

QUEST

QUANTUM ENERGY SERVICES & TECHNOLOGIES, INC.

Downtown Oakland Saturation Project – OAKLAND SHINES

DOCKET

10-IEP-1D

DATE _____

RECD. SEP 29 2010

Derrick Rebello
President

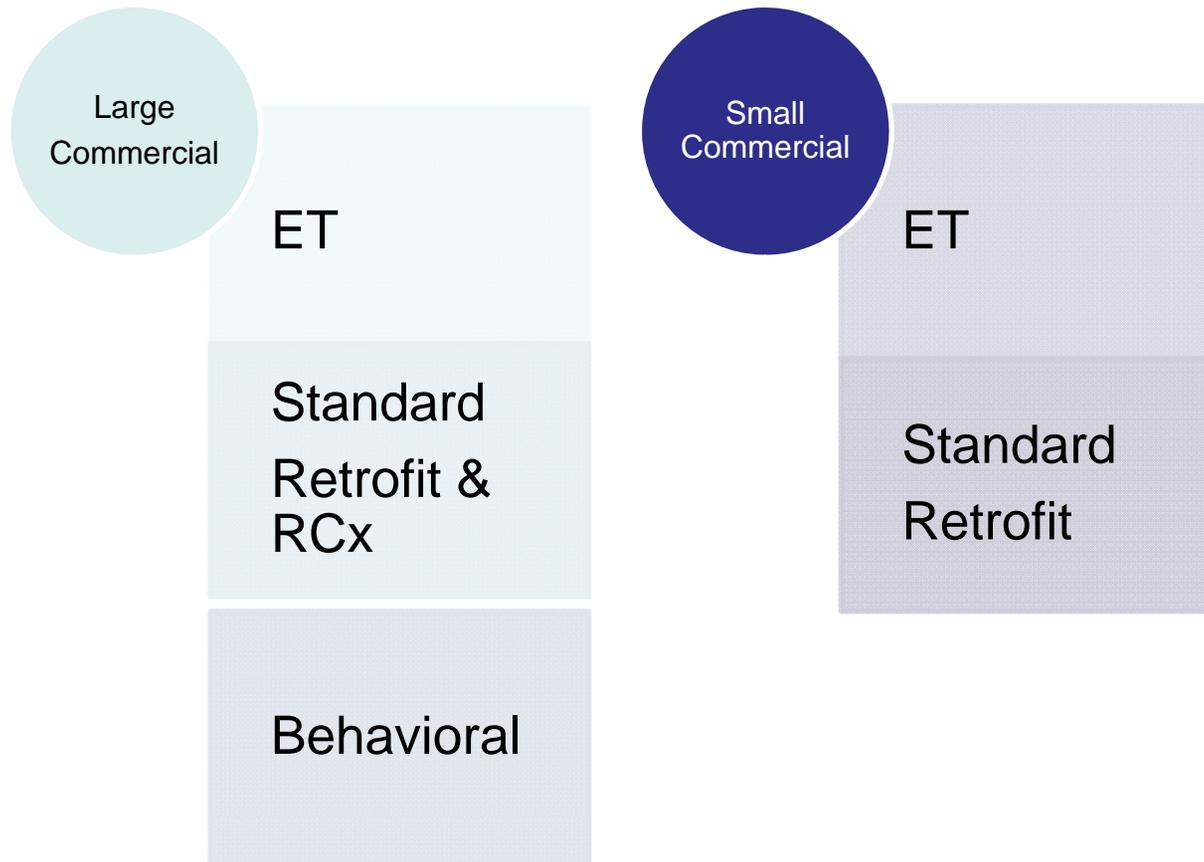


Program Highlights

- Targeted at downtown Oakland
- Focuses primarily on large and small commercial
- Combines ET with common measures – leverages LGP and standard programs
- Internal goal of 80% participation and 20% reduction
- Deploy intensive community-focused campaign



Savings Sources



Large Commercial

- Focus on 15-20 largest buildings
- Provide integrated audits (RCx, ET, DR, retrofit) to capture “systems” savings
- Implement “Downtown Building Challenge” to capture behavioral effects
- Establish on-going monitoring to help ensure persistence



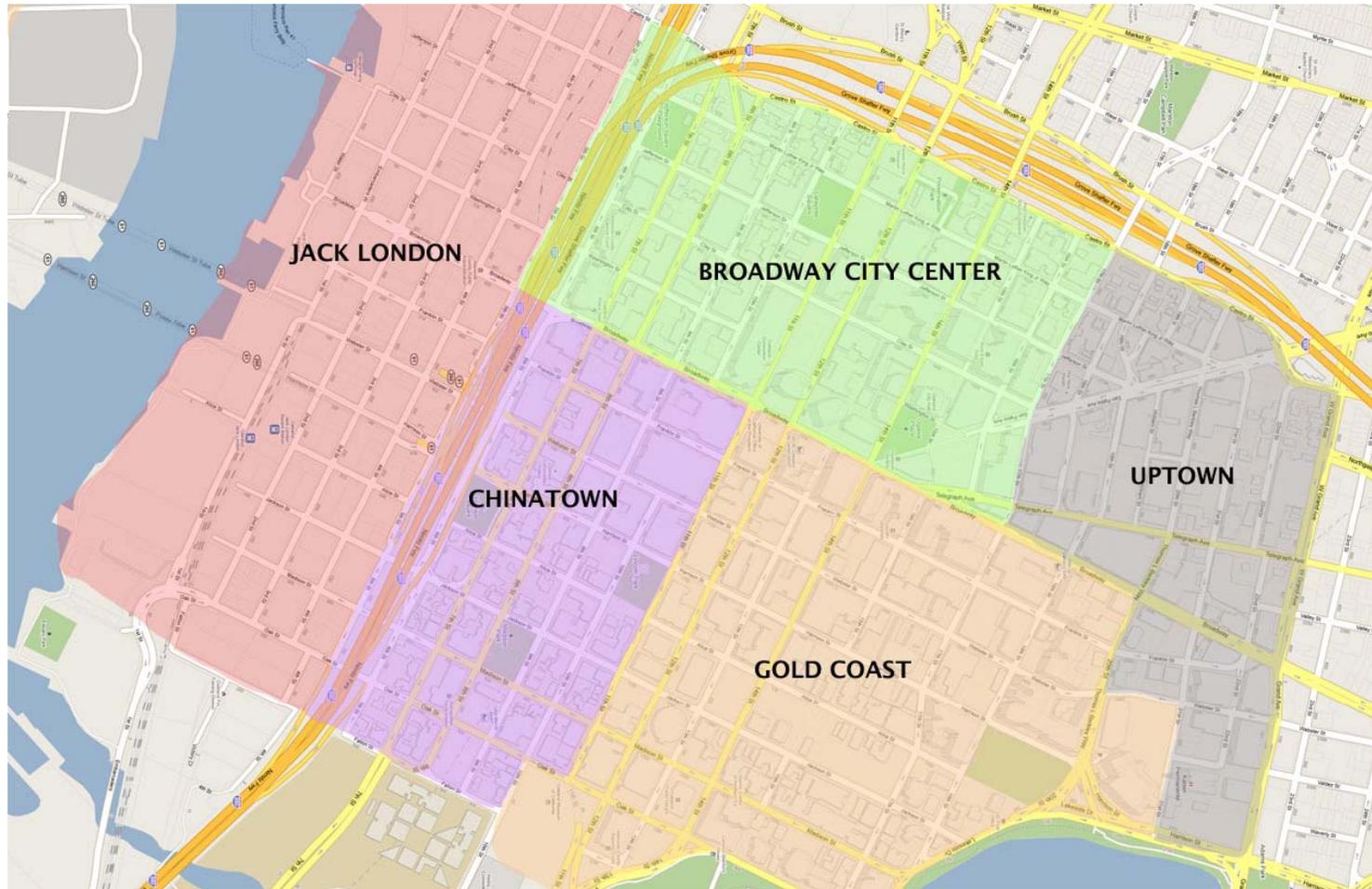
Small Commercial

- Work deeply with the community
 - Identify community leaders
 - Develop project in community building
 - Leverage leaders role in outreach/collateral/events
- Direct install – high touch
- Focus on ET and standard measures



QUEST

QUANTUM ENERGY SERVICES & TECHNOLOGIES, INC.



Citywide Campaign

Neighborhood Campaigns

Buildings Campaign

Downtown

Uptown

Chinatown

Gold Coast

Jack London Square

15 Major Buildings

Other Buildings

Area Champions & Events

Building Competition, Outreach & Education

Outreach & Education

Direct Business Contact and Implementation



Outreach

- Identify champions in each district
- Kickoff campaign
- Events
- Neighborhood Campaign
- Building Challenge
- Work with local bloggers
- Social media – Twitter, Facebook
- Traditional media – buses, billboard, BART
- Demonstration projects



Downtown Oakland Building Challenge

- Achieve measurable behavioral savings
- Use “competition” to spur action
- Work directly with energy champions
- Sustaining momentum will be a “challenge”
 - Motivation for 360 days vs 30 days
 - “20 games out” of first place
 - Multi-tenant vs. single tenant
- Structured events and prizes
- Industry co-sponsors



Energy Kiosk

The screenshots display the following interface elements:

- Top Navigation:** Includes building names (Hamilton, Kirner-Johnson), a search bar for buildings, and utility categories (Electricity, Solar PV, Water, Natural Gas).
- Electricity Usage Dashboard:** Features a bar chart for 'Total Electricity Use (kWh)' by day of the week. A callout indicates '110 kWh' for Friday. A secondary display shows '22 kilowatts' and '104 kWh' for the week.
- Electricity Budget Tracker:** Shows a calendar for January 2010 with a goal of '\$250 or less'. The current spending is '\$188', which is '7% too high'.
- Electricity End Use Breakdown:** A pie chart showing usage percentages: HVAC (40%), LIGHTS (21%), PLUGS (28%), SERVERS (7%), and OTHER (4%).
- Hourly Usage Profile:** Two circular gauges showing consumption levels for 'Morning' and 'Afternoon'.
- Competitions:** A vertical list of buildings with progress bars and percentage reductions (e.g., 37%, 35%, 34%, 30%, 27%).
- Weather and Location:** A section for 'San Francisco, CA' showing 'Mostly sunny', '72°F', and other weather details.
- Green Features:** A sidebar with 'Green Roof & Solar Array' and 'Green Features' sections.

