



# Sustainable San Diego

THE BUSINESS CASE FOR SUSTAINABILITY



**SAN DIEGO  
BUSINESS  
JOURNAL**

## Solar

### Financing Solar Projects for Commercial Building Owners & Commercial Income Properties

■ By Kevin Weinberg

“It’s not in the budget.”

“We don’t want to impact our ability to expand and purchase/lease new equipment.”

“If it doesn’t have a payback of one and a half years, we’re not doing the project.”

“I don’t pay for electricity, my tenants do.”

Since the implementation of the Investment Tax Credit in 2006, the cost to install solar has dropped more than 73 percent.<sup>1</sup> If California was a nation, it would rank sixth

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## Sustainability

### State of California Seeks Innovative Ideas for Sustainability

Registration has begun for a statewide contest, the Green Gov Challenge, that will pay out \$25,000 for new and innovative ideas to help the State of California become more sustainable. One of the identified problems throughout state government is finding better ways to share



Green Gov Challenge

CHALLENGE: Page A27

## Profits, People and the Planet or the Triple Bottom Line

■ By Stephanie R. Glidden

The concept of sustainability has become woven into the global consciousness and is now a common part of the vernacular, but what does it actually mean to organizations and individuals?

The first definition in the dictionary is “keep in existence; maintain.” For business, though, maintaining is not the objective. A business has to grow to stay in existence, and not just grow, but thrive while managing its financial, social and environmental risks. This is often referred to as “profits, people and the planet” or the “triple bottom line.”

Glen Schmidt, president of San Diego-based Schmidt Design Group said his preferred definition of sustainability is the 1987 United Nations Brundtland Commission’s definition which is “meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

Schmidt, who graduated with a degree in environmental planning and management from UC Davis in the early 1980s, was ahead of the curve on the concept of sustainability.

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The Birdwing Open Air Classroom at the San Dieguito Lagoon, completed in May 2014 and part of the San Dieguito River Conservancy’s education outreach. Photo courtesy of the San Dieguito River Valley Conservancy

## Ice to Energy: Keeping Buildings Cool While Cutting Energy Costs

Center for Sustainable Energy Spotlights Unique Thermal Energy Storage Strategies

■ By Chuck Colgan

As the sizzling days of summer persist into the fall, business owners and property managers throughout Southern California continue seeking ways to reduce escalating electricity costs for air-conditioning and refrigeration while utilities struggle to meet the region’s increasing cooling demands.

When it’s hot outside, air-conditioning (AC) is close to 50 percent of an average commercial building’s electrical costs, while at facilities with additional cooling needs, such as grocery stores or refrigerated food processing plants, electrical costs rise even higher.



Ice Energy’s system freezes 450 gallons of water at night to offset daytime air-conditioning. Photo credit: Ice Energy

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