

# Oakland

## BUILDING GREEN BUSINESS



# The World's Greenest Office

For Integral Group, sustainability is simplicity

SPENCER BROWN

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A LETTER FROM OAKLAND'S MAYOR QUAN

# Vibrant Oakland Winning Acclaim

**O**akland's economy is booming and I invite you to join us. Oakland has consistently ranked among the greenest cities in the country, and that has been a great help reaching our current growth -- we see unemployment dropping, sales tax revenues steadily rising, and a red-hot real estate market *Forbes* recently acknowledged as having the fastest-selling housing stock in the country. I hope you will consider this a place to grow or expand your business.

We're in the heart of the Bay Area with great transportation options for your employees. We're among the most bike-friendly cities in the U.S., with 135 miles of bike lanes on our streets. Every BART line runs through Oakland. Local ferries and AmTrak's Coast Starlight and California Zephyr trains offer fun alternatives. Housing is more diverse and affordable here, with recently enhanced amenities like Lake Merritt and the glorious East Bay Regional Park District at your back door. Downtown Oakland is home to 8 million square feet of LEED and Energy Star real estate, as well as a nationally acclaimed assortment of dining, arts and entertainment venues.

Word has gotten out about the beauty, diversity and excitement of Oakland. Within just the last four months, Oakland has been

named the Greenest City in the U.S., a Top 15 City for Tech Startups, one of America's Most Walkable Cities, and Among the Top 12 ArtPlaces in the Nation.

In fact, Oakland was recently named the Most Exciting City in America by the real estate website **Movoto**. We were chosen based not on hype, but on pure demographics and data that reflect our diversity, restaurants, music venues, theaters, and parks. Anyone who has explored Oakland's vibrant arts scene, world class dining, or hip bars and clubs knows that there's a growing energy and vitality that makes our city an exciting place to live and work.



Mayor Jean Quan

Our green tech sector is growing and more Oakland companies are leading the way in green and sustainable business. More than 200 green businesses call Oakland home, working on renewable energy, energy efficiency, green building, recycling, environmental consulting, advocacy and many other issues. We are proud that three Oakland companies -- **Sungevity**, **Give Something Back** and **One Pacific Coast Bank** -- were just ranked by *Forbes* among

the nation's 12 best companies for the world! Oakland is home to one quarter of this prestigious list, more than any other city. The rankings were compiled by **B Lab**, which scored companies on the triple bottom line - people, planet and profit. **Sungevity** continues to grow and we have many more companies that are thriving and leading the way in going green.

We're keeping up the excitement with big new developments like Brooklyn Basin and the Oakland Army Base that provide new opportunities for Oakland companies. Brooklyn Basin will redevelop 65 acres of property along the Oakland Estuary and San Francisco Bay into mixed use residential, retail, commercial and waterfront space.

More than ever, we are at the center of economic growth in the Bay Area as major projections show Bay Area populations and jobs shifting east. Oakland is a growing global city on the leading edge of creating a greener and more sustainable future. We are committed to continuing that leadership, in partnership with our local businesses. I hope the stories inside these pages will inspire you to come join us in the green and sustainable heart of the Bay Area.

Jean Quan  
Mayor, Oakland

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For more information on Oakland's green programs, visit [www.sustainableoakland.com](http://www.sustainableoakland.com)



# Uptown, Downtown, All Around Town

## Oakland Tops Lists of Great Places to Live, Work and Play

BY JENNIFER ROBERTS

It's old news to Oaklanders, but the rest of the country is finally getting wise to the fact that Oakland's rich culture, ideal weather and juxtaposition of bustling street life and natural beauty make it one of the world's great places to live, work and play. The city keeps popping up on Top 10 rankings of sustainable U.S. cities, and last year, The New York Times let the cat out of the bag by placing Oakland at number five on its list of 45 Places to Go in the world.

The Times story included a shout out to the historic Fox Theater, one of the Bay Area's hottest music venues. It also gave a nod to the city's world-class restaurants, including the Michelin-starred Commis, the urban-casual Hawker Fare, and Daniel Patterson's Plum and Haven restaurants, to name just a few.

While extraordinary eateries are often the first thing mentioned when people sing Oakland's praises, the city's lively arts scene comes in a close second. Earlier this year, downtown Oakland was named as one of the country's top 12 places for art by the organization ArtPlace, a collaboration of 13 national foundations and six of the nation's largest banks, including the Andrew W. Mellon Foundation, Bloomberg Philanthropies, the Ford Foundation, Bank of America, Citi and Morgan Stanley.

Downtown Oakland earned its spot on the ArtPlace roster based on a set of indicators that included not just the city's arts-related activities but also its vibrancy—measured by the number of retail and service businesses, the percentage of independent businesses, walkability, and the percentage of workers in creative occupations living downtown. High marks on those indicators point to a city that's a great destination for art. They also add up to a great place to live and work.

Nancy Pfund of the local VC firm DBL Investors agrees. An article last year in Fast Company sassily titled "Why Startups Hella Love Oakland" quoted Pfund as saying, "If your workers want a rich urban experience, Oakland is a great choice."

### Open-Air Art

In April, Oakland's Uptown arts and entertainment district added a new destination for art lovers with the opening of the Uptown ArtPark—the city's first outdoor sculpture park. Located on Telegraph Avenue and 19th Street, across from the Fox, Uptown ArtPark has transformed a vacant lot that once housed a Sears parking garage into an open-air showplace for large-scale sculptural works by Bay Area artists. It's also a designated spot for live performances presented by local arts and community organizations.

"The new Uptown ArtPark further solidifies Oakland's national reputation as a visual art mecca," said Mayor Jean Quan. "It provides a platform for showcasing the spectacular work of local artists—many of whom are known all over the world—right here in the heart of their hometown."

Uptown ArtPark's opening exhibit, "Repurposed," features nine sculptures including "The Bike Bridge," a 20 by 20 foot archway made from bicycle parts and other salvaged materials, a nod to Oakland's reputation as one of the U.S.'s most bicycle friendly cities.

Funded by a prestigious National Endowment for the Arts grant of \$200,000, with matching funds secured by the former Oakland Redevelopment Agency, Uptown ArtPark is the first of two major public art projects opening in Uptown. A light-based installment by artist Dan Corson, slated for completion in winter 2013 at the BART 17th Street Gateway, is the largest public art commission in Oakland's history.



Top: The Free B Shuttle connects vibrant downtown neighborhoods

Below: Sculptures adorn the Uptown ArtPark

Bottom: New pedestrian bridge crosses the 12th Street end of Lake Merritt



### Bright Lights, Green City

Light installments of a different kind are taking place all over town as the city's 30,000 high pressure sodium street lights get converted over the next 12 months to energy-saving light-emitting diode bulbs. The LED street lights provide higher lighting quality, allow people to distinguish colors better and contribute to a sense of security. On top of a one-time \$2.9 million rebate from PG&E, the new street lights will reduce annual energy costs by \$1.4 million.

Being green is part of the Oakland vibe, and the popular "Free B" is green in more ways than one. Officially known as the Broadway Shuttle, these bright green, zero-fare buses ply a route along Broadway, downtown Oakland's central thoroughfare, carrying passengers from the Jack London Square waterfront to Chinatown, Old Oakland, City Center, Uptown and the Lake Merritt area.

On weekdays, commuters arriving by ferry, Amtrak, BART and AC Transit hop on the Broadway Shuttle to get directly to their downtown workplaces. On Fridays and Saturdays, Oakland residents, workers and visitors take advantage of the Free B's late night service to enjoy car-free evenings on the town.

### Street Food Oakland Style

While sophisticated restaurants abound along the Free B's route, downtown and its surrounding neighborhoods have no shortage of tasty treats for those on the go. In fact, Oakland has become a mecca for one of the hottest urban dining trends—creative street cuisine served up from food trucks. The city's mobile food vendors, as they're officially called, cater to local tastes for organic, sustainable, farm-to-finger food from just about every culinary tradition.

Find food trucks parked on their own, or grouped in pods such as the Off the Grid food truck market outside the Oakland Museum on Friday nights and 12th Street pod between Franklin and Broadway for lunch on Thursdays. For a critical mass of the Bay Area's best food trucks, street food aficionados make their way to Oakland's popular festivals, including Art and Soul in August and Eat Real in September.

### Restoring Connections to the Bay

If you're looking for a scenic spot to picnic with your Banh Mi or plate of garlic noodles, check out the south end of Lake Merritt, where the 12th Street dam, culverts and a 12-lane "mini-freeway" have been removed as part of the much-anticipated reopening of the Lake Merritt Channel. The new 100-foot-wide, free-flowing channel, which opened in February, is a major milestone in the effort to restore the open waterway that existed between Lake Merritt and the San Francisco Bay before the channel was dammed 140 years ago.

The \$47 million project, part of a series of Lake Merritt enhancements made possible by Oakland voters' overwhelming approval of Measure DD in 2002, also includes improvements for water quality and wildlife habitat, the creation of a new tidal marsh and the construction of a new recreational trail that will eventually connect to the San Francisco Bay Trail.

The project includes a new pedestrian bridge that for the first time in decades allows people to circumnavigate the entire lake at shore level. Oakland's crown jewel keeps getting brighter.

*Jennifer Roberts writes about green issues. She is the author of Good Green Homes and other books on green buildings.*

# Inside the World's Greenest Office



SPENCER BROWN

BY JENNIFER ROBERTS

**B**uilding green may not yet be standard practice nationwide, but in Northern California it's fast becoming the new norm. "In Silicon Valley, if you don't have a new building that's at least LEED Gold, people wonder what's the matter with you," said Peter Rumsey, Chief Technical Officer at Integral Group, a building systems design company that practices what Rumsey and his colleagues call "deep green engineering."

In years past, development teams griped about the cost of building to the LEED standard. But now general contractors tell Rumsey that achieving LEED Gold, the second highest tier of LEED certification, is "basically free."

That's no surprise to Rumsey, who works out of Integral Group's LEED Platinum certified office in downtown Oakland, a 13,000 square foot space occupying the top two floors of a three-story, 1930s Art Deco building. In 2012, Integral's renovation of the space earned a record-breaking 102 out of 110 possible LEED points, making it the highest scoring LEED-CI project in the world.

But what may be more remarkable than the lofty LEED score is what Integral spent—or rather didn't spend—to achieve it.

"We moved here in a down economy," Rumsey said. "We set out to create a great space and do as green a building as possible, but only spend \$25 per square foot on the tenant improvements." That's well below the typical range in the Bay Area of \$50 to \$60 per square foot for tenant improvement projects, he said.

## Back to Basics

Since completing the retrofit, Rumsey and his colleagues have given their fair share of tours to visitors eager to glimpse the green innovations they might look forward to someday in their own workplaces—novelties like composting toilets, rooftop wind turbines, windows that produce electricity and exterior walls that sprout greenery.

Not so fast.

Its high achiever status notwithstanding, Integral Group's office falls a bit short on the technological gee-whiz factor. In fact, the space, with its sprawling open-plan layout and clusters of cubes, doesn't look all that different from many modern offices. High ceilings, tall windows, and exposed metal ducts and wood beams create a setting that's pleasant but doesn't feel particularly cutting edge.

## Integral Group's downtown Oakland headquarters serves as a living laboratory for sustainable—and surprisingly simple—solutions

That's as it should be, it turns out. For Rumsey, despite his role as Chief Technical Officer, a sustainable building doesn't begin or end with technological marvels. It begins with three fundamental conditions: good location, good bones, and good options for reuse. And the end goal? "This wasn't a hard-edged approach of saving energy at all costs," Rumsey said. Instead, the overarching goal was to create a great place to work.

### Location, Location, Location

In 2011, when Rumsey and his colleagues began searching for a new office to house their growing firm—they're now up to 45 employees in Oakland, with additional offices in San Jose, Los Angeles and other U.S., Canadian and U.K. cities—they started with the question, "Where is the location that in and of itself is green?"

Their answer? A downtown area accessible by excellent public transit, with great food and housing options nearby.

"Oakland's City Center area is exactly that," Rumsey said.

The centrally located office space they found on 13th Street and Broadway, just steps away from the 12th Street BART station, makes it easier for employees to commute by taking public transit, walking or bicycling. It also provides financial and quality of life perks for many of the staff.

"Affordability is important," Rumsey said, with a nod to Oakland's more reasonable costs for housing and commercial space compared to other Bay Area cities.

### Good Bones and Zero Waste

Despite advances in building design and construction practices over the decades, there's still truth to the adage that they don't make them like they used to. "A lot of the old buildings in Oakland

are naturally more sustainable," Rumsey said, not just because of their central location but because they've got good bones. The 1930s-era building that Integral occupies has 12 foot ceilings and large, operable windows that were designed to provide daylight and fresh air back in the days when electric lights were dim and air conditioning ineffective or nonexistent. "Oakland has a perfect climate for operable windows," Rumsey said.

Keeping an older building in use is inherently green, Rumsey believes. The 13th Street building was particularly attractive to the Integral team because its existing interior layout suited their needs. The space didn't have to be gutted and completely built out again, and they were able to avoid waste and save money by reusing much of the existing interior walls, partitions and cubes.

Surprisingly for an engineering firm that specializes in energy efficiency, they also kept the lights that hung from the ceiling, even though they were an older, inefficient style with 12 fluorescent tubes in each fixture. The electrical contractor working on the renovation initially recommended throwing out the old fixtures and replacing them with new energy-saving ones. "He said it would be cheaper," Rumsey said.

But Rumsey, who favors the phrase "elegant frugality," finds that the greenest solutions are often the simplest and most affordable ones. Instead of scrapping the light fixtures, they wound up taking out and recycling half the fluorescent lamps from each fixture, and just replacing the ballasts, which are devices that control the voltages of fluorescent lamps. With half as many lamps and better controllers, Integral's office now has "fantastic light," Rumsey said. What's more, the company saved money, and 64 light fixtures were spared from the landfill.

"Our goal is zero waste," Rumsey told me as he showed me around Integral's office. In the company's supply room, he pointed out recycling bins not just for the usual office detritus such as paper, bottles, cans and food scraps, but also for electronics, cell phones, keys, batteries, compact fluorescent light bulbs and CDs.

As if on cue, my pen ran out of ink while we chatted in the supply room. I borrowed a new one, and held up my spent pen. A colleague standing nearby came to the rescue. Pointing to a shelf with a small box labeled "Dead Pens," she explained that periodically someone sorted through the contents, refilled the pens (the company encourages use of refillable pens), and put them back into circulation. Another simple solution.

*Continued on next page*



### Right Size Me

Many companies install cases in their lobbies to display their collection of awards. In Integral's reception area, a tall glass vitrine mounted on a pedestal serves as a different kind of showcase: it houses their boiler, a piece of equipment normally kept out of sight in a utility room or basement.

Exhibited like an edgy sculpture in an art gallery, complete with a light that suffuses the case with a blue glow, the boiler-as-art gives Rumsey an opportunity to make another point about simple solutions. In the building systems world, it's common for engineers to oversize equipment, a practice that can drive up not just the cost of capital improvements but day-to-day energy use.

This particular boiler, an energy-efficient condensing unit no bigger than a small suitcase, provides heat and hot water for the entire 13,000 square foot space. Older style boilers would be five to ten times larger, Rumsey said.

"If you're thoughtful about sizing, you can downsize," Rumsey said. "We chose the right size."

### Power to the People

Eschewing the one-size-fits-all ethos, Integral's approach to building systems gives workers more individual control over environmental conditions such as temperature, air flow and light levels. Numerous studies support the idea that if people have more personal control over physical conditions in the workplace,

they are more comfortable, happier and more productive.

Hot water circulates from the boiler to wall-mounted radiators designed so that people can control the temperature at their own workspace. Energy-efficient LED desk lamps let workers control where and when they need light. Ceiling lights are dimmed or shut off based on daylight levels and when the area under light is unoccupied. High efficiency ceiling fans hanging over group work areas and tiny, low-energy fans on each desk provide extra air flow when it's wanted.

Personal environmental control "is simple stuff but it's at the cutting edge" of building systems design, Rumsey said.

To save more energy, the desktop fans and task lights connect to plug strips that automatically shut the devices off when the workspace is unoccupied. As lighting, heating and cooling systems become more efficient and as office equipment and personal electronics proliferate, plug loads account for a larger portion of a building's energy consumption, as much as 25 to 50 percent in some offices, Rumsey said. But solutions to managing plug loads, such as off-the-shelf, "smart" plug strips, don't have to be complicated or expensive.

### A Living Laboratory

Integral Group's engineers and other staff continue to tinker with their workspace, testing new ideas, technologies and systems.

"Every building has a chance to improve itself," he said. "We

1. Personal hand towels reduce paper waste.

2. Fresh fruit delivered weekly.

3. Indoor secure bike racks for employees.

4. Small personal fans give employees climate control.

5. Energy-efficient boiler as aesthetic office element.

like to say that the first day we moved into the building was the worst it will ever be, from a performance perspective. It can only get better."

Rumsey thinks of Integral's office as a living laboratory.

"We've had lots of people visit to see what we're installing and what we're doing," he said. They come to see Integral's deep green philosophies put into practice and maybe to take some ideas back to their own workplaces.

In Rumsey's view, educating visitors goes hand in hand with being an innovator. "We're trying to help the community," he said, "not just ourselves."

If Integral Group's Oakland office has earned the title of the greenest in the world, it's not because of all the LEED points it racked up. "The reason is because of its ripple effect," Rumsey said.

Jennifer Roberts writes about green issues. She is the author of *Good Green Homes* and other books on green buildings.

# SEE CHANGE

## A VISIONARY LAW FIRM FOR VISIONARY BUSINESSES

In 2003, we lead the legal industry in launching our Green Business Practice Group to assist those clients who wanted to do well while doing good. That same year, we helped form Oakland-based Build It Green, the nation's foremost authority on residential green building. In 2007, our Green Business Practice Group partnered with 1% for the Planet to donate one percent of its annual revenue to environmental nonprofits. In 2011, we co-authored landmark legislation that established the Benefit Corporation in California – a new corporate form for companies that create a material positive impact on society and the environment. We have seen a sea change in the legal and business communities during the past 10 years. As the hundreds of companies we serve know, our unique vision and experience, along with our full-service capabilities, make us the go-to law firm for any sustainable business.

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# The Solar Revolution, Now

With online crowdfunding, Mosaic assembles the pieces of solar financing

BY STEVE LAUTZE

**M**osaic, an Oakland-based startup that recently passed its second birthday, is revolutionizing and democratizing how people can invest in renewable energy infrastructure. The company uses a business model similar to “crowdfunding,” which allows individuals to help finance solar projects while earning an annual return of as much as 4.5 percent over a term that has averaged around nine years on initial projects.

Mosaic’s trailblazing model lets people invest via the web for as little as \$25 or one “tile” on a solar panel—hence the name Mosaic. Besides opening solar investment channels to individuals, the Mosaic model provides a new source of financing for solar installations that cost between \$50,000 to \$2 million. In many cases, these small to medium scale projects have had difficulty attracting conventional bank financing.

In January 2013, Mosaic launched their first return on investment projects (ROI) to the public, selling out all three in less than 24 hours and attracting more than \$300,000 of funding. Dollars flow back to Mosaic’s investors as part of monthly lease payments for solar electricity generated by the installed project, with tracking of investor returns all available via Mosaic’s secure web platform.

By early April, Mosaic had received approval from securities regulators to use this model to offer over \$100 million worth of investments in solar projects to residents of California.

## Oakland nonprofits helped prove business model

Mosaic first used the crowdsourcing model to engage investors in providing solar electricity for community-based nonprofits, including three installations in Oakland—a 29 kilowatt (kW) system for the Asian Resource Center, a 9 kW system for People’s Grocery and a 26 kW system for St. Vincent de Paul. Mosaic identified potential investors who were interested in helping these organizations purchase clean electricity at a lower cost than they were paying to the utility company. Lower electricity bills allow the nonprofits to dedicate more of their budget to their core services.

These first investors were assured recovery of their original investment, but with no marginal return. “We launched our platform in April 2011 to validate our business idea and prove that people do want to invest in solar,” said Mosaic co-founder and President Billy Parish. “By April 2012, we had financed five projects with over \$350,000 invested, three of them right here in Oakland. I don’t think we could have done this as easily or as quickly in a different region. The Oakland community really came together to make solar possible” for these critical Beta projects.

Youth Employment Partnership (YEP), which trains at-risk Oakland youth in job skills, was the site of Mosaic’s first use of the



Mosaic team members celebrate crowdfunded solar at St. Vincent de Paul kitchen facility.

financing model offering a return on investment. The YEP project, a 47 kW solar electric installation, raised over \$40,000 in less than one week, and ultimately will yield a 6.38 percent return for the investors.

These demonstration projects convinced Mosaic’s founders that the time was right to pursue formal approval of the crowdfunding model with financial regulators. “We hope to be the leading platform for investment in the clean energy economy,” Parish said.

“We’re starting with solar but we think this model could work for energy efficiency, geothermal, wind and so forth.”

Mosaic is different from other crowdfunding ventures that have been getting a lot of notice, Parish said, “since we’re sourcing debt capital for solar projects, as opposed to equity capital for new companies. Historically startups have a very high bankruptcy rate as opposed to solar projects which have a very low default rate.”

While these investments carry risk and returns are not guaranteed, part of Mosaic’s role is to vet and choose projects with a low risk profile. Investment risk is mitigated by 20+ year solar panel warranties and long term electricity price projections, among other factors.

## Model approved for \$100 million in California market

Following the initial success of the ROI model at YEP, Mosaic financed four more small commercial solar electricity projects, each offering an annual return of 4.5 percent over the life of the project. Collectively, these projects raised just over \$315,000 from some 435 people. The investor demographic skewed young, with an average age of 38 years old, and an average online trans-

action of about \$700. The projects all sold out within 24 hours.

Mosaic is currently screening new projects that will be financed using the same model, with much higher volume expected as regulators approve even more overall investment. While federal approval to expand Mosaic’s model nationally is still pending, the company has been approved to offer \$100 million of investments to California residents.

To continue evolving the renewable energy funding paradigm, Mosaic is participating in another innovative effort, the truSolar Working Group, a consortium that seeks to develop a standard methodology for evaluating the financial viability of solar installation projects. The group includes a diverse set of renewable energy and finance partners such as Standard and Poor’s, Rocky Mountain Institute, DuPont Photovoltaic Solutions, and the National Renewable Energy Lab. Their goal is to streamline financing, lower the cost, and reduce the time to market by rating each solar energy project with the

equivalent of a credit score.

## Sungevity shares experience, problem-solving approach

In 2012, a \$2 million SunShot Incubator grant from the U.S. Department of Energy helped Mosaic build out its online crowdfunding platform. The company also got a mentoring boost from another Oakland solar leader, Sungevity.

Sungevity President Danny Kennedy met Mosaic principals Daniel Rosen and Billy Parish at a renewable energy advocacy event in 2011. Excited about their ideas, Kennedy convinced the duo to develop their business model further here in the East Bay. Mosaic first set up shop in a building in Berkeley — known affectionately as the “Solar Dojo” — where Sungevity itself was born and raised before moving to Jack London Square.

Not long after, Mosaic became the first tenant in the SunCube, a solar business incubator/accelerator started and hosted by Sungevity (see box). With 17 employees and growing, Mosaic anchors the accelerator and is poised for dynamic growth.

But Mosaic and Sungevity share more than a location. Both are rooted in Oakland and use the power of the web to accelerate adoption of solar on a much broader scale. Both collaborate with other firms to bring down the cost of solar infrastructure, further increasing the viability of renewable energy. And both combine a sense of urgency about addressing climate change with a palpable sense of joy in their work, signified in part by their common penchant for bright orange sunglasses.

Those sunglasses come in handy on the Jack London Square waterfront, where the future of solar energy looks brighter every day.

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Billy Parish

## Invest directly in solar projects

Put your money to work creating clean energy



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As projects earn revenue, investors are paid back with interest

## SOLAR TECHNOLOGY INCUBATOR

## SfunCube Accelerating Solar Companies in Oakland

**P**erched in sparkling office space at the edge of the water in Oakland's Jack London Square, the SfunCube solar accelerator is helping talented and motivated entrepreneurs build a brighter, smarter energy system. With the goal to advance "solar for universal need", the SfunCube is the brainchild of founding CEO Emily Kirsch and Sungevity Co-Founder Danny Kennedy. Says Kennedy: "We're activists turned entrepreneurs, here to spread solar abundance."

Though there are many broader technology incubators and accelerators throughout the Bay Area, the SfunCube is unique in its focus on solar technology and systems development. The SfunCube incubator provides 20,000 square feet of class A office space to solar entrepreneurs. The goal of the accelerator is to advance the pace at which solar energy is adopted by businesses and homes, as well as the speed at which its member startup companies go to scale. SfunCube helps grow companies who use software to lower the cost of solar in both time and dollars. These companies target innovation in financing, permitting, project management, system monitoring and maintenance, and utility grid integration, to name a few.



Solar innovators brainstorming on the balcony of Oakland's SfunCube.

The SfunCube accelerator will select dynamic and diverse solar entrepreneurs to join its first cohort this summer. These companies will receive a \$10,000 cash stipend, rent-free collaborative office space for nine full months, pro-bono business services, and connections to advisors and investors. In return, the SfunCube will receive a small equity stake in each participant, with revenue flowing from exits and acquisitions back into the SfunCube to support the next generation of solar innovators.

Based on Kirsch and Kennedy's vision for the Cube, the atmosphere of collaboration and productive competition will not end once firms complete the program. They aim to grow a robust solar technology hub at Jack London Square, making Oakland an epicenter for global solar entrepreneurship. The auspicious accomplishments of SfunCube partner Sungevity and solar finance cousin Mosaic suggest that this lofty goal is very ambitious, but also within reach.

For more information about how aspiring solar startups can seek residence in the SfunCube or join the first accelerator cohort, starting summer 2013, visit [www.sfuncube.com](http://www.sfuncube.com).

## 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 of 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 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.

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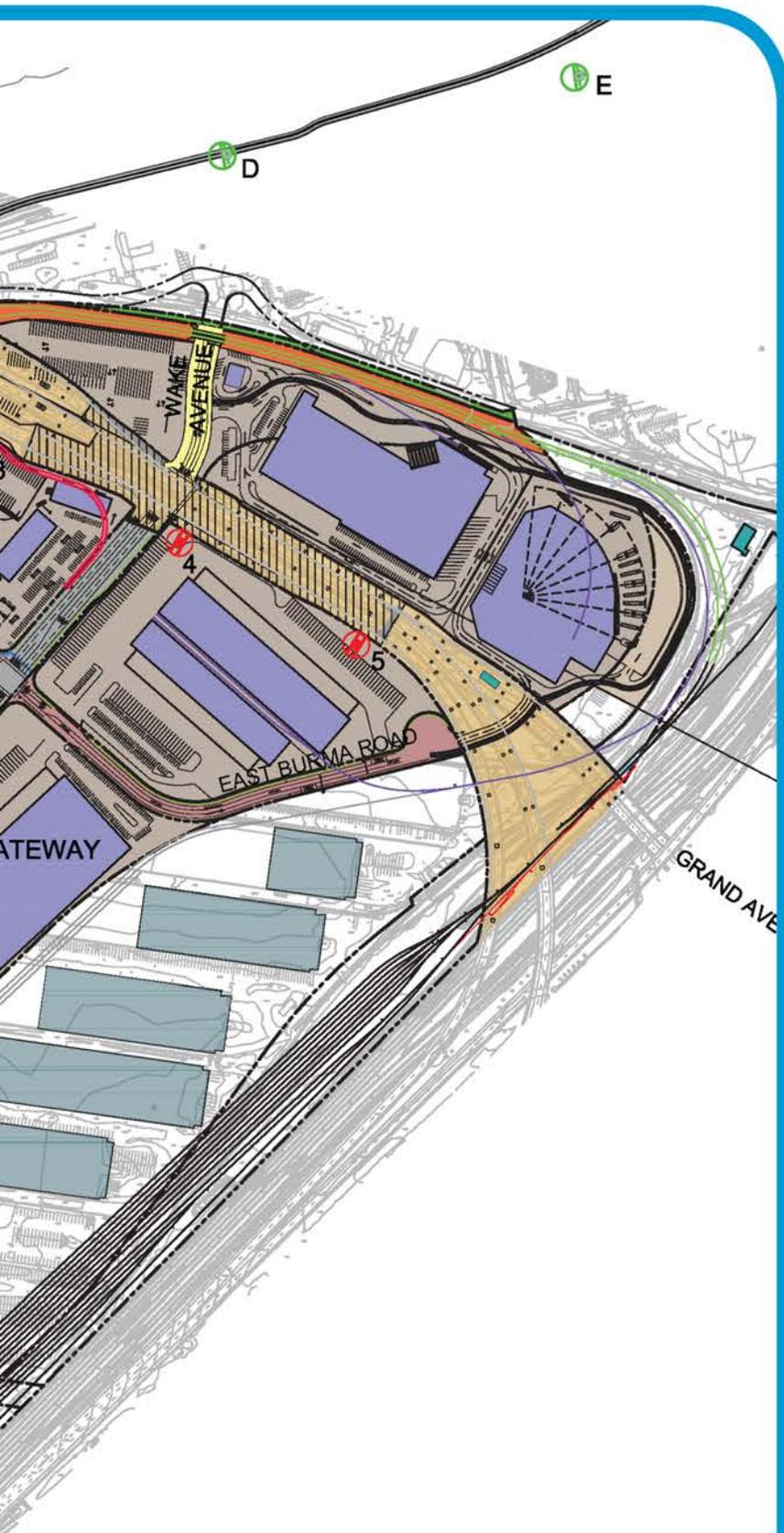




# OAKLAND ARMY BASE GOALS

**50%** Oakland Hire

**50%** Oakland Business Enterprise



Turner is committed to expanding the opportunities available to local, minority and women owned businesses (L/M/WBEs). Our objective is to improve the economic viability of these growing firms through outreach and education as well as through direct partnership.

Since 1979, Turner's total awards to M/WBEs and involvement with M/WBE joint venture partnerships has exceeded \$18.3 billion. The company has been recognized nationwide - and has received more than 100 awards - for leadership in promotion and professional mentorship of such businesses.

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LOCAL GREEN BUSINESS SPOTLIGHT

# Numi Organic Tea

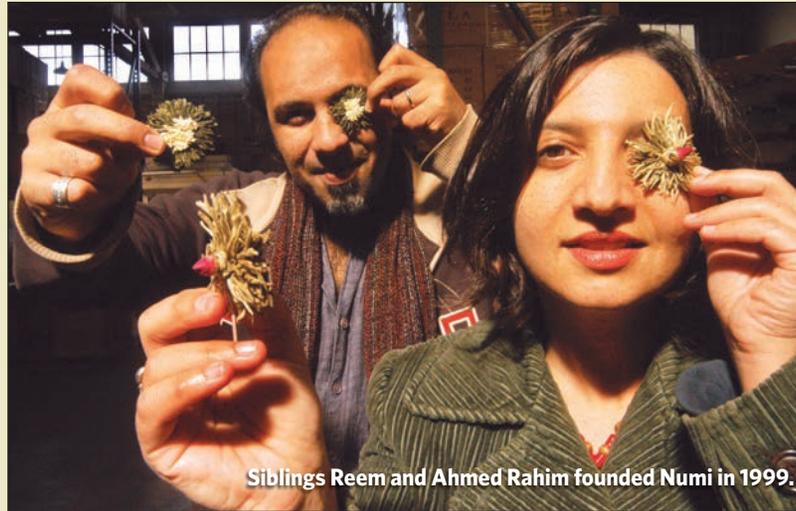
BY MEGHAN KELLY

**Y**ou've probably noticed Numi Organic Tea in your local market, and may have enjoyed a cup or two while relaxing at home or seeking an afternoon energy boost at work. What you may not know is that this Oakland-based company has its roots in environmental responsibility. All of their teas are 100% USDA Certified Organic, which means they are grown without pesticides or synthetic fertilizers and are free of genetically modified organisms.

What's more, Numi's recyclable packaging is made from 85% post-consumer waste and their natural-fiber tea bags are biodegradable. In fact, Numi recently became the first tea company to have their tea bags verified as free of genetically modified organisms by the Non-GMO Project. Many tea companies use polylactic acid tea bags made from genetically modified corn.

Numi was founded in 1999 by Reem and Ahmed Rahim, a sister-brother team originally from Iraq. Reem was studying in the East Bay when they started up Numi in her apartment in North Oakland, naming the company after a tea they drank as kids before they moved to the United States.

The Rahims' commitment to sustainability extends beyond Numi's products to the company's culture. Numi's "Green Team" includes employees from all departments who focus on volunteer events involving Oakland beautification. The team recently joined the City of Oakland's Adopt a Spot



Siblings Reem and Ahmed Rahim founded Numi in 1999.

Program, agreeing to beautify a beach area on the Oakland waterfront facing Coastguard Island for one year. They also hosted a clean-up site in Oakland on Earth Day this year. In addition, the Green Team hosts "Meatless Mondays" potlucks and monthly trainings on ways to live a green lifestyle.

Environmental and social responsibility go hand-in-hand at Numi. In 2013, the company launched their Fair Labor Practices (FLP) program, a verification protocol aiming to improve labor and workplace conditions in Numi's entire supply chain. The FLP program includes annual third-party audits by Science Certification Systems (SCS) and other veri-

fication bodies.

On a more local front, in 2009 Reem and Ahmed Rahim created the Numi Foundation, a nonprofit with a mission to "foster thriving community by supporting initiatives that nurture art, education, health and our natural environment." This includes ACTION (A Creative Transformation in Our Neighborhoods), a way to bring nonprofits and community members together to improve Oakland neighborhoods.

The Numi Foundation developed the NUMI (Nature Underlines My Inspiration) Curriculum, a K-4 Waldorf-inspired curriculum for inner-city children that encourages them to create art and appreciate nature and that serves as a base for learning other subjects, such as language arts and social studies. The curriculum has been piloted in one school in Oakland and is scheduled to expand into more schools this year.

Numi started in Oakland, and plans to stay here for the long haul. Co-founder Ahmed Rahim loves Oakland—particularly its landscape, climate, and cultural diversity. Rahim said that he had always heard great things about the San Francisco Bay Area, including that it is one of the "most sustainable meccas on the whole planet." Now, after 13 years of living and working here, he is convinced that is true.

Meghan Kelly supports volunteers working to "clean and green" Oakland through the Adopt a Spot Program. Learn more at [www.oaklandadoptaspot.org](http://www.oaklandadoptaspot.org).

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# Mixed-Use Developments Move Forward

Construction continues at MacArthur Station;  
Brooklyn Basin receives funding

BY JENNIFER ROBERTS

In North Oakland's Temescal neighborhood, work is underway to transform a nearly eight-acre site into an environmentally friendly, pedestrian-scale development that will cluster high density housing and commercial, retail and restaurant space alongside the MacArthur BART station, one of the East Bay's busiest multi-modal transit hubs. The burgeoning development, dubbed MacArthur Station, has already earned a coveted Gold certification from the LEED for Neighborhood Development green rating system.

The first phase, construction of a 478-space BART parking garage, is nearly 50 percent complete, and "you can expect to see some exciting things following," said Cynthia Parker, President and CEO of BRIDGE Housing, which is managing the development for MacArthur Transit Community Partners, LLC. Completion of the garage is key to unlocking the future development of the parcels currently occupied by a six-acre surface parking lot.

Plans for those parcels include 42,500 square feet of commercial and retail space and more than 600 market-rate and below market-rate housing units. Infrastructure development, including utility improvements and new street construction, will continue over the next year.

"We're already financed on the first housing phase, which will break ground in July 2013, and we're working hard to bring the additional housing and commercial phases to fruition," Parker said. "Along with the dramatic infrastructure improvements, these will contribute to the overall transformation of the site."

Across town, plans are moving ahead for Brooklyn Basin, an environmentally sustainable, mixed-use master-planned development on an 65-acre waterfront parcel east of Jack London Square. Formerly known as Oak to Ninth, the development takes its name from the Brooklyn Basin area of the Oakland Estuary.

In April, while visiting China, California Governor Jerry Brown announced that the Chinese developer and investor Zarsion Holdings Group Co. Ltd. had agreed to co-develop the property with Oakland-based Signature Development Group. The development plans call for 3,100 residential units and 200,000 square feet of retail and commercial space.

"One of the great, unique opportunities of my administration has been to introduce investors from China to the many amazing opportunities for them here in Oakland," Oakland Mayor Jean Quan said in a statement. "This is an exciting time for Oakland and we are pleased to see the largest approved, mixed-use master plan in the city getting the financial backing it needs to move forward."

The plans for Brooklyn Basin call for more than 30 acres of parks, trails, open space and restored wetlands, said Paul Nieto, Signature Development Group Senior Vice President.

"From a macro level of livability, Brooklyn Basin will be adding a lot to the quality of life in the area," Nieto said. The project will tie into various transit modes as it grows, he



Illustration showing the extent of the planned Brooklyn Basin project.

BRIDGE HOUSING  
COURTESY OF SIGNATURE DEVELOPMENT

added, such as the "Free B" Broadway shuttle that currently connects Jack London Square to Old Oakland, City Center, Lake Merritt and Uptown.

Nieto anticipates a day when a bike share program would connect Brooklyn Basin to Jack London Square, Uptown and other popular des-

tinations, although that vision is "just a twinkle in our eyes right now," he said. Eventually, when the Lake Merritt improvement projects are completed, the Lake Merritt Channel will reconnect Lake Merritt to the Oakland Estuary at the Brooklyn Basin site.

Work is slated to begin on some of the site's

connecting roads in early 2014, with construction potentially getting underway on the first buildings by early 2015, Nieto said.

Jennifer Roberts writes about green issues. She is the author of *Good Green Homes* and other books on green buildings.



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# A Greener Port of Oakland

Environmental stewardship is also good for the competitive edge

BY GARRETT FITZGERALD

For a major hub of industrial and logistical activity like the Port of Oakland, change can be daunting. Despite the challenge, the Port seems to be making real progress toward a green transformation that benefits both the Oakland community and its own competitive edge.

Established in 1927, the Port of Oakland owns and manages the Oakland International Airport, the Oakland seaport, and 20 miles of shoreline along the Oakland waterfront that encompasses Jack London Square. A key gateway for the export of California's agricultural products, the Port is unique on the West Coast in that it exports more than it imports by volume. More than 60 percent of all California exports of wine, spirits, coffee, fruits, nuts, and citrus leave the state through Oakland. In 2010, more than \$10 billion in California-made products were shipped through the seaport. An economic study conducted by the Port estimates that its airport, commercial real estate, and seaport operations generate more than 73,000 jobs in the region.

Amidst growing competition from other gateways, the Port is continuing to make major investments in greening its infrastructure and operations. "Environmental stewardship is one of the guiding principles of the Port," said Isaac Kos-Read, Director of External Affairs for the Port. "It's at the heart of everything we do. We're doing it to sustain healthier communities, live up to California's leading-edge environmental regulations, and provide a greener gateway for people and products."

## Plugging in to Greener Power

What do cars, trucks, airplanes, and those giant container ships sailing into the Bay from China all have in common? They all rely on fossil fuel-burning engines for power. But that's about to change.

Unlike cars, airplanes and container ships don't simply park and turn off when they reach port. Their engines often idle to provide power while busy crews unload passengers and cargo, perform maintenance, and reload for the next voyage. Fossil fuels like diesel and jet fuel are burned to keep the power flowing, releasing pollution into air. The Port is changing all that, pulling together a host of public and private funds to enable all types of vessels to plug in, cut pollution, and lead to cleaner air for all.

Customers at Oakland International Airport can now plug in their cars while traveling or meeting passengers inside the airport. Eight ChargePoint Network electric vehicle charging stations capable of simultaneously serving 15 vehicles are available in the Premier Parking Lot. Drivers can check real-time status and location of unoccupied charging stations, and make reservations and receive notifications on their smart phones.

Oakland International was the first Northern California airport to offer these services. "Oakland International has been a long-time leader in environmental stewardship," said Richard Lowenthal, Founder and CTO of ChargePoint. "This is another example of the airport's commitment to renewable energy and reducing greenhouse gas emissions, leading to a healthier community. Bay Area EV owners now have another reason to choose OAK for their air travel needs."

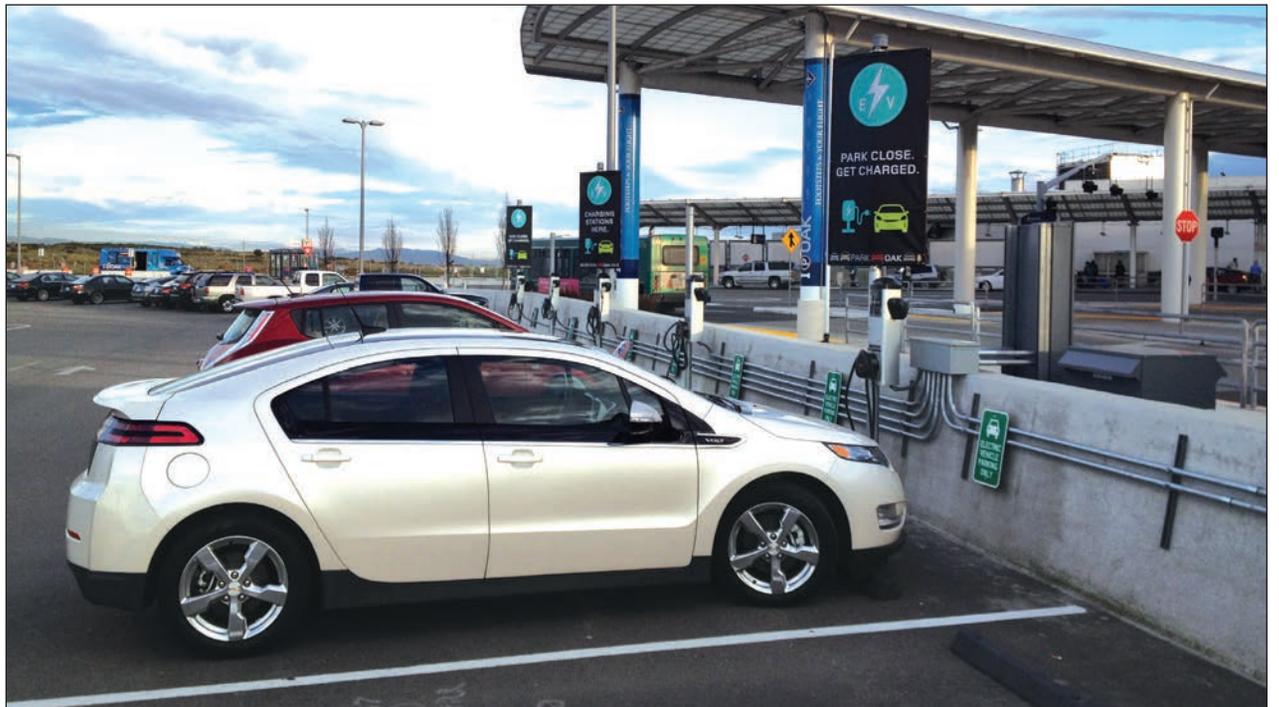
Planes are plugging in too, thanks to a \$2.5 million grant from the Federal Aviation Administration to install ground power infrastructure at 18 aircraft parking positions. Planes parked on the retrofitted cargo ramp can now plug in while undergoing maintenance, loading and unloading cargo, or parking overnight away from the terminals. Plugging in replaces the use of aircraft internal jet-fueled auxiliary power units or diesel-fueled ground power units, reducing air pollution.

Other green improvements at the airport include power for ground-based support vehicles, pre-conditioned air for planes parked at airport gates, energy-efficient lighting retrofits in airport terminals, and a compressed natural gas fueling station for ground-based vehicles.

## Shorepower for Ships

The biggest of these investments consists of roughly \$100 million of shorepower improvements being installed at the seaport.

Shorepower (also known as "cold-ironing") is a shore-to-ship connection that provides electrical power to the vessel while at berth. Ocean-going ships use a large cable that plugs into a very large electrical "outlet" in the wharf. This connection allows



Top: EV drivers plug in at Oakland International Airport. Left: Shorepower connections keep ships running and reduce pollution.

## Cleaner Trucks Equals Cleaner Air

Improving air quality is an ongoing effort at the Port, especially given its proximity to the West Oakland neighborhood and other communities. "We don't have the option of moving the port somewhere else," said Kos-Read. "If the ships and trucks that provide positives like jobs and tax revenue are also generating pollution, we view it as our responsibility to help create a more livable and sustainable community."

The Port's efforts to clean up trucking are already paying dividends, according to a study last year by UC Berkeley's Institute of Transportation Studies. Black smoke emissions from Port trucks have been reduced by about 50 percent and smog-forming nitrogen oxide emissions by about 40 percent following the 2010 implementation of the first phase of new state regulations which banned the most polluting trucks and required others to install emissions-capturing filters.

More than 1,500 trucks were either retrofitted with diesel pollution filters or replaced through the Port's Comprehensive Truck Management Program, with help from \$25 million in Port, state, and regional grant funds. The CTMP is another part of the Port's maritime air quality plan.

"This means even better air quality in the Port area, which is good for those who work here, truck drivers and residents in our nearby communities," said Richard Sinkoff, the Port's Director of Environmental Programs and Planning.

## Generating the Port of the Future

The green transformation is just getting started. A new light rail segment connecting Oakland International Airport with BART will begin operating in fall 2014, enabling even faster access from Oakland to San Francisco and the region via public transit. Along with major development opportunities, redevelopment of the partially Port-owned Oakland Army Base is expected to include a new intermodal rail terminal, enabling an emissions reducing switch from truck to rail for goods movement. The Port is also pursuing new green power procurement options, having adopted a Renewable Portfolio Standard requiring at least 20 percent of electricity supplied through the Port to come from renewable resources by 2017. Finally, the Port has begun an "Energy Innovation Initiative" to look at longer term strategies to power the Port sustainably, and will soon be requesting proposals to study and develop a "road map" for how best to achieve this innovative vision for the future.

Garrett Fitzgerald is the City of Oakland's Sustainability Coordinator. He can be reached at [gfitzgerald@oaklandnet.com](mailto:gfitzgerald@oaklandnet.com). More info at [www.sustainableoakland.com](http://www.sustainableoakland.com).

## LOCAL GREEN BUSINESS SPOTLIGHT

## A Zero Waste Economy

## Oakland Provides Regional Infrastructure for Zero Waste

BY STEVE LAUTZE

Combine the City of Oakland's policy commitment to Zero Waste by 2020 with the three dozen or so recycling-based businesses located in Oakland, and you have a hub of recycling activity unrivaled in Northern California. In fact, Oakland anchors one of California's 35 Recycling Market Development Zones,

offering low interest financing and other incentives for value-added processing and manufacturing with recycled materials.

Oakland's recycling businesses collectively employ over 1,200 people, making recycling a cornerstone of Oakland's growing green economy and helping cement its reputation

as one of the most sustainable cities in the United States.

Although a large amount of recyclable material passes through the Port of Oakland on its way to manufacturers in China and other parts of Asia, thousands of tons are processed right here, including hard-to-recycle materials like mattresses and asphalt shingles.

## DR3: Recycling Your Mattress So You Can Sleep Easier

Have you ever wondered what happens to your old mattress when you buy a new one? If it stays out of the landfill, chances are that it finds its way to DR3 Recycling, the country's largest mattress and boxspring recycling operation in East Oakland.

Founded in 2000, DR3 Recycling processes over 10,000 mattresses each month. They employ 17 people and reuse or recycle over 90 percent of the materials from processed mattresses.

"The polyurethane foam and padded covering of the mattresses are primarily made into commercial or residential carpet pad," said plant manager Robert Jaco. "Cotton is recycled into packing materials or insulation. Steel springs are decoupled from the wooden frames, and go back to the steel industry, while the wood from the boxsprings is either used as mulch or compost, or burned as fuel."

Operated by St. Vincent de Paul of Lane County, Oregon, DR3—which stands for Divert, Reduce Reuse, Recycle—was launched with major grants from StopWaste of Alameda County and the San Francisco Department of the Environment. The venture also obtained a \$250,000 loan through the Oakland/Berkeley Recycling Market Development Zone.

DR3 is now self-sufficient, earning its revenue from han-



DR3 workers separate and recycle over 90 percent of material from more than 10,000 mattresses per month.

dling fees, rebuilding and reselling the highest quality mattresses, and selling recycled commodity materials.

"The best use of this material is reuse," said Terry McDonald, Executive Director of Saint Vincent de Paul of Lane County. Using mattresses "again preserves the embodied energy of the product and allows lower income families

to access affordable but usable bedding."

Recycling isn't just about keeping materials out of the landfill, according to McDonald, but also about how the materials circulate through the economy.

"Recycling of mattress components is key to creating jobs and new enterprises," he said.

## Asphalt Shingle Recyclers: Transforming Shingles from Roof to Roadway

Another local company on the zero-waste frontier just completed its first full year of operation: Asphalt Shingle Recyclers, LLC. ASR is a spinoff of founder Josh Fookes's original business in Oakland, Commercial Waste and Recycling. Fookes got the idea to create Asphalt Shingle Recyclers when he saw so much roofing material being carted off to the landfill.



Josh Fookes

ASR, which bills itself as providing roof-to-road recycling, accepts and processes clean, separated loads of composite asphalt roofing shingles removed from residential buildings. The company sorts and cleans the old shingles and processes them into dry, granular asphalt

that is shipped to other East Bay manufacturers to make "hot mix asphalt" used to build or patch roads throughout the region.

The company's location, just north of the Oakland Coliseum, is no accident.

"Oakland is central to the Bay Area and major transportation options," said Fookes. "It is also home to thousands of residential properties with 1 to 4 units, which are typically roofed with asphalt shingles."



Every ton of recycled asphalt used by ASR's customers to repair or build new roads saves money and reduces environmental and climate impacts, since it directly displaces asphalt made from virgin petroleum. ASR's recycled asphalt is currently used for projects on private property such as parking

Scrap shingles become recycled asphalt for roads, reducing landfilling, GHGs, and cost.

lots and private roads. Demand is strong and may grow in 2014, when CalTrans is expected to allow—and eventually may require—use of recycled material in public projects. This would be a welcome development for Oakland and other cities that are trying to maximize recycling from construction sites, in pursuit of the statewide goal of 75 percent recycling by 2020.

Backed by an even more aggressive policy commitment to zero waste by 2020, the City of Oakland is "progressive in the way it approaches waste management," said Fookes. "We were approved for both of our facilities by identifying appropriately zoned sites, and then meeting specific performance standards for recycling businesses that Oakland developed back in 2009. Oakland recognizes the need for infrastructure to facilitate the true recycling of our waste materials," he said.

Steve Lautze works on Green Business Development in the Office of Economic Development, and also administers the Oakland/Berkeley Recycling Market Development Zone (RMDZ). He can be reached at slautze@oaklandnet.com or 510-238-4973

## Q&amp;A WITH LUCID'S MICHAEL MURRAY

# Harnessing the Power of Energy Data

BY JENNIFER ROBERTS WITH STEVE LAUTZE

**Q** You live and work in Oakland. What brought you here?

**A** I started Lucid right before I graduated from Oberlin College [Ohio] in 2004. I moved to Oakland right after that. I was toying with the idea of going to UC Berkeley for graduate school but it turned out I was more interested in starting the company instead. Oakland's been great. I grew up in Colorado and Palo Alto. The idea of going back to Silicon Valley, to some office park down in San Jose—I knew I never wanted to do that. My working environment is really important to me. The East Bay is a great environment for us. It's easy to get to places from here, the weather is better than San Francisco, and culturally Oakland is a good place to be.

**Q** There's a growing cluster of energy efficiency companies in a stretch of downtown Oakland dubbed "Negawatt Alley." Does Lucid collaborate with other companies in the Alley or in the broader East Bay Green Corridor?

**A** There's a critical mass of people here who care about energy and environmental issues, particularly around efficiency. Two local efficiency companies we work with are Integral Group and kW Engineering. For anything energy efficiency related, Oakland's a good spot. That said, we work with building technologies firms across the country, including big companies like Siemens and Johnson Controls.

**Q** Have you worked directly with the City of Oakland?

**A** We haven't worked on any technology or data projects yet, though we have shared ideas. Vladi's work visa was about to expire [Lucid CTO Vladi Shunturov is Bulgarian] and the City was incredibly helpful in supporting his application for a different kind of visa so he could stay in the country and keep growing the company. We recently learned that this effort was successful, which was a huge relief to me and critical to Lucid's future.

**Q** Lucid's pioneering product, Building Dashboard, lets people view, compare and share real-time building energy and water use on the web. What was its genesis?

**A** There was a very green building built at Oberlin [in 2001], the Adam Joseph Lewis Center. It was designed by William McDonough + Partners and was hailed as the beginning of the modern green building movement. This was right before LEED became big. It was supposed to achieve net zero energy usage but it was actually using three and a half times the energy it was supposed to use.

That generated heated debate on campus about what does green mean? Is this "green" building better or worse than conventional construction? The National Renewable Energy Lab and others studied the building, and overall 150 different sensors were deployed in the building and landscape to gather data. But it turned out the information from these sensors was very difficult to work with.

With a professor at Oberlin, John Petersen, we started to put together software to display energy and water use information and show what was actually happening in real-time. Our idea was that by showing what was happening you could influence the behavior of building occupants as well as facility managers.

## Michael Murray

AGE: 31

POSITION: CEO and Co-founder

COMPANY: Lucid, a privately held cleantech software company and creator of Building Dashboard and Building OS, web-based technologies that provide data visualization and communication tools to help people manage and reduce energy and water use in buildings.

LOCATION: Downtown Oakland

FOUNDED: 2004

EMPLOYEES: 25

**Q** How did you go from an idea at Oberlin College to a successful startup?

**A** I didn't have a lot of software background but I was fascinated by the quantitative nature of the green building debate at Oberlin—that the judgment of the building's success or failure depended on numbers. I was hooked immediately.

I very soon found myself outside of my technical skills for developing software. That's when we found Vladi for software coding [Vladi Shunturov, CTO] and Gavin for user interface [Gavin Platt, Creative Director] and we started putting things together on the web. At first it was nothing more than an interesting student project. We thought maybe it would help us get hired some day at a real company. But a lot of people kept calling us asking, "Where can we buy this?"

Building Dashboard has really showed the building controls and automation manufacturers what is possible and how software should be really easy to use. It's been used for tracking energy consumption, reducing energy use and improving efficiency in thousands of buildings.

**Q** Who are your customers? What kind of energy savings are they achieving with the help of Building Dashboard?

**A** We have about 275 customers that represent about 2,000 buildings. Our customer base is split, with about 50 percent in education—K-12 as well as over 100 colleges and universities. Eight out of eight Ivy League schools use Building Dashboard. The other half is mixed, including large corporations like Google, DuPont and Edwards Lifesciences, as well as state and local governments and a few nonprofits.

We've found that our customers are routinely achieving building energy savings in the range of 5 percent to 30 percent, which is fantastic. The highest we've seen is 56 percent at an Oberlin dormitory.

**Q** What's on the horizon for Lucid?

**A** We're growing pretty fast. About two years ago we were half the size we are today in terms of clients and employees.

Our newest product is Building OS. It's an operating system for buildings. What's different about OS is that it's not just a dashboard that lets you see your consumption. It gives you a suite of management tools so you can track energy and water and waste across a whole portfolio of buildings. Whether you have 10 or 100 or 1,000 buildings, it gives you a bird's-eye view of how they are performing, and it gives you tools to prioritize where your efficiency efforts are going to go.

It's currently in beta. We already have a few large customers that are using it. We just signed one of our biggest deals yet: Washington D.C. The District of Columbia government will be using our new Building OS system for almost 200 buildings—their entire municipal portfolio.

**Q** What aspect of your job gives you the most satisfaction?

**A** I used to do sales and implementation and everything that's not software development related. Now I have a team of people that do all those functions. I'm spending a lot more time on larger policy issues, most specifically those affecting energy data. I call it a macro-marketing focus.

I'm interested in how software can be applied to our energy problems. One way is by unlocking energy data from electric and gas utilities. I've been promoting something called Green Button that standardizes energy data in one format, which allows it to be transferred between computers, across platforms, between companies.

In my opinion, Green Button has the greatest potential for reducing energy and carbon emissions that has come out of this industry in the last several years. Nearly 35 utilities—including PG&E—have committed to using the Green Button, but there are more than 3,000 electric utilities in the U.S., so there's a long way to go. Working on policies to unlock energy data is personally a very satisfying task not just because it opens opportunities for Lucid but because it's good for other applications that we haven't even heard of yet. There are amazing things you can do with energy data. We haven't begun to scratch the surface.

# Oakland's Green Buildings

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PROJECT NAME	OWNER/DEVELOPER	PROJECT TYPE	STATUS	RATING SYSTEM
1221 Broadway	Clorox Company	Commercial Office	Platinum	LEED EB O&M
Integral Group Deep Green Office	Integral Group, Inc.	Commercial Office	Platinum	LEED CI v2009
Natural Sciences Building	Mills College	Laboratory, Higher Education	Platinum	LEED NC 2.1
StopWaste.Org Office	Alameda County Waste Management Authority (StopWaste.Org)	Commercial Office	Platinum	LEED NC 2.2
475 14th Street	CBRE Investors	Commercial Office	Gold	LEED-EB:OM v2009
505 14th Street	CBRE Investors	Commercial Office	Gold	LEED EB O&M
555 12th Street	CBRE Investors	Commercial Office	Gold	LEED EB O&M
1111 Broadway	CBRE Investors	Commercial Office	Gold	LEED EB O&M
1300 Clay	CBRE Investors	Commercial Office	Gold	LEED EB O&M
2100 Franklin Street	Prentiss Properties	Commercial Office	Gold	LEED CS 1.0 Pilots Only
City of Oakland Fire Station 18	City of Oakland	Fire Station	Gold	LEED NC 2.2
Degenkolb New Offices	Degenkolb	Commercial Office	Gold	LEED CI v2009
Head Royce School Upper School Building	Head Royce School	Laboratory, School K-12	Gold	LEED NC 2.2
John L Moore Building	KW Engineering	Commercial Office	Gold	LEED EB O&M v2009
KEMA Oakland Office	Brandywine Operating PTP	Commercial Office	Gold	LEED CI 2.0
Lake Merritt Plaza	CAC Real Estate Management	Commercial Office	Gold	LEED EB O&M
Lake Merritt Tower	Brandywine Realty Trust	Commercial Office	Gold	LEED EB O&M v2009
Laney College Athletic Fields	Peralta Community College District	Higher Education, Recreation, Park, Campus	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
Mills Graduate School of Business	Mills College	Higher Education	Gold	LEED NC 2.2
Municipal Boathouse Rehabilitation	City of Oakland	Restaurant, Recreation, Park	Gold	LEED NC 2.1
Oakland Public Library - 81st Avenue	City of Oakland	Library	Gold	LEED NC 2.2
Pankow Oakland Office	Pankow Special Projects L.P.	Commercial Office	Gold	LEED CI v2009
Social Security Administration	CIM Group	Commercial Office	Gold	LEED CI v2009
SSA 6th and 9th Floor Tenant Improvement	General Services Administration	Commercial Office	Gold	LEED CI 2.0
Tassafaronga Village		Residential	Gold	LEED ND 1.0 Pilots Only
Uptown Arts Building	RPR Architects	Commercial Office	Gold	LEED CI 2.0
Waste Management of Alameda County	Waste Management	Commercial Office, Other	Gold	LEED EB O&M
180 Grand Ave	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
Earthjustice National Headquarters	Earthjustice	Commercial Office	Silver	LEED CI 1.0 Pilots Only
East Oakland Sports Center	City of Oakland	Recreation	Silver	LEED NC 2.2
Jack London Market	Jack London Square Investors II LLC	Commercial Office, Retail, Restaurant	Silver	LEED CS 2.0
Oakland International Airport: Customer	Port of Oakland	Commercial Office, Public Order/Safety, Transportation	Silver	LEED NC 2.1
Oakland Museum of California Renovation	City of Oakland	Museum	Silver	LEED NC 2.2
Ron Dellums Fed Bldg USDC & US Probation	General Services Administration	Commercial Office	Silver	LEED CI 2.0
Temple Sinai Addition	First Hebrew Congregation of Oakland	Religious	Silver	LEED NC 2.2
Turner Construction Offices	Turner Construction	Commercial Office	Silver	LEED CI v2009
UC Office of the President	UC Office of the President	Commercial Office, Higher Education	Silver	LEED EB 2.0
Uptown Oakland	FC Oakland, Inc.	Residential Multi-Unit, Retail	Silver	LEED NC 2.1
501 14th Street	CBRE Investors	Commercial Office	Certified	LEED EB O&M
CA-DGS #602 Elihu Harris Bldg	State of California	Commercial Office	Certified	LEED EB O&M
The Commons at Jack London Square	Graham Street Capital, LLC	Commercial Office	Certified	LEED EB O&M
Habitat for Humanity East Bay Edes 'B'	Habitat for Humanity	Residential	Certified	LEED ND 1.0 Pilots Only
Plaza 360	Pacific Real Estate Partners, Inc	Commercial Office	Certified	LEED EB 2.0
Ron V. Dellums 9th Floor TI - N. Tower	GSA	Commercial Office	Certified	LEED CI 2.0
Shell Remodel and Tenant Improvement	Buttner Properties, Inc.	Commercial Office	Certified	LEED NC 2.2

Data courtesy of US Green Building Council as of May 6, 2013

# WE'LL MEET ANY DEMOLITION CHALLENGE.



Mills Peninsula Hospital Demolition



## SILVERADO CONTRACTORS, INC.

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