

South Bay Cities Council of Governments

March 24, 2016

TO: SBCCOG Board of Directors

FROM: Jacki Bacharach, SBCCOG Executive Director
Kim Fuentes, Deputy Executive Director

SUBJECT: Environmental Activities Report

Adherence to Strategic Plan:

Goal A: Environment, Transportation, and Economic Development. Facilitate, implement and/or educate members and others about environmental, transportation, and economic development programs that benefit the South Bay.

I. PROGRAMS - TECHNOLOGY, PLANNING, & RESEARCH

Climate Action Planning

Strategic Growth Council (SGC) Grant

There are five measure development components of the SGC grant – Land use, Transportation, waste, greening, and energy generation/storage.

Land use and transportation (under the direction of Wally Siembab):

1. Most of February has been spent developing a first full draft of the trip matrix for review by Marlon Boarnet and Consultants. The trip matrix includes all VMT and VMT reductions for each of the South Bay strategies and will serve as the basis of methodology for the CAP.
2. Acquired NAIC data and joined parcel data from UCSD for 144 centers
3. Meeting with the Shaheen Consultant team to discuss the trip matrix and strategy conceptualization.
4. Revived survey data with Marlon Boarnet, Chair, Department of Urban Planning and Spatial Analysis, USC.

Energy Efficiency

Energy Leader Partnership (ELP)

2016 Goal: 1,511,338 kWh

2015 Status: Completed 19,229 kWh (1.2% of goal)

2015 paid out incentives to cities: \$2,111

The City of Torrance requested assistance from the SBCCOG with identifying incentives for a lighting retrofit to be completed at the Torrance Main Library. In February 2016, SBCCOG staff and the contracted energy engineer conducted a Main Library lighting walk-through. Over 800,000 kWh of savings potential is expected with this LED lighting retrofit project. Torrance's incentive application was submitted on 2/29/2016 and awaiting project authorization approval from SCE. This collaboration was truly a South Bay Cities' Energy Efficiency team effort with SBCCOG staff and the contracted energy engineer.

In the Pipeline...currently over 4 million kWh

City	Current Tier Level	kWh Savings in Project Pipeline
Carson	Gold	1,485,301
Hermosa Beach	Silver	367,088
Inglewood	Gold	970,829
Manhattan Beach	Platinum	51,309
Rancho Palos Verdes	Gold	38,269
Redondo Beach	Silver	120,916
Torrance	Silver	570,779 + new LED lighting project at Main Library TBD

SBCCOG staff attended the CPUC Energy Efficiency Coordinating Committee (“CC”) in February. The main discussion centered on establishing deadlines for program administrators’ (i.e. investor-owned utilities such as Southern California Edison) to submit draft rolling portfolio business plans for review by the CC. Local government presence is important because these business plans are where the public sector energy efficiency funding is determined for programs such as the Local Government Energy Efficiency Partnerships. The CC is comprised of energy professionals and local government staff who will provide guidance to the program administrators (i.e. Southern California Edison) on energy efficiency programs. The next CC meeting will be March 15 in San Francisco, but video conferencing will be available.

SBCCOG staff has completed evaluating cities’ interest levels in a bulk-purchasing request for proposal (RFP) for energy efficient field lighting. Interest was expressed for a discount program for energy efficient ballfield lighting. Typically, cost has been a barrier for cities to install field lighting; however, one city has found a suitable candidate after testing a field light fixture and evaluating cost. After further investigation, a bulk-purchasing agreement does not appear feasible based on the highly customized nature of outdoor lighting. Each jurisdiction has specific lighting requirements and typically will test for several months and sometimes up to a year to determine the outdoor fixture to install. The SBCCOG will continue to investigate and communicate with manufacturers whether there is a viable discount program for the South Bay Cities.

Energy Efficiency Management Information Systems - EEMIS

The Energy Management Working Group met on March 2, 2016 at Redondo Beach’s Main Library. The Redondo Beach Deputy Public Works Director provided a tour to South Bay city staff of the recent renovation to highlight energy efficiency improvements at the Main Library. Additionally, an educational outdoor lighting presentation was given by Kevin Sakamoto from South Coast Lighting. SBCCOG staff continues to utilize EEMIS for generating energy reports to assist cities with their energy projects.

Southern California Gas Company (SCG)

2016 Goal: 10,000 therms

Planning phase:

- City of Hawthorne – chiller controls upgrade at Memorial Center
- City of Carson – two pool heater replacement
- Marymount California University – replace pool boiler with solar thermal
- Wiseburn USD – new high school with two new meters, construction underway
- Redondo Beach USD – gas fired furnaces and HVAC, classroom in construction

Installation in progress

- Torrance USD – new pool with pool heater and potentially pool cover

SBCCOG, Gas Company, and West Basin MWD staff met with new Inglewood Unified School District Superintendent to share energy and water efficiency resource opportunities for district cost savings. Thank you to Inglewood Councilmember Ralph Franklin for making the meeting possible.

HERO

The spreadsheet below covers the activity from each jurisdictions' launch date through February 29, 2016.

Program Activity through February 29, 2016

Member	Launch Date	Eligible Housing Units *	Total Applications Received	Applications Approved	Approved Amount	Funded Projects	Funded Amount	Jobs Created***	Type of Products			Solar kW Installed	Annual kWh Saved	Annual CO2 Reduced (Tons)
									Energy	Water	Renewable			
Carson	5/23/14	23,852	948	601	\$37,845,434	300	\$7,564,381	65	502	23	80	187	1,841,403	454
El Segundo	5/23/14	4,312	25	20	\$3,380,614	9	\$197,913	2	9	3	2	2	68,166	15
Gardena	5/23/14	14,921	334	223	\$13,554,621	108	\$2,555,405	22	158	6	14	29	424,934	105
Hawthorne	5/23/14	14,245	262	187	\$13,348,930	89	\$2,160,197	18	141	3	12	27	450,695	110
Hermosa Beach	5/23/14	7,734	33	25	\$5,459,000	9	\$216,754	2	10	0	6	15	53,898	15
Inglewood	5/23/14	22,779	652	439	\$26,782,265	218	\$5,670,146	48	363	20	28	62	1,037,496	254
Lawndale	5/23/14	7,879	68	47	\$2,987,509	21	\$334,224	3	27	0	4	11	70,102	19
Lomita	5/23/14	6,028	60	50	\$4,739,410	27	\$624,597	5	40	3	10	32	199,494	50
Manhattan Beach	5/25/15	13,945	38	34	\$7,606,758	12	\$245,280	2	23	0	0	0	166,706	36
Palos Verdes Estates	5/28/15	4,999	16	15	\$3,194,631	3	\$163,268	1	5	1	0	0	12,048	3
Rancho Palos Verdes	5/23/14	17,759	117	99	\$15,899,033	41	\$998,668	8	60	3	8	20	311,585	73
Redondo Beach	3/24/15	21,253	99	76	\$9,830,271	31	\$646,425	6	41	2	12	28	162,935	42
Rolling Hills	5/23/14	718	4	4	\$1,131,678	2	\$119,637	1	2	0	0	0	995	0
Rolling Hills Estates	5/23/14	3,064	28	26	\$4,763,312	15	\$486,337	4	22	1	4	14	138,522	33
Torrance	5/23/14	39,118	395	325	\$32,950,664	172	\$3,813,831	34	246	8	50	127	942,888	238
Total		202,606	3,079	2,171	\$ 183,474,130	1057	\$ 25,797,061	221	1,649	73	230	555	5,881,867	1,448

* Eligible housing units based off Total Single Family Homes minus 5 units or more from the Department of Finance City/County Population and Housing Estimates, 1/1/2013.

*** 1 job for every \$117,000 invested.

Ygrene

As of February 9, 2016 there have been 19 projects completed for \$424,822 in the South Bay cities that have the Ygrene program.

Energy Upgrade California Community Outreach Ambassador

Contract goals: 8 outreach events and 6 presentations to be completed by Nov. 30, 2016

Status of goals: 8 outreach events have been identified (2 will be held in March); 1 presentation has been completed and 3 are scheduled to be completed in March.

Green Building Challenge

Contract goals: 170 - 270 participants by August 2016

Status of goals: 105 participants enrolled in the South Bay Cities Green Building Challenge

The current program focus is continued outreach to new participants and program management to engage existing participants. In February, 18 new businesses enrolled in the Challenge and over 18 business outreach meetings were held, including a presentation to the Hawthorne Kiwanis and a meeting with Kaiser Permanente. The program partners and participants were showcased at the SBCCOG 17th Annual General Assembly. Four Green Building Challenge participants participated in Direct Install this month.

The GBC program newsletter was sent out twice in February, and the SBCCOG will be providing updates on enrollment by city. Current standings: Torrance (25), El Segundo (12), Redondo Beach (11), Gardena (11), Lawndale (10), Rancho Palos Verdes (6), Manhattan Beach (5), Hawthorne (5), Carson (4), Inglewood (4), Hermosa Beach (3), Lomita (3), Rolling Hills Estates (3), Lennox (2), and Palos Verdes Estates (1).

Water Conservation

West Basin Municipal Water District Programs (West Basin) *Contract year is Sept. 1 through Aug. 31*

Water Reliability (WR)

Contract goal: 427 WR support cards to be collected by August 31, 2016.

Status of goals: 399 cards collected as of February 2016. The Cash for Kitchens outreach contributed to this goal during the month of February bringing in 9 support cards for a total of 20 collected to date under that activity.

Contract goal: Up to 30 WR presentations to be scheduled.

Status of goals: 19 have been scheduled as of February 29. (Note: this goal is dependent upon West Basin's availability.)

Contract goal: Up to 20 tabletop WR business briefings to be scheduled.

Status of goals: 5 as of February 29.

Cash for Kitchens

Contract goals: 40 kitchen audits to be completed by Aug 31, 2016.

Status as of February 29, 2016: 25 audits completed.

Contract goals: 50 follow-up visits at 50 previously audited sites.

Status as of February 29, 2016: 26 follow-up visits completed.

Activities for February included SBCCOG staff contacting the following businesses: The Village (Hawthorne), Crawfish Corner (Carson), Joy Bakery (Carson), Blue Lotus (Carson), Hole Mole (Carson), Poke Etc (Carson), Tita Celia's (Carson), Thai Cuisine (Carson), Blue Basil (Torrance) and Days Inn Hotel (Torrance)

Contract goals: 2 training sessions to be completed by August 31, 2016.

Status as of February 29, 2016: 0 training sessions.

SBCCOG Staff will work with West Basin staff to schedule the first Cash for Kitchens training session on March 2016.

Rain Barrel

Contract goal: 5 rain barrel events.

Status of goal: Goal met.

Car Wash

Contract goal: "Re-enroll" current 8 car wash companies that are participating in the program.

Status of goal: Goal met – re-enrollments of: Dominguez Car Wash (Carson), Go Eco Express Car Wash (Lawndale), Rock n Roll Car Wash (Hermosa Beach), Bellagio Car Wash (Lawndale), Crenshaw Imperial Car Wash (Inglewood), Green Forest Car Wash (Hawthorne), Lennox Car Wash (Lennox) and Gardena Car Wash (Gardena)

Contract goal: strive to enroll up to 2 new car wash companies by August 31, 2016.

Status of goal: 0 new car wash companies.

SBCCOG staff visited the following Car Wash business in February to promote the program: Red Carpet Car Wash (Manhattan Beach) and 5 Minute Car Wash (El Segundo)

California Friendly Landscape Training (CFLT)

Contract goal: minimum of 6/maximum of 12

Status of goal: 3 completed.

SBCCOG staff sent e-blasts and took registrations for a CFLT that took place in Culver City on 2/17/16. SBCCOG staff is working with West Basin and WRD to plan and schedule a Spanish-language CFLT in the Spring. Per West Basin, 5 residential greywater classes will be offered in late Spring/Summer and will count toward the CFLT contract goal. SBCCOG staff is working with West Basin on determining dates for the workshops.

Smart Controller Exchange Events

Contract goal: 3

Status of goal: 2 have been scheduled – April 2nd and May 7th.

Lunch & Learn Workshops

Contract goal: 2 workshops

Status of goal: 2 additional Smart Controller Exchange Events will take the place of the Lunch & Learn Workshops

Water Harvest – Goal Met (October 2015)

MWD Caucus Meeting

The February meeting included a presentation on the Metropolitan Water District's proposed biennial budget and revenue requirements for fiscal years 2016/17 and 2017/18, the estimated water rates and charges for calendar years 2017 and 2018, and a ten-year financial forecast. An overall rate increase of 4.0% is proposed in each year of the biennial budget. The ten-year forecast projects an overall rate increase of 4-5% thereafter for the remainder of the ten years. These rates are estimated based on MWD's current methodology for developing rates and charges to produce necessary revenue required to cover costs.

Sanitation Districts

Contract goal: Schedule 5 Sanitation Districts-related presentations to be completed by December 31, 2016.

Status of goal: 1 presentation completed

Transportation

Vanpool Program

Contract goal: 72 outreach events; 18 information/formation meetings to be completed by February 15, 2016.

Status of Goal: Goal exceeded - 103 outreach events; 18 information/formation meetings

In February, SBCCOG staff was able to schedule and completed the contract requirements through a Vanpool formation meeting at the Terranea Resort and the subsequent analysis of their employee commute data. During this reporting period Metro approved a 36-month extension of the Vanpool contract. Outreach efforts continued to focus on Rule 2202 Compliant Companies as well as the City of Redondo Beach, Providence Holy Cross Hospital, employees at the City of Torrance, and California State University Dominguez Hills. SBCCOG Staff continues to coordinate and explore efforts to identify and target Green Building Challenge companies for “Lunch and Learn” events in March, 2016. Metro Vanpool was invited and participated as an exhibitor at the SBCCOG General Assembly.

Metro ExpressLanes (MEL)

The goal of the MEL Contract is to continue to build awareness and increase the number of FasTrak® transponder accounts for vehicles using the I-110 Corridor ExpressLanes as well as encourage use of the Silver Line bus services and vanpools.

Status of goal: 26 community events; 2 MEL email update; 3 SBCCOG Newsletters

SBCCOG invited and MEL participated and distributed materials at the SBCCOG General Assembly. SBCCOG staff met with the MEL support Team to discuss marketing opportunities in the South Bay and has confirmed MEL’s participation in an upcoming Harbor UCLA Rideshare schedule in March.

Smart Mobility Tool

Contract goal: Wide-spread adoption of South Bay Smart Mobility Platform – aka, Ride Amigos TDM (transportation demand management) Software Platform - throughout the South Bay

Kick-off meeting March 8 with UrbanTrans – marketing and implementation discussed.

II. MARKETING, OUTREACH, & IMPLEMENTATION

Workshops, Trainings & Exchanges

The following chart lists an overview of all workshops held in February 2016:

Event Date	Event Name	No. Attended/ No. of RSVPs	Marketing Info. (how did they hear about the workshop):	Staff Lead
2/2/16	Moving Toward a Zero Waste System: Minimizing Your Impact on the Environment (with Sanitation Districts)	30/40	Email: 30 Flyer: 3 Friend or Family: 4 Website: 3	GFG
2/17/16	California Friendly Landscape Training - Culver City - E-BLASTS and REGISTRATIONS ONLY	25/50	Email: 29 Flyer: 2 Friend or Family: 10 Local Publication: 3 Other: 2 Social Media: 3 Website: 1	No Staff

The February SCE HVAC workshop held at the SBCCOG’s Environmental Services Center on February 12 was a great success with a full room of attendees. Over one third were from South Bay businesses. As a follow up, SBCCOG finalized details with SCE to provide a LED Lighting Workshop scheduled April 7, 2016. The workshop will be promoted to both city staff as well as to businesses. In addition, the SBCCOG hosted the Basic HVAC SCE seminar on 2/12/16; there were 27 attendees.

Outreach Events

- **1** community event
 - Scheduled to attend **2** community events in March
- **4** presentations/workshops (SBCCOG overview)
 - Scheduled to give **6** presentations/workshops in March (SBCCOG overview)
- **4** overview of SBCCOG/Water Reliability business briefings or group presentations
 - Scheduled to give **1** overview of SBCCOG/Water Reliability group presentation in March
- Calendar year-to-date through February 2016:
 - **3** - community events
 - **6** - Business / business card / business briefing events
 - **4** – presentations / workshops
- Scheduled to attend **2** business events in March
- Scheduled to attend **1** employee event in March

Kiosk - Peninsula

Partner program and volunteer program information was made available throughout the month of February.

Media

Press Releases

SBCCOG 17th Annual General Assembly “Governing in an Era of Disruptive Technologies”

Earned Media Received as of February 29

“South Bay must ride tech train” Daily Breeze, February 27, 2016 (Front page headline)

“Join in the Fun, Comradery and Meaningful work of a South Bay Environmental Services Center Volunteer Recruitment Begins” Gardena 101, February 2016

Cable TV

SBCCOG staff coordinated with Hawthorne Community Television for a film story featuring West Basin Municipal Water District staff explaining water reliability and desalination. The filming took place at the Edward C. Little Water Recycling Facility in El Segundo. The water story starts about 11:13 on the video. <https://www.youtube.com/watch?v=bAeoVURzTHU>

Social Media

As of March 2, 2016 social media activity is as follows:

Twitter: 390 followers, 3,454 impressions*

Facebook: 482 likes, 2,688 impressions

LinkedIn: 92 followers, 1,446 impressions

**Impressions: the number of times a post has been viewed*



Impressions	139
Total engagements	5
Likes	3
Media engagements	1
Profile clicks	1

Twitter During the General Assembly:

This year's General Assembly generated the most traffic we have ever had on Twitter (or any social media platform for that matter) in one day. We were @mentioned 16 times and #SBCCOGGA was used 16 times as well, helping @SBESC gather 10 new followers just during the event. Interaction on Twitter from SCAG and other exhibitors/sponsors/partners helped expand the General Assembly's reach to a larger audience. More importantly however, a conversation cultivated by attendees addressing the speakers' material highlighted the potential for social media at such events. With only minimal marketing or guidance from SBCCOG, this year's theme coupled with a handful of engaged attendees spurred on substantial dialogue that was broadcast not just among those in attendance, but also to the thousands that follow their Twitter feeds. Given this encouraging outcome, considering targeted social media promotion (e.g. maybe paid advertising) for next year's General Assembly might serve to better market the event, both increasing RSVPs as well as expanding the reach of the conversation.

Website Development

Recently, both websites were further developed to improve their user-friendliness and enhance their function. A Google Search Plug-In tool was implemented to refine and improve user search results for content on both southbaycities.org and SBESC.com. Additionally, an "Interest Notification" form was implemented on SBESC.com that enables visitors to sign up for notifications regarding specific programs/event dates (e.g. rain barrel distributions) and other related information. Currently, there are already over 260 submissions!

IT and Web Upgrade

The migration of SBCCOG web sites have been completed and they now reside on the CRG servers. Options for upgrading the SBCCOG office broadband capacities were explored; a service upgrade to 20 Mbs (up/down) from TelePacific is scheduled to be available on March 23rd. SBCCOG staff also met with the new IT service provider CSG for the first of several "on-boarding" meetings. Additional inventories of SBCCOG equipment/software were documented and a schedule to migrate from the SBCCOG's dedicated server to the Office 365 platform was outlined. New switching equipment is scheduled to be installed later in March; the migration of our email accounts will take an additional 4 weeks after the equipment is installed; it is anticipated that the entire migration of the SBCCOG server to the "Cloud" will take approximately 3 months.

Volunteer Program

Volunteers

Volunteer hours for the month of January 2016 are as follows:

- 163.75 hours
- Grand total as of 2/29/16 = 15,299.18 (Starting April 2008)

Training: On February 4, SBCCOG staff provided training on the Energy Upgrade California Outreach and Volunteer Hours Online Reporting to 9 volunteers to help with outreach.