

# South Bay Cities Council of Governments

November 19, 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)

All cities are on schedule for adopting the Energy Efficiency Measures. Cities that have already approved measures include Gardena, Hawthorne, Lomita and Rolling Hills Estates. The measures reports and the EECAP Chapter are being finalized. The project is on schedule for completion by the end of December.

#### Strategic Growth Council Grant

Energy Generation and Storage – The SBCCOG continues to utilize volunteers to support the CAP efforts in researching and continuing cities’ strategies refinement. Currently, the CAP volunteers are researching General Plan policies and barriers to Energy Generation and Storage strategies.

Greening and Waste chapters – The SBCCOG staff has met with all of the cities to present and discuss the menu of strategies for the Greening and Solid Waste chapters of the Climate Action Plans. The SBCCOG staff also developed the methodology for calculating greenhouse gas reduction potentials of the strategies through extensive research. They met with technical experts from the Los Angeles County Sanitation District (LACSD) to discuss the Solid Waste strategies and calculations so that they can provide a technical review of this chapter for the SBCCOG at no cost.

### **Energy Efficiency**

#### Energy Leader Partnership (ELP)

**2015 Status:** Completed 387,455 kWh (24% of 2015 kWh goal)

**2015 Goal:** 1,590,000 kWh

**2015 paid out incentives to cities:** \$30,333

Remaining to achieve 2015 goal: 1,202,545 kWh

**Important Update – Increase to select cities kWh achievement in ELP tier levels from SCE’s HVAC upstream program will be reflected in Q3 2015.** The increased credit is due to SCE adding these savings for participating cities which were previously not included in the ELP programs. However, this does not include an increase to overall partnership goals. It is only a perk to the 3 cities listed below in their ELP energy savings. Cities receiving kWh credit in their Q3 2015 ELP include:

- Inglewood: **60,446 kWh increase**
- Redondo Beach: **28,315 kWh increase**
- Torrance: **40,899 kWh increase**

Below is a summary of anticipated ELP progress for cities that currently have projects in the pipeline along with the estimated completion dates. A total of over 4 million kWh are in the pipeline.

City	Current Tier Level	kWh Savings in Project Pipeline	Anticipated Tier Level	Anticipated Timeframe
Carson	Gold	1,485,301	Platinum	Q2 2016
Gardena	Valued	219,909	Silver	Q4 2015
Hawthorne	Gold	48,789	Platinum	Q2 2016
Hermosa Beach	Silver	367,088	Platinum	Q4 2015
Inglewood	Gold	1,452,029	Platinum	Q3 2016
Manhattan Beach	Platinum	51,309	n/a	Q1 2016
Rancho Palos Verdes	Gold	38,269	Gold	Q1 2016
Redondo Beach	Silver	120,916	Gold	Q1 2016
Torrance	Silver	570,779	Gold	Q4 2015

Reminder: **All installation reports must be submitted by November 13, 2015** in order for kWh to be credited in 2015. An installation report (IR) is submitted to SCE once a project is installed and operational. The IR triggers SCE to schedule a post-installation inspection and upon final approval the incentive check is mailed to the city.

EEMIS

The SBCCOG will continue working with Los Angeles County’s EEMIS. Currently, Los Angeles County is working on a data re-upload due to a change in one of the EEMIS applications.

The last Energy Managers’ Working Group meeting was held on October 7, 2015 and hosted at Rolling Hills Estates. The Deputy Director of Public Works from Rancho Palos Verdes (RPV) gave a presentation on RPV’s streetlight pilot project.

Direct Install – Southern California Edison

Direct Install is back for local governments and churches with newly added measures for LED recessed lighting, LED candelabra lighting, and occupancy plug load sensors. Direct Install must be completed by end of 2015 and the SBCCOG is currently working with promoting this program with South Bay cities and churches.

Southern California Gas Company (SCG)

**2015 Status:** 14,414 therms (144% of 2015 therm goal)

**2015 Goal:** 10,000 therms

**2015 paid out incentives to agencies:** \$17,940

**Remaining to achieve 2015 goal:** Goal Met

Current therm activity:

Planning phase

- City of Hawthorne – chiller controls upgrade at Memorial Center
- Marymount California University – replace pool boiler with solar thermal

Installation phase

- City of Carson – pool cover and boiler replacement (3,635 therms)
- Torrance USD – two condensing boilers (3,349 therms)

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: 6 outreach completed; 6 presentations completed – Goal Met

Environmental Charter High School (ECHS) – our partner in this program - has contract goals as well: 3 outreach events and 3 presentations

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

The RFP for the 2016 program was released on October 12, 2015. The deadline for submission of the proposal is November 5, 2015. The funding amount is \$58,100. There will be no Tier I and Tier II Agencies for the 2016 funding cycle therefore, the SBCCOG will not be partnering with Environmental Charter Schools for the next grant. They were however, encouraged to apply for funding but have decided against it.

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.

Status of goals: 11 outreach events completed; 4 presentations completed – Goal Met

Green Building Challenge

Contract goals: 170 - 270 participants by December 2016

Status of goals: 33 participants enrolled in the South Bay Cities Green Building Challenge

The current program focus is continued outreach to new participants and program management to engage existing participants. In October, there were 13 business outreach meetings, and the program was presented at 5 community outreach events/meetings, including the Torrance Business Expo. SBCCOG held a volunteer training focused on GBC and has identified individuals to assist with outreach tracking and follow up. SBCCOG is also looking to contract with additional staff to assist with meeting program goals.

The Energy Network has joined the Green Building Challenge as a sponsor and information on commercial PACE will be added to the Challenge activities.

The GBC program newsletter was launched in October and the SBCCOG will be providing updates on enrollment by city for the Mayors' challenge promotion. Current standings are: El Segundo (10), Torrance (6), Gardena (4), Manhattan Beach (4), Redondo Beach (3), Rancho Palos Verdes (3), Lennox (1), Palos Verdes Estates (1), and Rolling Hills Estates (1).

### Holiday Light Exchange

Staff and volunteers are ready to greet Holiday Light Exchange participants on November 12 and 13 with 300 boxes of EnergyStar® rated LED holiday lights! Thank you to our generous sponsors Verengo Solar, Chevron, South Bay Association of Realtors®, Athens Services, Continental Development and Susan Jones 3Leaf Realty who donated a total of \$3,250.

*Please mark your calendars for **November 12 and 13, 2015 9am to 5pm** and tell your friends and family to bring a box of their old lights to the SBCECS to exchange!*

### **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, 2016.

Status of goals: 18 cards collected in total with Cash for Kitchens outreach contributed to 1 support card.

Contract goal: Up to 30 WR 2020 presentations to be scheduled.

Status of goals: 1/30 has been scheduled as of September 30, 2015 & 1 is being re-scheduled. (Note: this goal is dependent upon West Basin's availability.)

SBCCOG staff continues to contact groups regarding scheduling presentations. During the month of October, five presentations were conducted that were scheduled in previous months.

Contract goal: Up to 20 tabletop WR2020 business briefings to be scheduled.

Status of goals: 0/20 as the new program year just started.

#### Cash for Kitchens

Contract goals: 40 kitchen audits to be completed by Aug 31, 2016.

Status as of October 31, 2015: 1 audit completed.

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

Status as of October 31, 2015: 0 follow-up visits as the new program year just started.

Activities for October included SBCCOG staff contacting the following businesses: Hometown Buffet (Torrance), Vegas Seafood Buffet (Torrance), Outback Steak House (Torrance), Chick-fil-A (Torrance), Torrance Bakery (Torrance), Red Car (Torrance), Sam's Club (Torrance), Togo's (Torrance), Critic's Choice Catering and Event Production (Redondo Beach) and Bettolino Kitchen (Redondo Beach).

Contract goals: 2 training sessions to be completed by August 31, 2016.

Status as of October 31, 2015: 0 training sessions as the new program year just started.

SBCCOG Staff will work with West Basin staff to schedule the first Cash for Kitchens training session on March 2016.

#### Car Wash

Contract goal: “Re-sign” for next year the 2 car wash companies that are participating in the program.

Status of goal: 2 of the 2 current car wash companies have renewed - Dominguez Car Wash (Carson) and Go Eco Express Car Wash (Lawndale). Goal Met

SBCCOG staff visited the following Car Wash businesses in October to promote the program: Hollywood Riviera Car Wash (Redondo Beach) and Red Carpet Car Wash (Manhattan Beach).

Contract goal: strive to enroll 5 new car wash companies by August 31, 2016.

Status of goal: 0 new car wash companies as the new program year just started.

#### Water Harvest 2015

The SBCCOG assisted West Basin with another successful Water Harvest event. The SBCCOG is responsible for providing volunteers to support this West Basin event and worked with the South Bay Workforce Investment Board to facilitate the use of their youth program. A training was conducted by the SBCCOG for volunteers on Wednesday, October 21<sup>st</sup>. SBCCOG staff coordinated 22 volunteers for the event. SBCCOG staff will meet with West Basin staff to discuss any comments or suggestions for next year’s Water Harvest Festival event.

#### Sanitation Districts

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

Status: 5 presentations have been given – Goal Met

SBCCOG staff met with General Manager and Chief Engineer, Grace Hyde in October to review 2015 activities and plans for 2016. The contract for 2016 is expected to be similar to the 2015 contract and renewal is in process.

#### MWD Caucus Meeting

The October meeting focused on the 2015 Integrated Resources Plan Update. A presentation about phase one of the update was given by Brandon Gosh, Manager of Water Policy and Strategy, Metropolitan Water District. Phase one includes the technical analyses of MWD’s long-term supply and demand projections, and will be adopted in December 2015. Phase two will be focused on policy implementation planning and public outreach, and will start in 2016.

### **Transportation**

#### Van Pool Program

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

Status of Goals: 95 outreach events; 16 information/formation meetings

SBCCOG staff distributed Van Pool information at 10 community outreach events in October including Ride Share events held at Harbor UCLA Medical Center, the City of Carson, and the City of Torrance. Outreach efforts continued to facilitate Vanpool opportunities for employees from Providence Holy Cross Hospital and employees at the City of Torrance as well as for the City of Carson and California State University Dominguez Hills. Additionally, Ride Share data was analyzed for the City of Redondo Beach for the purposes of identifying possible Van Pool participants. Work continues to identify and develop Van Pool outreach opportunities through the Green Building Challenge.

#### Metro Express Lanes (MEL)

The goal of the MEL Contract is to continue to build awareness and increase the number of FasTrak® transponder accounts for vehicles using the I-110 corridor Express Lanes as well as encourage use of the Silver Line bus services and vanpools.

Status: 19 community events; 1 MEL email update; 2 SBCCOG Newsletter

SBCCOG participated and distributed MEL materials at 10 South Bay community events in October. SBCCOG staff continues to advise the MEL support marketing team of opportunities in the South Bay though the MEL team has indicated that it will selectively target and allocate marketing resources as they deem appropriate.

#### Electric Vehicle Charging Station Siting and Installation - CEC grant (under the direction of Wally Siembab and his team)

The project is proceeding on course for site surveys to begin in early November. The EVCS installer consultant was selected and a signed contract for future services was completed. Subsequently, a “kick-off” meeting was held to review the project, scope of work and understand the consultant’s insights regarding EVCS installations in the South Bay. Outreach efforts continued to recruit Property Management companies to become Study Partners for the purpose of allowing site visits and surveys at identified apartments and HOAs. Three property management groups replied favorably to participating in the study. Their respective South Bay property portfolios were reviewed and wish lists for site visits and surveys were developed.

#### Ride Amigos TDM Program

Contract goal: Wide-spread adoption of South Bay Smart Mobility Platform – aka, Ride Amigos TDM (transportation demand management) Software Platform - throughout the South Bay

SBCCOG staff submitted and Metro has approved the first phase of a multi-phase 2 year pilot project to market the South Bay Smart Mobility Platform. The platform will be marketed as a TDM tool to employers; for event ride sharing; and to individuals in the South Bay. Phase I will allow for continued project development in advance of marketing and project roll-out later this fall. Additionally, Phase I will allow for development of a Transportation Module and linkage to the Green Building Challenge.

## II. MARKETING, OUTREACH, & IMPLEMENTATION

### Workshops, Trainings & Exchanges

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

Event Date	Event Name	No. Attended/ No. of RSVPs	Marketing Info. (how did they hear about the workshop):	Staff Lead
10/1/15	Making Your Home Healthier and More Comfortable...the Energy and Water Efficiency Way to South Bay Adult School	10/11	Email: 10 Local Publication: 1	GFG
10/9/15	Basic HVAC seminar (SCE seminar)	26	N/A	ML
10/17/15	Spanish Eco-Gardener class	0	N/A	MS
10/31/15	West Basin Rain Barrel Distribution - Division V	TBD/448	Email: 87 Flyer: 66 Friend or Family: 84 Local Publication: 87 Social Media: 40 Website: 45 Other:39	GFG, AB
10/31/15	Torrance California Friendly Landscape Training	TBD/TBD		RD

SCE Workshops – SBCCOG hosted a Basic HVAC SCE seminar on 10/9/15 had 26 people in attendance. The next SCE seminar on Basic HVAC is scheduled for 2/12/16 hosted by SBCCOG.

#### Outreach Events

- 4 community events
  - Scheduled to attend 5 community events in November
- 4 employee events
- 1 business or business card events
  - 1 business or business card events scheduled in November
- 10 presentations/workshops (overview of SBCCOG)
- Calendar year-to-date through October 2015:
  - 60 - community events
  - 12 - Employee events
  - 9 - Business or business card events
  - 50 - Presentations/workshops

#### **Media**

#### Earned Media Received in September 2015

“South Bay Cities Green Building Challenge” – Torrance Tribune – October 1, 2015

“Green Building Challenge” – SBACC in Action – October 1, 2015

“South Bay Cities Green Building Challenge” – Inglewood City Councilmember Alex Padilla E-Newsletter – October 8, 2015

“Business Expo 2015” – Daily Breeze – October 11, 2015

“Learn 6 Ways to Make Your Garden California Friendly” – Daily Breeze – October 18, 2015

“FREE HOLIDAY LIGHT EXCHANGE” – Redondo Beach Patch – October 27, 2015

“Golden State Water Partners to Launch the South Bay Green Building Challenge” – Golden State Water Company Press Release – October, 2015

“Holiday Light Exchange” – Inglewood District 2 Newsletter Councilmember Padilla – October 29, 2015

### Social Media

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

Facebook: 445 likes, 2,542 impressions\*

LinkedIn: 82 followers, 769 impressions

Twitter: 353 followers, 3,654 impressions

*\*Impressions: the number of times a post has been viewed*

**Top Tweet** earned 634 impressions

**@EnergyUpgradeCA** is here to make saving **#energy** simple for your **#SmallBusiness**. We're your one-stop-shop to saving! [energyupgradeca.org/en/save-energy...](http://energyupgradeca.org/en/save-energy...)

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### Social Media Working Group Meeting

Our Social Media Working Group met on October 8<sup>th</sup> and produced another great showing with 19 in attendance. Guest speakers from L.A. County Sheriff's Department and the City of West Hollywood addressed topics ranging from crisis management to how to maximize social media influence with limited staff resources available. Additionally, SBCCOG staff is looking into working with L.A. County Sheriff's Department to host one of their 2-day social media seminars in the South Bay which would be open to municipal and local government staff.

Sergeant Meadows, one of the guest speakers, also indicated that he would help reach out to Justine Fenwick from neighborhood-focused social media platform, Nextdoor, to speak at our next meeting. It has been remarkable to see the bulk of residents finding out about West Basin's Rain Barrel Program (which we are taking registrations for) via discussions taking place on Nextdoor. Paired with the group's expressed desire to have Nextdoor as a guest speaker, this is the type of social media use that our cities need to be aware of.

It is also worth noting that through the working group, we will continue to hear from guest speakers on how purchasing ads on social media platforms (e.g. Facebook, Twitter) is both cost-effective and necessary if marketing messages to a larger audience. Based on the “pay-to-play” algorithm-based model that social media platforms are using, relying exclusively on the agency's base of followers



for exposure is not sufficient. In comparison to print ads, it appears that social media ads have the potential to provide greater coverage at a lesser cost.

## **Volunteer Program**

### Volunteers

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

- 218.25 hours
- Grand total as of 9/30/15 = 14, 753.93 (Starting April 2008)

Training: On October 22nd, SBCCOG staff provided training on the Green Building Challenge for 8 volunteers to help with outreach.

On October 15th volunteers and staff went on a field trip to the South Coast Air Quality Management District (AQMD). Many of the volunteers commented that the trip was very informative.

The date for the Volunteer Recognition is just prior to start of the November Board of Directors meeting in the Client Theater. All Board members are encouraged to attend. Staff is seeking gifts for the volunteers from our partners. Giveaway items must be received by Wednesday, November 4 to be included in the gift-bags. Partners have also been invited to the Volunteer Recognition.