

# South Bay Cities Council of Governments

July 22, 2021

TO: SBCCOG Board of Directors

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

SUBJECT: Environmental Activities Report – June 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 agencies are enrolled in the SoCalREN program: Carson, Gardena, Hawthorne, Hermosa Beach, Lomita, Manhattan Beach, Rancho Palos Verdes, Redondo Beach, Rolling Hills Estates, Torrance, and Redondo Beach School District. Pending enrollment: El Segundo Unified School District (ESUSD). SBCCOG staff met with ESUSD this month to discuss SoCalREN program offerings and current school district projects.

The Energy Managers Working group met in June to discuss project identification, third party programs, gas direct install, and water bottle filling station incentives. The SBCCOG staff continues to work with cities to help them enroll in the SoCalREN and collect utility data to complete city specific comparative energy analysis (CEA). To date, CEA reports have been presented to the cities of Hawthorne, Redondo Beach, Hermosa Beach, and Torrance. As a result of the CEA findings, a SoCalREN audit is planned for Redondo Beach and several energy efficiency projects are underway in Carson.

#### 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 continues to work with the SoCalREN subcontractor ICF to help promote their multifamily energy efficiency program by contacting organizations to schedule presentations.

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. SBCCOG e-mailed elementary schools to notify them about the program. Three classrooms have indicated that they are interested in participating.

Southern California Gas Company (SoCalGas)

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

SBCCOG promoted the SoCalGas Direct Install program, that offers cities free gas-saving equipment and installation, at the June Energy Managers Working Group meeting. SBCCOG will facilitate program participation for cities who are interested.

Benchmarking initiatives continue for partnership cities. This initiative provides information on how facilities are performing, compares “like” buildings on a national scale, and helps cities meet State benchmarking requirements. Staff has contacted cities to obtain gas data and is compiling this information for entry into Energy Star Portfolio Manager benchmarking program.

Additionally, boiler replacement projects are underway at the City of Carson. Projects are expected to save 2,056 therms annually.

**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:* 129 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.

Task – 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 Energy Managers Working Group Meeting on Thursday, June 17<sup>th</sup>.

Task - Support for Workshops, Events, & Webinars Educational Classes

*Contract goal:* 10 classes or webinars

*Status of goal:* 13 completed (virtual classes); 0 class/webinars were held in June. In-person classes are on hold. **GOAL EXCEEDED**

Staff continues to work with West Basin staff to hold classes via webinar or Zoom.

Task - 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 concluded with SBCCOG managing registrations and helping to facilitate deliveries. Delivery of the barrels is still being scheduled by West Basin. **1,000** rain barrels have been allocated to more than **600** participants.

Task - Cash for Kitchens

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

*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. SBCCOG staff continues to meet with the West Basin staff weekly to discuss program implementation and status.

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 – achievement beyond goal

- Number of calls: 21 in June
- As of June 30, 2021, over 500 surveys have been completed with the help of SBCCOG staff and West Basin’s consultant **Goal Exceeded**

SBCCOG continues outreach efforts to promote West Basin’s water saving programs. On June 30<sup>th</sup> West Basin’s consulting firm held website training for the Question Pro Change-Save.com website as SBCCOG staff and West Basin Staff will be monitoring website activity and as needed additional residential assistance. 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:* 17 new commercial kitchens - **GOAL MET**

In the month of June, 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:* 129 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of June 2021. **GOAL EXCEEDED**

*Contract goal:* Schedule up to 3 Sanitation Districts-related presentations

*Status of goal:* 3 have been completed - **GOAL MET**

SBCCOG staff 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 continue our partnership for a three-year period for fiscal year July 1, 2021 – June 30, 2024.

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***

This program is dependent on State funding, and it is unknown at this time if there will be funding to continue the program beyond July 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 June 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: 169 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 June

- 5 – Virtual Networking Meetings
- 3 – Virtual Workshops
- 1 – Business Event

3 – Virtual Community Event

For the period July 1, 2020 through June 2021:

- 19 Virtual Community Events
- 14 Virtual Business Events
- 65 Virtual Networking Meetings
- 29 Virtual Workshop
- 2 In-person Community Event

### Media

Top Social Media Posts & Email Marketing Campaigns (*June*):

Channel	Post	Exposure	Engagements ( <i>clicks, shares, comments</i> )
SBESC Facebook	<u>“Our proposed South Bay Local Travel Network is creating some buzz. @SpecNewsISoCal explains how the LTN would use existing roads...”</u>	47 impressions	2 engagements
SBCCOG Facebook	<u>“The SBCCOG's new Torrance office at 2355 Crenshaw Blvd. will soon be connected to the South Bay Fiber Network...”</u>	69 impressions	15 engagements
SBCCOG Twitter	<u>“Older adults may qualify to receive rent relief and financial assistance through the Home Safe program...”</u>	704 impressions	4 engagements
SBESC Twitter	<u>“The SBCCOG's new Torrance office at 2355 Crenshaw Blvd. will soon be connected to the South Bay Fiber Network...”</u>	94 impressions	3 engagements
Email Marketing	June 2021 E-Newsletter	15,205 recipients (16% open rate)	12% click through rate

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

SBCCOG	2020	2021	Percent Increase
Twitter	247	322	30%
Facebook	123	179	46%
SBESC	2020	2021	
Twitter	557	567	2%
Facebook	753	756	0.04%
LinkedIn	134	150	12%

## Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
<b>The Daily Breeze</b>	<a href="https://www.dailybreeze.com/2021/06/01/south-bay-council-of-governments-supports-plan-for-slow-speed-evs/">https://www.dailybreeze.com/2021/06/01/south-bay-council-of-governments-supports-plan-for-slow-speed-evs/</a>	South Bay Council of Governments Supports Plan for Slow Speed EVs	6/1/21	High	High	Positive
<b>KNX Radio</b>	NA	SBCCOG Supports Plan for Slow Speed EVs	6/4/21	High	High	Positive
<b>Spectrum News 1</b>	<a href="https://spectrumnews1.com/ca/san-fernando-valley-ventura/transportation/2021/06/03/south-bay-cities-propose-25-mph-travel-network">https://spectrumnews1.com/ca/san-fernando-valley-ventura/transportation/2021/06/03/south-bay-cities-propose-25-mph-travel-network</a>	South Bay Cities Propose 25 mph Local Travel Network	6/4/21	High	High	Positive
<b>Torrance CitiCABLE “COVID-19 Today”</b>	<a href="https://www.youtube.com/watch?v=QVcJj6P_TTs&amp;t=721s">https://www.youtube.com/watch?v=QVcJj6P_TTs&amp;t=721s</a>	SBCCOG Proposes Local Travel Network	7/7/21	High	High	Positive
<b>LA.Streetblog.org</b>	<a href="https://la.streetblog.org/2021/06/08/metro-board-to-vote-on-greater-flexibility-for-highway-funding-this-month/">https://la.streetblog.org/2021/06/08/metro-board-to-vote-on-greater-flexibility-for-highway-funding-this-month/</a>	Metro Board to Vote on Greater Flexibility for Highway Funding This Month	6/8/21	High	High	Positive
<b>The Daily Breeze</b>	<a href="https://www.dailybreeze.com/2021/06/23/torrance-city-council-approves-homeless-shelter-along-with-anti-camping-law-amendment/">https://www.dailybreeze.com/2021/06/23/torrance-city-council-approves-homeless-shelter-along-with-anti-camping-law-amendment/</a>	Torrance City Council Approves Homeless Shelter, Along with Anti-Camping Law Amendment	6/23/21	Medium	High	Positive

## Volunteer Program

*Status of Program:* 5 hours June 2021

Grand total as of 6/30/2021 - 20,344 (starting April 2008)

Volunteer participation remains low due to COVID-19.