

South Bay Cities Council of Governments

March 8, 2021

TO: SBCCOG Steering Committee

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

SUBJECT: Environmental Activities Report – February 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

Contract goals: Registration: 10 -13 agencies *Status:* 10 registered **GOAL MET**

Enrollments: 6-8 agency *Status:* 6 enrolled **GOAL MET**

Re-engagements: 1 agency *Status:* 1 re-engagement **GOAL MET**

Program presentations: 4 *Status:* 8 presentations **GOAL MET**

SBCCOG and SoCalREN staff continued to reach out to cities to enroll them into the SoCalREN program. The SoCalREN also supports school districts. Staff confirmed an enrollment meeting with El Segundo Unified School District for Thursday, March 11. 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 are 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.

ICF; 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 staff continues to look for opportunities for ICF to present on the SoCalREN Multifamily home program. ICF has added the SBCCOG logo and a SBCCOG contact to marketing materials to help promote the program. SBCCOG has reached out to South Bay Chambers as well as to the South Bay Association of Realtors to identify presentation opportunities. Monthly meetings with ICF and

SBCCOG have been established to review all opportunities. An external shared reporting system has been setup to allow both ICF and SBCCOG to add updates as they occur to improve communication and processes. SBCCOG has requested ICF provide a canned video webinar on this program that can be posted on the SBCCOG website as well as on sites with other organizations to reach target markets virtually due to COVID-19. Kits for Kids is a related new program that is in development to launch when schools return to in person learning.

Southern California Gas Company (SoCalGas)

SBCCOG staff is finalizing the SoCalGas 2021 contract.

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: 78 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.

SBCCOG staff met with West Basin program manager to strategize on promotion of program. Staff sent e-mails and followed-up with 11 South Bay school districts. Articles about the program were included in newsletters.

Task - Support for Workshops, Events, & Webinars

Educational Classes

Contract goal: 10 classes or webinars

Status of goal: 8 completed (virtual classes); 1 class/webinar was held in February 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 is developing a new program.

West Basin home delivery rain barrel program will begin in March 2021.

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: 12 pre-rinse spray nozzles, sink flow restrictors, window clings, & program materials were distributed in the month of February.

SBCCOG staff sent e-mails and followed-up with businesses and School Districts. A total of 72 were contacted.

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:

- Number of calls: 18 in February

SBCCOG staff worked with West Basin and their consultant to host a Water Resources and Solutions for Communities in Need Webinar on Thursday, February 25, 2021. SBCCOG and West Basin invited Chambers of Commerce, South Bay cities, and water agencies to discuss West Basin's Change and Save program and 2 other West Basin Water programs. The focus of the webinar was to also partner with agencies to help get the word out about these programs to their communities. SBCCOG staff will be sending out media kits to attendees as well as the larger invite list to support marketing efforts.

SBCCOG continues to assist Phase 1 customers with rebate updates as well as cold calling residents, sending e-mail blasts, and preparing newsletter articles to promote this program.

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: 78 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of June 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. This legislation established methane emission reduction targets. LACSD staff made presentations on this program to the SBCCOG Board and the Infrastructure Working Group in February.

Los Angeles Department of Water and Power (LADWP)

The 2021 contract is expected in March or April 2021.

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: 6 certified businesses

Contract goals - City of Torrance: 10 certified green businesses; Status of goals: 6 certified businesses

SBCCOG staff continue to assist CAGBN (California Green Business Network) cities of Hawthorne and Torrance with certifying businesses and conducting outreach. During the month of February SBCCOG staff attended the CAGBN SoCal Roundtable Meeting and certified four 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 March 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 **242** businesses in the program as of the end of February 2021.

Transportation

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

Contract goals: 72 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.

On February 25, 2021 SBCCOG staff met with LA County to discuss using GIS tools for ride matching and telework. Preliminary planning continued for a new series of “online” workshops for South Bay Employee Transportation Coordinators to be produced starting in mid-2021.

Metro Express Lanes (MEL) (Contract period Nov. 15 2020 – Nov. 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 February

- 2- Virtual Community Event
- 6 - Virtual Networking Meetings

- 3 – Virtual Workshops
- 1 – Business Event

For the period July 1, 2020 through June 2021:

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- 13 Virtual Community Events
- 7 Virtual Business Events
- 46 Virtual Networking Meetings
- 15 Virtual Workshop

Media

Top Three Social Media Posts (*February*):

Channel	Post	Exposure	Engagements (clicks, shares, comments)
SBCCOG Twitter	“ <u>North America’s leading seaport by container volume and cargo value, @PortofLA has sustained its rank as number one for two decades...</u> ”	1,280 impressions	15 engagements
SBCCOG Twitter	“ <u>Would you like to weigh in on the Metro C Line (Green) extension project to #Torrance?...</u> ”	574 impressions	15 engagements
SBCCOG Twitter	“ <u>To help Californians prepare for the next #earthquake, @cal_oes has no-cost earthquake warnings that can be downloaded or enabled on your smartphone or tablet....</u> ”	458 impressions	4 engagements

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

SBCCOG	2020	2021	Percent Increase
Twitter	241	300	20%
Facebook	120	194	38%
SBESC	2020	2021	
Twitter	558	562	0.7%
Facebook	753	756	0.4%
LinkedIn	132	143	8%

Earned Media – TV, Print, Online

- “Metro Rail Line Extension to Torrance Tracking Closer Possible 2028 Opening”
 - Topic: Metro’s C Line (Green) extension to Torrance is in the scoping period and will begin the draft EIR process.
 - Date: 2/15/21
 - Outlet: The Daily Breeze

- Quality of Coverage: High
 - Relevance to Brand: High
 - Sentiment of Article: Neutral
 - Link: <https://www.dailybreeze.com/2021/02/15/metro-rail-line-extension-to-torrance-tracking-closer-to-possible-2028-opening/>
- “LA Metro Moves Forward with C Line Extension”
 - Topic: Metro’s C Line (Green) extension to Torrance is in the scoping period and will be in the draft EIR process.
 - Date: 2/18/21
 - Outlet: Railway Track & Structures
 - Quality of Coverage: Low
 - Relevance to Brand: High
 - Sentiment of Article: Neutral
 - Link: <https://www.rtands.com/passenger/despite-one-citys-opposition-l-a-metro-moves-forward-with-c-line-extension/>
- “Asm. Garcia’s Late Bill Aims to Take Over LA’s Major Water Agencies”
 - Topic: Assemblymember Garcia’s bill would create a new water agency and disband the Central and West Basin Municipal Water Districts.
 - Date: 2/19/21
 - Outlet: Hews Media Group
 - Quality of Coverage: Low
 - Relevance to Brand: Medium
 - Sentiment of Article: Neutral
 - Link: <https://www.loscerritosnews.net/2021/02/19/asm-garcias-late-bill-aims-to-take-over-l-a-s-major-water-agencies/>

Paid Media – TV, Print, Online

- Topic: General Assembly
- Secured ads with the following publications:
 - The Daily Breeze – 2/21 and 3/7
 - The Beach Reporter – 2/18 and 3/4
 - The Beach Reporter – online ad
 - Palos Verdes Peninsula News – 2/18 and 3/4
 - Southbay Magazine – February/March issue
 - Southbay – Sponsored email – 2/26

Volunteer Program

Status of Program: 2.0 hours February 2021

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

Volunteer participation remains low due to COVID-19.