

BALBOA PARK 2014 SUSTAINABILITY



Making
an impact
TOGETHER



BALBOA PARK
CULTURAL PARTNERSHIP

Collaborative for Arts, Science & Culture



ABOUT THE BALBOA PARK SUSTAINABILITY PROGRAM

The award-winning Sustainability Program is the driving force to infuse sustainability principles into the cultural institutions of Balboa Park. As a collaborative effort between the City of San Diego, San Diego Gas & Electric® (SDG&E) and an alliance of Balboa Park and community partners, we advance solutions that will help protect Park resources and strengthen economic viability, while enhancing visitor experience and enjoyment.

Together, we are building a lasting legacy of sustainability and environmental stewardship in this historic and beloved Park.





LITERACY

Balboa Park institutions provide a landscape of educational experiences. The Sustainability Program works with Park institutions to infuse sustainability principles into every level of operations. Through formal and informal education, the Sustainability Program develops Balboa Park's capacity for environmental conservation and increases sustainability literacy of staff and visitors.

PROGRESS IN SUSTAINABILITY EDUCATION

people educated by the Sustainability Program



7,242

through community workshops, Walk-About tours, sustainability meetings and professional development courses

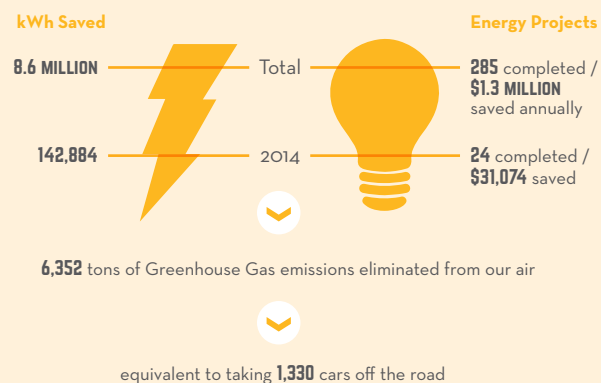


IN PRACTICE

The Sustainability Program engages all members to increase the economic and environmental sustainability of Balboa Park institutions. At the 2014 Sustainability Partner's Breakfast, David Graham, Deputy COO, Neighborhood Services of the City of San Diego noted, "I can't think of a single person that shouldn't be caring about and involved in some level of sustainable action."

ENERGY SAVINGS RESULTS

with the help of SDG&E's incentives and rebates and On-Bill Financing

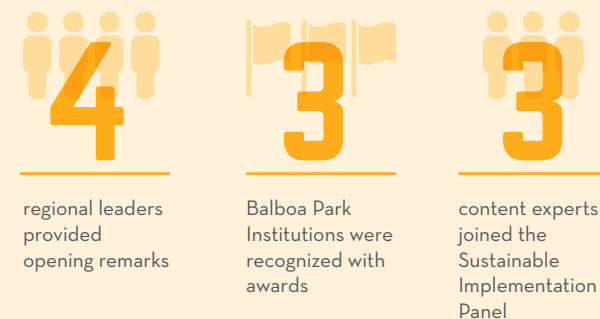


LEADERSHIP

The Sustainability Program strengthens the visibility, voice and leadership of sustainability in Balboa Park through community partnerships and best practice sharing. During her December visit to Balboa Park, Commissioner Peterman noted in her speech that it was her hope for other cultural institutions in the nation to follow Balboa Park's lead with sustainability.

COMMUNITY EMPOWERED SOLUTIONS

2014 Sustainability Partners' Breakfast by the numbers





“It’s wonderful to see museums taking an active role in sustainability. The kiosk was a great way for me to explore Balboa Park with a new perspective!”

Linda, Balboa Park visitor, San Jose

WALK-ABOUT PARTICIPANTS



944

Total number of Walk-About participants

“The resources and expertise of the Sustainability Program have proven to be invaluable in helping MOPA to achieve our sustainability goals. Many projects now include green attributes due to the education our staff receives.”

Deborah Klochko, Executive Director, Museum of Photographic Arts, BPCP Board President



“When SDG&E forged the Balboa Park partnership with BPCP in 2008, I never could have dreamed of these results. This partnership has utilized energy audits to identify significant energy savings. These realized savings have ultimately led to the goal for a LEED certification legacy in the Park. These results wouldn’t have been possible without the collaboration and dedication of a great team!”

Kimberly Ketron, Account Executive, San Diego Gas & Electric

“As a global leader with a local presence, Balboa Park provides Rexel with an outstanding avenue to supply energy-efficient solutions. We were delighted to be a part of the inaugural Partners’ Sustainability Breakfast and Expo, and are excited to see this partnership grow in 2015.”

Andrew Hoerner, Energy Solutions Specialist - Pacific Region, Rexel



“SDSU is proud to partner with many cultural institutions in Balboa Park in a variety of student applications and by participating in the Balboa Park Sustainability Council. The applied student experiences are deeply meaningful to their careers.”

Randy Reinholz, PSFA Director of Community Engagement and Innovative Programs, San Diego State University

“I am so proud of the greening efforts to keep San Diego’s crown jewel shining brightly for another 100 years. The ambitious LEED certification goal of Balboa Park’s historic buildings is setting a standard within the City and helping to reach the targets of our Climate Action Plan.”

Councilman Todd Gloria, City of San Diego District 3



BALBOA PARK SUSTAINABILITY

14 MAJOR INITIATIVES COMPLETED IN 2014

The Balboa Park Sustainability Program worked together in 2014 with the City of San Diego, San Diego Gas & Electric, cultural institutions and other partners to elevate, celebrate and promote Balboa Park’s green legacy for the Centennial Celebration of the 1915 California-Panama Exposition. Within 12 months, our member institutions reduced their energy bills by 142,884 kWh, educated 1,104 staff and visitors about our green economy, launched an educational kiosk, hosted the inaugural Partners’ Breakfast, pursued 3 LEED Silver certifications and purchased nearly 1,800 LED light bulbs to green our staff’s homes! These and many more accomplishments are helping to progress our ambitious goal to position Balboa Park as an exemplary global model of sustainability.



SUSTAINABILITY WALK-ABOUT SERIES

Through the Walk-About Series, 944 community members have made connections on the value of sustainability and energy efficiency practices, while showcasing Balboa Park’s amazing institutions. These tours provide a unique behind-the-scenes experience for our partners, conference-goers and the public.

GREEN IMPACT GUIDE

In partnership with San Diego State University, students helped to draft a guidebook to advise the successful implementation of sustainable practices for our 28 diverse member institutions. In its final form, the Green Impact Guide will be shared as a template for other cultural institutions to emulate.

- TOPICS ADDRESSED IN GREEN IMPACT GUIDE**
- Energy Efficiency
 - Waste Diversion
 - Water Conservation
 - Green Purchasing
 - Alternative Transportation



SUSTAINABILITY KIOSK

The Balboa Park Sustainability Program, in conjunction with SDG&E, was proud to unveil the Balboa Park sustainability kiosk in 2014. The kiosk will circulate the Park and provide current statistics and program information to visitors. Key features include a live production feed of the Reuben H. Fleet Science Center’s solar PV array and case studies on BPCP’s sustainability initiatives, green exhibits found in the Park, and SDG&E’s successful collaboration with Park institutions.



LEGEND

- LEED-certified
- Building pursuing LEED certification

WATER SAVINGS

Through the U.S. Green Building Council LEED™ certification process, in partnership with SDG&E and the San Diego Green Building Council, Balboa Park institutions saved 300,000 gallons of indoor potable water!



LIGHTING FAIR

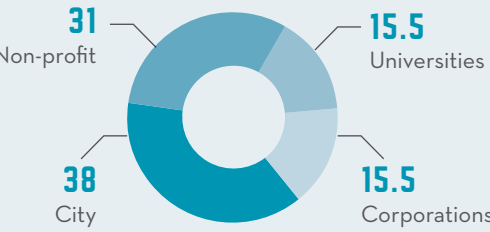
Balboa Park staff and community members showed their commitment to energy efficiency and saved over \$200,000 in 2014 by purchasing LED light bulbs at two lighting fairs hosted by the Balboa Park Sustainability Program and SDG&E.



SUSTAINABILITY COUNCIL

The Balboa Park Sustainability Council formed in 2012 to advise the Sustainability Program on sustainability field trends. Since its inception, the Council has succeeded in strengthening productivity and accountability between the Sustainability Program, our member institutions and the community.

COUNCIL MEMBERS



ENERGY AUDITS

Our member institutions continue to utilize SDG&E’s Energy Assessment & Solutions program, which offers valuable insight into building energy consumption through ASHRAE Level II Audits. In 2014, five Park buildings completed an energy audit. This helps our institutions to identify where and how they are consuming energy and how to move forward with energy efficiency projects.



COMMISSIONER VISITS BALBOA PARK

In December, the California Public Utilities Commissioner, Carla Peterman, an emerging authority on energy policy, visited Balboa Park to tour energy projects at The Old Globe Theatre and Museum of Photographic Arts. Special thanks to SDG&E and the San Diego Green Building Council for their roles in this successful tour!



LEED CERTIFICATION

Together with the City of San Diego, San Diego Gas & Electric, San Diego Green Building Council and our cultural institutions, the Sustainability Program is working diligently to bring a total of 10 LEED certified buildings to historic Balboa Park! This legacy goal helps to communicate the amazing work already taking place in Balboa Park and sets forth a path of innovative best practices for the Park’s future.



PARTNERS’ BREAKFAST

The inaugural Sustainability Partners’ Breakfast brought together the San Diego community and Balboa Park partners. Keynote speakers helped to build awareness on current sustainability and energy issues, while the Sustainability Implementation Panel provided a regional conversation on progressing the movement.

KEYNOTE SPEAKERS

- Councilman Todd Gloria
- Steven Snyder, Reuben H. Science Center
- Frank Urtasun, SDG&E
- Nicola Hedge, The San Diego Foundation
- Brendan Reed, City of Chula Vista
- David Graham, City of San Diego
- Nilmini Silva-Send, University of San Diego



ENERGY SAVINGS

Energy efficiency is one of the main objectives of the Sustainability Program. Through monthly facility director meetings featuring educational energy topics and presentations, we have been instrumental in spreading energy efficiency education to our 28 member institutions.



STAFF EDUCATION

The Sustainability Program works to infuse sustainability principles into every level of the Park’s operations through two primary groups: facility directors and the Balboa Park Green Team. Sustainability is discussed and resources are shared at monthly meetings to aid in project implementation and further the Park’s expertise in green business principles.



SUSTAINABILITY EXPO

The Sustainability Expo is an annual event that brings together San Diego community and Park stakeholders to celebrate Energy Action Month. Through multiple channels of participation and networking, attendees learn how energy and environmental issues are being addressed in Balboa Park and throughout our region.

EXHIBITORS

- Balboa Park Sustainability Program
- City of San Diego Environmental Services
- Equinox Center
- Japanese Friendship Garden
- National City Chamber of Commerce
- Nixon Christophers Lighting Design
- Rexel, USA
- San Diego Gas and Electric
- Stay Cool for Grandkids
- TechniArt
- Waxie Sanitary Supplies



SUSTAINABILITY AWARDS

This year marked the first ever Balboa Park Sustainability Awards to honor Balboa Park Cultural Partnership members for their outstanding work in the field of sustainability. Congratulations to this year’s winners: the Friends of Balboa Park, Museum of Photographic Arts and Reuben H. Fleet Science Center!

PROGRAM SUPPORTERS

» FOUNDING PARTNER



» GOLD PARTNER



» SUPPORTERS

- Nixon Christophers Lighting Design
- WAXIE Sanitary Supply

Photo Credit: Richard Benton