

South Bay Cities Council of Governments

January 13, 2014

TO: Steering Committee

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

SUBJECT: Environmental Activities Report

I. PROGRAMS - TECHNOLOGY, PLANNING, & RESEARCH

The artwork in the office has been changed with new pieces featuring Artist David Wolfram. His work is primarily local landscapes in oils and pastels. You may recognized some of the locations as you walk through the Center's halls.

Climate Action Planning

The Energy Efficiency Climate Action Plan RFP was circulated through the month of December. During this period staff collected questions from potential bidders and posted answers. On the January 3 deadline, five proposals were received. Staff will now be working with a selection committee to review the proposals, conduct interviews, and make a recommendation to the SBCCOG Board at their January meeting. This project is funded through the SCE Strategic Plan Strategies Phase 3 program.

Energy Efficiency

Over the holidays, the City of Palos Verdes Estates HVAC system stopped working and required immediate replacement. Our staff working with Greg Stevens, our Energy Engineer, was able to assist the City by providing information on energy efficient replacement equipment that could qualify for rebates

SCE Water Leak Detection Program

Data collection is underway and on track with each of our four participating cities: El Segundo, Inglewood, Lomita, and Manhattan Beach. SBCCOG continues to participate on bi-weekly conference calls with SCE and the technical teams of Willdan Engineering and Water Systems Optimization (WSO) consulting firms. The SBCCOG staff monitors the work and coordinates participating city review and comment on project deliverables. During December, the consultants started site visits to confirm input volumes, pressure, etc. The Program goal is to deliver quantifiable savings of both water and energy.

Energy Leader Partnership (ELP)

New 2014 tier level reports are scheduled to arrive by the second week in January and it is anticipated that the cities of Inglewood and Lawndale will move up to the Gold level. Staff worked with these cities and SCE through the last quarter of 2013 to help ensure this accomplishment could be realized.

Energy Action Plans (EAP)

The EAPs for the cities of Redondo Beach and Lawndale were submitted to and approved by SCE.

Beacon Award Champion

Staff is working with cities individually to help them obtain Beacon Award recognition. The following cities are now enrolled in the program: Carson, Hermosa Beach, Lawndale, Manhattan Beach, Rancho Palos Verdes, Rolling Hills Estates, and Torrance.

Next steps include planning a recognition event for cities currently participating working with ILG Beacon Lead staff, Yvonne Hunter. SBCCOG staff will continue to reach out to cities that have yet to respond to the invitation to participate. Because of the work that the SBCCOG is doing for cities, there are basically no additional requirements for them to be recognized with a Beacon Award.

City Staff Training Programs

The SBCCOG is coordinating free trainings for city staff. The third Building Operator Certification training (8 session certification course) was held on December 6th. Upcoming training sessions currently in the works include 2½ day Certified Energy Manager (CEM) course scheduled for January 21-23. Staff has been publicizing this training through “save the date” e-blast sent to selected South Bay city departments. Notices will continue through the weeks of January 6th and January 13th with follow up telephone calls.

Water Conservation

West Basin MWD

Staff conducted a quarterly meeting with West Basin MWD staff to review program status.

Water Reliability 2020

Contract goals: 1,000 WR 2020 support cards to be collected by August 31, 2014. Status of goals: 418 cards collected as of December 31, 2013

Contract goals: up to 40 WR 2020 presentations to be scheduled. Status of goals: 1 presentation has been scheduled. (This goal is dependent upon West Basin’s availability)

As directed by West Basin, Water Reliability 2020 presentations this year focus on city commissions, HOAs, and churches. Staff has been working with city commissions to request to be placed on an upcoming agenda for a WR2020 presentation. During December the following cities were contacted: Rolling Hills Estates, Rolling Hills, Palos Verdes Estates, Redondo

Beach, El Segundo, Lomita, Hermosa Beach and Manhattan Beach. The remaining cities will be contacted in January.

Water Reliability 2020 Business Briefings for December were successful in yielding a letter of support from LA Bio Med.

Cash for Kitchens

Contract goals: 40 kitchen audits to be completed by Aug 31, 2014. Status of goals: 2 audits completed as of December 30, 2013.

West Basin staff is in the process of creating new materials for staff to use for follow up visits. Materials include placemats and posters. New materials should be delivered to the Center the week of January 6. The contract goals include 50 follow-up visits at 50 previously audited sites.

Car Wash

West Basin approved the outreach plan for contacting car washes. Staff is working on identifying and contacting car wash companies in the South Bay to enroll in West Basin's Car Wash Discount Coupon Program.

Sanitation District

Sanitation District Presentations: contract goal: schedule 5 outreach presentations by December 31, 2013. Status of goals: goal met.

To support responsible disposal of household hazardous waste and e-waste, staff has been identifying and promoting collection events. An e-blast was sent out to the entire SBCCOG database in advance of the "Household Hazardous Waste & Electronic Waste Collection Event held in the City of Lomita on Saturday, December 14.

Transportation

MEL (Metro ExpressLanes)

Goals: 54 presentations (6 Metro specific presentations and 36 with MEL van present) and 120 FasTrak accounts opened. Complete: 44 presentations (8 Metro specific presentations and 36 with MEL van present with 100 FasTrak accounts opened.

Program achievement to date includes distribution of Metro materials at over 183 community outreach events where SBESC was present. Through these events, staff assisted more than 14,500 individuals. In addition, 79,000 pieces of material have been distributed via newsletters, Metro branded handouts, and verbal presentations. SBESC assisted with the opening of 100 Fastrak transponder accounts at over 44 different events where the Metro MEL van was showcased. MEL is scheduled to attend the Dr. MLK Jr Parade and Festival in Gardena on Jan 18. Staff contacted Sam's Club in Gardena to potentially schedule MEL van in January and/or February.

Vanpool Program

A vanpool formation meeting was conducted at Harbor UCLA on December 19. Staff worked with Harbor UCLA staff to preschedule attendance at their Employee Rideshare events later in the year in May and July.

II. MARKETING, OUTREACH, & IMPLEMENTATION

Staff has been collaborating with the Environmental Charter High School to submit a joint application for US EPA Environmental Education Grants. The US EPA is planning on awarding 2 to 3 grants of \$75,000 to \$200,000 per region for a one to two year cycle. It is envisioned that the proposal would build off our existing training and workshop series and utilize students to make presentations through the South Bay

Workshops & Trainings

The following chart lists information regarding all workshops held in December 2013:

Event Date	Event Name	No. Attended/ No. of RSVPs	Marketing Info. (how did they hear about the workshop):	Staff Lead
12/6/13	Building Operator Certification 1002: Measuring and Benchmarking Energy Performance	Taken by training provider	16 in attendance from South Bay cities	DM/GFG

Social Media

The SBCCOG holiday e-card was sent out to our entire database and was opened by more than a quarter of the recipients (e-newsletters average 15% open rate). We received some positive feedback and interest in our holiday light exchange as well.

With 16 tweets this month, our activity on Twitter continues to gain traction with various online newsletters. In particular, the prominently followed twitter account (over 119,000 followers) of entrepreneur and author, Sharon Lechter, featured our tweet in her publication, pictured below:

The Financial Literacy Daily

The screenshot shows the website's header with navigation icons for home, topics, photos, and videos. A date indicator shows 'Thursday, Dec 26, 2013' and a 'Next update in about 6 hours' notice. The main content area is titled 'BUSINESS' and features several news items: 'SAMA net foreign assets reach SR2.676 trillion | Arab News', 'SoCalGas - Save Energy and Money This Winter', 'Betfair Live Casino', 'Disinflation Risk and the Gold Price', 'Money fund assets fall \$22.09 billion to \$2.697 trillion for the week - Yahoo News Canada', and 'Swiss banks urge U.S. tax dodgers to come clean to beat deadline - POLITICO.com'. A sidebar on the right contains a profile for 'sharon lechter' with a bio, an 'Editor's note', and a list of her professional affiliations and publications.

Web Site

Most traffic on the SBESC website is sourced from Google searches and redirection from the SBCCOG website. The most abundant page views were the online calendar and the Certified Energy Manager (CEM) Course that is being hosted at our office January 21-23.

Most traffic on the SBCCOG web site comes directly from individuals through our website address. The next most often used path is through Google searches. Once on the site, most individuals go to meetings-agendas and General Assembly. Third most popular visit in December was to EECAP RFP.

Volunteer Program

Volunteer hours for the month of December are as follows:

- December 2013 = 142.75 hours
- 2013 Total hours = 2,043.75
- Grand total as of 12/30/13 = 10,506.68 (Starting April 2008)
- Volunteer Petra Schneider has been working with staff to streamline the SalesNexus data base. Her background is in systems - reviewing, assessing, and making recommendations on how programs can run more efficient. Currently, she is reviewing the contact data assessing how it is categorized and used.