

South Bay Cities Council of Governments

September 14, 2020

TO: SBCCOG Steering Committee

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

SUBJECT: Environmental Activities Report – August 2020

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 Adaptation

The CivicSpark Fellow presented on the SBCCOG Climate Adaptation project to the Climate Adaptation Action Working Group Meeting on August 20th, as well as the Board of Directors meeting on August 27th. A total of 8 cities participated in the project and selected various strategies to work on in their specific cities, as well as others that could be done collaboratively. The Fellow concluded her fellowship at the end of August. The SBCCOG is looking into another CivicSpark Fellow to continue this work in Fall 2021.

Water Conservation

West Basin Municipal Water District Programs (West Basin)

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

Task 1. 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 2020

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 continues promoting the program through social media and SBCCOG working groups.

Task 2. Support for Workshops, Events, & Webinars

Educational Classes

Contract goal: 10 physical classes or webinars

Status of goal: 1 completed (virtual class); in-person classes are on hold

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

Rain Barrel Giveaway

Contract goal: minimum of 5 and maximum of 6 events

Status of goal: rain barrel events are on hold at this time

SBCCOG staff continues to work on possible program enhancements which include discussing a rain barrel distribution event combined with a rain barrel purchase opportunity for three agencies – West Basin, Torrance Water, and LADWP. SBCCOG staff continues to follow up with partners and will have another meeting on September 10th to discuss next steps for addressing precautions taken against COVID-19 at potential future distribution events.

Task 3. Cash for Kitchens

Contract goal: distribute pre-rinse spray nozzles, sink flow restrictors, window clings, & program materials to 86 prior survey sites

Status of goal: 0: outreach to business and agencies is on hold per West Basin

West Basin is temporarily postponing the Cash for Kitchens Program, including water efficiency surveys and outreach until further notice; however, a meeting to discuss start up is scheduled.

Task 5. Change & Save (DAC) Program

Contract goal: Receive, document, and track customer calls; assist customers with online survey; assist customers with applying for \$500 High-Efficiency Clothes Washer Rebate

Status: 500 surveys completed GOAL MET for the first round.

Number of calls: 26 in August

Number of surveys completed: 1 (temporarily on hold until additional device kits are available)

Number of customers assisted with rebate application: 15 in July

SBCCOG staff continues to work with West Basin to help customers estimate their rebates prior to purchase of new units. SBCCOG, West Basin, and Allegra, met with SoCalWaterSmart staff to discuss non-DAC areas within the cities of Carson and Gardena. Staff is working with residents of non-DAC areas of Gardena and Carson who have purchased qualifying washers to get approved for the \$500 rebate. West Basin and Allegra staff are working on revised promotional marketing to increase transparency surrounding eligibility requirements. SBCCOG will distribute the new promotional materials upon completion.

Torrance Water

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

Torrance is temporarily postponing the Cash for Kitchens Program, including outreach. SBCCOG staff has submitted the new contract for 2020-2021 and continues to follow up with city staff.

Water Replenishment District of Southern California (WRD)

Contract year is July 1, 2019-September 30, 2020.

Ongoing promotion of WRD programs continues through the SBCCOG's e-newsletters and other social media channels.

Sanitation Districts of LA County (LACSD) Contract year is July 1, 2020-June 30, 2021

SBCCOG staff has distributed information on Sanitation programs and virtual events via social media and e-blasts.

Los Angeles Department of Water and Power (LADWP)

Contract year is January 1-December 31, 2020.

Contract goals:

- 8-12 targeted special exhibit events - *Status of goal:* 6 completed
- 1 training for SBCCOG Volunteers on LADWP programs - *Status of goal:* To be scheduled after September 2020.
- 6-8 commercial kitchens to be identified for water assessments and conservation training
Status of goal: Staff continues to work with business organizations to identify locations for future assessments and trainings. SBCCOG staff contacted LADWP staff to discuss the commercial kitchen assessments in District 15.

Energy Efficiency Partnership Program – Southern California Gas Company (SCG)

SBCCOG staff, along with the energy engineer, continues to work with cities to record gas accounts into Energy Star Portfolio Manager and benchmark facilities. Staff also is working with SCG staff to meet with South Bay School districts to discuss opportunities to receive incentives by implementing facility improvements. City meetings are scheduled for Sept to discuss gas projects.

Energy Efficiency Partnership Program – Regional Energy Network (REN)

SBCCOG staff is coordinating with REN to meet with cities one-on-one in a virtual format starting in Sept – three meetings are scheduled. These meetings with focus on identifying city priorities for energy efficiency projects and enrolling cities into the REN programs.

PACE

SBCCOG continues to promote PACE financing for homeowners.

YGRENE: Proceeds from Ygrene for 2020 Q2 = \$51.72. Total since the program start in 2015 = \$9,150.60. Payment for 2020 Q3 will be reported out in Nov 2020.

HERO: Proceeds from HERO for 2020 Q2 = \$139.00. Total since program start in 2014 = \$31,409.37. Proceeds for 2020 Q3 will be reported out in Nov 2020.

CA Green Business Network (CAGBN) & South Bay Green Business Assist Program (GBAP):

(Contract period: Torrance – June 30, 2021; Hawthorne - Ongoing)

CAGBN –The new goal is to certify 10 businesses in each city. SBCCOG staff continues to identify, certify, and assist businesses as well as promote the program through social media.

Contract goals - City of Hawthorne: 10 certified green businesses; Status of goals: 0 certified businesses

Contract goals - City of Torrance: 10 certified green businesses; Status of goals: 1 certified business

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 (60), Lawndale (27), Hawthorne (43), 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 **235** businesses in the program as of the end of August 2020.

Transportation

Shared Mobility Program (Contract period July 1, 2019 – June 30, 2022)

Contract goals: 72 outreach events; 36 vanpool, rideshare, telework meetings or events; 8 Marketing/Media Survey Engagements

Status of goals: 93 outreach events; 5 vanpool or rideshare meetings; 3 Survey Engagement

During August, in response to the COVID-19 emergency, SBCCOG staff continued its public outreach efforts to virtual platforms. Metro Shared Mobility materials and emergency updates to rideshare and vanpool programs along with resources for teleworking were shared through 9 different online meetings. SBCCOG staff updated the telework page on the SBCCOG website and worked with Metro’s Office of Extraordinary Innovation to update results of the “Telework” study and solicit participation of large South Bay employers for the next research phases of the study.

Metro Express Lanes (MEL) (Contract period Nov. 15, 2019 – Nov. 14, 2020)

Work continues to organize and plan for a virtual calendar of events where Metro’s MEL program materials will be distributed. During this period, MEL materials were distributed as part of the SBCCOG information packets at 9 SBCCOG virtual outreach events and meetings.

II. MARKETING, OUTREACH, & IMPLEMENTATION

Outreach Events

In August: 1 Virtual Business Event and 4 Virtual Networking Meetings

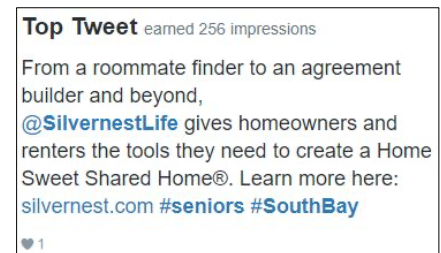
For the period July 1, 2020- August 31, 2020

- 0 Community Events
- 2 Business Events
- 11 Virtual Networking Meetings

Media

Social Media (*during the month of August*)

- **SBCCOG** -- Totals for Social Media (SBCCOG) (*top tweet – right*)
 - Twitter: 267 followers total, 2,700 impressions* 11 posts
 - Facebook: 135 likes total, 279 impressions 10 posts
 - **SBESC** -- Totals for Social Media (*top tweet – right*)
 - Twitter: 554 followers total, 4,600 impressions* 10 posts
 - Facebook: 750 likes total, 395 impressions 13 posts
 - LinkedIn: 139 followers total, 292 impressions 10 posts
- * Impressions: the number of times a post has been viewed during the specified month



Earned Media/Articles/Network TV

- No earned media this month.

Volunteer Program

Status of Program: 10.00 hours for August 2020

Grand total as of 8/31/2020 - 20,298.67 (starting April 2008)

Volunteer participation remains low due to COVID 19.

