

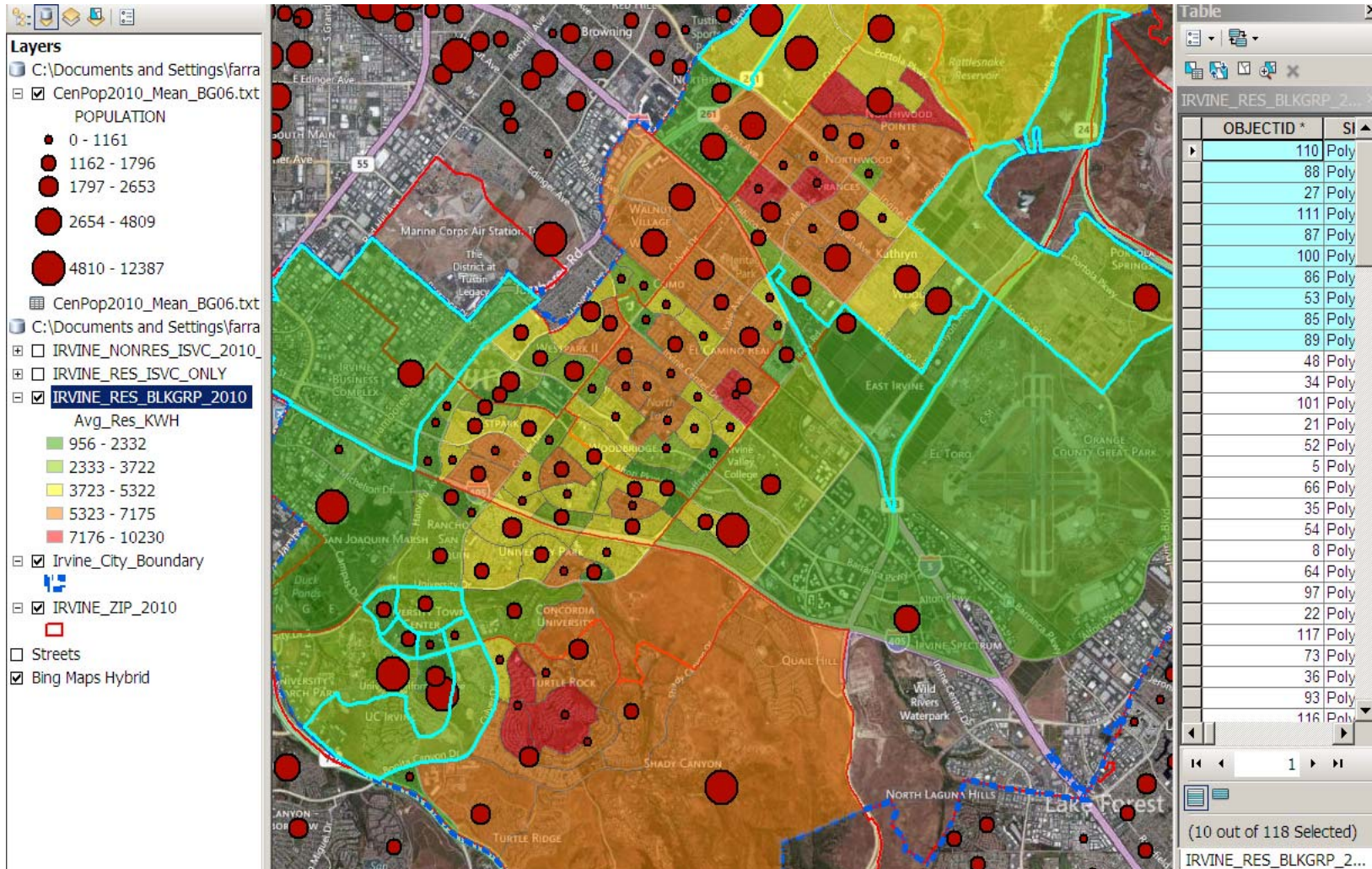
# City of Irvine GIS-Based Energy Data Pilot Project

January 15, 2013

# Pilot Overview

- Objectives
  - Design a prototype GIS tool that analyzes community utility usage data and evaluates geographic areas for target marketing and evaluation of effectiveness of EE programs to support EE Strategic Plan
- Criteria
  - Visualize and analyze energy intensity data, Target specific attributes, Evaluate Program participation
- Four Guiding Principles
  - Applicability, Scalability, Extensibility, Capability for long term management

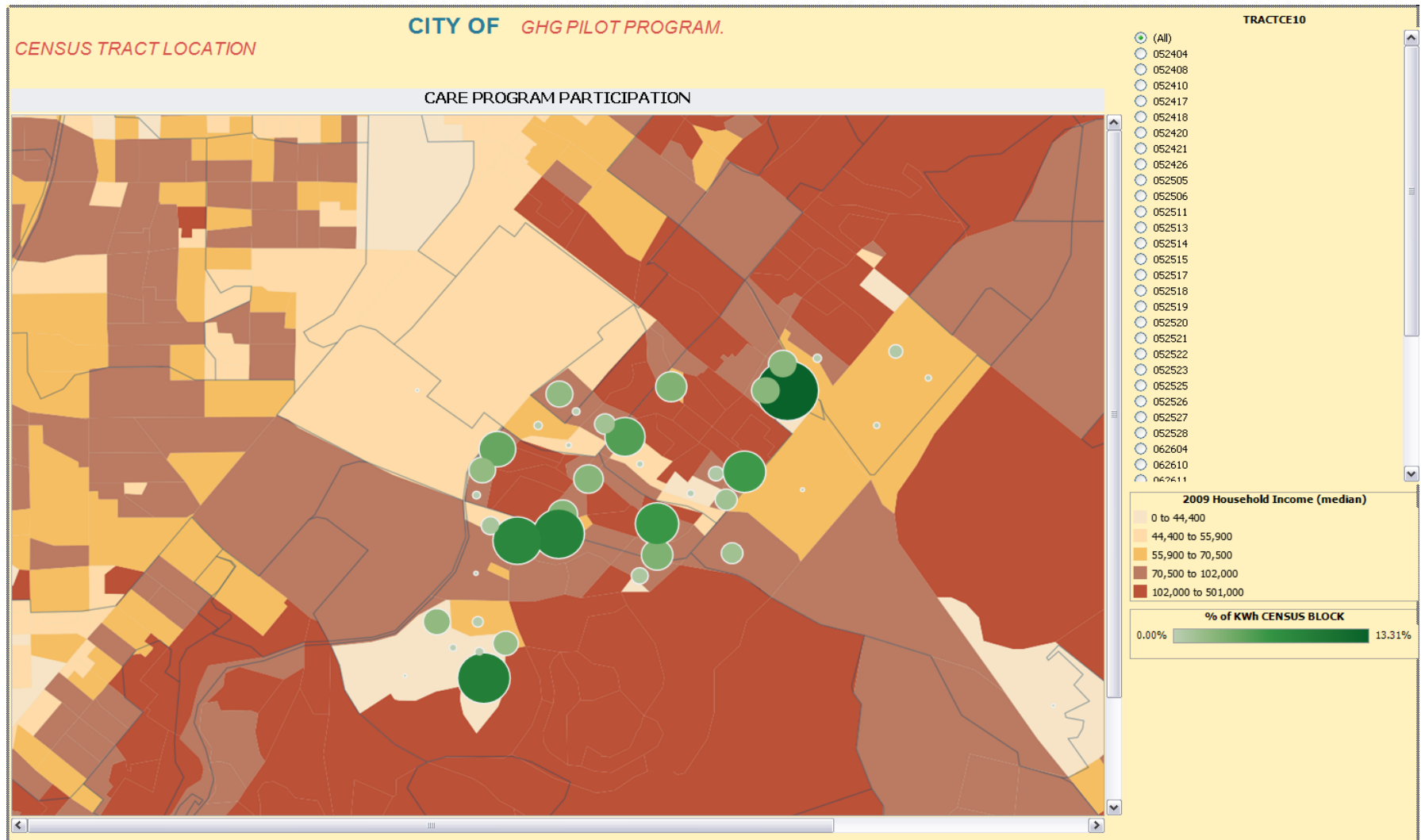
# KHW Heat Map, Population, Top 10 EE KWH Savings



OBJECTID *	SI
110	Poly
88	Poly
27	Poly
111	Poly
87	Poly
100	Poly
86	Poly
53	Poly
85	Poly
89	Poly
48	Poly
34	Poly
101	Poly
21	Poly
52	Poly
5	Poly
66	Poly
35	Poly
54	Poly
8	Poly
64	Poly
97	Poly
22	Poly
117	Poly
73	Poly
36	Poly
93	Poly
116	Poly

(10 out of 118 Selected)

# Comparison of CARE Program with Low Income. Residential



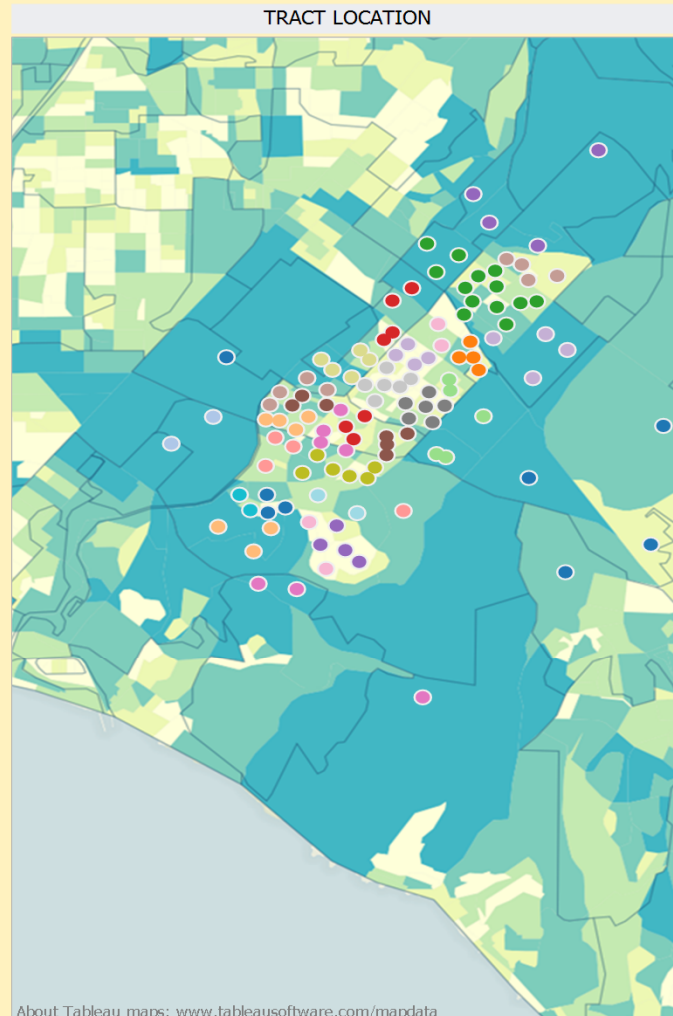


# Census Tract Commercial Hot Spots

CITY OF GHG PILOT PROGRAM.

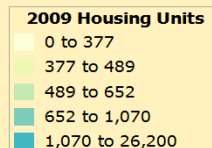
CENSUS TRACT LOCATION

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052526	
052513	
052511	
062612	
052515	



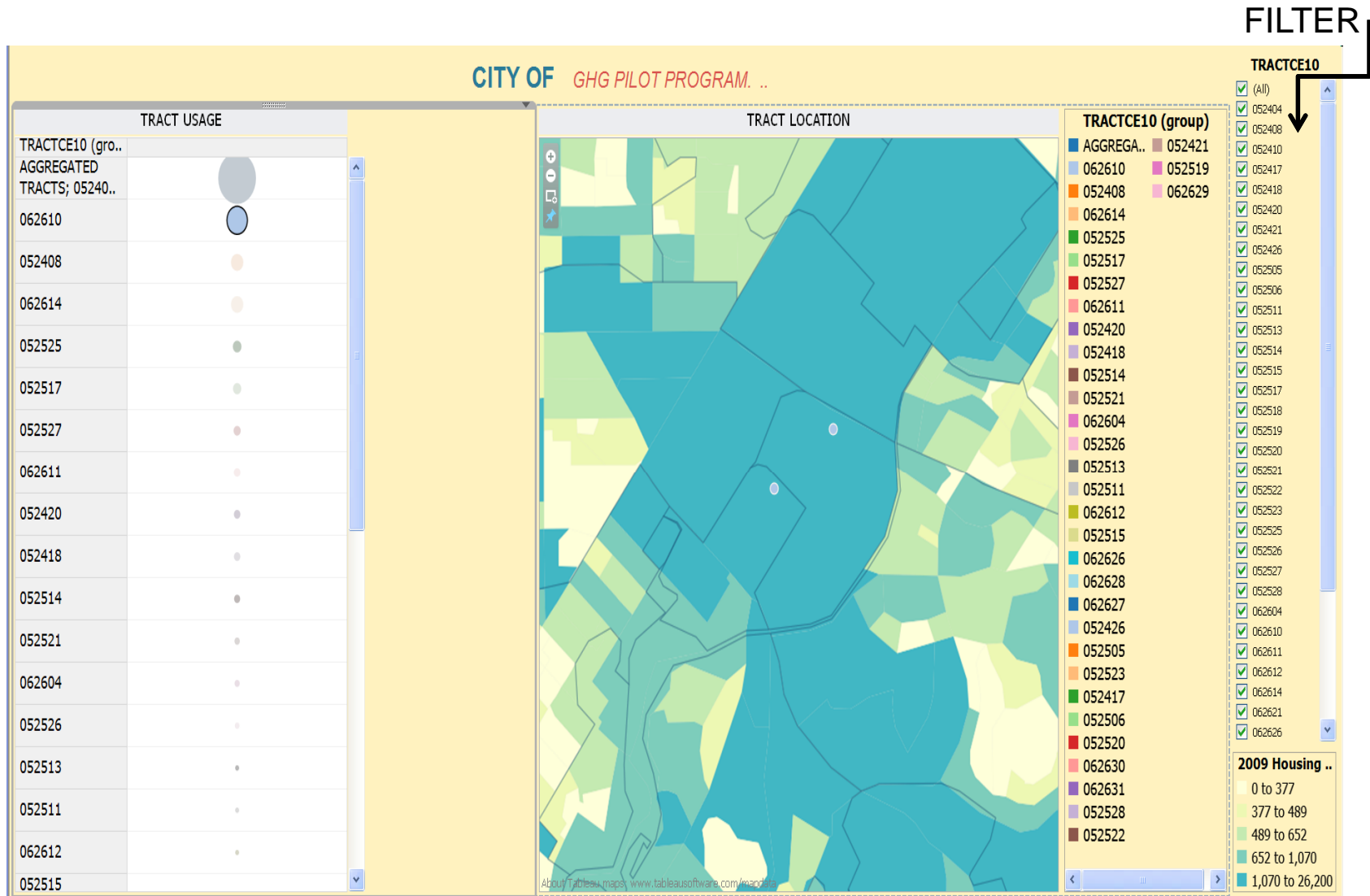
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- TRACTCE10**
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About Tableau maps: [www.tableausoftware.com/mapdata](http://www.tableausoftware.com/mapdata)

# Census Tract Commercial Hot Spots

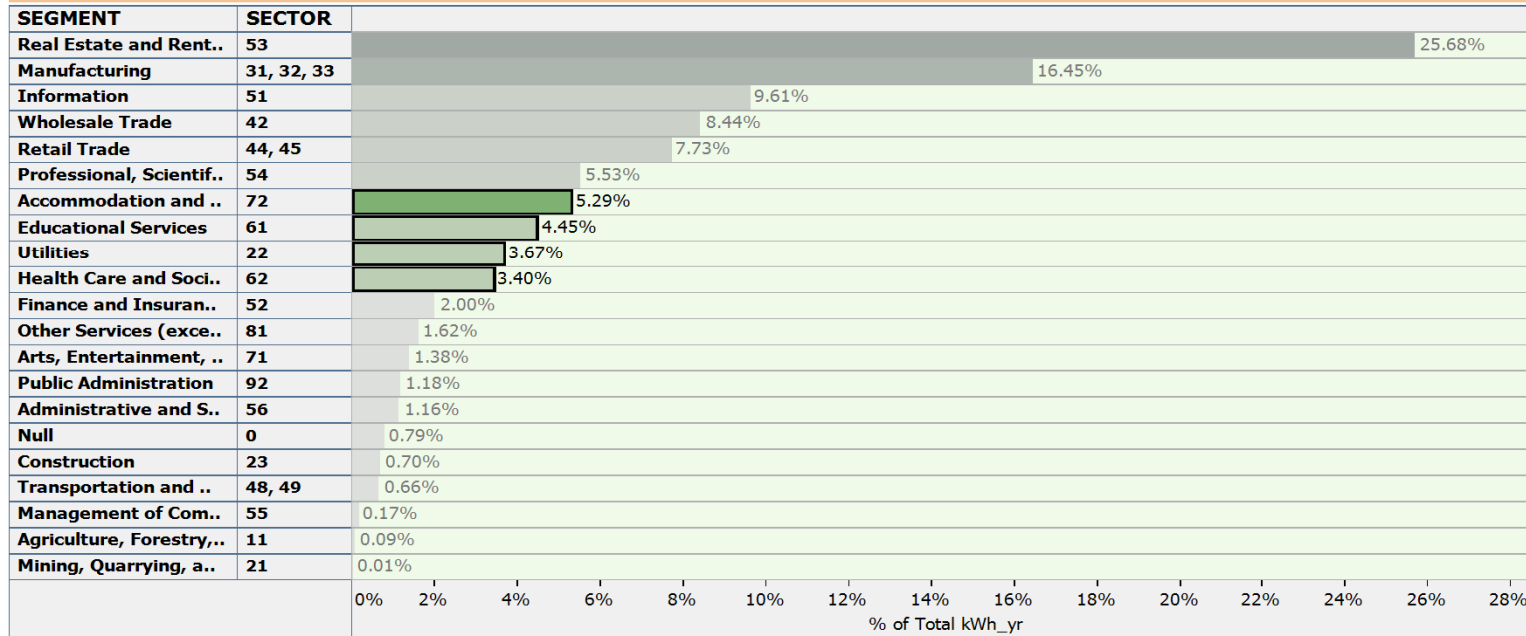


# Market Segment Rankings

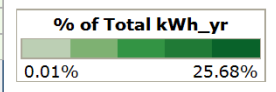


CITY OF IRVINE GHG PILOT PROGRAM

## 2012 NAICS ELECTRICITY USAGE



- SEGMENT**
- Null
  - Accommodation and Food S..
  - Administrative and Support a..
  - Agriculture, Forestry, Fishing..
  - Arts, Entertainment, and Rec..
  - Construction
  - Educational Services
  - Finance and Insurance
  - Health Care and Social Assist..
  - Information
  - Management of Companies ..
  - Manufacturing
  - Mining, Quarrying, and Oil a..
  - Other Services (except Publi..
  - Professional, Scientific, and ..
  - Public Administration
  - Real Estate and Rental and L..
  - Retail Trade
  - Transportation and Warehou..
  - Utilities
  - Wholesale Trade

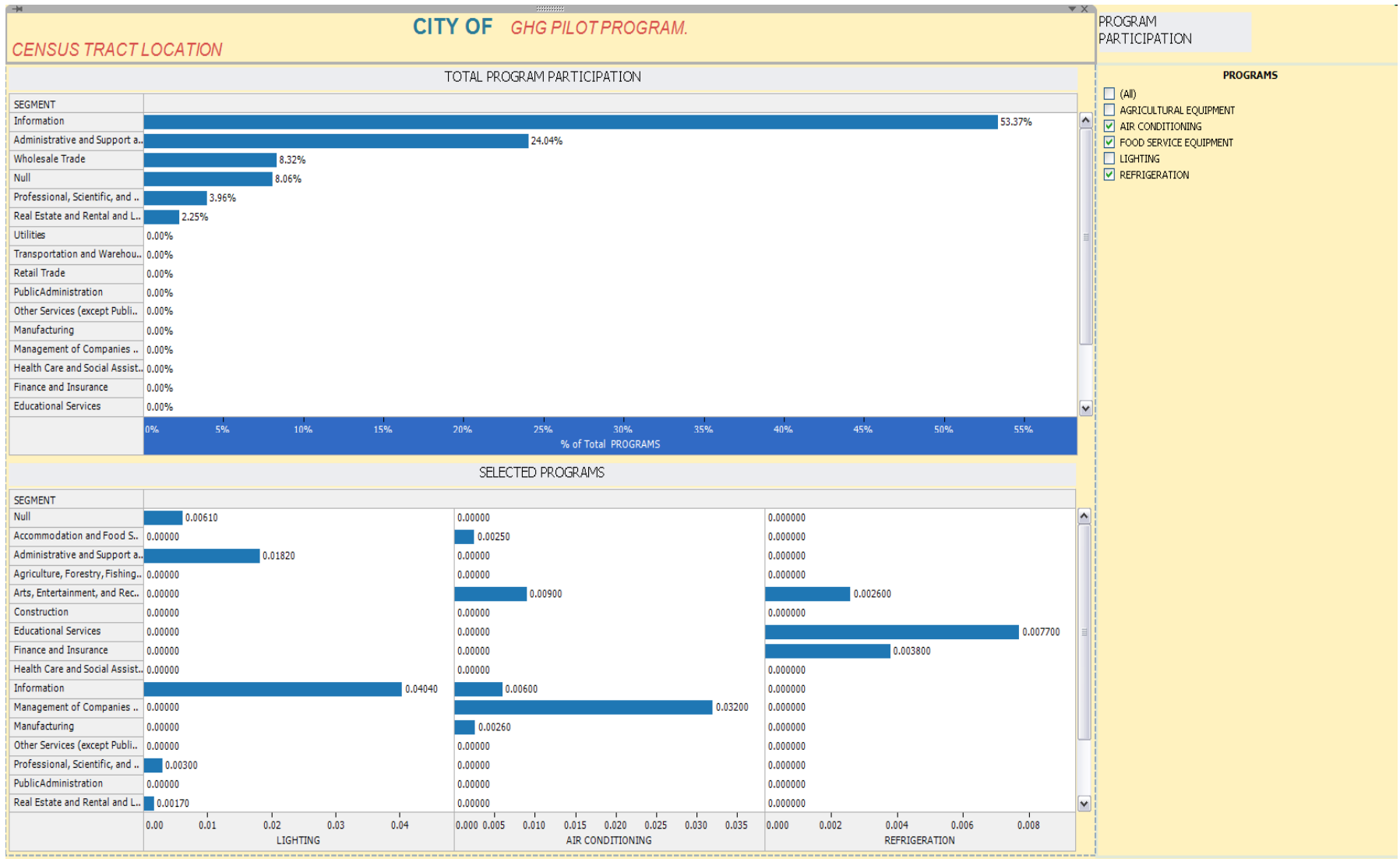


% of Total kWh\_yr for each SECTOR broken down by SEGMENT. Color shows % of Total kWh\_yr. Size shows details about One (generated). The marks are labeled by % of Total kWh\_yr. The data is filtered on % of Total kWh\_yr, which ranges from 0.008249963% to 68.962537925%. The view is filtered on SEGMENT, which keeps multiple members. Percents are based on the whole table .

0.008249963% to 68.962537925%

% of Total kWh\_yr

# Program Participation





## Next Steps

- **Ongoing:** Seek additional Local Government Feedback
- **February:** Continue development of GIS tool with feedback from Local Governments
- **March:** Test the model with various inputs
- **April:** Implement and test program at the City of Irvine