

# Bay Watch

Friday, February 25, 2011 – 12th Annual General Assembly  
 The South Bay in 2040: Out of the Box and Into the Future!

**Winter 2011**

A quarterly bulletin to inform local leaders of subregional progress and alert them to emerging issues

Published by the South Bay Cities Council of Governments

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Leave your comfort zone and join us for presentations and discussion about the South Bay's future - how we will live, work, travel and play in 2040 and what we can do today to make 2040 what we want it to be. SBCCOG is very pleased to announce the speakers that have already confirmed and let you know a little bit about who they are:

**James Flanigan** is a business columnist for the New York Times, Los Angeles Times and other publications and has covered national and international business and economics for 46 years. Among other things, he will talk about trade and what it may look like in 2040 as well as what we would like it to look like and how we should arrange our communities to take advantage of our economic relations to 2 billion people on the other side of the Pacific Rim.

**Dr. Jefferson Huang** is currently the Vice President for Student Affairs at Claremont McKenna College. His area of research has been on how new technologies effect people. He studies the ethical dimensions, workplace and generational issues, and communications changes that are going on in the digital age. He will speak on the workforce of the future and how they will get work done.

**Les Starck** is Senior Vice President of Local Public Affairs for Southern California Edison. He is responsible for community and government relations at the municipal and county levels, and also for licensing for SCE's major transmission projects. He will be speaking on where we

will be getting our energy in the future for travel and other necessities.

**Michael Maltzan** is an architect with a practice that engages in the increasingly complex reality of urbanization and information-driven culture. He will discuss how the change agent that is architecture will affect the South Bay of the future.

**Larry Kosmont** who has assisted hundreds of local government agencies in land development policy decisions ranging from large-scale economic development to site-specific real estate strategies and projects. He will focus on land use and development in the future.

We are waiting for confirmation from several other speakers but the program already offers plenty of food for thought on how we will work, live and travel in 2040 in the South Bay and what actions we can take today to influence the direction the future may take.

As at each of our General Assemblies, we will be inviting our county, state and federal legislators to give us their perspectives as well. The event is free because of the generous contributions by our sponsors.

If you or your company would like to sponsor this event, please contact [Sahar@southbaycities.org](mailto:Sahar@southbaycities.org)

And you can register now @ [www.southbaycities.org](http://www.southbaycities.org) See you there!

• **MARK YOUR CALENDARS** •

*12th Annual General Assembly*

Friday, February 25, 2011 • 9:00 a.m. to 3:00 p.m.

Registration opens at 8:30 a.m.

Juanita Millender-McDonald Community Center

801 East Carson Street, Carson, Ca

Register at [www.southbaycities.org](http://www.southbaycities.org)

**“The South Bay in 2040 – Out of the Box & Into the Future”**

Presentations and discussion will include how we will live, work, travel and play in 2040.

Special Thanks to our Sponsors

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- Providence Little Company of Mary Medical Center Torrance • The Beach Reporter
- Water Replenishment District • Watson Land Company

Add your name by contacting Sahar Sedadi at [sahar@southbaycities.org](mailto:sahar@southbaycities.org) to sign-up and start receiving recognition immediately!





## Energy Upgrade California™ in Los Angeles County for Contractors Update

With each issue of the SBCCOG's *South Bay Watch*, our SBESC staff will be providing you with updates on the design and development of a home energy upgrade program known as Energy Upgrade California™ in Los Angeles County and the unprecedented alliance of California Public Utilities Commission, California Energy Commission, County of Los Angeles, Southern California Edison, Southern California Gas Company, in addition to South Bay Cities Council of Governments and your local city. Federal stimulus funding has allowed for the development of this statewide program to upgrade and improve the energy efficiency of homes with additional incentives the investor owned utilities and Los Angeles County. In the Fall issue, we gave the perspective from the homeowner point of view and this issue, we are focusing on how the contractors take advantage of this opportunity and will be able to put their crews back to work.

Energy Upgrade California is a new incentive program for customers of Southern California Gas Company (SoCalGas) and Southern California Edison (SCE).

Licensed contractors have the opportunity to transform the way households use energy through home energy upgrades. With the availability of local and federal incentives, the home retrofit market throughout Southern California needs a trained workforce to support this effort.

### How to Participate

To participate in the program, contractors will need to meet these requirements:

- Be a California State Licensed Contractor
- Have a BPI-certified individual on staff (W-2 employee) - an alternative compliance path is available for contractors participating in just the Basic Path
- Attend an Energy Upgrade California orientation session and participation workshop

### Which projects are eligible?

To participate, customers must meet these requirements:

- Own a single-family detached home
- Be a customer of both SoCalGas and SCE\*
- Participate in either the Basic or Advanced Upgrade Package or both

### Basic Upgrade Package

This package consists of the following improvements:

- Blower-door-based air sealing
- Attic insulation (min. R-38 all accessible areas)
- Pipe wrap for all accessible domestic hot water heater piping
- Duct sealing (If duct system present)
- Low Flow Shower head or Thermostatic Shower Valve Control
- Combustion safety test

### Advanced Upgrade Package

This package consists of the following improvements:

- Wall insulation
- Proper sizing of hot water system
- Heating and cooling system upgrade
- Other permanently affixed improvements, such as these:
  - Windows
  - Cool Roofs
  - Radiant barrier

### How energy-saving upgrades can help your customers

Energy upgrades will help to optimize customers' energy efficiency.

Customers could also enjoy these benefits:

- Realize long-term energy savings
- Possibly reduce energy bills\*\*
- Increase indoor comfort
- Improve indoor air quality

### Getting Started

For more information about the program visit [www.lacountyenergyprogram.org](http://www.lacountyenergyprogram.org), select "I'm a contractor." To learn how to take part in a free orientation workshop

facebook

twitter

Find us at [www.sbesc.com](http://www.sbesc.com)

## Gateway to Green Buildings

California's economy is "greening" and work on residential energy efficiency and renewable energy projects will be a large part of the expansion. Gateways to Green Building is a nearly 3-month long training program that offers South Bay residents skills training for green building. The goals: prepare economically disadvantaged Los Angeles County residents for building trades apprenticeships; train unemployed laborers and contractors for energy efficiency retrofit work; and increase the residential green building workforce of the South Bay. The program provides beginners in-depth training in basic construction and advanced training in home performance for experienced residential construction workers. The training partners include: the Association of Energy Engineers, Build it Green, California Building Performance Contractors Association, El Camino College, IBEW/NECA Electrical Training Institute, Richard Heath and Associates, and the U.S. Green Building Council Los Angeles Chapter. Instruction is both classroom and field based. Experienced construction workers can train for certification as a Building Analyst/Shell Specialist, Energy Efficiency Retrofit Technician and Sustainable Development Technician.

Both beginners and experienced construction workers receive training in basic green building, weatherization, sustainable development and soft skills for the workplace. The program is managed by the South Bay Workforce Investment Board (SBWIB) in cooperation with the Century Center for Economic Opportunity (CCEO).

Classes take place at CCEO in Lennox, California. Graduates will receive strong consideration for employment by home performance contractors, while other students are expected to receive consideration for entry into local building trades apprenticeship programs. Gateways to Green Building is a part of the California Clean Energy Workforce Training Program and is funded by the California Energy Commission, the California Workforce Investment Board and the California Employment Development Department under the American Recovery and Reinvestment Act (ARRA) of 2009.





## Beach Cities Transit Summit Discusses Importance of Local Transit Service

On Thursday, October 14, 2010, Redondo Beach Mayor Mike Gin hosted the 'BCT Mayors Summit' at the Redondo Beach Main Library. BCT (Beach Cities Transit) is the municipal transit system that serves several South Bay cities.

This first time event focused on BCT system operations and service and topical transportation issues as well as the Redondo Beach South Bay Regional Intermodal Transit Center, SB 375, and the Regional Transportation Plan.

Pam O'Connor, Los Angeles County Metropolitan Transportation Authority Board Member and Santa Monica Mayor Pro Tempore, and Redondo Beach City Councilmember Steve Diels were the primary presenters. Redondo Beach City Manager Bill Workman, Hermosa Beach City Manager Steve Burrell, Manhattan Beach Mayor Richard Montgomery, Manhattan Beach Interim City Manager Richard Thompson and El Segundo City Councilmember Carl Jacobson attended the event. Mayor Gin opened the Summit with remarks about the importance of transportation in the South Bay region and noted that the BCT system is instrumental in improving air quality and traffic congestion, and achieving the General Plan goals of the cities it serves. Following the Mayor's comments, everyone boarded a BCT bus for a short ride. The bus traveled along a small segment of BCT Line 109 briefly passing through Redondo Beach, Hermosa Beach and Manhattan Beach then returned to the Library.

Ms. O'Connor commended the City of Redondo Beach BCT system and its partnering cities recognizing the sub-regional transit program as a model operation preserving transportation in communities once more widely served by regional transit. The cities of Redondo Beach, Hermosa Beach, Manhattan Beach and El Segundo partner to share investment in support of BCT Line 109, the most popular of the systems' three fixed routes. Line 109 is a former Metro route. Affirming that State and Federal funding constraints have created more challenges for



transit operators, Ms. O'Connor stated that investment is necessary to continue providing transportation options to the public. Ms. O'Connor went on to discuss the role of transit in responding to SB 375, a mandate to reduce green house gas emissions. She gave a thumbs up to the soon to be developed Redondo Beach South Bay Regional Intermodal Transit Center at the Galleria acknowledging it is on track in supporting sustainable goals for the South Bay area. She finished her presentation with a summary of the pending 2012 Southern California Association of Governments Regional Transportation Improvement Plan, Measure R funding and the 30/10 initiative to build key mass transit projects in 10 years rather than 30. The event concluded with comments from Council Member Steve Diels emphasizing the importance of planning for the future, citing the imminent development of the Redondo Beach South Bay Regional Intermodal Transit Center. Council Member Diels expressed support for the Transit Center, which is in his district and commented that the project is well positioned adjacent to the South Bay Galleria Regional Mall. Council Member Diels also serves on the Board of the South Bay Cities Council of Governments. 🌊

### Board Recognizes Retiring SBCCOG Board Secretary Merna Marshall for her 25 years with SBCCOG

Merna has been the Board secretary since 1985 when this organization was called the South Bay Cities Association. She took the meeting minutes along with handling logistics. She rarely missed a meeting and could always be depended on. Throughout her different positions for Hermosa Beach (1974-78), Rolling Hills Estates (1981-85), Redondo Beach (1985-88), and the PV Library (1994-present) she stayed with her work for the South Bay Cities Association then and for the SBCCOG. Merna will now be retiring for travel, family and time for herself. We wish her well and thank her for her many years of service to the cities of the South Bay. 🌊

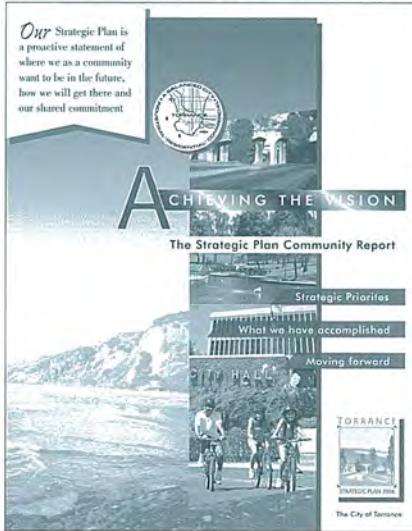


From left, Ellen Perkins, SBCCOG 1st Vice Chair, and Merna Marshall



## City of Torrance Passes Action Plan Based on Strategic Plan Developed Over Many Years

In 1996, Torrance community members developed, and City Council adopted, the City's initial 10-year Strategic Plan (Plan). It was updated in 1999. Significant changes to the economy and the City's budget resulted in Council determining in 2007 that a full renewal of the Plan to set



a vision for the next ten years was essential. To accomplish the renewal was a three step process:

- appointment of a visioning Strategic Plan Committee
- a data gathering process
- development of the Plan through marrying of the data to the vision

The Strategic Plan Committee was drawn from residential, business, education and youth community members. The data gathered consisted of:

- statistically valid phone surveys of the business and residential community
- focus groups from the fabric of the community such as homeowner associations, religious and cultural organizations, and business members
- community profile and environmental scan to consider internal and external drivers and influences

The Committee worked and debated over six months to arrive at consensus on statements capturing the Community's vision, values, citizen commitment, and mission, and setting of strategic priorities. This was presented to and adopted by Council in August of 2008.

The Committee set ten Strategic Priorities with each one given equal weight. Each Priority consisted of general goals – 54 in total, and finite sub-goals – 255 in total. The Committee further set expectations that an Action Plan would be developed by the City with an annual community report

discussing progress under the Action Plan. City staff wrestled with the methodology to use that would not move the Action Plan into solely a City operational plan as it's a community document, but would capture responsibility for action and the City's moving towards the vision. The final resolution was the identification of Strategic Managers (SM) within the organization. The SM did not have to be a manager within the ordinary definition; it would be the person with the best knowledge to manage one or more of the goals. The SM had the flexibility to identify team members to help define the action plan. The next step was to identify how to track and report on the achievements.

The City developed the use of Key Performance Indicators (KPIs). A KPI is an integrated collection of components as follows:

|   |  |
|---|--|
| Sub-Goal – What are we trying to achieve? | Target – What is the result we want?     |
| Indicator – What are we going to measure? | Result – What have we actually achieved? |
| Measure – How are we going to measure it? |  |

The sub-goal(s) was stated within the Strategic Plan; the Strategic Manager was responsible for the remainder of the KPI(s). To further manage the tracking and reporting, the Action Plan goals and sub-goals were combined by broad commonality of intent:

- POLICY targets in that many of the community's goals and sub-goals required policy direction from Council;
- CONTINUOUS IMPROVEMENT targets with common measuring devices such as dollars, number count, percentages; and
- NARRATIVE targets where its focus is on strategic planning and maintenance of infrastructure systems.

The Action Plan and 3-year funding was approved by Council in June 2010, and a system is under development to automate the tracking and reporting of the KPIs. The first Community Annual Report is planned to coincide with the first quarter budget review of the 2011-12 adopted budget as the Action Plan will have one year of target tracking. This review pattern allows for timely course correction, while maintaining the strategic nature of the Plan.

### South Bay Leaders Leading the Way!



Congratulations Richard Montgomery  
Mayor, City of Manhattan Beach  
Newly elected President  
Independent Cities Association



Congratulations Jim Goodhart  
Councilmember  
City of Palos Verdes Estates  
Elected 2nd Vice President  
Mayor's & Councilmembers  
League of California Cities

### Congratulations City of Torrance!

#### TORRANCE FIRE DEPARTMENT AWARDED CLASS 1 RATING

TORRANCE, Calif., – The City of Torrance is proud to announce that the Torrance Fire Department has once again been awarded a Class One Rating by the Insurance Services Office. This rating is the highest possible rating that can be given to any fire department nationwide. The Insurance Services Office (ISO) is a nationwide rating service used by insurance companies to help establish local business and residential property insurance rates.



# VOLUNTEER RECOGNITION



Miguel Vasquez, Kiran Magiawala, Joe Galliani, Ian Shin, Tyrone Carter, Ben Granger, Zoila Paz, Patsy Polk, Rosemary Vullo, Richard Mevette, Sunny Moss, JoAnne Uhrinak, Delbara Dorsey, Heather Conrow, John Manzano, Christine Skari, Yasaman Metsschian, Nicole Smith, Katie Granger, Loretta Harrison, Ingrid Nugent, Bolivia Feire

The SBESC held a reception on November 18, 2010 in honor of our volunteers with over 100 hours of service. Volunteers were honored by SBCCOG Boardmembers and legislative offices for contributing over 4,335 hours in 2010 supporting staff in educating South Bay businesses, residents, and public agencies about energy efficiency and water conservation. Volunteers staff exhibits at community outreach events, assist with meetings and special events, data input, and label brochures. They add value to the center's efforts in improving the quality of life for those who live, work and play in the South Bay. 🌊

If you are interested in being a volunteer please contact Martha Segovia ([martha@sbesc.com](mailto:martha@sbesc.com) 310-371-7222)



## City of Manhattan Beach Is an Energy Leader

The City of Manhattan Beach received a check for \$57,398.20 from Southern California Edison due to its partnership with the South Bay Cities Council of Governments/South Bay Environmental Resources Center. Through Edison's Energy Leader Program and our partnership our South Bay Cities receive a premium on the incentives they receive by working with the SBESC, which helps them implement energy and water savings. Cities receive increased levels of incentives by reaching different levels of savings. We commend Manhattan Beach for its ongoing commitment as an Energy Leader! 🌊



From left to right: Nicholas Tell, Richard Montgomery, Scott Goble (SCE), Marilyn Lyon (SBESC), Larry Sutton (SCE), Portia Cohen, Wayne Powell, Mitch Ward



# Food for Thought

## S.T.E.M

### Science, Technology, Engineering, Mathematics Education

#### BUSINESS, GOVERNMENT & EDUCATIONAL COMMUNITIES WORK TO ENHANCE AMERICA'S COMPETITIVENESS AND INNOVATION

In July 2005, 15 of America's most prominent business organizations' joined together to express their deep concern about the ability of the United States to sustain its scientific and technological leadership in a world where newly energized foreign competitors are investing in the capacity for innovation – the key driver of productivity and economic growth in advanced economies. The business organizations formed the Tapping America's Potential (TAP) coalition to advocate for renewed attention to U.S. competitiveness and American's capacity to innovate. TAP established a goal to double the number of U.S. science, technology, engineering and mathematics (STEM) graduates with bachelor's degrees by 2015. More information on this organization and its progress can be found at: [http://www.tap2015.org/news/tap\\_2008\\_progress.pdf](http://www.tap2015.org/news/tap_2008_progress.pdf)

#### Los Angeles Harbor College Students Ride The Stem Wave

Los Angeles Harbor College is proud to be at the forefront of the STEM (Science, Technology, Engineering, Mathematics) initiative spearheaded by Federal Government to ensure that the US remain competitive in the global technology marketplace and is the recipient of a \$2.8 Million U.S. Department of Education Title V- Hispanic-Serving Institutions grant over a five year period. This grant establishes career and four year university transfer pathways in engineering which is a way for local students to seize the opportunity opened by the prediction of mass retirements in aerospace and other science and technology fields.

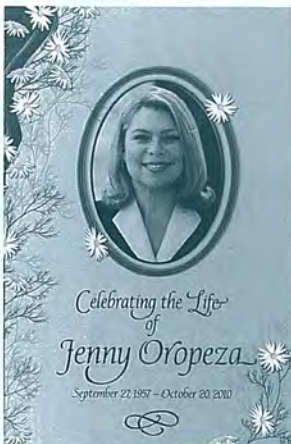
Los Angeles Harbor College has taken an active role in implementing STEM education by creating an Engineering Career and Four Year University Transfer Pathway for our local youth through a joint partnership with Banning High School. This program consists of cohorts of nearly 45 11th to 12th grade Banning High School students who are enrolled in our college's engineering program concurrently. By the time the students graduate high school and enroll at Harbor College, they will have approximately one academic year of community college classes to complete and



subsequently will be eligible for transfer. To facilitate the transfer process, Harbor College is developing engineering major specific transfer agreements with CSU Long Beach and plans to do the same with CSU Dominguez Hills.

In order to increase student enrollment in other STEM fields such as mathematics, physical sciences, and life sciences, one of the goals of Harbor College is to develop multiple cohorts consisting of students from local feeder high schools such as San Pedro, Narbonne, Carson, and Gardena which may be financed by a National Sciences Foundation HIS-STEM Grant the award of which is tentatively set at \$3.5 million over the next five years. For further information contact, Marvin Martinez ( [martinma@lahc.edu](mailto:martinma@lahc.edu) )

#### Memorial



The SBCCOG regrets the loss of a friend, supporter and great public servant.

The South Bay Watch is no longer being mailed. Please send your email address to [newsletter@sbccog.org](mailto:newsletter@sbccog.org) to receive the SBCCOG quarterly newsletter or see it at [www.southbaycities.org](http://www.southbaycities.org)

## CALENDAR

All meetings are open to the public

### January

- 10 Steering Committee
- 12 GIS Working Group
- 13 Fundamentals of City Government
- 19 Livable Communities
- 20 Green Cities Task Force
- 26 Infrastructure Working Group
- 27 **Board of Directors**

### February

- 9 GIS Working Group
- 10 Fundamentals of City Government
- 14 Steering Committee
- 16 Livable Communities
- 23 Infrastructure Working Group
- 25 **General Assembly**

### March

- 9 GIS Working Group
- 10 Fundamentals of City Government
- 14 Steering Committee
- 18 Livable Communities
- 23 Infrastructure Working Group
- 24 **Board of Directors**

For further information, contact [jacki@southbaycities.org](mailto:jacki@southbaycities.org)

Friends of the South Bay  
Environmental Services Center  
– 2010 –

Chevron Products Company  
Providence Little Co. of Mary  
Medical Center Torrance  
Time Warner Cable  
Water Replenishment District

Special thanks to our Friends for their continued support of energy efficiency and water conservation