



USING COMPETITIONS TO DRIVE ZNE EDUCATION AND AWARENESS

An Assessment of PG&E's Architecture at Zero Competition

April 18, 2018



Opinion Dynamics

Architecture at Zero Competition

- Partnership between Pacific Gas & Electric and the American Institute of Architects, California Council
- Innovative design competition started in 2011 to introduce key stakeholders to ZNE principles and challenges and provide opportunity for real-world experience
- Annual challenge site preselected

Challenge Site Examples:

- Multifamily residential units over a ground floor of retail, community, and support spaces at a University of California campus
- Industrial infill site
- Bayside community education and visitor's center



Opinion Dynamics



Architecture at Zero Competition

- Open to students, architects, landscape architects, urban planners, engineers, and designers anywhere in the world
- Technical review panel and a jury weighs each entry individually – not in competition with the others
- Judged Criteria
 - Quality of Design
 - Resolution of the program or idea
 - Innovation
 - Thoughtfulness
 - Technique



Key Findings





Contact Information

Ellen Steiner, Ph.D.

Vice President

esteiner@opiniondynamics.com

720-262-5857

