

# South Bay Cities Council of Governments

June 24, 2021

TO: SBCCOG Board of Directors

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

SUBJECT: Environmental Activities Report – May 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*

To date the following cities are enrolled in the SoCalREN program: Carson, Gardena, Hawthorne, Hermosa Beach, Rancho Palos Verdes, Redondo Beach, Rolling Hills Estates, Torrance. Redondo Beach School District is also enrolled. Pending city enrollments: Manhattan Beach and Lomita.

SBCCOG staff continues to meet with the REN staff weekly to discuss program implementation and status. In addition, SBCCOG staff continues to work with cities to help them enroll in the SoCalREN. The SBCCOG is also working to obtain utility data from cities that have enrolled in the program. A detailed comparative energy analysis (CEA) was presented to the cities of Hawthorne and Redondo Beach and two additional enrollment meetings were conducted with the cities of Gardena and Manhattan Beach.

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

*Contract year is September 1, 2020 - August 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 continues to follow up with Torrance and El Segundo which own residential properties.

Program promotions include:

- Coordinated a program presentation at the South Bay Association of Realtors June Resource Fair. Final date to be confirmed.

- Reached out to local realtor teams who showed interest in presenting the program. The goal is to secure a contact list of realtors for possible direct mailers via email and other opportunities at property owner events.
  - Presented May 4<sup>th</sup> to the Palos Verdes Peninsula Realtor team
  - Presented May 12<sup>th</sup> to the Keller Williams LA Harbor Realtor team

The Kits for Kids, another SoCalREN program implemented by ICF, focuses on providing energy efficiency education to 4<sup>th</sup> grade students through class curriculum. Teachers will be provided kits to hand out to students to complete at home. The program was recently approved by the CPUC and will be implemented next school year. ICF provided an updated overview flyer so SBCCOG can follow up with school districts. A list of all elementary schools within SBCCOG city school districts was created.

In the future, promotion of this program through other youth organizations such as YMCA, Girl Scouts, etc. may be allowed.

### Southern California Gas Company (SoCalGas)

*Contract year is January 1, 2020 through December 31, 2021*

SBCCOG has identified potential gas savings opportunities through data collection efforts. These facilities will be prioritized for SoCalGas programs such as direct install. In addition, energy benchmarking efforts continue. Benchmarking provides information on how facilities are performing and compares “like” buildings. The SBCCOG work also helps cities meet State benchmarking requirements. Currently, staff is contacting cities to obtain gas data.

### **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:* 117 exhibit events, presentations, workshops, networking opportunities, etc. **GOAL EXCEEDED**

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 promoted this program at the SBCCOG Board Meeting on Thursday, May 27<sup>th</sup>.

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

##### Educational Classes

*Contract goal:* 10 classes or webinars

*Status of goal:* 13 completed (virtual classes); 1 class/webinars were held in May. In-person classes are on hold. **GOAL EXCEEDED**

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 delivering rain barrels to residents. SBCCOG staff is promoting the program and facilitating deliveries.

West Basin home delivery rain barrel program has begun and SBCCOG is in the process of registering participants and helping to facilitate deliveries. As of the end of May there have been 563 registrations. Delivery of the barrels is being scheduled by West Basin.

#### Task - Cash for Kitchens

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

*Status of goal:* 21 materials packages were distributed

All 85 previous site surveys 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 Phase I GOAL MET– Phase II is reported below which is achievement beyond goal

- Number of calls: 31 in May
- As of May 31, 2021, over 400 surveys have been completed with the help of SBCCOG staff and West Basin's consultant

SBCCOG continues outreach efforts to promote West Basin's water saving programs. On Thursday, May 27, 2021, SBCCOG staff attended West Basin Water Awareness Workshop where 58 people attended. SBCCOG staff continues to assist residents by walking them through the C&S program and ensuring they are receiving and installing their water saving devices as well as receiving their \$500 rebate.

#### Torrance Water

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

*Contract goal:* 17 new commercial kitchens

*Status of goal:* 7 new commercial kitchens

In the month of May, SBCCOG staff conducted an outreach walk and water assessments in the City of Torrance.

#### 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: 117 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of May 2021*

SBCCOG staff has reached out to LACSD staff to explore volunteer training ideas and submitted the draft FY2021-22 contract for their staff review.

Los Angeles Department of Water and Power (LADWP)

SBCCOG staff is working with LADWP to renew contract for fiscal year July 1, 2021 – June 30, 2022.

PACE

SBCCOG continues to promote PACE financing for homeowners through Ygrene. 2021 Q1 payments totaled \$209.94.

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: 10 certified businesses – GOAL MET*

*Contract goals - City of Torrance: 10 certified green businesses; Status of goals: 10 certified businesses – GOAL MET*

Through the month of May, SBCCOG staff continued to assist the CAGBN cities of Hawthorne and Torrance with certifying businesses and conducting outreach. SBCCOG staff completed final reporting and program end follow ups as well as updated businesses profiles. This program is dependent on State funding, and it is unknown at this time if there will be funding to continue the program beyond June 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 (63), Lawndale (27), Hawthorne (49), 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 **250** businesses in the program as of the end of May 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: 157 outreach events; 7 vanpool or rideshare meetings; 3 Survey Engagements.*

SBCCOG staff coordinated speaker presentation for the June Board meeting on telework. In addition, SBCCOG is preparing for distribution of Metro information materials to promote carpooling and vanpooling as the State starts the COVID-19 economic opening.

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

Because of COVID-19 restrictions, all SBCCOG outreach events continue to be held 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 are distributed. MEL promotion ongoing in SBCCOG publications.

## II. MARKETING, OUTREACH, & IMPLEMENTATION

### Outreach Events

#### In May

- 7 – Virtual Networking Meetings
- 2 – Virtual Workshops

1 – Business Event

For the period July 1, 2020 through June 2021:

- 16 Virtual Community Events
- 13 Virtual Business Events
- 60 Virtual Networking Meetings
- 26 Virtual Workshop
- 2 In person Community Event

### Media

Top Social Media Posts & Email Marketing Campaigns (May):

Channel	Post	Exposure	Engagements ( <i>clicks, shares, comments</i> )
SBESC Facebook	<u>“Take advantage of these resources Metro Los Angeles is offering to bicyclists during #BikeMonth...”</u>	3,300 impressions	933 engagements
SBCCOG Facebook	<u>Did you know that the average car weighs more than 4,000 pounds and carries mostly empty space--on average 1.67 people? Learn how you can "right size your ride" and take our survey about the proposed South Bay Local Travel Network...</u>	151 impressions	15 engagements
SBCCOG Twitter	<u>“Got five minutes? Your input is needed as Caltrans District 7 develops its first active transportation plan for Los Angeles and Ventura Counties...”</u>	538 impressions	6 engagements
SBESC Twitter	<u>“Take advantage of these resources @metrolosangeles is offering to bicyclists during #BikeMonth...”</u>	502 impressions	3 engagements
Email Marketing	Post GA – COGTalks: Marianne Gausche-Hill	15,327 recipients (18% open rate)	6% click through rate

Social Media Followers – Year-Over-Year Comparison (May):

SBCCOG	2020	2021	Percent Increase
Twitter	246	322	31%
Facebook	123	180	46%
SBESC	2020	2021	
Twitter	556	567	2%
Facebook	754	757	0.04%
LinkedIn	134	149	11%

**Volunteer Program**

*Status of Program:* 4 hours May 2021

Grand total as of 5/31/2021 - 20,339 (starting April 2008)

Volunteer participation remains low due to COVID-19.