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Need help with a design or communications project for the City of Long Beach? KruppCreative has been an award winning part of the City of Long Beach communications for more than a dozen years.

- We have the talent and the tools to deliver the exact solution that's right for you.
- We live and work here - we know Long Beach inside and out.
- KruppCreative has a proven track record of success - always on time and always on budget.
- Our photo library contains hundreds of outstanding Long Beach images.
- We meet all City of Long Beach insurance and business requirements.

Just tell us what you need - we're ready to start at once.

LIST OF SERVICES

Graphic Design, Brochures, Pamphlets, Fliers, Pocket Folders, Annual Reports, Postcards, Inserts, Catalogs, Websites, Email Blasts, Video Development, Voice Over, Photography, Logo Development, Mass Mailing, Printing, Advertising Development and Placement, Campaign Development, Copy Writing, Marketing Materials, Signs and Banners, Table Covers, Way Finding Signage, Convention Booth Design and Fulfillment, Construction Site Wraps, Structural Wraps, Vehicle Wraps, Event Support and Coordination

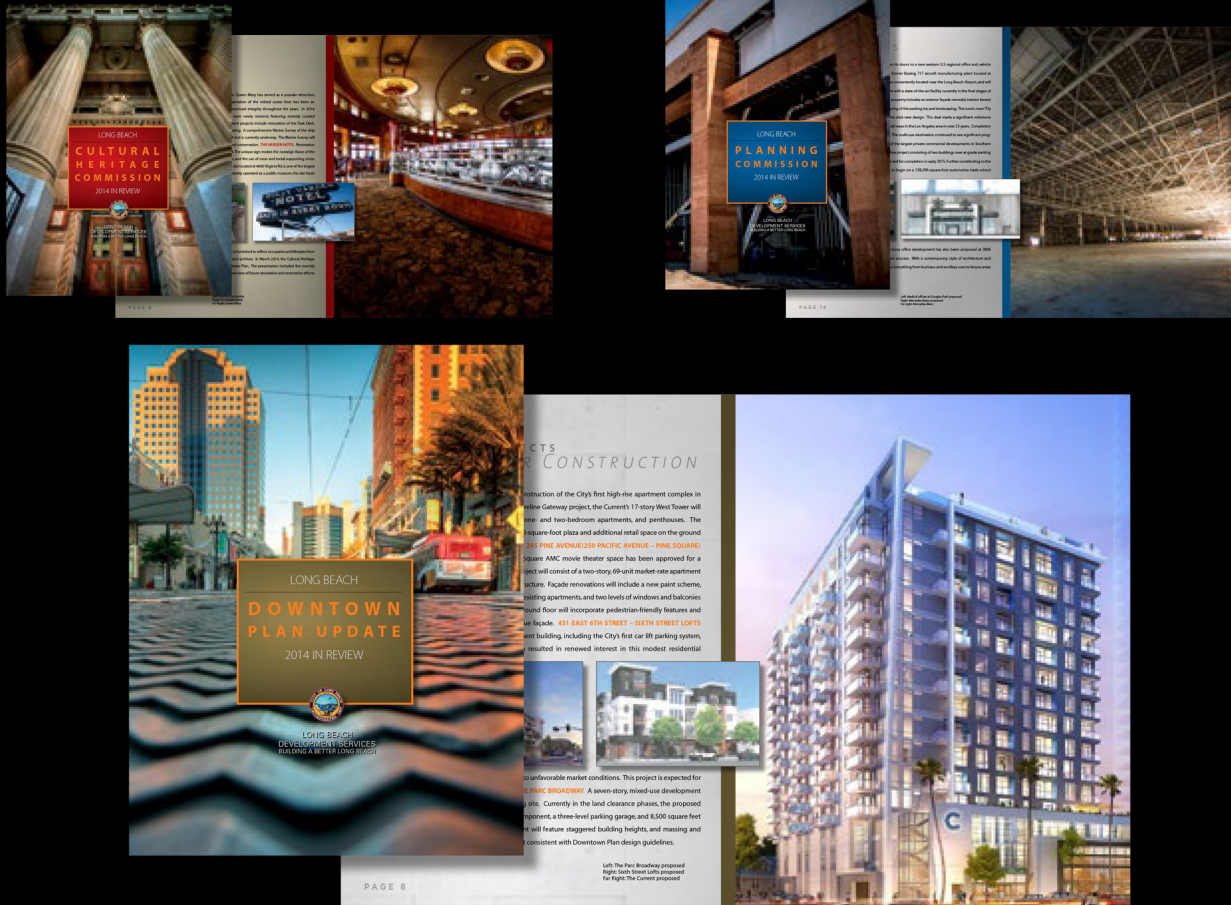


Created by KruppCreative, this branded image has been used for dozens of applications. There are several versions utilizing “ghosted” backgrounds such as construction and fireworks.

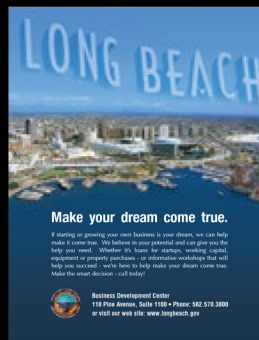
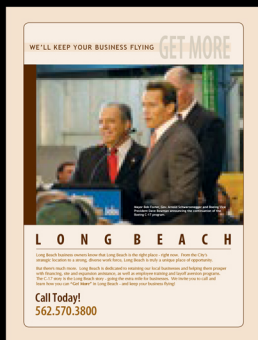


Business attraction can take many forms. Here are just two of six versions KruppCreative produced for use in transit environments.

KruppCreative • PORTFOLIO



These annual reports are just three of the scores of brochures for economic development, planning and other departments KruppCreative has produced.



Print advertising? Several of our ICSC business attraction campaigns have won national awards.

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How much will the new Standards cost?
In accordance with the California Energy Commission (CEC), the 2013 Building Energy Efficiency Standards will result in an average of \$2,200 to the cost of constructing a new residential building. Implementation of the new Standards is, however, estimated to return \$6,200 in energy savings over a 30-year period, or \$77 monthly on heating, cooling, and lighting.

Conserve energy – save money!
Maximize savings further by taking advantage of the numerous rebates and incentives available to our customers.

Key Features of the 2013 Standards

RESIDENTIAL

- Improved wall insulation and window performance to reduce heat loss in the winter and heat gain in the summer.
- Insulated hot water pipes to conserve water and energy, and reduce the time it takes to get hot water where needed.
- Use of high efficiency furnace, air conditioning, and water heating units (2009 Federal Appliance Standards).
- Enhanced mechanical duct insulation, duct sealing, and refrigerant charge testing for heating, ventilating and air conditioning (HVAC) systems, to ensure efficiency and improve indoor air quality (Climate Zone 8 only).
- Installation of high efficiency lighting and new lighting controls to program lights to turn off when no longer needed.
- Use of whole house fans to cool homes and attics with outdoor air rather than use of an conditioning unit.
- Solar ready and roof design to accommodate photovoltaic (PV) systems, allowing for more renewable energy.
- Incorporation of Home Energy Rating System (HERS), resulting in higher property value appreciation.

NONRESIDENTIAL

- Verification of Commissioning Reports to ensure that installed energy systems meet building owner's requirements.
- Lighting and lighting control acceptance testing to be conducted by a certified technician.
- All air distribution system ducts and plenums to be installed, sealed, and insulated.
- Utilization of high performance windows, sensors, and controls, allowing buildings to rely on daylighting to avoid unnecessary use of installed lighting.
- Use of advanced lighting controls to synchronize light levels with daylight and building occupancy.
- Cool roof technologies for improved energy efficiency.
- Modifications for controls of space-conditioning systems and/or air economizers.
- New compliance measures for refrigerated warehouses and parking garage exhaust systems.

2013 GUIDE TO BUILDING ENERGY EFFICIENCY STANDARDS

2013 GUIDE TO ENERGY CODE STANDARDS

The 2013 Building Energy Efficiency Standards mandate new Statewide energy efficient requirements for building envelope/ exterior, electrical, lighting, mechanical, plumbing, and solar readiness construction.

What is Energy Efficiency Standards?
Effective July 1, 2014, the 2013 Building Energy Efficiency Standards aim to advance the adoption and implementation of Statewide energy efficiency and building practices. The Standards apply to any residential or nonresidential project that requires a building permit in one of the State's 16 climate zones. The updated Standards will lower California's overall greater energy production and Zero Net Energy (ZNE) buildings in the near future. Each city or county government is responsible for compliance and enforcement of the Standards.

What is "Zero Net Energy"?
Zero Net Energy (ZNE) is a general term applied to a building with a net energy consumption of zero over a typical year. California has set bold energy reduction goals, targeting ZNE for all new homes by 2020, and all new commercial construction by 2030. Future innovations will combine energy efficient designs with renewable energy generation to zero out net annual energy consumption.

What is my climate zone?
Energy use varies by climate conditions, which vary throughout the State. The California Energy Commission has established 16 climate zones that represent a geographic area for which an energy budget is established. A correct climate zone should be determined before any energy improvements or calculations are performed. For additional information, contact Long Beach Development Services.

Long Beach Climate Zones			
Climate Zone 6	90802	90813	Climate Zone 8
	90803	90814	
	90804	90815	
	90805	90816	
90806	90822	90808	

We are Here to Assist with the Compliance Process

Long Beach Development Services has a number of resources available to help your energy efficiency project succeed.

RESIDENTIAL APPLICANT

- Submit the necessary Energy Forms.
- Consult the necessary Energy Forms.

COMPLIANCE SOLUTION TEAM

- Plan Checker** - Assist applicants with the Standards, review the CEF Form, and determine if project is submitted to the State registry per HERS requirements.
- Inspector** - Review and approve the CEF and CDRH Forms and provide record to owner/applicant.
- HERS Rater** - Designated agent to provide testing and documentation of the system, as described in the residential Standards.

NONRESIDENTIAL APPLICANT

- Submit the necessary Energy Forms.
- Consult the necessary Energy Forms.

COMPLIANCE SOLUTION TEAM

- Plan Checker** - Assist applicants with the Standards, review the NRCC Form, and determine if project is submitted to the State registry per HERS requirements.
- Inspector** - Review and approve the NRCC, NRCA and NRCA Forms for the owner or implementing party.
- Acceptance Testing (AT)** - Certified technician to perform testing of lighting controls.
- HERS Rater** - Designated agent to provide testing and documentation of the mechanical system, as described in the nonresidential Standards.

CONSERVE ENERGY – SAVE MONEY!

The 2013 Building Energy Efficiency Standards mandate new Statewide energy efficient requirements for building envelope/ exterior, electrical, lighting, mechanical, plumbing, and solar readiness construction.

Join us at one of the following informative presentations designed to familiarize the public with the updated Standards and provide a better understanding of energy efficiency.

2013 Energy Efficiency Standards - Residential
Long Beach Main Public Library Auditorium
100 West Pacific Avenue
Tuesday, September 2, 2014, 8 a.m. – 10 a.m.

2013 Energy Efficiency Standards - Non-Residential
Long Beach Main Public Library Auditorium
100 West Pacific Avenue
Tuesday, October 7, 2014, 8 a.m. – 10 a.m.

Please RSVP to secure participation space, indicating which meeting you wish to attend. For more information, go to www.lbdss.info/building2013_energy_efficiency_standards.asp.

2013 GUIDE TO BUILDING ENERGY EFFICIENCY STANDARDS

YOU'RE INVITED!

LONG BEACH DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH

2013 Energy Efficiency Standards – Residential
Long Beach Main Public Library Auditorium
100 West Pacific Avenue
Tuesday, September 2, 2014, 8 am – 10 am

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RESTAURANT GUIDELINES

1st STEP Finding the Right Location

2nd STEP Getting Ready to Build

3rd STEP Getting Ready to Open

RETAIL GUIDELINES

1st STEP Finding the Right Location

2nd STEP Getting Ready to Build

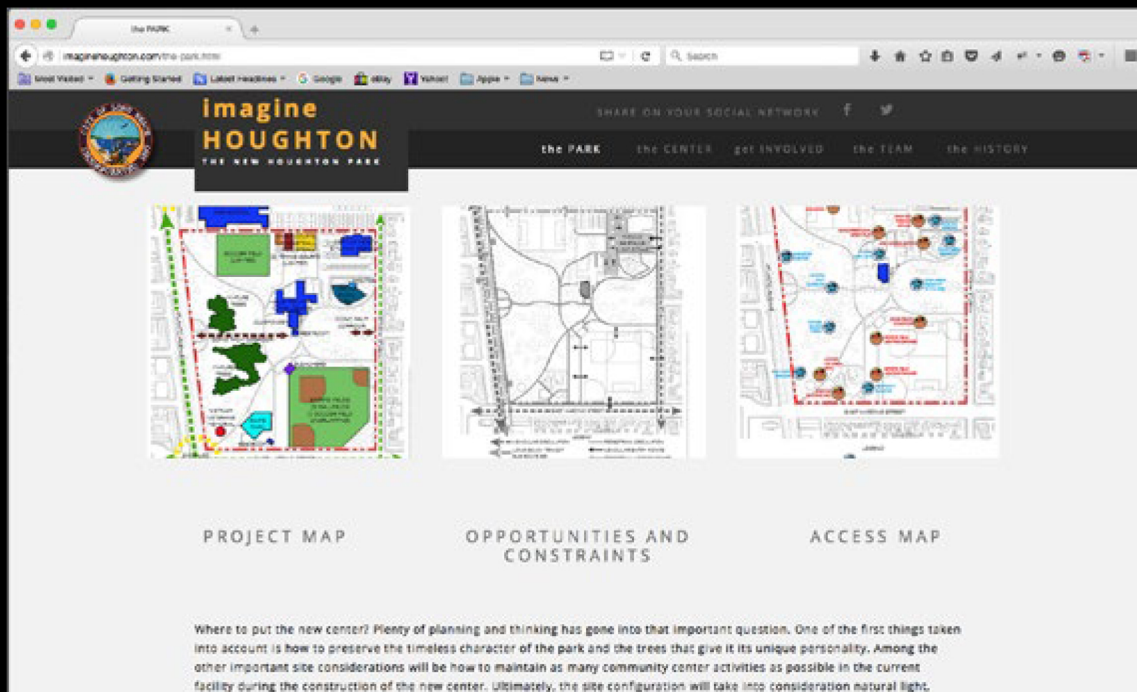
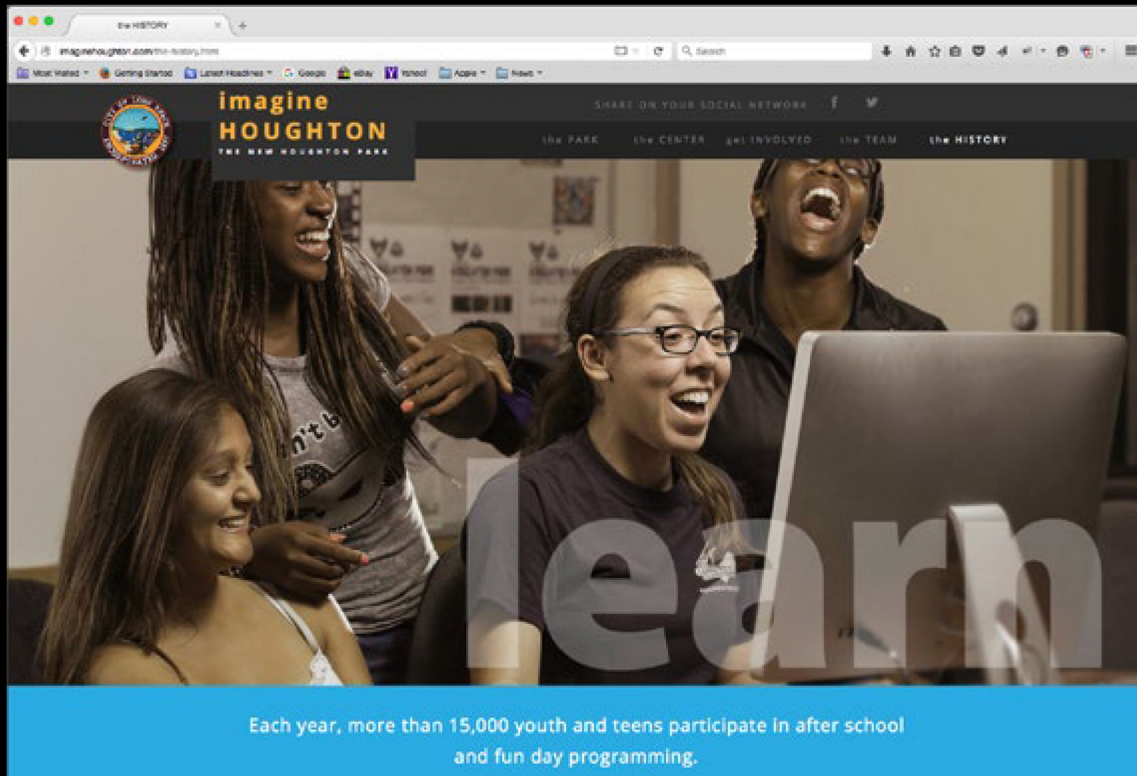
3rd STEP Getting Ready to Open

Your guide through the permitting process

1st STEP Finding the Right Location

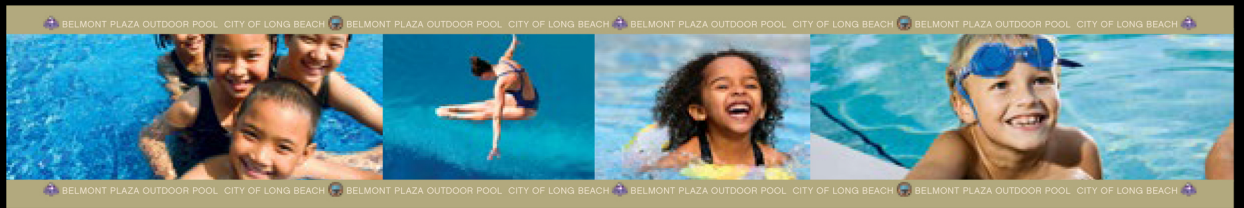
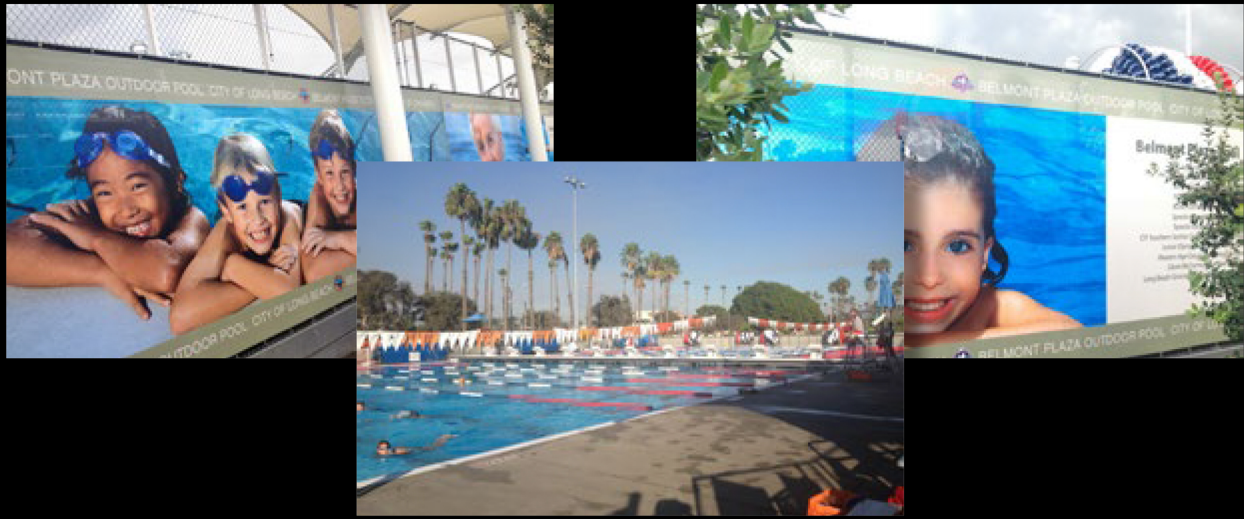
2nd STEP Getting Ready to Build

3rd STEP Getting Ready to Open



Assignment? Build and maintain an interactive website that educates and involves the community.

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BELMONT PLAZA OUTDOOR POOL CITY OF LONG BEACH

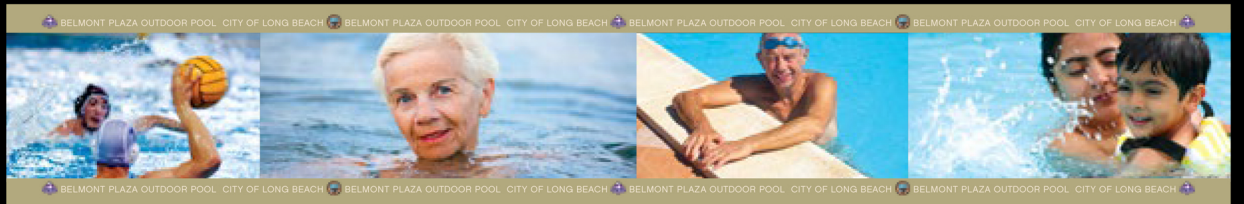
Belmont Plaza Pool Events

- 1968 Olympic Trials in Men's Swimming, Men's & Women's Diving and Water Polo
- 1969 AAU Short Course Nationals
- 1969 NCAA Water Polo Championships
- 1971 Pan American Games Trials in Water Polo
- 1974 College and University Division NCAA Swimming and Diving Championships
- 1974 AAU National Interscholastic Swimming Championships
- 1975 World Games Trials in Swimming
- 1976 AAU Long Course Nationals
- 1976 Olympic Trials in Men's & Women's Swimming
- 1978 NCAA Division I Swimming and Diving Championships

Belmont Plaza Pool Events

- PGC 12 Conference Championships
- Big West Conference Championships
- MPF Conference Championships
- SCC Conference Championships
- SCAC Conference Championships
- South Coast Pool Championships
- Special Section Championships
- CF Southern Section Swimming & Water Polo Championships
- Junior Olympic Swimming Championships
- Western Age Group Swimming Championships
- Open Water & Marathon "Sea Angel"
- Long Beach Graciosa Master's Swim (Triathlon) Championships

BELMONT PLAZA OUTDOOR POOL CITY OF LONG BEACH



Tidelands gave us this great project - wrap a swimming pool! We worked with the pool designers and sign makers to make this fun and informative wrap that truly represents the city.



When asked to design a brand for tidelands, this is was our response. We think it nails the look of our local beaches and works well with the city seal.



Wrap a police truck? This was a first! We went for the Hot Wheels look and everyone agreed it was perfect.