

# TAKE **5** FOR ENERGY CONSERVATION!



## ENERGY EFFICIENCY: Making it Happen in Arvin At Bear Mountain Pizza!



Bear Mountain Pizza, Arvin, CA (Before)

"My dream was to have my business look really nice," says Manuel Pantoja, Arvin Business Owner.

### HOW MANY BUSINESS OWNERS ARE DREAMING THAT DREAM RIGHT NOW?

**The Opportunity:** Help businesses become more energy efficient.  
**The Partners:** PG&E, City of Arvin, San Joaquin Valley Clean Energy Organization, Staples Energy, Kern Energy Watch, Bear Mountain Pizza

**THE BONUS:** What started out as a facelift for a local business turned into an energy savings bonanza which continues to produce dividends daily for Bear Mountain Pizza and the City of Arvin.

### HOW THEY MADE IT HAPPEN!

Mike Kunz, Development Associate, City of Arvin, found himself on a main street begging for a makeover. His first redevelopment project, a Farmers Insurance Building, was a success. That's when he headed across the street to Bear Mountain Pizza and found Manuel and his dream. Mike contacted PG&E Program Manager Dave Christensen whom he met through Kern Energy Watch. As Mike puts it, "What's better than money? Contacts! And PG&E brought us the contacts to make this project work."

The partners created a seminar and invited local businesses to discover how their dreams and more could happen. Ten businesses were interested, and with their permission the City of Arvin began dumpster diving to discover who would benefit from recycling. Thorough PG&E energy audits were also completed. When presented with new ways to save money such as adding recycle bins, changing to more efficient lighting, installing better insulation and much more, seven businesses signed up.

Some businesses, including Bear Mountain Pizza, wanted to do more. Says Manuel, "I felt if I could save money and help save the planet with green technology, why not try?"

**THE PLAN:** The City of Arvin, through the Redevelopment Agency, started working on curb appeal for the front of the Bear Mountain Pizza. PG&E contacted Staples Energy and a more detailed energy audit showed energy dollars were not only escaping out the doors and through the roof, but on a summer day right on

past the dine-in customers (made more uncomfortable by the glaring summer sun), through the windows out into the parking lot and into thin air. Oh, and did we mention the warm incandescent lighting which increased the dining room temperature by at least two degrees? Manuel noted, "I was really surprised at the \$\$\$ going through the windows."

As the exterior began to improve on the front of Bear Mountain Pizza; the San Joaquin Valley Clean Energy Organization helped the back of the building by replacing doors and windows and assisting with solar panels on the roof. Manuel pitched in by covering about 15% of the façade cost, the remainder of the solar panel investment, the purchase of more efficient air-conditioning units and a cool reflective roof.

With any project there are surprises. As work continued, the wall surrounding the entrance disintegrated when the paneling was removed. But most interesting was the discovery that in a hot summer climate, Low-Emissance (Low-E) type reflective windows made a big difference when positioned on west-facing and even on north-facing walls. "I was surprised about the lights," Manuel shared, noticing a big difference when the energy-hogging 60 watt incandescent bulbs were replaced with 13 watt compact fluorescent lighting.

**THE RESULTS FOR BEAR MOUNTAIN PIZZA:** Since the installation of Low E reflective windows, solar panels, and a cool reflective roof, as well as replacing the lighting, doors, the air-conditioning units and the windows, Bear Mountain Pizza is now enjoying both a **20% reduction in energy cost and a 15% increase in dine-in customers.** "Besides our local customers we seem to be getting more people stopping to eat who are passing through Arvin." Yes, Manuel Pantoja is enjoying increased business with less overhead thanks to PG&E and its Kern Energy Watch partners.

### THE RESULTS FOR THE CITY OF ARVIN:

Out of the ten businesses contacted, seven chose to participate in the program and receive Redevelopment Agency facelifts for their businesses including the U.S. Post Office. Several other Arvin business owners decided to increase their curb appeal by remodeling and painting their businesses. This has set the tone for the main street of Arvin as two national businesses have followed the new look of local businesses in construction of their buildings. No longer is Arvin's main street begging for a makeover, and it is looking forward to continued rejuvenation.



Bear Mountain Pizza, Arvin, CA (After)

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