



City of San Diego Environmental Services Department

***September 2006
Air Innovations
Conference***



What You Measure is What You Get?

**Using Indicators to
Inform Policies
and Actions**

SAN DIEGO, CALIFORNIA

- Eighth largest city in the USA
- Population: 1,255,240
- Area: 342 square miles
- 52 miles long from north to south



THE INDICATORS

- **SET ONE:** Aligned with the Mayor's top Ten Goals for the City, and focused on **what the government can do;**
- **SET TWO:** Aligned with per capita consumption and **individual responsibility**

PURPOSE OF INDICATORS

- Enlighten elected officials
- Engage the public in a process to determine how to measure success
- Create measures that are clear and can be tracked

“What gets measured gets done.”

Water, Power and Public Health

- WATER- Even with aggressive conservation, population growth will require 25% more water by 2030
- POWER- “Energy Crisis” is over, and consumption has risen over 9% since 2001
- TRANSPORTATION- 3.4% of workers use public transit; 85% drove alone; 15% carpooled; vehicle miles traveled (VMT) per person per year has increased steadily since 1997. In 2003, VMT was over 9,100 per capita

Water, Power, and Public Health

- PUBLIC HEALTH- The American Lung Association ranks San Diego #16 on the list of “Metropolitan Areas Most Polluted by Short-term Particle Pollution,” and #18 on the list of “Metropolitan Areas with the Worst Ozone Air Pollution”

Air pollution costs San Diego approximately \$576 million annually. Health impacts are not accounted for in the price of consumer goods, such as gasoline. Air pollution is costing us almost \$500 per person per year.

1990 Baseline and 2010 Status Quo Projection

Source	1990 Tons/Yr GHG	2010 No Action	2010 Target
Energy	5,974,000*	8,703,000	5,078,000
Transport	6,443,000**	6,443,000**	5,477,000
Waste	3,089,000***	3,089,000***	2,626,000

Project	Total Savings for Energy Conservation Cogeneration Plant, LED signal lights, more efficient equipment (pumps, etc.), Lighting retrofits
Annual Energy Savings	133,148,316 KWh
Annual Greenhouse Gas Reduction (tons CO2)	82,802 Tons
Projected Annual Cost Savings*	\$15,031,110

Project	Total Savings for Transportation Includes- CNG Busses, Alternative fuels, carpooling
Annual Energy Savings	2,491,350 gallons gas 1,418, 209 gal. diesel
Annual Greenhouse Gas Reduction (tons CO2)	28,928 Tons
Projected Annual Cost Savings*	\$5,032,979*

Projects	1) Landfill Gas Recovery 2) Curbside Commodity Collection-2000
Annual Energy Savings	1) n/a 2) 40,000 tons of recyclables
Annual Greenhouse Gas Reduction (tons CO2)	1) 737,985 landfill gas 2) 98,116 landfill diversion
Projected Annual Cost Savings	N/a

TWO PUBLIC SURVEYS

2003 and 2005

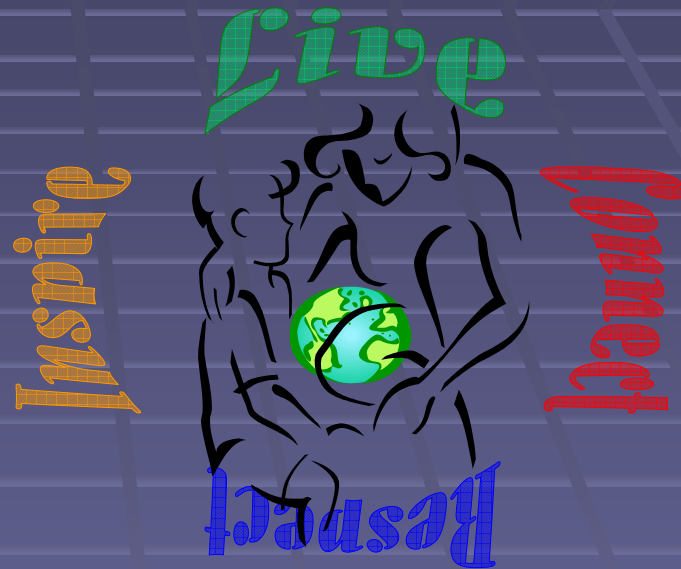
- 2003 focus:
 - What are the Important Quality of Life Topics for the City of San Diego?
 - What is the Level of Satisfaction Living in the City of San Diego?
 - What is the Perceived Change in Quality of Life in the past 5 years?
- 2005 focus:
 - What do you Value?
 - What Actions do you take to Support your Values?

RESULTS

- If you ask for information, people are more likely to listen
- Perceptions are more powerful than facts, perhaps because they are more self-serving
- Values are not often supported by actions
- We have a lot of work to do!

FOR MORE INFORMATION...

San Diego's
Sustainable
Community
Program



<http://www.sandiego.gov/environmental-services/sustainable/index.shtml>