

# South Bay Cities Council of Governments

April 22, 2021

TO: SBCCOG Board of Directors Committee

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

SUBJECT: Environmental Activities Report – March 2021

## 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

### **Energy Efficiency**

#### Regional Energy Network (SoCalREN); CITY SUPPORT

*Contract year is January 1, 2020 - August 31, 2021*

SBCCOG and SoCalREN staff continued to contact cities and school districts to facilitate enrollment into the SoCalREN program. Staff met with El Segundo and Redondo Beach Unified School District in March to discuss enrollment. Agencies enrolled in the SoCalREN program have access to resources including: utility use analysis, site audit, identification of projects, assistance with incentive applications, and help with project implementation. For agencies that are already enrolled in the SoCalREN program, SBCCOG staff is working to obtain utility data. Data collection is completed for Torrance and Hawthorne. SBCCOG staff continues to follow up with the cities of Lomita and Rancho Palos Verdes to complete enrollment.

To date the following cities are enrolled in the SoCalREN program: Carson, Hawthorne, Hermosa Beach, Redondo Beach, Rolling Hills Estates, and Torrance. School Districts enrolled include: El Segundo.

#### Regional Energy Network (SoCalREN); MULTIFAMILY

*Contract year is September 1, 2020 - March 31, 2021.*

*Contract goals:* Track, contact and outreach to local community organizations; track number of virtual events held, and number of attendees; distribute program collateral to local community organizations.

SBCCOG is working with the SoCalREN subcontractor ICF to help promote their multifamily energy efficiency program. This program provides resources to help property owners make energy efficiency improvements to their properties. Cities that own multifamily residential properties can also take advantage of this program. SBCCOG Staff is following up with Torrance and El Segundo which own residential properties. Program promotion for March included:

- Coordinated with the Building Industry of Southern California, Los Angeles/Ventura Chapter
- Distributed flyers at City of Hawthorne's drive up Earth Day event

- Secured program placement in PATH Lease Up newsletter - distribution 722 and achieved a 30% open rate
- Distributed program information to all South Bay Chambers of Commerce
- Secured placement of program information in South Bay Association of Realtors (SBAR) monthly newsletter to landlord subscribers and shared with their regional South Bay team. SBAR is also interested in having a virtual exhibitor booth at a May “Resource Event”.

The Kits for Kids, another SoCalREN program implemented by ICF, focuses on providing energy efficiency education to students through class curriculum. The program was recently approved by the CPUC and will be implemented next school year. In preparation, SBCCOG staff has started coordinating with school districts.

#### Southern California Gas Company (SoCalGas)

SBCCOG and SoCalGas staff met to discuss 2021 activities. SBCCOG followed up on gas energy efficiency opportunities with El Segundo and Redondo Beach school districts.

### **Water Conservation**

#### West Basin Municipal Water District Programs (West Basin)

*Contract year is July 1, 2020 through June 30, 2021*

#### Task – Educational Outreach Support

##### Exhibit Events

*Contract goal:* 100 exhibit events, presentations, workshops, networking opportunities, etc.

*Status of goal:* 91 exhibit events, presentations, workshops, networking opportunities, etc.

Staff continues to work with West Basin and community event planners to identify opportunities to provide information virtually.

##### Water Bottle Filling Station Program

*Contract goal:* To assist with identifying locations for stations.

*Status:* Public sites are eligible to install two (2) water bottle filling stations per Tax ID.

In March, SBCCOG staff promoted the program at the Energy Management Working Group attended by city facility managers. In addition, SBCCOG staff is promoting this program through social media. West Basin staff received an additional application from the City of Gardena.

#### Task - Support for Workshops, Events, & Webinars

##### Educational Classes

*Contract goal:* 10 classes or webinars

*Status of goal:* 10 completed (virtual classes); 2 class/webinars were held in March. In-person classes are on hold.

Staff continues to work with West Basin staff to hold classes via webinar or Zoom.

##### Rain Barrel Giveaway

*Contract goal:* minimum of 5 and maximum of 6 events

*Status of goal:* West Basin will be delivering rain barrels to residents and is not anticipating conducting actual in person events. SBCCOG staff is promoting the program and facilitating deliveries.

West Basin home delivery rain barrel program has begun and is in the process of registering participants and scheduling deliveries.

Task - Cash for Kitchens

*Contract goal:* distribute pre-rinse spray nozzles, sink flow restrictors, window clings, & program materials to 85 prior survey sites

*Status of goal:* 21 program materials packages were distributed in the month of March.

All 85 have received an initial correspondence and SBCCOG staff continues to follow up.

Task - Change & Save (DAC) Program

*Contract goal:* Receive, document, and track customer calls; assist customers with online survey and applying for \$500 High-Efficiency Clothes Washer Rebate

*Status of goal:* 500 Completed Surveys

- Number of calls: 20 in March

SBCCOG staff sent West Basin's Change and Save Media kits to cities with areas. Several cities have assisted by promoting the Change & Save workshop flyer on their social media and monthly newsletters. An informational workshop was held on March 24. SBCCOG outreach efforts led to Hawthorne Cable TV attending and recording the workshop along with interviewing West Basin staff about the program. The link to the interview will be shared the first of April. The next Change and Save Earth Day workshop will be held on Thursday, April 22, 2021. The focus of this workshop is to educate qualifying residents about water efficiency and how to qualify for the \$500 rebate.

As of April 1, 2021, over 216 surveys have been completed with the help of SBCCOG staff and West Basin's consultant.

Torrance Water

*Contract year is July 1, 2020 through June 30, 2021*

SBCCOG staff began conducting virtual outreach to new commercial kitchens.

Water Replenishment District of Southern California (WRD)

*Contract year is July 1, 2019-June 30, 2021.*

Ongoing promotion of WRD programs continues through SBCCOG's e-newsletters and other social media channels. In addition, SBCCOG posts WRD events on the website and sends out e-blasts to increase attendance.

Sanitation Districts of LA County (LACSD)

*Contract year is July 1, 2020-June 30, 2021*

Task 1. Educational Outreach Support

*Exhibit Events*

*Contract goal:* 100 exhibit events, presentations, workshops, networking opportunities, etc.

*Status of goal:* 91 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of March 2021

SBCCOG staff distributed information on Sanitation programs and virtual events via social media and e-blasts. The Sanitation Districts continues to promote their food waste program that could help cities meet

SB 1383 organic waste reduction targets by the Jan. 1, 2022 compliance deadline. The program was discussed with city facility managers at the Energy Managers Working Group meeting.

#### Los Angeles Department of Water and Power (LADWP)

The 2021 contract is expected in June 2021. SBCCOG continues to follow up with LADWP staff to help expedite the contract completion; however, at this time there is concern that this contract may not be renewed and LADWP will lose their status as a partner to the SBCCOG.

#### PACE

SBCCOG continues to promote PACE financing for homeowners through Ygrene. 2020 Q4 payments totaled \$285.96.

#### CA Green Business Network (CAGBN) & South Bay Green Business Assist Program (GBAP):

Contract period: Torrance – June 30, 2021; Hawthorne - Ongoing

##### CAGBN

*Contract goals - City of Hawthorne: 10 certified green businesses; Status of goals: 7 certified businesses*

*Contract goals - City of Torrance: 10 certified green businesses; Status of goals: 7 certified businesses*

SBCCOG staff continues to assist the CAGBN cities of Hawthorne and Torrance with certifying businesses and conducting outreach. During the month of March, SBCCOG staff certified two new businesses. This program is dependent on State funding and it is unknown at this time if there will be funding to continue the program beyond May 2021.

GBAP - SBCCOG continues to provide information to local businesses on opportunities to implement sustainability programs. In addition, businesses received information on the status of our utility partners' operations during the COVID-19 pandemic.

As businesses are certified through CAGBN, they also become GBAP participants. GBAP by city: Torrance (61), Lawndale (27), Hawthorne (45), Redondo Beach (16), El Segundo (15), Gardena (15), Carson (12), Inglewood (10), Manhattan Beach (8), Palos Verdes Estates (7), Rancho Palos Verdes (7), Hermosa Beach (5), Rolling Hills Estates (4), Lomita (3), Lennox (2), and Los Angeles County – Community of Westmont (1) for a total of **244** businesses in the program as of the end of March 2021.

#### **Transportation**

##### Shared Mobility Program (Contract period July 1, 2019 – June 30, 2022)

*Contract goals: 85 outreach events; 36 vanpool, rideshare, telework meetings or events; 8 Marketing/Media Survey Engagements*

*Status of goals: 136 outreach events; 6 vanpool or rideshare meetings; 3 Survey Engagements.*

Preliminary planning continues for a new series of “online” workshops for South Bay Employee Transportation Coordinators to be produced starting in fall 2021.

##### Metro Express Lanes (MEL) (Contract period November 15, 2020 – November 14, 2021)

Because of COVID-19 restrictions, all SBCCOG outreach events have taken place virtually. In support of the MEL marketing goals, SBCCOG staff continued to organize and plan a virtual calendar of events for the 2021 calendar year where Metro's MEL program materials will be distributed. MEL is also promoted ongoing in SBCCOG publications.

## II. MARKETING, OUTREACH, & IMPLEMENTATION

### Outreach Events

#### In March

- 3 - Virtual Community Event
- 4 - Virtual Networking Meetings
- 4 – Virtual Workshops

- 1 – Business Event
- 1 – In person Community Event

For the period July 1, 2020 through March 2021:

- 16 Virtual Community Events
- 11 Virtual Business Events
- 50 Virtual Networking Meetings
- 19 Virtual Workshop
- 1 In person Community Event

### Media

Top Social Media Posts & Email Marketing Campaigns (*March*):

Channel	Post	Exposure	Engagements (clicks, shares, comments)
SBCCOG Twitter	<u>“#sbccogGeneralAssembly brings our local thought leaders &amp; residents together to engage in a dialogue to advance our goals as a subregion...”</u>	3,950 impressions	26 engagements
SBCCOG Facebook	<u>“What: #sbccogGeneralAssembly is an opportunity for our local thought leaders and residents to gather and engage in a dynamic dialogue to advance our goals as a subregion...”</u>	1,310 impressions	101 engagements
SBCCOG YouTube	<u>General Assembly 2021 Recordings</u>	210 views	
Email Marketing	March 2021 E-Newsletter	15,234 recipients (19% open rate)	16% click through rate

Social Media Followers – Year-Over-Year Comparison (*March*):

SBCCOG	2020	2021	Percent Increase
<b>Twitter</b>	242	315	30%
<b>Facebook</b>	120	163	36%
SBESC	2020	2021	
<b>Twitter</b>	554	564	2%
<b>Facebook</b>	755	758	0.04%
<b>LinkedIn</b>	132	145	10%

Earned Media – TV, Print, Online

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
South Bay By Jackie	<a href="https://www.southbaybyjackie.com/sbccog-general-assembly-virtual-conference/">https://www.southbaybyjackie.com/sbccog-general-assembly-virtual-conference/</a>	SBCCOG General Assembly Virtual Conference	2/12/21	Medium	High	Positive
Easy Reader	<a href="https://easyreadernews.com/sbccg-honored-for-fiber-network/">https://easyreadernews.com/sbccg-honored-for-fiber-network/</a>	SBCCOG honored for fiber network	3/11/21	High	High	Positive
Easy Reader	<a href="https://easyreadernews.com/calendar-3-11-2021/">https://easyreadernews.com/calendar-3-11-2021/</a>	Tomorrow' solutions	3/11/21	Medium	High	Positive
Palos Verdes Peninsula News	NA – Print	21 <sup>st</sup> Annual General Assembly	3/18/21	Medium	High	Positive
The Daily Breeze	<a href="https://www.dailybreeze.com/2021/03/21/bill-to-create-a-southern-la-county-water-watchdog-puts-agencies-on-edge/">https://www.dailybreeze.com/2021/03/21/bill-to-create-a-southern-la-county-water-watchdog-puts-agencies-on-edge/</a>	Bill to create Southern LA County water watchdog puts agencies on edge	3/22/21	Low	Medium	Neutral
Easy Reader	NA- Print	Program safely matches homeowners with homeless	3/12/21	High	High	Positive

**Volunteer Program**

*Status of Program:* .0 hours March 2021

Grand total as of 2/28/2021 - 20,335 (starting April 2008)

Volunteer participation remains low due to COVID-19.