

FINAL PROGRESS REPORT
Submitted by Orange County Great Park Corporation

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Recipient: Orange County Great Park Corporation

Project Title: EERE Showcase Event (Solar Decathlon 2015)

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Reporting Period: April 15, 2014 to April 15, 2016

Signature of Submitting Official:



Peter Carmichael
Director, Orange County Great Park

2. Project Accomplishments

The project tasks established for this reporting period have been accomplished. See 3 below.

3. Goals and Objectives During the Reporting Period

The goal of the Orange County Great Park Corporation (Great Park) is to successfully host the U.S. Department of Energy Solar Decathlon 2015. In furtherance of that goal, tasks to be performed within the current reporting period include the following:

Task 1.0 Arrange Site Team Visits for January 2015

The Great Park arranged appropriate meeting space for the site team visits over a three-day period, January 8, 2015 through January 10, 2015. Instead of a meeting in Hanger 244, the DOE requested a different meeting space. The working team met in the Operations offices on January 8th. The student teams were welcomed at the City of Irvine's Lakeview Senior Center on January 9th, and came back on January 10th for breakout sessions.

Task 2.0 Outreach Activities

The following outreach activities related to the U.S. Department of Energy Solar Decathlon 2015 occurred during and prior to the event:

- Promoted the return of the Solar Decathlon 2015 on the City's website. (cityofirvine.org)
- Promoted the return of the Solar Decathlon 2015 through the City's and Great Park's social media channels, including Facebook and Twitter. (facebook.com/cityofirvine, facebook.com/orangecountygreatpark, twitter.com/City_of_Irvine, twitter.com/ocgreatpark)
- Promoted the return of the Solar Decathlon 2015 and student visit through a City Council Announcement.
- Worked to set-up meetings between the U.S. Department of Energy team and potential donors/key stakeholders in Irvine.
- Began ICTV filming and coverage of the Solar Decathlon 2015 teams. This includes student team interviews, interview with Richard King and b-roll footage.
- Facilitated an interview with Sarah Farrar and the Orange County Register during the recent student visit in January
- Information in May was provided to Irvine Unified School District and Tustin Unified School District promoting the three Education Days that the DOE will host

during the event. More DOE information is due in August, which will be forwarded to the school districts that will provide important information for school tours.

- A promotional ICTV video has been sent through the Irvine Chamber of Commerce and to dozens of businesses in Irvine promoting the Solar Decathlon 2015 and inviting attendance.
- Cover story of Fall *Inside Irvine* magazine detailed teams competing in Solar Decathlon. Magazine goes to more than 100,000 Irvine residences.
- Produced public service announcement with KPCC radio to air 9/28-10/16. Outreach also included a web banner on the station's website.
- Full-page advertisements in special sections of the Orange County Register, including UCI 50th Anniversary magazine that went to over 1 million readers of the Register, the Riverside Press Enterprise and the L.A. Times; Best of Orange County magazine; and Solar Decathlon special section.
- Full-page ad in Urban Land magazine Sept./Oct. issue.
- Produced ad for Irvine Global Village Festival brochure (tens of thousands in attendance at event.)
- Ten posters displayed at Irvine Company properties throughout the City, including the Irvine Spectrum Center.
- Rack cards promoting Solar Decathlon displayed at Irvine Spectrum Center, Discovery Science Center, Orange County Farm Bureau (at farmers markets) and at City facilities.
- Tote bags promoting Solar Decathlon filled with magnets and rack cards on the event distributed at Irvine Global Village Festival, Great Park farmers market and UCI Festival of Discovery; some 8,000 bags handed out.
- E-blast from City of Irvine Community Services Department included information on Solar Decathlon. (List contains 51,000 recipients.)
- E-blast to Irvine Co. mailing list sent out 9/30. Web banner posted at shopirvinespectrumcenter.com.
- E-blast sent to Orange County Register mailing list on 10/6.
- Web banner posted on Orange County Register's homepage.
- E-blast sent by Irvine Chamber of Commerce on 10/9.
- E-blast using City's GovDelivery to 2,100 on 10/12.
- Produced additional ads for the Orange County Register to fulfill the in-kind agreement between the DOE and the Register: Friday, Oct. 9, Local front page strip ad; Saturday, Oct. 10, half-page Home & Garden section ad; Sunday, Oct. 11, full page Local section ad; Wednesday, Oct. 14, ½ page Main or Local ad; Friday, Oct. 16, full Local or Main section ad; Saturday, Oct. 17, half-page Home & Garden section ad; Sunday Oct. 18, full page Local or Main ad.
- Produced two additional Register ads promoting final days of the event: Full page Main or Local ad for Thursday, Oct. 15 and full page ad in Irvine World News weekly publication.
- Produced separate press releases on Solar Decathlon, Volunteer Effort, Children's Activities Area and Final Days.

- Produced and distributed Children's Activities Days rack cards.
- Continued to promote the event on the City's webpage, Great Park webpage and social media channels.
- ICTV produced the "Solar Decathlon Minute" videos, which were posted on the City's YouTube channel and the solardecathlon.gov website.
- Four-minute video promoting Solar Decathlon shown on iShuttles in the City in weeks leading up to event.
- Promoted a "Business Day" to local businesses in which businesses could sign up for tour led by Solar Decathlon docents.
- Access Irvine Special Event Button running 9/28-10/18/15.
- Access Irvine Push Notification on 10/15/15.
- Facebook ad boost 10/13-10/18.

Subtask 2.5: Provide Activation of ABC Green Home

The City coordinated with Southern California Edison to activate the ABC Green Home at the Orange County Great Park. Flying Bull, Inc., DOE's contractor, entered into an agreement with Southern California Edison for utilization of the home as its headquarters during the Solar Decathlon and to provide the garage space for student use.

The City performed landscaping around the ABC Green Home and cleaned the interior of the home in preparation for use by Flying Bull and the students.

Subtask 2.3: Infrastructure for Children's Activation

The Children's Activities Area was open on Saturdays and Sundays during Public Exhibit Days from 11 a.m.-5 p.m. The site included: inflatables, face painters, balloon artists, lawn games and solar crafts.

Subtask 2.4: Provide Resting Areas with Shade

A formal procurement process was conducted, Request for Quotation, for equipment rentals to provide a canopy shade structure and umbrellas in the Solar Decathlon Village (specifically, between the Edison International exhibit and Team NY Alfred's house). The resting area also included picnic tables provided by the Great Park.

Task 3.0 OCGP Programming

The Orange County Great Park's normal programming during the entire period the student teams were on the Great Park site was provided.

Task 4.0 Festival Site and Other Facilities

Use of the Festival Site and Hangar 244 at the OCGP was provided beginning in September 2015 and remained available through the conclusion of the Solar Decathlon 2015 on October 28, 2015.

Task 5.0 Parking Management

The parking management company, Parking Concepts, Inc., provided parking management during the event dates of the Solar Decathlon 2015.

Subtask 5.1: VIP Parking Area and Parking passes

Parking areas for students, media and VIP were designated to accommodate DOE/NREL needs. Parking passes were coordinated by Flying Bull Inc.

A daily map of general parking and VIP parking was provided to DOE/NREL on September 25, 2015.

Subtask 5.2: Contract for Light Towers and Fuel

Award was made to DC Solar Distribution Inc. following a Request for Quotation process. DC Solar provided light towers to provide illumination to the public parking area and ingress/egress routes during the Solar Decathlon 2015.

Task 6.0 Shuttle Services

A formal procurement, Request for Proposal (RFP) process, was conducted for Solar Decathlon 2015 shuttle services. The company selected from the RFP pool for charter bus services was King Limousine. An agreement with King Limousine was executed on September 10, 2015.

King Limousine provided 8 charter buses on the Thursdays/Fridays and 16 charter buses on the Saturday/Sundays of the public exhibit days.

Supervision of shuttle operations was provided by MV Transportation, the City's Contractor for the iShuttle. Supplemental vehicles were also provided through MV Transportation on the Saturday/Sundays of the event. ADA transportation was provided by Secure Transportation, a sub-contractor to MV Transportation.

Task 7.0 Internet Connection

The network infrastructure system was completed around September 25, 2015. The system has been operating and providing internet services as designed.

4. Cost Status

A drawdown of the total grant in the amount of \$267,000 was submitted by the Orange County Great Park Corporation on December 14, 2015.

5. Schedule Status

All Milestones have been completed.

Milestone No.	Description	Anticipated Completion	Actual Completion
1.1	Confirm Hangar 244 and site access for the team visits in January 2015	December 2014	December 2014
2.1	Provide outreach through local City newsletters, City and OCGP websites, and assist DOE/NREL's marketing team in identifying Southern California markets.	October 2015	October 25, 2015
2.2	Provide increased promotion through advertising and special events.	October 2015	October 25, 2015
3.1	Provide schedules of operation to DOE/NREL for Balloon, Carousel, arts programs, and the Farmers Market.		July 2015
4.1	Confirm Festival Site and other facilities use dates with DOE/NREL.	January 2015	January 8, 2015
5.1.1	Provide a parking map of general and VIP parking to DOE/NREL	August 2015	September 25, 2015
7.1.1	Internet Connectivity (Contractor will test connectivity and send report to DOE/NREL	August 2015	September 25, 2015

6. Changes During the Reporting Period

There were no significant changes in project approach during the reporting period.

7. Actual or Anticipated Problems

There were none during the reporting period.

8. Absence or Changes of Key Personnel

There were none.

9. Product Produced or Technology Transfer Activities

Product produced during the reporting period include the following:

- a. Publications: Facilitated and interview with Sarah Farrar and the Orange County Register in January 2015.
SOLAR DECATHLON STUDENTS VISIT THEIR PLACES IN THE SUN – OC REGISTER 01.13.15 (ocregister.com) BY SARAH DE CRESCENZO
- b. Web site or other Internet sites:
 - Promoted the return of the Solar Decathlon 2015 on the City's website. (cityofirvine.org)
 - Promoted the return of the Solar Decathlon 2015 through the City's and Great Park's social media channels, including Facebook and Twitter. (facebook.com/cityofirvine, facebook.com/orangecountygreatpark, twitter.com/City_of_Irvine, twitter.com/ocgreatpark)

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