

# South Bay Cities Council of Governments

November 12, 2013

TO: Steering Committee

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

SUBJECT: South Bay Environmental Services Center Report

## **I. PROGRAMS - TECHNOLOGY, PLANNING, & RESEARCH**

### **Energy Efficiency**

#### SCE Water Leak Detection Program Grant Award

We are delighted to have started work on the SCE Water Leak Detection Program (WLDP). Suzanne Charles is the project lead for SBCCOG with the technical work on the project performed by Willdan Engineering and Water Systems Optimization (WSO) consulting firms. This project not only identifies water leaks, but also analyzes water pressure - another significant contributor to water waste. The Program goal is to deliver quantifiable savings of both water and energy.

Kickoff meetings were held at the four cities participating: El Segundo (11/4), Inglewood (11/4), Lomita (11/6), and Manhattan Beach (11/7). The meetings were well attended with the appropriate department heads and their staff and the consultant project team representatives from Willdan and WSO.

#### Municipal Direct Install

A **new** Municipal Direct Install program is being offered by SCE, which is modeled after the business direct install program and offers free installation of replacement U lamps for any T 12 lamps that may be remaining in our cities. A city must have a demand of 100 kilowatts of electricity per month to qualify for this offer. Staff will be contacting facilities staff to help identify interested cities.

#### Energy Leader Partnership (ELP) program

The ELP staff team has been working with cities to help identify, implement, and quantify energy savings municipal projects. In support of these efforts communications have been sent to cities regarding their Q3 2013 Tier Level Updates along with what their next steps are for moving to the next tier level.

Staff also continues to draft Energy Action Plans (EAPs) and is currently working with city staff from Carson, Lawndale, Torrance, and Redondo Beach to review EAPs and collect city input.

As a follow up from the Sept. SBCCOG City Staff ELP Recognition Luncheon, staff has been at a city council meetings in the Cities of Inglewood and Rancho Palos Verdes to recognize their staff that has been working on this program. Several other cities have requested similar presentations be given at their respective council meetings after the city has been promoted to a higher tier level in the ELP program.

Beacon Award Champion

Staff is working with individual cities to help them obtain Beacon Award recognition. The chart below provides the status for each city that expressed an interest in this program.

City	Resolution Passed	Completed On-Line Application	Participant Level Achieved	Spotlight Awards
Manhattan Beach	Yes	Yes	Yes	1. Energy Savings 2. Best Outreach Activities
Rolling Hills Estates	Yes	Yes	Yes	
Hermosa Beach	Yes	Yes	Yes	
Carson	Yes	Yes		
Lawndale	Yes			
Rancho Palos Verdes	Yes	Yes		
Torrance	Yes			

Southern California Gas Company (SCG)

SBCCOG has surpassed the 2-year Gas Company contract goal of 20,000 therms in the month of October, achieving 51,000 therms saved. While our goals have already been met, staff continues to look for opportunities in the City of Los Angeles 15<sup>th</sup> Council district to promote SCG programs and has scheduled to be at the November 22, Health Fair Exhibit in Wilmington at Banning’s Landing.

EEMIS (Enterprise Energy Monitoring Information System)

EEMIS is being used by the SBCCOG to assist cities in finding energy cost and consumption savings. Training is being offered by LA County on the EEMIS system at the Lawndale community center on November 20th. The SBCCOG is evaluating alternate systems to EEMIS that may provide more value or cost effectiveness in the long term.

## Local Governments Chapter of the California Long-Term Energy Efficiency Strategic Plan (CEESP)

Staff reviewed and provided input on the recently released update to the Local Governments Chapter of the California Long-Term Energy Efficiency Strategic Plan (CEESP). The CEESP helps inform the Strategic Plan strategies menu and the opportunities for funding for local government programs. Comments centered on support of city flexibility in developing, adopting, and implementing strategies to reduce energy use; the need for funding to support renewables; and access to data.

## **Climate Action Planning**

### Climate Action Plans (CAP)

The Scope of Work and Contract for the SCE Strategic Plan Strategies Phase 3 funding—to develop the Energy Efficiency chapters of the Climate Action Plans—have been finalized. Staff is still waiting for a Notice to Proceed from SCE and is preparing the RFP for consulting services. Once SBCCOG receives the Notice to Proceed, staff will release the RFP.

Staff attended a regional public workshop on the Update to the 2009 California Climate Adaptation Strategy on October 8. The update will be called the “Safeguarding California Plan” and is expected to be released at the end of the calendar year. Also this past month, the volunteers were given an overview of the SBCCOG’s work on Climate Action Planning.

## **Transportation**

### MEL (Metro Express Lanes)

Over the course of the contract starting in Sept. 2013 Metro materials have been distributed at over 183 community outreach events, where SBESC was present, assisting more than 14,500 individuals and distributing approx. 79,000 pieces of material via newsletters, Metro branded handouts and verbal presentations. SBESC has assisted with the opening of 100 Fastrak transponder accounts over forty-four events attended by the MEL van. We are on target to reach our goals at 81% to date: completed 44 presentations (8 Metro specific presentations and 36 with MEL van present with 100 FasTrak accounts opened.

### Vanpool Program

SBESC staff is continuing to promote the value of adding vanpools to South Bay area employers. The contract period with Metro is from Feb. 1, 2013 through Feb. 15, 2016. Contract goals: Schedule (72) meetings over 36 months with (18) specific Vanpool formation meetings. During the month of Oct., Staff attended Herbalife’s New-Hire Orientation to promote the benefits of vanpooling. Herbalife is looking to reduce their Air Quality Investment Program of \$30,000 and has started doing more targeted outreach and marketing of the program including for vanpools. Staff has also made a strong connection with Kaiser Permanente to help their staff increase vanpool outreach due to construction activity surrounding the replacement hospital project. Staff helped Harbor-UCLA Medical Center increasing their Average Vehicle Ridership from 1.12 to 1.166 through the assistance of vanpool formation. Staff is also working with British Petroleum, Bristol Farms, and Centinela Hospital.

## II. MARKETING, OUTREACH, & IMPLEMENTATION

### Social Media

#### TWEETS

Recently, Alternate Director Steve Napolitano has been actively retweeting SBESC information. Additional tweets are being picked up by Twitter accounts and featured in online publications via Paper.li, which is a content service that enables you to monitor content and topics across the web, turning content into online newspapers and newsletters. This exposure expands the audience seeing SBESC's information, providing increased visibility to our social media accounts and website.

#### SOCIAL MEDIA WORKING GROUP

The Social Media Working Group's held its first meeting on October 30. It was well attended with representatives from Torrance, Carson, Hermosa Beach, RPV, Inglewood, and L.A. County Department of Public Works. The Working Group expressed their desire to work together and leverage resources. As a first step the group requested that the SBCCOG host a LinkedIn group for the cities and the county to discuss social media, address progress with individual social media efforts, ask questions or seek advice on social media use, and share social media-related content and news. The group also decided to meet again in March of next year. SBCCOG staff is excited about the possibilities this group will have to share resources and expertise to further the programs and outreach efforts of the SBCCOG and our partners in this every changing communication media.

### Workshops & Trainings

SBESC collaborated with the Sanitation Districts of LA County and Grades of Green in presenting the "Moving Toward Zero Waste: Minimizing Your Impact on the Environment" workshops. Grades of Green has a Youth Corps made up of youth leaders, and 2 incredible young women presented at the workshops: Jane Fishman, 9th grader at Mira Costa High School presented on Oct. 12; Riley MacDonald, 11th grader at Mira Costa High School presented on Oct. 16.

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

Event Date	Event Name	No. Attended/ No. of RSVPs	Marketing Info. (how did they hear about the workshop):	Staff Lead
10/2/13	Sustainable Residential Workshop Series: What You Need to Know About Energy Efficiency and Your Home	3/4	E-mail: 2 Newspaper: 1	GFG

10/12/13	Sustainable Residential Workshop Series: Moving Toward Zero Waste: How to Minimize Your Impact on the Environment	25/24	E-mail: 8 Friend: 7 Newspaper Ad: 1	GFG
10/16/13	Sustainable Residential Workshop Series: Moving Toward Zero Waste: How to Minimize Your Impact on the Environment	14/13	E-mail: 4 Facebook: 1 Newspaper Ad: 1 Grades of Green: 1	GFG
10/19/13	California Friendly Landscape Training - Hermosa Beach	31/49	Mail Insert: 1 Newspaper Ad: 1 Agency Newsletter: 2 Organization: 1 Agency Website: 5 Friend: 6 Other: 16	MS

Upcoming Residential “sustainable” workshops to be held on December 6 and December 11 – Reducing Your Carbon Footprint Through Transportation Choices

### **Outreach Events**

SBESC had a presence at 11 different community/employee events in Oct.; 3 residential workshops. SBESC is scheduled to participate in 8 community/employee events in Nov.; 2 residential workshops are scheduled.

### Sanitation Presentations

The goal of scheduling 5 outreach presentations to different public groups has been met.

### West Basin Municipal Water District (WBMWD)

Staff has conducted 5 of the 24 Business Briefings goal. Meetings were held at Peter’s Realty Company, Waste Management, Whole Foods, Remedy Pharm and L.A. Bio Med. All of these contacts were made through South Bay city chamber of commerce contacts. New prospects include Torrance Memorial Hospital, Kaiser Hospital, Green Hills Memorial Park (again through chamber contacts).

In the month of Oct., 388 Water Reliability 2020 cards were collected from 7 community events, 4 company employee only events, and 3 residential workshops. As part of the WBMWD contract, distribution and collection of these cards demonstrates the community interest in water reliability.

Staff has also been assisting WBMWD with the Weather Based Irrigation Controller (WBIC) Exchange including promoting the events, taking RSVPs, and coordinating staffing on the day.

These irrigation systems help residents control water use by sensing the moisture level in the air and temperature, automatically adjusting the amount of time and frequency the water is on.

### Holiday Light Exchange

SAVE November 18, 19 and 20 for the Holiday Light Exchange! Boxes of holiday LED lights have been purchased and branded by our volunteers. Staff and volunteers will be working the event at our office which is expected to be well attended. Ecotech Recycling has offered to take all the old light strands. Promotion has begun through SBESC regular channels of communication including social media and print media calendar sections. Press releases will go out alerting Torrance Cable TV and CBS Channels 2 & 9 news who covered the event last year.

### **Volunteer Program**

Volunteer hours for the month of October are as follows:

- Volunteer hours worked: 279.5
- Volunteers worked: 15
- Active volunteers: 25

Grand total as of October 31, 2013 10,203.68

On Oct. 11 volunteers and staff went on a field trip to West Basin Ocean Water Desalination Facility. October 30 an informational *Learn, Share and Network* was conducted for volunteers by Sabrina Bornstein on Climate Action Planning.

Hold the date! On **Thursday, November 21st**, the SBCCOG will be holding its annual volunteer recognition event where we will be recognizing volunteers. We expect to recognize 25 active volunteers some of whom have contributed over 100 hours or more.

West Basin Water Harvest -- This year, staff assisted WBMWD in recruiting and managing all volunteers at the Water Harvest Festival; 41 volunteers were in attendance.