

South Bay Cities Council of Governments

July 28, 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): Staff is meeting with consultant experts and preparing to discuss strategies with cities.

Energy Generation and Storage Chapter: The SBCCOG team is currently working on finalizing the final draft strategies for city sign-off. The sign-off meeting has been moved to August 3, 2016.

Energy Efficiency

Energy Leader Partnership (ELP)

2016 Goal: 1,511,338 kWh

2016 Status: Completed 520,757 kWh (34.5% of goal)

2016 paid out incentives to cities: \$79,225

SBCCOG energy team along with SCE and SCG presented a \$52,936 incentive check to Hawthorne Mayor and City Council on June 14, and the SBCCOG energy team and SCE presented a \$70,222 incentive check to Torrance Mayor and City Council. It pays to be a local government partner with the SBCCOG, SCE, and SCG.

The Energy Leader Recognition Luncheon will be held December 1, 2016.

In the Pipeline...currently over 4 million kWh

PIPELINE TOTALS	Estimated kWh savings	Estimated Therm Savings	Estimated Incentive (\$)
	4,877,450	7,040	\$1,170,069

Ask staff about the projects in your city.

EEMIS

EEMIS funding ended on June 30, 2016. SBCCOG staff is working on a proposal for Strategic Energy Management that will leverage the existing EEMIS work with SCE and SCG. It is anticipated this proposal will go out to SCE and SCG in August 2016 with program activities to begin in Fall 2016 or early 2017, contingent upon utilities' approval. This is the next step in an energy management program to institutionalize energy management within cities. The first step is setting up an energy accounting system, which EEMIS has achieved.

Southern California Gas Company (SCG)

2016 Goal: 10,000 therms

2016 Status: 14,224 therms (142% of goal)

In the Pipeline...currently 22,800 therms identified

Ask staff about the projects in your city.

Energy Upgrade California Community Outreach Ambassador

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

Status of goals: 6 outreach events have been completed (3 events were held in June; 2 additional events are scheduled in October); 7 presentations have been completed (Goal Met)

The theme and topic for June: Drought / Save Water Tips; theme/topic for July: Drought / Saving Water Indoors.

Highlight: made arrangements for "Bear", the Energy Upgrade CA mascot to participate at the City of Torrance Open House/Environmental Fair on June 4th. Bear was a big hit with all of the attendees; photos with the Mayor and other Councilmembers.

Green Building Challenge

Contract goals: 170 - 270 participants by August 2016

Status of Goal: 155 participants enrolled in the South Bay Cities Green Building Challenge

There are 155 participants enrolled in the South Bay Cities Green Building Challenge and the current program focus is continued outreach to new participants and program management to engage existing participants. The GBC program poster was included in the Statewide Energy Efficiency Collaborative (SEEC) poster session on June 15, 2016.

The GBC program newsletter was sent twice in June. Current standings by city: Torrance (31), Lawndale (22), Redondo Beach (16), Gardena (15), El Segundo (15), Hawthorne (9), Inglewood (8), Rancho Palos Verdes (6), Manhattan Beach (6), Palos Verdes Estates (6), Carson (6), Hermosa Beach (5), Lomita (3), Rolling Hills Estates (4), Lennox (2), and Los Angeles County – Community of Westmont (1).

Water Conservation

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

Goals Met

- Water Harvest - October 2015

- Rain Barrel - 5 rain barrel events
- Car Wash - “Re-enrolled” current 8 car wash companies that are participating in the program.
- Water Reliability (WR) - 427 WR support cards to be collected and up to 30 WR presentations scheduled.
- Home Depot Plant Sales - all 5 events have been completed
- Smart Controller Exchange Events - 3

Water Reliability (WR)

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

Status of goals: 13 have been scheduled as of June 29

Cash for Kitchens

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

Status as of June 30, 2016: 35 audits completed.

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

Status as of June 30, 2016: 49 follow-up visits completed.

Activities for June included SBCCOG staff contacting the following businesses: Restoration Kitchen (Torrance), Red Car (Torrance), Keegan’s (Torrance), Torrance Bakery (Torrance), La Capilla Mexican Restaurant (Torrance), Tortilla Cantina (Torrance), HMart (Torrance) and Torrance Tavern (Torrance).

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

Status as of June 30, 2016: 1 training sessions completed May 5.

California Friendly Landscape Training (CFLT)

Contract goal: minimum of 6; maximum of 12

Status of goal: 8 completed; 3 scheduled for June

Per West Basin, 5 greywater classes will be offered in Summer and will count toward the CFLT contract goal. The first one was held on June 29th in Manhattan Beach; 4 additional ones have been scheduled: 7/11 – Carson; 7/30 – Culver City (registrations only); 8/20 – Inglewood; 9/10 – Hawthorne

Lunch & Learn Workshops

Contract goal: 2 workshops

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

MWD Caucus Meeting

The June meeting included an update on Metropolitan Water District’s recent public survey and conservation messaging, given by Carolyn Schaffer, External Affairs MWD. This is in response to the state replacing the prior percentage reduction-based water conservation standard. The new conservation approach will be focused on making conservation a permanent part of the California lifestyle.

IRWMP South Bay Steering Committee Meeting

The June meeting included presentations on seven Enhanced/Watershed Management Plans and projects: Santa Monica Bay, Ballona Creek, Marina del Rey, Dominguez Channel, Peninsula Cities, Machado Lake, and Beach Cities. The plans were determined to meet the goals and objectives of the Greater LA County Integrated Water Management Plan.

Sanitation Districts

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

Status of goal: 2 have been completed; 1 has been scheduled.

Torrance Water

Assisted the City of Torrance in securing exhibitors for the City Yard Open House/Environmental Fair on June 4th (Sanitation Districts; SEC Mobile Energy Unit; USGBC BuildSMART Sustainable Materials and Resources Trailer; El Camino College Robotics Academy); SBESC had an exhibit table as did Energy Upgrade CA.

Los Angeles Department of Water and Power (LADWP) Contract year is April 1, 2016-March 31, 2017 SBCCOG staff has prepared a list of activities by month to meet the deliverables. We participated in two community events in San Pedro in June (6/6/16 and 6/25/16); SBCCOG staff will be attending Neighborhood Council meetings in July and August; Farmers Markets in San Pedro, Wilmington, Harbor City, Harbor Gateway in July, August, September.

SBCCOG staff met with the Chamber CEO's of Harbor City/Harbor Gateway, San Pedro, and Wilmington communities to explain LADWP energy and water saving programs that SBCCOG staff will be promoting to businesses and residents in Council District 15. The new contract has allowed the SBCCOG to extend its reach to three more active chambers in the South Bay geographic region. The three chambers all extended the opportunity to publish articles in their newsletters and offered no cost meeting room space if needed by the SBCCOG. A June article promoting LADWP Commercial Direct Install program has been sent to all three chambers.

Transportation

Vanpool Program (Contract period Feb. 1, 2013 – Nov. 30, 2018)

Contract goal: 72 outreach events; 18 information/formation meetings

Status of Goal: 48 outreach events; 4 information/formation meeting

In June, SBCCOG staff distributed collateral material at 7 SBCCOG outreach events. SBCCOG staff continued to work with Metro to support Harbor UCLA's efforts for vanpool formation at the hospital's June "RideShare" event. Additionally, SBCCOG staff met with the Human Resource Director at the Terranea Resort to continue on-going discussion and review of Metro programs to support the Resort's efforts to establish, enhance and incentivize vanpool and carpool formation. Opportunities continued to be explored to identify and target Green Building Challenge companies for transportation related "Lunch and Learn" events. Similar targeted strategies as above were discussed to market vanpool through South Bay Travel Pal platform.

Metro ExpressLanes (MEL) (Contract period Aug. 1, 2015 – Jul. 31, 2016)

Contract goal: 30 outreach events; 2 presentations (This goal is dependent upon the availability of the mobile van).

Status of goal: 82 community events; 11 presentations; 6 MEL email updates; 6 SBCCOG Newsletters

SBCCOG sent multiple invitations and notices to MEL about future South Bay events that would be of value to the MEL support Team. SBCCOG was notified that MEL would be participating at the Harbor UCLA "Rideshare" event. SBCCOG continues to inform and recommend marketing and outreach opportunities to the MEL's marketing team.

Work has also started with Metro staff on contract continuation for 2017.

Electric Vehicle Charging Station Siting and Installation - CEC grant (Contract period Feb. 25, 2015 – Jan. 30, 2017) (under the direction of Wally Siembab and his team)

This program focuses on identifying and eliminating the barriers to electric vehicle charging stations (EVCS) at multi residential dwellings (MUD).

Further review and comments on the Luskin Draft assessment of EVCS MUD installation occurred during this reporting period and a “Draft Final” Report for Task 2 was submitted to the CEC. Outreach to the California Apartment Association, local EVCS advocates and SBCCOG contacts continued to secure opportunities to promote, distribute and interact with MUD owners as part of Task 3. Tentative dates/opportunities were proposed to begin this effort in July and continuing through September. Preparations continued for the Task 3 deliverable to survey the South Bay Cities state of EVCS readiness.

Travel Pal – Smart Mobility Tool (Contract period Aug. 1, 2016 – Aug. 31, 2017)

Travel Pal officially launched on May 16th. Follow-on promotion and messaging of the program continued through the SBESC e-newsletter, SBCCOG printed quarterly newsletter, embedded links, text and content on the SBCCOG and SBESC web sites. As of June 23rd, 183 individuals had registered as Travel Pal members. The primary communication for the launch was done through the SBESC e-newsletter (14,000+) subscribers; letters to South Bay elected officials and city managers. Efforts to market the service continued in June through: SBESC weekend outreach events; outreach to large South Bay Employers including the LA Air Force Base, Terranea Resort and the Beach Cities Health District. A targeted and customized outreach program to large South Bay venues was planned including a City Managers’ project briefing and letters of support from all South Bay City Managers have been requested.

II. MARKETING, OUTREACH, & IMPLEMENTATION

Workshops, Trainings & Exchanges

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

Event Date	Event Name	No. Attended/ No. of RSVPs	Marketing Info. (how did they hear about the workshop):	Staff Lead
6/11/16	Torrance California Friendly Landscape Training	38/65	Email: 49 Friend or Family: 6 Social Media: 3 Website: 3	AB
6/11/16	Weather-Based Irrigation Controller Exchange – Carson (20 controllers exchanged)	17/30	Email: 20 Friend or Family: 3 Social Media: 3 Website: 1 Other: 2	ML
6/11/16	California Friendly Landscape Training - Hermosa Beach	11/25	Email: 9 Flyer: 2 Friend or Family: 2 Social Media: 8 Website: 4	JZL
6/22/16	California Friendly Landscape Training - Gardena	12/33	Email: 20 Flyer: 1 Friend or Family: 5 Social Media: 4 Website: 1 Other: 2	MS
6/25/16	California Friendly Landscape Hands-on-Workshop - Hermosa Beach	15/30	Email: 17 Flyer: 1 Friend or Family: 1	CW

			Social Media: 6 Website: 3 Other: 2	
6/29/16	California Friendly Landscape Training Hands-On-Workshop	27/23	Email: 17 Friend or Family: 3 Social Media: 1 Other: 2	MS
6/29/16	Greywater Workshop - Manhattan Beach	51/100	Email: 68 Flyer: 2 Friend or Family: 2 Local Publication: 9 Social Media: 11 Website: 8 Other: 2	ML

The next SBCCOG-hosted Basic HVAC SCE seminar has been scheduled for August 26, 2016.

Outreach Events

- **15** community events
 - Scheduled to attend **3** community events in July
- **1** Employee event
- **2** presentations/workshop (SBCCOG overview)
- **1** overviews of SBCCOG/Water Reliability business briefings or group presentations
- Calendar year-to-date through June 2016:
 - **34** - Community events
 - **2** - Business events
 - **6** - Employee events
 - **19** - Business card / business briefing events
 - **14** - presentations / workshops

Kiosk - Peninsula

Partner program and Volunteer program information were highlighted throughout the month including Energy Efficiency information, Weather Based Irrigation Controller Exchanges, California Friendly Landscape training workshops, West Basin Water Education & Water Recycling Tours, SBCCOG Spring Baywatch publication, PATH, Travel Pal, Zero Waste Workshop July 12 flyers, and HVAC Workshop August 26 flyers.

Media

During June, SBCCOG staff coordinated with a Herald Publications reporter who has agreed to write a story about the Green Building Challenge and publish just prior to the September 28 Green Building Challenge recognition event. The story will be in the El Segundo Herald, Torrance Tribune, Hawthorne Press Tribune, and the Lawndale Tribune. The press interview will take place July 7.

Press Releases/Press Interviews

“Meet Bear at the City of Torrance Environmental Fair and City Yard Open House,” Press Release issued June 1, 2016

“LADWP & SoCalGas Now Offer Commercial Direct Install Program,” Press Release issued June 24, 2016

“SCE Summer Discount Plan,” Press Release issued June 30, 2016

Earned Print Media

“Greywater Workshop June 29 in Manhattan Beach,” Daily Breeze Out & About, June 28, 2016

Earned Print and Online Media

“Moving Toward Zero Waste Workshop, July 12,” South Bay Adult School Summer 2016 Catalog

“San Pedro Shred Festival June 5,” LA15th Councilman Joe Buscaino e-newsletter, June 3, 2016

“California Friendly Landscape Training June 11,” Torrance City News, June 6, 2016

Earned Social Media

“Water 101 in El Segundo June 18,” Nextdoor, June 6, 2016

“Greywater Workshop on June 29,” Nextdoor, June 15 & June 20, 2016

“Water Recycling Tour in El Segundo July 9,” Nextdoor, June 27, 2016

“Moving Toward Zero Waste on July 12,” Nextdoor, June 28, 2016

Social Media

As of June 30, 2016 social media following is as follows:

Twitter: 423 followers, 2,984 impressions*

Facebook: 518 likes, 2,685 impressions

LinkedIn: 97 followers, 581 impressions

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

Top Tweet earned 399 impressions

As @EnergyUpgradeCA Ambassadors, we get to hear #energy stories from our #neighbors. What do YOU do to #save energy?

♥ 2

“@” refers to SBESC Partner’s Twitter account (handle).

Volunteer Program

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

- 259.5 hours - Grand total as of 6/30/16 = 15,946.68 (Starting April 2008)

Training: On June 9th, SBCCOG staff provided training on Travel Pal and How to Enhance Skills to Greet the Public to current and new volunteers to help with outreach events.

On June 2nd volunteers and staff went on a field trip to the South Coast Air Quality Management District (AQMD). Many of the volunteers commented that the trip was very informative.

Holiday Light Exchange

The Holiday Light Exchange for 2016 will be held November 10 and 11. SBCCOG staff has been working on sponsorship letters and will begin fund raising efforts the first week of July.