

South Bay Cities Council of Governments

June 25, 2015

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

Climate Action Plans/Energy Efficiency Climate Action Plans (CAP/EECAP)

The contractor, Atkins, is preparing the measures calculation for each of the cities for their review. The second set of city meetings to discuss the measures will start in July. The South Bay inventory report is being finalized.

Strategic Growth Council Grant

As one of the chapters of a Climate Action Plan, the Energy Generation and Storage chapter will lay out strategies related to renewable energy and energy storage to help cities and their communities maintain their quality of life, while minimizing the use of foreign fossil fuels. This chapter is currently under development and strategies will be presented at the June 24, 2015 CAP/EECAP working group meeting. To maximize resources volunteers will be supporting the CAP efforts researching and identifying current city strategies.

Other chapters under development include Waste, Greening, Land use, and Transportation. Similar work is being conducted for these chapters. The Waste and Greening strategies will also be presented at the June 24 meeting. Transportation and Land use strategies will be presented in the fall.

Los Angeles Regional Imagery Acquisition Consortium (LARIAC) data

LARC, the Los Angeles Regional Collaborative for Sustainability, held its 3rd Month Forum in May highlighting the application of the Los Angeles Regional Imagery Acquisition Consortium (LARIAC) data throughout the Los Angeles Region. LARIAC provides a valuable dataset that can help move the region towards resiliency. LARIAC/Pictometry is a service of high resolution digital images that are captured by low flying planes rather than satellite allowing users the possibility of conducting a series of high quality geographical analyses. With the images, analysts can accurately measure area, distance, height and elevation, porous and impervious surfaces, tree canopies, buildings, water, land use, roads, etc. The data have been captured for all of Los Angeles and paid for through a consortium of county departments and other municipalities. Dr. Pincetl from UCLA has purchased the data on behalf of the UCLA campus community. The SBCCOG can collaborate with UCLA to use this data.

Energy Efficiency

Energy Leader Partnership

SBCCOG staff provided materials for Redondo Beach city staff to complete their Gold Community criteria. The city utilized the kiosk at their Building and Planning counter to display and provide the information.

Below is a summary of anticipated ELP progress for cities that currently have projects in the pipeline:

City	Current Tier Level	kWh Savings in Project Pipeline	Anticipated Tier Level	Anticipated Timeframe
Carson	Silver	1,094,144	Platinum	Q1 2016
Gardena	Valued	219,909	Silver	Q3 2015
Hawthorne	Gold	208,872	Platinum	Q1 2016
Hermosa Beach	Silver	367,088	Platinum	Q3 2015
Inglewood	Gold	1,452,029	Platinum	Q3 2016
Rancho Palos Verdes	Gold	38,269	Gold	TBD
Redondo Beach	Silver	120,916	Gold	2016, quarter TBD
Torrance	Silver	570,779	Gold	Q3 2015

Totaling over 4 million kWh in the pipeline

Southern California Gas Company (SCG)

The SBCCOG has closed-out two therm projects resulting in 2,313 in therm savings – 23% of 2015 therm goal.

Closed out projects:

- Redondo Beach USD - tankless water heater - therm savings of 314 and incentive of \$942
- Manhattan Beach USD - pool water replacement - therm savings of 1,999 and incentive of \$3,998

Pending projects:

- Marymount California University – solar thermal heating – in planning
- Torrance USD – boilers – in planning

Energy Upgrade California Community Outreach Ambassador

Contract goals: 6 outreach events and 6 presentations to be completed by January 1 - December 31, 2015

Status of goals: 1 outreach completed; 6 presentations completed

The Environmental Charter High School (ECHS) Green Ambassador Students are an important part of the Energy Upgrade California Community Outreach Ambassador program. SBCCOG staff has been overseeing the training of the students, providing materials, giveaways, and energy saving devices for their use. ECHS has contract goals as well: 3 outreach events and 3 presentations

Status of ECHS goals: 3 outreach events completed [events completed in March (1), April (1), May(1)]; 3 presentations completed [presentations given in March (1) and May(2)] – Goal Met

Home Upgrade (The Energy Network) Contract period is May 1, 2015 through October 31, 2015
Contract goals: exhibit at 8-10 community events and provide 2-4 workshops/presentations.

The SBCCOG now has a contract through The Energy Network (TEN) to increase awareness of the Home Upgrade program within SBCCOG member cities through community exhibit events and presentations/workshops. SBCCOG staff and volunteers attended a Home Upgrade training on May 26th.

Green Building Challenge

SBCCOG staff has begun scheduling introductory presentations for the Green Building Challenge program to business oriented groups. The first is scheduled for South Bay Association of Chambers of Commerce for June 5. In addition, a presentation on the program was given at the May SBCCOG Board meeting.

Water Conservation

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

Water Reliability (WR) 2020

Contract goal: 427 WR 2020 support cards to be collected by August 31, 2015.

Status of goals: 452 cards collected as of May 27, 2015. Goal met. The Cash for Kitchens outreach contributed to this goal during the month of May bringing in 2 support cards for a total of 40 collected to date.

Contract goal: Up to 40 WR 2020 presentations to be scheduled.

Status of goals: 13 have been scheduled as of May 27, 2015. (Note: this goal is dependent upon West Basin's availability.)

During the month of May, 5 presentations were scheduled. SBCCOG staff continues to contact Commission/Committee staff liaisons via email to schedule presentations. A letter was sent to the Rolling Hills Estates Homeowners' Associations (HOA) and staff already received feedback from Strawberry Lane HOA, to schedule a presentation at their annual meeting in June. Staff also reached out to the Redondo Beach Library and Palos Verdes Library District which resulted in presentations being scheduled. The Carson Library (LA County library system) staff has expressed interest in scheduling a presentation and SBCCOG staff is working with them to secure a date.

Contract goal: Up to 24 tabletop WR2020 business briefings to be scheduled.

Status of goals: 9/24.

A press release regarding scheduling one-on-one meetings was sent to the media. The release explained the drought and the opportunity to have a WR2020 presentation to businesses in the South Bay. Staff followed up with El Segundo and Torrance Chamber Board of Director members and was able to schedule two tabletop business briefings -- LEDtronics in Torrance, Torrance Memorial

Medical Center, and Continental Development in El Segundo. In addition, Mattel in El Segundo has agreed to meet after June 24.

Lunch & Learn educational workshops

Contract goal: complete 2 educational workshops by August 31, 2015

Status of goals: 1 has been completed.

We are working with West Basin to schedule a lunch & learn workshop on greywater.

Cash for Kitchens

Contract goals: 40 kitchen audits to be completed by Aug 31, 2015.

Status as of May 30, 2015, 2015: 27 audits completed.

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

Status as of May 30, 2015: 47 follow-up visits completed.

Activities for May included SBCCOG staff contacting the following businesses Time Warner (El Segundo), Good Stuff (El Segundo), The Lakes (El Segundo), Petros Kafe (El Segundo), Inaba Japanese Restaurant (Torrance), Bonello's (Torrance), Fantastic Café (Torrance), The Flame Broiler (Torrance), Georgio's Pizzeria (Torrance), Louisiana Hometown Seafood (Carson), The Big Burger (Carson) and El Burro (Carson).

Contract goals: 2 training sessions to be completed by August 31, 2015.

Status as of May 30, 2015: 0 training sessions completed.

A training has been re-scheduled at the Hawthorne Moose Lodge for June 2015.

Rain Barrel

During the month of May, 55 individuals were recorded as indicating interest in the Rain Barrel Giveaway. Additional rain barrel events may be scheduled in the fall.

Car Wash

Contract goal: "Re-sign" for next year the 7 car wash companies that are participating in the program.

Status of goal: 4 of the 7 current car wash companies have renewed - Dominguez Car Wash (Carson), Crenshaw Imperial Car Wash (Inglewood), Lennox Car Wash (Lennox), and Carson Car Wash (Carson)

SBCCOG staff re-visited the following Car Wash business in May to promote the program: Carson Car Wash (Carson).

Contract goal: strive to enroll 2-3 new car wash companies by August 31, 2015.

Status of goal: 2 new car wash companies have signed up - Go Eco Express (Lawndale) and Green Forest Car Wash (Hawthorne)

IRWMP

The South Bay Sub-region Project Presentation Workshop was held in May; nine projects were scored and ranked by the Steering Committee members based on the information provided during the presentations. The top 5 projects will be recommended to the Leadership Committee with the top 3 ranking projects providing a presentation on their project at their May 27th meeting. The cities of Inglewood, Torrance, and Palos Verdes Estates had the top 3 projects.

The City of Torrance and the City of Palos Verdes Estates were asked to cut their grant request in order to get the total grant request down to \$8 Million (the maximum allowed by the Leadership Committee's guidance). The City of Inglewood's project remained at their original grant request because the project would serve a disadvantaged community and the IRWMP Steering Committee agreed to keep the original grant request the same.

The motion approved unanimously by the IRWMP Steering Committee voting members present was: Approval of the top 3 ranked projects contingent upon the City of Palos Verdes Estates' project "Recycled Water Supply for Palos Verdes Golf Course" being able to proceed with a reduced funding request from \$4,000,000 to \$2,600,000. If the City is unable to proceed with this reduced funding request, then the #4 and #5 ranked projects will be moved ahead in the ranking.

Sanitation Districts

Contract goal: Schedule 5 Sanitation Districts-related presentations to be completed by December 31, 2015.

Status: 4 presentations have been scheduled.

Transportation

Vanpool Program

Contract goal: 72 outreach events; 18 information/formation meetings to be completed by February 15, 2016.

Status of Goals: 55 outreach events; 14 information/formation meetings

SBCCOG staff distributed Van Pool information at 7 community outreach events in May. Specific Van Pool formation meetings and events were held with the City of Carson's Transportation Services Division at their May RideShare Event; additional formation follow-up took place Harbor-UCLA's Employee Transportation Department. SBCCOG staff in cooperation with Metro staff is working to facilitate Van Pool formation at these employer locations. SBCCOG contacted the City of Inglewood to discuss "next steps" towards Van Pool Formation; and discussion has begun to assist Metro staff with Van Pool formation outreach to employees of Los Angeles County facilities located in the South Bay area. Formation meetings with two property management groups located in El Segundo have been planned for early June.

Metro Express Lanes (MEL)

Contract goal: 30 outreach events; 2 MEL-focused presentations by June 30, 2015

Status of goals: Status: 33 community events; 1/2 presentations

Note: the MEL – focused presentation goal is dependent upon Metro's MEL marketing Team's availability. SBCCOG staff has been advised that the MEL support Team has targeted areas outside of the South Bay for marketing and will not be able to provide resources towards this goal; SBCCOG will continue to invite MEL to events as they are scheduled.

Electric Vehicle Charging Station Siting and Installation (CEC grant)

The goals of the ZEV grant are to: (1) provide the SBCCOG prioritization strategies to conduct outreach to multi-unit dwelling (MUD) owners and homeowners' associations (HOAs) with the greatest potential for tenant demand in Electric Vehicle Charging Station (EVCS) installation with the 15 cities within SCE territory; (2) make accessible a MUD installation tool kit; and, (3) share results with SCE to improve the EVCS installation process.

Current status:

- UCLA subcontract approved at May 28 Board meeting

Virtual TDM (Transportation Demand Management) Pilot Program

SBCCOG staff submitted to Metro a detailed scope of work for approval by Metro’s Budget Committee. Approval is anticipated at the Metro Board meeting in June for a 2 year pilot project to market the Ride Amigos TDM platform to employers, event locations, and individuals in the South Bay. The platform provides information about travel choices such as bicycling, walking, public transit, carpooling, and vanpooling. SBCCOG staff anticipates work to begin in July 2015.

II. MARKETING, OUTREACH, & IMPLEMENTATION

Workshops, Trainings & Exchanges

Newsletter

California State Senator Pavley, Senate Natural Resources and Water Committee Chair, emailed SBCCOG Executive Director and states that she reads and appreciates our newsletter!

Hi Jacki,

I enjoy receiving your newsletters to see what the South Bay cities are up to. You have coordinated a great resource for local governments. Do you ever share or take positions on legislation that may be relevant to your COG? I have been very busy chairing the Senates Natural Resources and Water Committee. In fact, your State Senator Ben Allen, is a member of the committee. I am continuing to take the lead on climate change and clean energy related policies.

Hope all is well.

Fran Pavley

Workshops

The following chart lists an overview of all workshops held in May 2015:

Event Date	Event Name	No. Attended/ No. of RSVPs	Marketing Info. (how did they hear about the workshop):	Staff Lead
5/9/15	California Friendly Landscape Training - West High School (Torrance)	87/110	Email: 36 Flyer: 19 Friend or Family: 22 Local Publication: 22 Social Media: 1 Website: 10	MS
5/21/15	California Friendly Landscape Training Class – Rowley Park (Gardena)	46/71	Email: 58 Flyer: 6	MS

			Local Publication: 2 Friend or Family: 2 Social Media: 1 Website: 2	
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Based on the presentation given to Leadership Redondo, a contact was made with Susan Anderson, Library Director of the Redondo Beach Public Library. The SBCCOG will be providing 2 presentations/workshops in July as part of the library’s education series on “Energy and Water Efficiency for Your Home” and “Reducing Your Carbon Footprint with Your Transportation Choices.”

SCE Workshops – next scheduled SBCCOG-hosted SCE seminars: 6/12/15 and 10/9/15

Outreach Events

SBCCOG/SBESC had a presence at the following events:

- 7 community events;
 - Scheduled to attend 8 community events in June
- 2 employee events
- 0 business or business card events
 - 1 business or business card events scheduled in June
- 4 presentations/workshops;
 - Scheduled to give 2 presentations in June
- Calendar year-to-date through May 2015:
 - 32 - Community events
 - 6 - Employee events
 - 5 - Business or business card events
 - 21 - Presentations/workshops

Media

Earned Media Received in May 2015

- “Green Tip” – Melinda’s #EcoMonday Roundup – May 4, 2015
- “Green Tip” – Melinda’s #EcoMonday Roundup – May 25, 2015
- “Today’s Meeting” – Kiwanis, The Talk of Torrance – May 19, 2015*
- “SBCCOG and Water Experts Reach Out to Local Businesses” – El Segundo Herald – May 14, 2015
- *SBCCOG staff completed a presentation for the Torrance Kiwanis group which resulted in an Energy Upgrade CA article being published in their newsletter that went out to 300 people.

Social Media

As of May 27, 2015 social media following is as follows:

Facebook: 374 likes, 1,937 impressions

LinkedIn: 68 followers, 830 impressions

Twitter: 320 followers, 5,700 impressions

(Impressions are the number of times the posts were viewed)



Social Media Working Group Meeting

SBCCOG staff secured HERO’s social media expert for the June 11th meeting.

SBCCOG/SBESC Websites

“The Drought and You” – SBESC’s website now features an all-inclusive, water conservation resource hub on its homepage, addressing all audiences. From correcting water-wasting household habits to providing examples of “California Friendly Landscapes”, this webpage provides tips, showcases our partners’ programs and points visitors in the right direction to satisfy their questions about saving water during the drought.

“Postcards of the South Bay” – Councilmember Osborne’s slides of historic South Bay landmarks from the General Assembly are now available on SBCCOG’s website. They are featured both in a scrolling slideshow on the “About the South Bay” webpage and in a table on a new webpage titled “Postcards of the South Bay”, which showcases the collection in its entirety, sorting them according to city location. This collection is a valuable resource for SBCCOG’s website, which can be expanded. Whether the additions are more postcards or descriptions of the existing ones, website visitors are provided with more insightful historical context about the region.

Volunteer Program

Volunteers

Volunteer hours for the month of May 2015 are as follows:

- 150.5 hours
- Grand total as of 5/30/15 = 13,504.68 (Starting April 2008)