of Peter Rumsey in UC Berkeley's Energy and Resources Group, and protégé of pioneering green architect Sim Van der Ryn. KEMA's Sustainable Building unit has taken the lead on several LEED Silver or better local projects, including Oakland International Airport's Terminal 2 Renovation; phase 1 of the Oakland Museum's major renovation; and the Oakland Municipal Boathouse, which now houses the Lake Chalet restaurant. The firm also achieved LEED Gold on the tenant improvements to its new office at 155 Grand Avenue, at the north end of Negawatt Alley.

kW Engineering

Founded in Oakland in 1998, this full-service energy efficiency firm added a Long Beach office in 2004, and offers lighting, HVAC, and renewable energy services. Employing nearly 50 individuals, kW has partnered with nearly all of the other firms in Negawatt Alley. The company systematically helps its clients to approach "net zero" energy use through rigorous energy auditing, implementation of cost-effective efficiency measures, right-sized on-site energy generation, and precise monitoring and measurement. kW is another Oakland-grown success story that has helped raise this cluster's profile and reputation throughout California and the western region.

Lucid Design Group

Hatched at Oberlin College in 2004 and raised in Oakland since coming west, Lucid's Building Dashboard product helps residents and building managers of college, corporate, and large residential buildings "view, compare, and share" energy and water usage in real time on the web. Billed as the "first social network for buildings" and now in its fourth generation, Lucid's Building Dashboard Network makes water and energy resource use visible, and helps users to adapt, implement, and track more efficient strategies. Lucid's technology has garnered awards from the U.S. EPA, the U.S. Green Building Council, the American Institute of Architects, and Flex Your Power, among many others. The company is growing and recently expanded into larger quarters at 304 12th Street.

Downtown Oakland's energetic buzz springs from more than just its great restaurants, bars, galleries, and entertainment venues. Leading energy efficiency companies have made Oakland's Negawatt Alley a hub of cutting-edge activity that's changing how the world designs, constructs and operates buildings.



Oakland

Building Green Business

The Broadway Shuttle—It's Fast, Fun and Free

By Zach Seal

Since its launch in August 2010, the Free Broadway Shuttle—better known as the “Free B”—has become one of the most popular ways to get around downtown Oakland. Every business day, the Free B carries more than 2,000 downtown workers, residents and visitors to and from Jack London Square, Old Oakland, Chinatown, the Uptown Arts & Entertainment District, and the Downtown and Lake Merritt Financial Districts.

A Boon for Business

Operating Monday through Friday from 7 a.m. to 7 p.m., the Free B links BART, Capitol Corridor Amtrak, the Ferry to Alameda and San Francisco, and AC Transit to office buildings, restaurants, shops and other downtown destinations. The City contracts with AC Transit to operate the Free B. Sungevity and Build It Green credit the Free B with playing a significant role in their decision to locate in Oakland during the past year. Employers know that many of today's best and brightest employees prefer to work for companies easily accessible by public transit.

“Thanks to the B, I was able to get rid of my car,” said Brian Sommers, a Sungevity employee. “Now that we've moved to Oakland I can take the B to work everyday at Jack London Square. The B saves me thousands of dollars and all of the trouble and hassle of owning a car, plus I'm polluting less.”

The Free B has been a boon for Oakland's businesses. At Jack London Square, Bocanova restaurant saw its lunchtime patronage jump after the launch of the shuttle, and business at Home of Chicken and Waffles is up 20 percent since the Free B's launch, according to the restaurant's owner. Uptown restaurants Bakesale Betty, Luca's Taproom and Lounge, Pican and Ozumo all serve a steady stream of customers hopping off the shuttle and into their restaurants every weekday.

“Our lunchtime business increased substantially shortly after the Broadway Shuttle was launched,” said Meredith Melville, owner of Bocanova. “Not only do our customers use the shuttle to get back and forth to Bocanova from their downtown offices, I've also noticed a significant number of residents from the Jack London Square neighborhood boarding during the morning commute hours on their way to BART or to work downtown.”

It's a Green Thing

The Free B buses are painted green, but that's not the only green thing about them. By creating convenient connections with Capitol Corridor Amtrak, the Ferry to Alameda and San Francisco, two major BART stations, and several AC Transit stops, the shuttle is encouraging automobile commuters to convert to public transit. In fact, the Free B is expected to reduce carbon dioxide emissions by 1,937 tons each year, according to the Bay Area Air Quality District. That's the equivalent of taking 360 cars off the road.

Seven months after Oakland launched the free Broadway shuttle, ridership is high and passengers are clamoring for expanded hours. Daily ridership last August started around 1,300 and has steadily increased to over 2,000 passengers a day. The uptick in shuttle ridership can be attributed to a rising number of commuters and lunch goers making the shuttle a part of their routine.

Diverse Funding Partners Provide Stability

The Free B exemplifies the power of public/private partnerships. The project is a collaborative \$1.4 million effort of the Oakland Redevelopment Agency, the Bay Area Air Quality Management District, the developers of Jack London Square, the Downtown and Uptown/Lake Merritt Community Benefit Districts, Forest City (developer of the Uptown Apartments), and the Water Emergency Transportation Authority (Jack London ferry). This type of diverse funding partnership not only helps ensure the long-term financial viability of the project, but also sows the seeds of future public/private ventures.

Zach Seal is the Broadway Shuttle Project Manager with the City of Oakland's Community & Economic Development Agency. He can be reached at zseal@oaklandnet.com.

All Aboard: Schedules, Route and Plans for Extended Service

Want to see the Free B's route and schedule? Visit the shuttle's website (www.Bshuttle.com). Or check out Facebook (www.facebook.com/FreeBroadwayShuttle) or Twitter: (www.twitter.com/BroadwayShuttle).



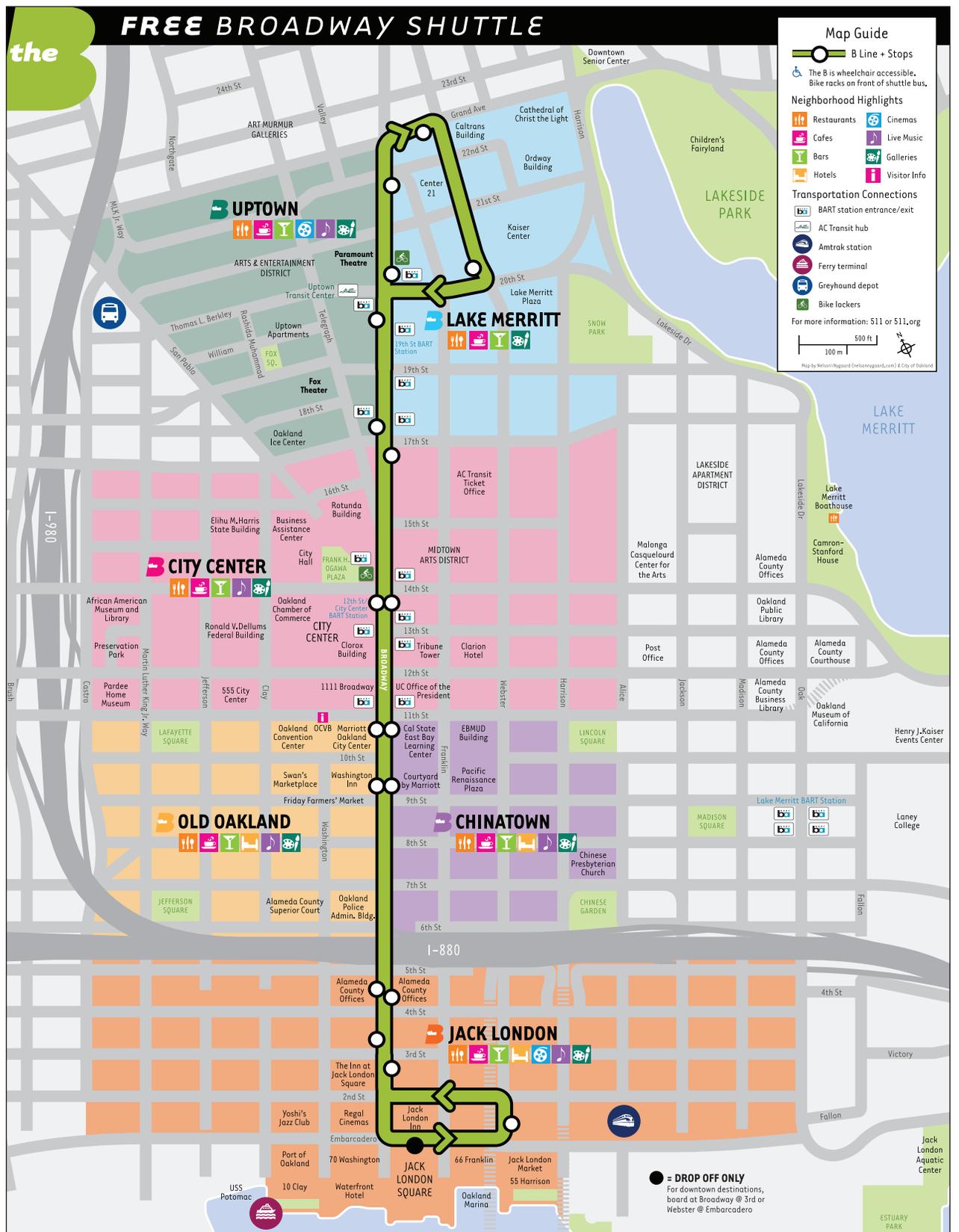
EVA SILVERMAN

Want to know when the next shuttle is coming? Access Next Bus (www.next-bus.com/broadwayshuttle) with your Internet-connected computer or PDA to find out in real-time when the next shuttle will arrive at any of its 18 stops.

Searching for a shuttle stop? Look on sidewalks for the two-foot wide circular decals with arrows pointing to the shuttle stops. And soon, bigger, more visible signs will be popping up at all the shuttle stops.

Wish the Free B ran at night? It may soon. The City is exploring additional private and public funding sources in the hopes of launching Friday and Saturday nighttime service this summer.

Taking Amtrak or the Ferry? The Broadway Shuttle timetable is now coordinated with the Amtrak Capital Corridor and Alameda-San Francisco Ferry schedules. The train and ferry stations are each within a few minutes walking distance from the Broadway Shuttle.



Oakland

Building Green Business

Electric Vehicles Rolling Into Oakland, Bay Area

By Garrett Fitzgerald

A new wave of electric vehicles (EVs) is poised to reinvigorate the U.S. auto market, and local leaders have vowed to make the Bay Area the Electric Car Capital of America.

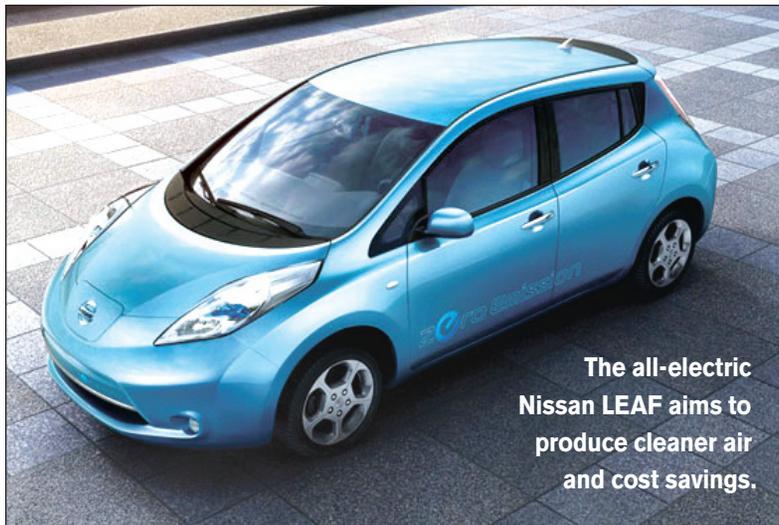
Amid increasing concerns about operating costs, oil prices and the dangers of climate change, electric vehicles offer a potential solution. EVs are expected to recharge at one-quarter the cost of gasoline, have one-half the maintenance costs of traditional vehicles, and produce less air pollution.

With next generation EVs just starting to roll off the assembly line, local businesses and institutions are eager to put these highly touted vehicles to the test.

Local Government Fleets to Test EVs in National Demonstration Project

"The Bay Area is known for high-tech innovation," said David Ferguson, Public Works Assistant Director for the City of Oakland. "By testing these vehicles in our own City operations, we're learning and preparing for the EV transition right here in Oakland."

Oakland will soon be home to approximately two dozen new EVs thanks to an anticipated grant from the Metropolitan Transportation Commission (MTC). In fall 2010, MTC announced a plan to award a \$2.8 million grant to deliver 90 EVs to local government fleets across the Bay Area. The City of Oakland is slated to receive three Nissan LEAF sedans. Alameda County plans to receive 20 additional LEAF sedans as well as four Transit



The all-electric Nissan LEAF aims to produce cleaner air and cost savings.

COURTESY OF NISSAN USA

Connect vans, most of which will be based in Oakland.

The Nissan LEAF is designed to be able to travel more than 60 miles on a single charge in urban stop-and-go driving, and more than 100 miles per charge under more ideal conditions.

"We are thrilled at the opportunity to add these new electric vehicles to our fleet," said Ferguson. "This is a demonstration project, and we'll be putting these vehicles to good use. Don't be surprised if you see them driving around town." Two of the vehicles will be based in a public garage next to City Hall, and the other at the City's Municipal Services Center.

Project Will Provide Valuable Data for Corporate Fleet Managers

This demonstration project will help to answer a slate of questions on the minds of many local businesses. Among them: How will EVs perform relative to other vehicles? How far will they be able to travel on a single charge, and where can they be recharged? How will initial and ongoing costs compare with other vehicles? What infrastructure is needed to support them?

"We see an opportunity to showcase these vehicles in a fleet application not just locally but on a national scale," said Alameda County Fleet Manager Doug Bond.

Oakland and Alameda County have partnered on the EV project with the public-private Bay Area Climate Collaborative (BACC) and a total of 11 jurisdictions throughout the Bay Area, including the cities of San Francisco and San Jose. Together with matching funds provided by participating agencies, the Local Government EV Fleet National Demonstration Project is worth \$5 million. Grant funds are expected from MTC's \$33 million Climate Innovation Grants program supporting clean transportation initiatives including electric taxis, car-share programs, and regional infrastructure for EVs.

In addition to testing and demonstrating the vehicles, partners will perform a detailed analysis of EV performance and cost issues, providing critical data that will likely be used to further catalyze the adoption of EVs in fleets nationwide. The project is expected to generate \$800,000 of fuel and maintenance cost savings over five years.

Garrett Fitzgerald is the City of Oakland's Sustainability Coordinator. More info at www.sustainableoakland.com.

511 Rideshare Outlines Wealth of Commute Options

By Becky Dowdakin

Boasting eight BART stations, a network of AC Transit routes, daily ferry service to San Francisco and Alameda, and a nationally recognized bicycle infrastructure, Oakland offers commuters a wealth of alternatives to driving solo. Joining intrepid early adopters in Oakland's eco-smart commute scene, forward-thinking employers like Kaiser Permanente and Dreyer's Grand Ice Cream have partnered with 511 Rideshare to develop commute programs tailored to their employees' and clients' needs.

511 Rideshare provides companies free assistance to create or expand alternative transportation programs that support their businesses, and Kaiser Permanente and Dreyer's Grand Ice Cream are just two Oakland success stories.

Both companies provide secure bicycle parking for employees, subsidies for public transit and vanpool users, and a Guaranteed Ride Home program for these commuters. Dreyer's promotes the 511 Ridematching service, which helps commuters form carpools, and has been customized for Dreyer's employees. Kaiser provides a shuttle between BART and their Oakland medical facilities for staff and patients, and gives preferential parking to carpools.

511

"511 Rideshare is a valuable resource for our employees looking to reduce the number of times they drive to and from their jobs in downtown Oakland," said Mike McClure, director of Human Resource Operations for Kaiser Permanente of Northern California.

"Besides helping those employees lower their gasoline and parking expenses, the reduced number of car trips helps keep the air cleaner, and benefits everyone in the communities we serve."

Business leadership in encouraging public transit, carpooling, and bicycling reduces the number of solo-driven cars, which can reduce traffic congestion, local air pollution, and greenhouse gas emissions that lead to climate change. Ridesharing and other alternatives can also cut employees' commute costs. Leading Oakland businesses have long recognized that promoting these commute options provides direct benefits to the workforce, and can improve attendance, productivity, health and morale in the workplace.

To find out more about how 511 Rideshare can help you or your business, go to www.rideshare.511.org.

Becky Dowdakin oversees recycling programs for the City of Oakland, and makes daily use of the bike-friendly amenities provided by her employer. www.oaklandrecycles.com

Weighed down by paper?



If mounting stacks of documents and files get in the way of your productivity, it's time to go paperless!

The **Paperless Express Guide** provides tips and tools to reduce paper at your desk, in the mail room and by using new technologies.

STOP waste
PARTNERSHIP

1-877-STOPWASTE (786-7927)
www.StopWastePartnership.Org
Partnership@StopWaste.Org



Download your free guide at www.StopWaste.Org/Paperless

Oakland

Building Green Business

Green Building Codes Point to a More Sustainable Future

By Jennifer Roberts

Green building codes recently enacted by the State of California and the City of Oakland reflect what many building owners already know: building green makes both economic and environmental sense.

The business case for green and energy-efficient buildings is strong, according to the U.S. Green Building Council. Building green can lead to lower operating costs and better indoor environmental quality, which are attractive to buyers and tenants and may mitigate risk for the building owner in a number of areas, including health and energy and water costs. A 2008 study by CoStar group found that "LEED buildings command rent premiums of \$11.33 per square foot over their non-LEED peers and have 4.1 percent higher occupancy." Building sale prices for energy efficient buildings are as much as 10 percent higher per square foot than conventional buildings, according to the USGBC.

On January 1, 2011, CALGreen took effect—the first statewide mandatory green building code in the nation. CALGreen sets minimum environmental construction standards for newly constructed buildings in California. The code addresses water use, construction waste recycling, reduction of indoor air pollution, and other basic green building practices. Energy efficiency continues to be addressed by the state's Title 24 energy standards.



Oakland's new 81st Ave Library has a high reflectance roof and high performance dual glazed windows, some operable for natural ventilation.

The new CALGreen code is now mandatory everywhere in the state, but local jurisdictions have the flexibility to pass laws that exceed its requirements. The City of Oakland did just that last year when it adopted mandatory green building standards for private development projects. With this new ordinance, Oakland joins many Bay Area cities that have adopted green building codes that go beyond the CALGreen requirements, including San Francisco, Marin County, San Jose,

Sunnyvale, Palo Alto, Hayward, Pleasanton and Livermore. These local codes typically require that building projects follow either USGBC's LEED or Build it Green's GreenPoint Rated rating system. This consistency makes compliance easier for general contractors and other building professionals working in multiple jurisdictions.

Oakland's ordinance, which took effect on January 1, 2011, applies to construction projects for most types of buildings, includ-

Find Out More

Oakland Green Building Requirements:
www.oaklandgreenbuilding.com

Alameda County Landfill Ban:
www.StopWaste.Org

ing residential and nonresidential new construction, additions and alterations, as well as alterations to historic buildings.

Residential new construction or renovations must be GreenPoint Rated, while large commercial construction projects must be LEED certified. Where LEED is impractical, projects can use a Small Commercial Checklist developed by StopWaste.Org. Construction projects that require a landscape plan must complete a checklist developed by StopWaste.Org's Bay-Friendly Landscaping Program.

On the landscaping front, Alameda County's existing Landfill Ban prohibits disposal in county landfills of plant debris such as grass, leaves and tree trimmings. Landscapers and property managers can arrange for onsite plant debris containers or can haul the debris to the "clean green" areas of local disposal facilities. Plant debris must be kept free of trash so that it can be recycled into nutrient-rich compost used by farmers and landscapers to improve soil health.

Rebates and Resources for Residential Buildings

By Jennifer Roberts

Oakland's businesses aren't the only property owners benefiting from new resources for energy upgrades. Homeowners can also receive new incentives for reducing energy use—and as an added benefit save money, improve comfort and indoor air quality, and help the environment by reducing greenhouse gas emissions.

Owners of single-family homes and multifamily residential buildings in Oakland can get help with their building projects by taking advantage of unprecedented levels of rebates and other incentives available through the new Energy Upgrade California program.

Energy Upgrade California in Alameda County offers resources and incentives for improving existing buildings with energy and water efficiency, renewable energy generation and other green upgrades. Funded by the Recovery Act and other sources, Energy Upgrade California is a collaboration of the California Energy Commission, Public Utilities Commission, utilities, local government agencies, nonprofit organizations and the private sector.

"Energy Upgrade California in Alameda County is helping building owners save energy and water and make other green building investments that add value to their property," said Karen Kho, Senior

Program Manager with StopWaste.Org, a public agency that supports the resource efficiency efforts undertaken by Alameda County local governments. "These investments will drive job growth in the local construction sector and help achieve state and local goals for reducing greenhouse gas emissions," Kho said.

For owners of single-family homes, the program provides free assistance to help plan upgrades and identify rebates and financing. Homeowners who sign up for the "Basic Upgrade," which includes improvements such as adding attic insulation and sealing ducts, are eligible for a \$1,000 rebate. The

program's "Advanced Upgrade," which includes more extensive improvements such as replacing a furnace with a high efficiency model or installing an energy-efficient water heater, offers rebates of up to \$4,000.

For multifamily properties, Energy Upgrade California provides design and technical assistance as well as help navigating financial and other incentives available from multiple sources.

For more information about Energy Upgrade California, visit www.energyupgradeca.org

—Jennifer Roberts is a freelance writer and the author of *Good Green Homes* and other books about green buildings.

SAN FRANCISCO Business Times
SAN FRANCISCO OAKLAND EAST BAY PENINSULA NORTH BAY

BUSINESS INTELLIGENCE

Subscribe to the Bay Area's premier source for breaking local business news. Go to www.sanfranciscobusinesstimes.com/subscribe or call **(415) 288-4973**.

MONEY BACK GUARANTEE. IF YOU ARE NOT SATISFIED, WE WILL REFUND ALL OF YOUR MONEY ON ALL NON MAILED ISSUES.

Breaking news daily @ SanFranciscoBusinessTimes.com

Oakland

Building Green Business

Perspective on the Green Economy – 3 Questions with Joel Makower



Born and raised in Oakland, Joel Makower is a world-renowned author and voice on the greening of mainstream business. He is

co-founder and chairman of GreenBiz Group, executive editor of GreenBiz.com and hosts GreenBiz.com's annual State of Green Business Forums, the annual GreenBiz Innovation Forum, and other events. Joel is author of more than a dozen books, including his latest, "Strategies for the Green Economy" (2008), along with GreenBiz.com's annual "State of Green Business" report. The Associated Press has called him "The guru of green business practices."

1. What are the most interesting trends in the green economy?

What we refer to as the green economy is actually several things. In fact, I think there may be at least four "green economies," all of which are evident in Oakland.

There's the values-driven economy -- companies where "green" is baked into their mission and values and marketing. Numi Tea and Give Something Back are two firms that have built solid brands around their environmental and social commitments.

There's the certified green economy -- companies that have baked sustainability into their operations, even if they don't promote it. They do it because they believe being green it is the right thing to do, and because it makes them better-run businesses and good neighbors. Alameda County's Green Business Program lists more than 130 certified Oakland companies on its website. Peerless Coffee and Wendel, Rosen, Black & Dean, the first certified green law firm in the U.S., are two shining examples.

There's the nonprofit economy -- organiza-

tions like the Ella Baker Center and Green for All that advocate for policies and for underserved communities, providing awareness, education and training. They are critical in helping build capacity.

And, of course, there's the cleantech economy -- companies building the next generation of green technologies and products. BrightSource Energy, which is building concentrating solar farms, and Greenheart Global, which makes recyclable hangers for clothing companies, are two examples.

What's changing for all these is that it's no longer just about "greening up" their operations to save money. It's about innovation -- new products, services, technologies, and business opportunities that derive from integrating environmental thinking into their operations. That's a very exciting trend, and it's only just beginning.

2. Why did you decide to locate your company in Oakland?

It was a no-brainer. When Pete May and I co-founded GreenBiz Group, it wasn't a

question of where we'd locate, but where in Oakland. Both of us are Oakland natives and residents and were excited about being in the center of Oakland's growing green business community. We love luring visitors from throughout the Bay Area and around the world to our offices on Frank Ogawa Plaza to experience Oakland firsthand.

3. How is Oakland positioned to succeed in the green economy?

There are a lot of cities around the U.S. and in the Bay Area competing to be greentech hubs. Oakland is well positioned to compete thanks to its many assets -- location, workforce, transportation, and more. But it will take a concerted effort by the city's leadership as well as its business community, UC Berkeley, the Peralta Colleges, the nonprofit community, and others. To date, there's been a lot of lip service paid to doing this, but not much action. It will require strong, visionary leadership by Mayor Quan and the hard work of many others to make the green economy a reality in Oakland.

Green Buildings in Oakland

Below are green-certified commercial and institutional buildings in Oakland. Approximately two dozen additional Oakland projects are currently in the green building certification pipeline. Visit www.oaklandgreenbuilding.com for more information.

Project Name	Owner/Developer	Project Type	Status	Rating System
Natural Sciences Building	Mills College	Laboratory, Higher Education	Platinum	LEED NC 2.1
Alameda County Waste Management Authority	Alameda County Waste Management	Commercial Office	Platinum	LEED NC 2.2
KEMA Oakland office	Brandywine Operating PTP	Commercial Office	Gold	LEED CI 2.0
SSA 6th and 9th Floor Tenant Improvement	General Services Administration	Commercial Office	Gold	LEED CI 2.0
Uptown Arts Building	RPR Architects	Commercial Office	Gold	LEED CI 2.0
2100 Franklin Street	Prentiss Properties	Commercial Office	Gold	LEED CS 1.0
1300 Clay	CBRE Investors	Commercial Office	Gold	LEED EB O&M
505 14th Street	CBRE Investors	Commercial Office	Gold	LEED EB O&M
Lake Merritt Plaza	CAC Real Estate Management	Commercial Office	Gold	LEED EB O&M
1111 Broadway	CBRE Investors	Commercial Office	Gold	LEED EB O&M
555 12th Street	CBRE Investors	Commercial Office	Gold	LEED EB O&M
Municipal Boathouse Rehabilitation	City of Oakland	Restaurant, Recreation, Park	Gold	LEED NC 2.1
Mills Graduate School of Business	Mills College	Higher Education	Gold	LEED NC 2.2
HRS-Upper School Building	Head Royce School	Laboratory, School K-12	Gold	LEED NC 2.2
MacArthur BART Transit Village	MTCP, LLC	Restaurant, Retail, Multi-Unit Residence, Transportation, Daycare	Gold	LEED ND 1.0 Pilots Only
Earthjustice National Headquarters	Earthjustice	Commercial Office	Silver	LEED CI 1.0
Ron Dellums Fed Bldg USDC & US Probation	General Services Administration	Commercial Office	Silver	LEED CI 2.0
Jack London Market	Jack London Square Investors II LLC	Commercial Office, Retail, Restaurant	Silver	LEED CS 2.0
UC Office of the President	UC Office of the President	Commercial Office, Higher Education	Silver	LEED EB 2.0
180 Grand	CSHB 180 Grand LLC	Commercial Office	Silver	LEED EB O&M
499 14th Street	CBRE Investors	Commercial Office	Silver	LEED EB O&M
500 12th Street	CBRE Investors	Commercial Office	Silver	LEED EB O&M
1333 Broadway	CIM/Oakland 1333 Broadway LP	Commercial Office	Silver	LEED EB O&M
Oakland International Airport: Customer	Port of Oakland	Commercial Office, Public Order/Safety, Transportation	Silver	LEED NC 2.1
Uptown Oakland	FC Oakland, Inc.	Residential Multi-Unit, Retail	Silver	LEED NC 2.1
Oakland Museum of California Renovation	City of Oakland	Museum	Silver	LEED NC 2.2
Ron V. Dellums 9th Floor TI - N. Tower	GSA	Commercial Office	Certified	LEED CI 2.0
Plaza 360	Pacific Real Estate Partners, Inc	Commercial Office	Certified	LEED EB 2.0
The Commons at Jack London Square	Graham Street Capital, LLC	Commercial Office	Certified	LEED EB O&M
CA-DGS #602 Elihu Harris Bldg	State of California	Commercial Office	Certified	LEED EB O&M
501 14th Street	CBRE Investors	Commercial Office	Certified	LEED EB O&M
Shell Remodel and Tenant Improvement	Buttner Properties, Inc.	Commercial Office	Certified	LEED NC 2.2

**Funding is limited.
Call Today!**



OAKLAND SHINES

An Energy Program for Businesses

www.OaklandShines.com

1 877-304-6133

