

South Bay Cities Council of Governments

September 13, 2021

TO: SBCCOG Steering Committee

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

SUBJECT: Environmental Activities Report – August 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 period is January 1, 2020 - December 31, 2021

The SBCCOG has reached the 2021 work program goal to enroll 6-8 public agencies into SoCalREN program. The SBCCOG has enrolled 12 agencies total (cities and school districts). Staff continues to collect utility data for new enrollees in order to complete city specific comparative energy analysis (CEA) which helps identify projects. To date, CEA reports have been presented to the cities of Hawthorne, Hermosa Beach, Redondo Beach, and Torrance. The cities of Lomita, Gardena, and Rancho Palos Verdes will be receiving their SoCalREN CEA soon. As a result of the CEA findings, a SoCalREN audit will take place at the Redondo Beach Library, City Hall, Police Dept. and Performing Arts Center in early September. In addition, several energy efficiency projects are underway in Carson.

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, El Segundo Unified School District, and Redondo Beach School District. This month, the SBCCOG met with the City of El Segundo to discuss program enrollment and will meet with Lawndale in early September.

In the coming months, SBCCOG staff will focus on connecting South Bay regional school districts with resources that will help them compete for CalSHAPE (AB 841) funding and undertaking energy efficiency projects.

In addition, the following informational meetings are being planned for city staff: Programs & Incentives for Cities serving DAC and income qualified communities (including Carson, Torrance, Gardena, Lawndale, Inglewood, Hawthorne, and El Segundo) in September; Capacity

Building EE Training series in October/November; and Energy Managers Working Group facility managers discussion on EE in October.

Regional Energy Network (SoCalREN): MULTIFAMILY

Contract period is September 1, 2020 - August 31, 2021 (extension on the consent calendar through Dec. 2021 including \$10,000 additional funding)

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. ICF is working on social media content so that the SBCCOG can create a social media kit to send to cities to promote the program.

The Kits for Kids, another SoCalREN program implemented by ICF, focuses on providing energy efficiency education to 4th grade students through class curriculum. SBCCOG created a master list of South Bay elementary schools which was used to notify South Bay elementary school principals about the program. Three classrooms located in the City of Carson have indicated that they are interested in participating. ICF has created two September webinar sessions to introduce the program.

Southern California Gas Company (SoCalGas)

Contract period is January 1, 2020 through December 31, 2021

Contract goals: 8,000 therms

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 begun inputting data into Energy Star Portfolio Manager benchmarking program and connecting data to SoCalGas Web Services.

SBCCOG staff has also been working to connect cities to the SoCalGas Direct Install program that offers free energy efficiency equipment to public agencies. Savings derived from this program will count towards SoCalGas partnership contract goals.

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

SBCCOG accomplishments from 2018 to 2021 were highlighted at the SoCalGas All Partners meeting on August 19th, including: 165,000 therm savings, \$225,000 in incentives acquired for public agencies, and 400 accounts connected in Energy Star Portfolio Manager, and attendance at over 100 in-person and virtual events.

Los Angeles Department of Water and Power (LADWP)

Contract period is July 1, 2021 through June 30, 2024

Staff continues to work with business organizations to identify locations for future assessments and trainings.

PACE

SBCCOG continues to promote PACE financing for homeowners through Ygrene. 2021 Q2 payments totaled \$199.97.

Water Conservation

West Basin Municipal Water District Programs (West Basin)

Contract period is July 1, 2021 through June 30, 2022

New contract period has started. SBCCOG and West Basin staff meet weekly to discuss implementation of programs.

Task – Educational Outreach Support - Exhibit Events

Contract goal: 100 exhibit events, presentations, workshops, networking opportunities, etc.

Status of goal: 12 exhibit events, presentations, workshops, networking opportunities, etc.

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 continues outreach efforts to promote the Water Bottle Filling Station Program. SBCCOG staff met with the City of Hawthorne to discuss this program on August 25th.

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

Contract goal: 5 physical classes or webinars/virtual

Status of goal: 2 completed (virtual classes); In-person classes are on hold.

Staff continues to work with West Basin staff to hold virtual classes via zoom.

Task - Rain Barrel Giveaway

Contract goal: Home delivery pilot program and/or distribution events

Status of goal: Program and/or events have not yet been scheduled by West Basin

Task - Cash for Kitchens (CFK)

Contract goal: distribute up to 100 water efficiency packages

Status of goal: 1 materials package was distributed

SBCCOG staff will continue to meet with West Basin staff weekly to discuss program implementation and status. Outreach efforts to promote CFK program for the new program year have started. A CFK article was included in the Green Business quarterly newsletter; follow up phone calls were conducted to local businesses; SBCCOG staff met with the City of Hawthorne to discuss this program on August 25th.

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

Contract goal: Distribute up to 500 conservation kits, based on qualified surveys

Status of goal: 3 water conservation packages were distributed

Contract of goal: Up to 125 photos of installed devices

Status of goal: 0

Number of calls in August: 4

The Change and Save program has not officially kicked off. West Basin is updating materials and making website adjustments. In the meantime, SBCCOG continues to assist residents from last program cycle 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.

Water Replenishment District of Southern California (WRD)

Contract period is July 1, 2021-December 31, 2022.

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.

Waste Reduction

Sanitation Districts of LA County (LACSD)

Contract period is July 1, 2021-June 30, 2022

Educational Outreach Support Exhibit Events

Contract goal: 100 exhibit events, presentations, workshops, networking opportunities, etc.

Status of goal: 12 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of August 2021.

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

Status of goal: 0 presentations have been completed

Green Business

South Bay Green Business Assist Program (GBAP):

Ongoing

CAGBN – During the month of August, SBCCOG staff assisted the CAGBN cities of Hawthorne and Torrance in completing the Green Business Network services agreement and CAL EPA work plan in order to receive funding in the 2021-2022 and 2022-2023 program years.

GBAP - SBCCOG continues to provide information to local businesses on opportunities to implement sustainability programs. In addition, businesses receive information on the status of SBCCOG utility partners' operations during the COVID-19 pandemic. GBAP by city: Carson (12), El Segundo (15), Gardena (15), Hermosa Beach (5), Hawthorne (49), Inglewood (10), Lawndale (27), Lennox (2), Lomita (3), Manhattan Beach (8), Palos Verdes Estates (7), Rancho Palos Verdes (7), Rolling Hills Estates (4), Torrance (63) and Los Angeles County – Community of Westmont (1) for a total of **250** businesses in the program as of the end of August 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: 182 outreach events; 7 vanpool or rideshare meetings; 4 Survey Engagements

SBCCOG staff continued to distribute Shared Mobility materials at virtual meetings and online events as well as socially distant outdoor events. Seven (7) such engagements took place during the month of August. SBCCOG staff continued its survey, outreach, and engagement campaign to engage Rule 2202 South Bay companies about their company’s “telework” plans as they return to their “new normal” workplaces. SBCCOG worked with Metro to receive updated Shared Mobility information for distribution at upcoming (Fall) in-person events across the South Bay area. The SBCCOG staff met with the Metro Shared Mobility Team to share “new normal” plans of action in support of the goals and mission set out in the SBCCOG scope of work. Monthly meetings are now planned and the SBCCOG shared its “COVID-19 2020: Year in Review” report as part of this process.

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

Because of COVID-19 restrictions, most SBCCOG outreach events continue to be held virtually. SBCCOG staff continues to prepare, update, and share its outreach calendar for both virtual and in person outreach events that would provide opportunities to support the mission and goals of the Metro Express Lane scope of work. Over the month of August, the SBCCOG/SBESC distributed MEL materials at seven (7) such events.

II. MARKETING, OUTREACH, & IMPLEMENTATION

Outreach Events

In August

3 – Virtual Networking Meetings

2 – Virtual Workshops

1 – Business Event

1 – In Person Event

For the period July 1, 2021, through Aug. 2021:

- 7 Virtual Networking Meetings

- 3 Virtual Workshop

- 1 In-person Community Event

1 - Business Event

Media

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

Channel	Post	Exposure	Engagements (clicks, shares, comments)
SBESC Facebook	<u>“Have any hazardous household products around the house that you're not sure what to do with? Round them up and bring them to this drive-through event...”</u>	38 impressions	1 engagement
SBCCOG Facebook	<u>“The @SBCCOG wrote a letter to Governor Gavin Newsom imploring him to veto Senate Bill 9, if it should reach his desk. Please take a moment to listen to @SBCCOG board members</u>	517 impressions	51 engagements

	<u>share why it's important for the legislature to defeat this bill...</u>		
SBESC Twitter	<u>"Have any hazardous household products around the house that you're not sure what to do with? Round them up and bring them to this drive-through event..."</u>	139 impressions	6 engagements
SBCCOG Twitter	<u>"The @SBCCOG wrote a letter to Governor Gavin Newsom imploring him to veto Senate Bill 9, if it should reach his desk. Please take a moment to listen to @SBCCOG board members share why it's important for the legislature to defeat this bill..."</u>	7,618 impressions	233 engagements
Email Marketing	SB 9 Video	15,086 recipients (20% open rate)	12% click through rate

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

SBCCOG	2020	2021	Percent Increase
Twitter	267	339	27%
Facebook	135	195	44%
LinkedIn	139	155	12%
SBESC	2020	2021	
Twitter	554	575	4%
Facebook	750	757	0.01%

Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
CAFWD	https://cafwd.org/news/broadband-innovations-offer-strategies-and-approaches-for-closing-the-digital-divide/	Broadband Innovations Offer Strategies and Approaches for Closing the Digital Divide	7/20/21	High	High	Positive
Christian Science Monitor	https://www.csmonitor.com/Environment/2021/0721/Seas-are-rising.-Will-California-s-managed-retreat-ease-fears	Seas are rising. Will California's 'managed retreat' ease fears	7/21/21	High	Medium	Neutral
The Japan Times	https://www.japantimes.co.jp/news/2021/07/22/world/california-coastal-retreat/	California weighs First Step in "Managed Retreat" from rising Pacific	7/21/21	High	Medium	Neutral
Sight Magazine	https://www.sightmagazine.com.au/columns/postcards/21053-postcards-california-weighs-first-step-in-managed-retreat-from-rising-pacific	Postcard: California Weighs First Step in 'Managed Retreat' from Rising Pacific	7/23/21	High	Medium	Neutral

Spectrum News 1	https://spectrumnews1.com/ca/la-west/homelessness/2021/08/20/successful-redondo-beach-homeless-court-serves-as-prototype-for-south-bay	Successful Redondo Beach Homeless Court serves as prototype for South Bay	8/20/21	Medium	High	Positive
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II. OTHER

GIS Services

SBCCOG is offering its member cities/agencies services, reporting the following highlights:

- SBCCOG has reached out to SCAG regarding access to Regional Development Platform (RDP), which is currently available to member cities; SBCCOG expects to know if it will be granted access this fall
- GIS Working Group continues to meet on the first Tuesday of each month (see City Meeting Attendance spreadsheet for attendance)
- SBCCOG is working with cities to identify requests for contracted GIS services (i.e. 20-hour allotment included in membership dues); Torrance has expressed interest in obtaining services
- SBCCOG staff will participate in a debrief in September regarding an [online mapping tool](#) from County of Los Angeles' Citizens Redistricting Commission

Volunteer Program

Status of Program: 0 hours August 2021

Grand total as of 8/31/2021 - 20,346 (starting April 2008)

Volunteer participation remains low due to COVID-19.