



FOR IMMEDIATE RELEASE
Wednesday, March 11, 2020

City of San Diego Calls on Local Building Owners to Submit Data in Effort to Spur Energy Savings

'MAKE YOUR MARK 2020' AIMED AT REDUCING CO₂, CREATING JOBS AND HELPING SAN DIEGO BUSINESSES SAVE MONEY

SAN DIEGO – Whether it's an office building or apartment complex, building owners already know energy costs are one of their largest operating expenses. The City of San Diego is launching Make Your Mark 2020, an outreach effort including workshops and incentives, to help building owners comply with the [Building Energy Benchmarking Ordinance](#) by submitting energy usage through an online portal by June 1.

"San Diego remains a national leader as we continue to make good on commitments outlined in our Climate Action Plan," said Mayor Kevin L. Faulconer. "Benchmarking is one of many cost-saving measures that helps guide us to be a cleaner, greener city and I encourage San Diego's property owners to take advantage of the Make Your Mark program."

[Greenlink Analytics](#) projects that benchmarking will create more than 900 full-time jobs and reduce 252,000 tons of CO₂ in San Diego through 2030.

"Making your mark is about taking initiative to improve the buildings we live and work in," said Cody Hooven, Chief Sustainability Officer for the City of San Diego. "To support our climate action goals, we hope building owners and businesses will step up to the challenge and benchmark their property by June 1."

According to recent [data](#) from EnergyStar®, buildings that benchmark reduce energy use by an annual average of 2.4%, which adds up to significant savings of approximately \$120,000 for a 500,000 square-foot building.

As an added incentive, SDG&E will make a \$25 donation to [Ocean Discovery Institute](#) on behalf of each building that submits energy data by June 1. Ocean Discovery Institute, based in City Heights, offers free

science-based sustainability programming and mentoring opportunities for students. A donation up to \$2,500 will be made at the end of the Make Your Mark 2020 campaign.

“We are proud to support the City of San Diego and local businesses through this donation to encourage benchmarking,” said Kendall Helm, SDG&E Vice President of Customer Operations. “This effort is critically important to energy savings and supports San Diego’s clean energy future.”

Benchmarking efforts support implementation of the City’s landmark Climate Action Plan, as well as the [American Cities Climate Challenge](#), a two-year program funded by Bloomberg Philanthropies to promote climate action at the local level. San Diego was selected as one of 25 leadership cities for the Climate Challenge in 2018.

Submitting energy data is simple, thanks to a step-by-step process available on the City’s Benchmarking [webpage](#). Plus, to support building owners and answer questions, the City of San Diego will hold three free training workshops:

- Wednesday, March 11, 11:30 a.m. - 1:30 p.m. at San Diego Central Library @ Joan A Irwin Jacobs Common, Shiley Suite, 330 Park Blvd.
- Thursday, April 16, 9:30 a.m. - 11:30 a.m. at North University Library, Community Room, 8820 Judicial Drive.
- Tuesday, May 5, 12 - 2 p.m. at Mission Valley Library, Community Room, 2123 Fenton Parkway.

Learn about benchmarking and submit energy data by visiting sandiego.gov/benchmark.



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