

Development of a Public Brochure for the County of San Diego Zero Net Energy Portfolio Plan, 2017

The County of San Diego, California was engaged in the energy master planning of its facilities to achieve the State of California's 2030 goals for Zero Net Energy. For the existing commercial building stock in the state, the goals called for cutting the energy footprint in half by the year 2030 through a combination of increasing energy efficiency and adding on-site renewable energy.

The County needed to present the plan to stakeholders and the public to promote understanding of and support for the plan. At the County's request, ARC worked as a consultant to Brummitt Energy Associates to "polish" the plan's final report. We also produced a public brochure, distributed through the County's web site, that described the plan in a succinct, easily understood and highly graphic brochure to the general public. In six pages, the brochure conveyed the essence of a highly technical report.

Client: County of San Diego through Brummitt Energy Associates

Completion: October 2017

Public information brochure explaining the County of San Diego's plan to attain zero net energy use.

