

Georgetown University Energy Prize



BREAKTHROUGH THINKING FOR A MORE ENERGY EFFICIENT AMERICA

Across the country, the demand for energy is rising rapidly. Yet, despite the increasing costs and impact on our environment, we still allow more than half of the total energy produced in the U.S. to go wasted through inefficiencies. What if communities across the country came together in the spirit of friendly competition to significantly improve America's energy landscape? Could they find new solutions to address our nation's energy problem, and inspire others to do the same?

The answer is yes, and to prove it, Georgetown University is launching the Georgetown University Energy Prize—a first-of-its-kind, \$5 million incentive prize—awarded to the community that leads the way in energy efficiency in the U.S. The Prize will challenge participating communities to tap their imagination and creativity, and work together with their local governments, residents, and utilities toward a shared goal of continually reducing energy consumption.

WHO IS COMPETING?

In August 2014, the Georgetown University Energy Prize selected 52 communities to advance to the Quarterfinalist round of the competition. Each of the selected communities overcame a substantial hurdle to make it into this next stage of the competition. All of them had to assemble a team, outline a plan, and secure signed commitments of collaboration from their local government, electric and natural gas utilities, and a community-based organization. Most of them went even further – GUEP received letters of support from hundreds of local organizations including homeowners associations, a local airport, a golf course, high schools, colleges, church groups, local businesses, and even a brewery.



POTENTIAL FOR IMPACT

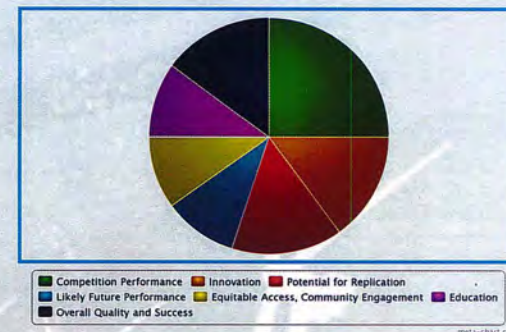
In total, over the two years of the GUEP competition, these communities have the potential to save more than **\$1 billion** in energy costs and cut **millions of tons** of CO2 emissions. And that is just the beginning. The Georgetown University Energy Prize will identify innovative, replicable, scalable solutions that can be implemented by cities and counties across the country, helping America re-think the way we use energy.

THE CONTEST

On November 10, all participating communities submitted their GUEP Program Plans. Based on the submitted Plans, the GUEP team will select communities who will be invited to compete as Semifinalists.

Selected Semifinalist will compete for two years (January 2015 - December 2016) to reduce their electric and natural gas consumption in the residential, multi-family, municipal, and schools sectors from the baseline years of 2013-2014. Judging will be based on:

- Competition Performance 25%**
How much did we save during the two-year competition and what programs/incentives worked best to encourage savings?
- Innovation 15%**
What did we try that was new and different and how effective were the innovations?
- Potential for Replication 15%**
Can the programs that we developed for Palo Alto be used and replicated in other communities?
- Likely Future Performance 10%**
Are the energy savings likely to continue and be permanent or were they only temporary savings?
- Equitable Access, Community/ Stakeholder Engagement 10%**
Was the energy saving programs designed to reach all demographics in the community? Were aspects of the community engaged in the quest for the prize?
- Education 10%**
Were the local school district and students engaged? Was there an educational component for both students and residents?
- Overall quality and success 15%**
All of the above and everything else!



The energy savings of each community is compared by the Adjusted Energy Use per Residential Bill, which is expressed as follows:

$EU = (EUE / NE) + (EUG / NG)$, where:

EUE = total residential and municipal electrical energy billed in a given month (BTUs)

NE = number of residential electricity bills issued during that month

EUG = total residential and municipal gas energy billed in a given month (BTUs)

NG = number of residential gas bills issued during that month

The results are then adjusted to account for weather differences (heating/cooling demands), yielding the Adjusted Energy Use per Residential Bill (AEU).

THE TIME-LINE



Palo Alto is one of 52 communities, with a population between 5,000 to 250,000 residents to reach the quarterfinals. The Bay Area is well represented with the Cities of Sunnyvale, Fremont, San Mateo, Berkeley and Davis all competing for the \$5,000,000 prize. Over the next two years, watch for new and innovative programs for reducing your energy usage including: advanced energy audits, bulk purchases for solar energy, new ways to look at your energy usage, and more. We will be asking for your input to make our programs better!



5 Million Ways to Save
It starts with you!

Look for this logo on programs and initiatives that will help Palo Alto win the prize!



**CITY OF PALO ALTO
UTILITIES**

Inspired by a brighter tomorrow.