Step Up and Power Down!
Campaign Goals

Step Up and Power Down!

600
Step Up and Power Down!

20 Million kWh
Step Up and Power Down!

$1,250,000
I pledged to Power Down

Save your energy
Restaurants
**Our Savings Action Plan**

FOR RESTAURANTS AND CAFÉS

Avery Holt, Puccini & Pinetti, San Francisco

Join your community in reducing energy waste! Start your way down the path to saving energy and money by completing your Energy Savings Plan. The San Francisco Department of the Environment team is here to help every step along the way.

SanFrancisco.StepUpandPowerDown.com

San Francisco STEP UP AND POWER DOWN

San Francisco Department of the Environment

SanFrancisco.StepUpandPowerDown.com
Comprehensive Tracking System
Customer Relationship Management
Geographic Roll Out
Pilot Testing
Thanks to Max's Opera Cafe for turning off all non-essential lighting and plugging into power strips. We appreciate your efforts to Step Up and Power Down with us!
MEET WARREN
MANAGER OF DISCOUNT GROCERS
REDUCING ENERGY WASTE IS A TOP PRIORITY

HE RELIES ON DAYLIGHT TO RESTOCK HIS STORE

SOUND SIMPLE?
IMAGINE IF EVERY BUSINESS IN SAN FRANCISCO DID THE SAME...

THERE’S POWER IN NUMBERS

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MEET BRIDGET & GIANINA
CO-OWNERS OF Sixth Course
REDUCING ENERGY WASTE IS A TOP PRIORITY

THEY BAKE USING ENERGY EFFICIENT APPLIANCES

SOUND SIMPLE?
IMAGINE IF EVERY BUSINESS IN SAN FRANCISCO DID THE SAME...

THERE’S POWER IN NUMBERS

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Learn more at StepUpandPowerDown.com
Out of Home Advertising
Lessons Learned
CRM is Essential
CRM is Essential

Pilot Testing
CRM is Essential
Pilot Testing
Behavior Change Science
CRM is Essential
Pilot Testing
Behavior Change Science
Small Details Matter
CRM is Essential
Pilot Testing
Behavior Change Science
Small Details Matter
In Person Visits
Lessons Learned

CRM is Essential
Pilot Testing
Behavior Change Science
Small Details Matter
In Person Visits
Tested Messaging
Results
Results

23 Million kWh
Results

>650 Enrolled
Results
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