

Created by Congress in 1996, the Presidio Trust is charged with preserving and enhancing the Presidio, a former military base, as part of the National Park System while achieving financial self-sufficiency by fiscal year 2013. Leasing and other activities must generate the \$37 million required annually to make non-coastal areas of the park financially self-sufficient and fund long-term infrastructure improvements. In 1995, the Presidio Alliance was created as an advocate for Presidio tenants and the public. In 1999, the two organizations joined the Rebuild America program as Rebuild Presidio.

Rebuild Presidio: Getting Tenants to Buy into Energy Efficiency

By Laura Keresty

Rebuild Presidio faces a particularly difficult challenge of how to preserve and enhance the Presidio while achieving financial self-sufficiency over the next decade. The partnership strives to positively effect tenant behavior through education. Generating the millions of dollars needed to upkeep a national park is hard work, but convincing tenants to be energy conscious without a billing system based on energy consumption is harder still. Tenant utility costs are typically included in lease agreements at a fixed, rather than a variable, rate.

To address energy-efficiency issues, Rebuild Presidio has leveraged a number of resources – Green Building Guidelines, sub-metering and utility grant money – all of which will prove to help meet the needs of both the Trust and its tenants.

Here are some of the ways Rebuild Presidio is addressing its efficiency challenges:

Challenge #1: Tenancy of Historic Buildings

Some 470 of the park's 770 buildings are historic, representing at least nine major architectural styles that span the Presidio's 222-year history. Designated as a National Landmark District in 1962, the Presidio must take special care in upgrading these cultural treasures to state and federal standards. The fact remains that tenants of historic buildings are not

subject to California State Energy Efficiency Code.

Solution: For the first time, Green Building Guidelines were published that incorporate environmentally sensitive construction practices into historic building rehabilitation. Use of sustainable elements will reduce energy usage by 30 percent by 2001, four years sooner than the federal government requires.

Challenge #2: Energy Monitoring

The oldest continuously operated military post in the nation, the 1,480-acre Presidio functioned as a unit with a single utility meter. Specific information about each building is not available.

Solution: In September 1999, sub-meters were installed, allowing energy usage monitoring of individual buildings. Non-residential tenants will access their energy use history through a park-wide energy management system. The data provides the information needed to quantify energy saving efforts.

Challenge #3: Credible Source of Information

Small businesses do not generally have access to information about successful projects within their community or the resources for research and training. They may be skeptical of information from service providers.

Solution: With the aid of a \$200,000 grant from Pacific Gas and Electric Company (the Presidio's local utility provider), an Energy Efficiency Community Outreach Program will be

implemented this year to motivate Presidio tenants to exercise wise energy use practices. Rebuild Presidio's credibility comes from providing information as agents of awareness without direct financial benefit.



The scenic Presidio grounds overlook the Golden Gate Bridge.

- A door-to-door membership campaign will urge commercial tenants to join the energy-efficiency program, which will educate organizations about their energy consumption and conservation methods.
- A “buying group” will make energy products more accessible to small businesses.
- Success stories will illustrate how simple behavioral changes affect energy use, helping tenants understand the labor and maintenance savings

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associated with energy-efficient products.

A main focus of the Presidio mission is to become a model of sustainability through the use of new technologies in the areas of green building, recycling, water conservation, waste management, transportation alternatives and energy

management. Measurement tools will provide information on the program's success and continue to inspire Presidio tenants about energy efficiency

and the importance of such a commitment. The benefits from the Rebuild Presidio partnership abound, but not without the building of community through this transition from active Army base to National Park, as landlord and tenant together.

Laura Keresty, executive director of Presidio Alliance, is partnership leader of Rebuild Presidio. For more information, contact the Alliance at 415-561-3993 or e-mail pal@igr.org.