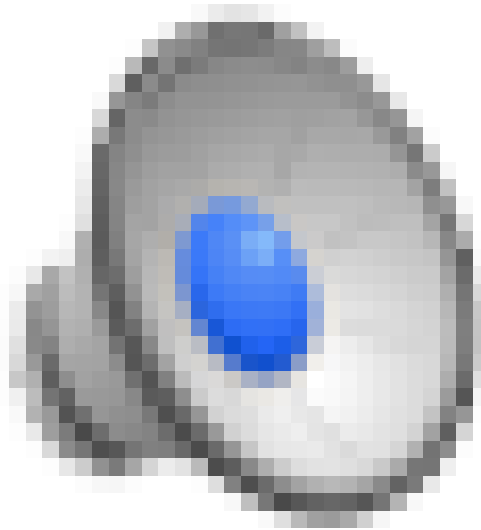


TRANSFORM
urban

EPA Net Zero Workshop

February 25, 2014

University of California, Davis West Village



UC Davis West Village – Aerial



Village Square



Partnerships



UC DAVIS
UNIVERSITY OF CALIFORNIA

CARMEL
PARTNERS

URBAN VILLAGES



Incentive

- ◉ Personal Motivation
- ◉ Investment Returns
- ◉ Predictable Energy Expense
 - ◉ Hedge against energy cost escalation
- ◉ Marketing and Branding
 - ◉ Leasing
- ◉ Relationships

Perspectives

- Regulatory
 - Regulated Utility
 - Net Metering
- Incentives
 - Federal
 - State
 - Grants
 - Compliance – Technical / Business Model
- Public/ Private
 - Leverage Public and Private Resources
- University
 - Research
 - Information dissemination
- Technology
 - Beta Test
 - Success / Failures

Perspectives

- Behavior – use
 - Modeling
 - Operations
- Marketing
- Leverage Ladder
- Information Exchange
- Value Proposition
 - Optimum Value = \$ + Brand + Relations + Resilience + Security

Evolution

- Platform – Real Estate/ Energy / Water / Waste / Productive Landscape
- Health / Resiliency
- Net Positive



Thank You



WESTVILLAGE

UCDAVIS



URBAN VILLAGES

