

South Bay Cities Council of Governments

December 14, 2015

TO: SBCCOG Steering Committee

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)

Thirteen cities have approved the Energy Efficiency measures at council meetings. The remaining two cities are scheduled for approval the first of Dec. The completed measures reports are being sent to SCE and the EECAP Chapter is currently under review by SCE. The project is on schedule for completion by the end of December.

Strategic Growth Council Grant

The team has been meeting with the technical consultant to continue to refine the methodologies and strategies for the Land Use and Transportation measures related to the South Bay Sustainability Strategy. This work includes developing the intersection shapefile which will represent all the centers considered for the strategies. Data is being collected from the Transportation Performance Study as well as SCAG and Caltrans. In addition, the remaining strategies such as transit, bicycle, walking, ridesharing, are also under development. Wally and Mohja presented their work at the SBCCOG Livable Communities Working Group November meeting.

Energy Generation and Storage Chapter is also under development with support from SBCCOG volunteers. Their work includes researching and assisting with strategies refinement. Currently, they are researching General Plan policies and barriers to Energy Generation and Storage strategies.

Waste measures are under technical review by the Sanitation District and comments are expected by mid-December. SBCCOG staff is exploring obtaining technical review of Greening measures through the US Forestry Department.

Energy Efficiency

Energy Leader Partnership (ELP)

2015 Status: Completed 387,455 kWh (24% of goal – outstanding projects in the completion process will raise kWh to 69.9% of goal if finalized by Dec. 30)

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

2015 Goal: 1,590,000 kWh

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

Since 2010, the South Bay cities have documented approximately \$1.5 million in incentive cash collectively to their General Funds attributable to the South Bay Cities' Energy partnership.

In the Pipeline...currently over 4 million kWh

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

Installation report (IR) documentation for Gardena and Torrance have been submitted to SCE by the November 13, 2015 deadline for kWh credit in 2015. Finalization of these projects is contingent upon passing SCE's post-inspection and incentive check cut on or before 12/31/2015. These projects combined include approx. 723,900 kWh savings which would bring the achievement to goal up to 69.9%. An 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.

City of Hermosa Beach is anticipated to move up from Silver to Platinum very quickly next year. To help insure the city moves up, SBCCOG staff is working with the city to complete all criteria for Platinum. As a result, at the November 24 City Council meeting city staff presented on the status of completing their Community platinum level criteria.

Energy Efficiency Management Information Systems - 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 changes in one of the EEMIS applications. EEMIS licensing is paid until June 30, 2016 through funding from the SoCal Regional Energy Network.

In November 2015, a consultant, Jane DeLorenzo, was secured to develop information resources for the SBCCOG webpage with a focus on EEMIS and energy management. Ms. Work will be completed at the end of December 2015.

The next Energy Management Working Group is tentatively scheduled for January 6, 2015.

Direct Install – Southern California Edison

El Segundo City Council authorized the city to participate in Direct Install at the November 2015 council meeting. Additionally, the SCE Direct Install contractor, FCI Management, has been working diligently with the South Bay cities.

Southern California Gas Company (SCG)

2015 THERM GOAL ACHIEVED!!

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

2015 Goal: 10,000 therms

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

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)

HERO

The spreadsheet below covers the activity from each jurisdictions’ launch date through October 31, 2015.

Program Activity through October 31, 2015

Member	Launch Date	Eligible Housing Units *	Total Applications Received	Applications Approved	Approved Amount	Funded Projects	Funded Amount	Jobs Created***	Type of Products			Solar kW Installed	Annual kWh Saved	Annual CO2 Reduced (Tons)
									Energy	Water	Renewable			
Carson	5/23/14	23,852	708	436	\$26,855,894	211	\$5,133,102	44	323	12	68	165	1,255,555	315
El Segundo	5/23/14	4,312	15	11	\$1,838,612	5	\$96,550	1	3	3	2	2	29,115	7
Gardena	5/23/14	14,921	258	170	\$10,007,733	82	\$1,848,130	16	113	2	10	25	294,826	73
Hawthorne	5/23/14	14,245	182	125	\$8,487,500	63	\$1,460,510	12	95	1	8	17	305,848	75
Hermosa Beach	5/23/14	7,734	27	20	\$4,293,268	9	\$216,754	2	10	0	6	15	53,898	15
Inglewood	5/23/14	22,779	474	309	\$18,342,862	141	\$3,590,540	30	233	10	22	48	640,323	159
Lawndale	5/23/14	7,879	56	39	\$2,418,757	16	\$291,385	2	21	0	4	11	58,736	16
Lomita	5/23/14	6,028	49	43	\$3,983,889	19	\$454,701	4	28	1	8	23	126,451	32
Manhattan Beach	5/25/15	13,945	27	23	\$5,137,847	5	\$97,925	1	8	0	0	0	71,792	16
Palos Verdes Estates	5/28/15	4,999	9	9	\$1,839,474	1	\$30,512	0	1	1	0	0	2,005	0
Rancho Palos Verdes	5/23/14	17,759	91	74	\$11,943,683	28	\$723,490	6	43	2	4	9	222,735	51
Redondo Beach	3/24/15	21,253	61	45	\$5,620,621	11	\$197,234	2	11	1	6	14	63,146	17
Rolling Hills	5/23/14	718	4	4	\$1,131,678	1	\$67,163	1	1	0	0	0	498	0
Rolling Hills Estates	5/23/14	3,064	22	20	\$3,676,510	9	\$282,328	2	15	0	2	5	85,294	20
Torrance	5/23/14	39,118	300	235	\$23,450,318	117	\$2,599,964	22	154	7	42	110	641,561	166
Total		202,606	2283	1563	\$ 129,028,646	718	\$ 17,090,288	145	1059	40	182	444	3,851,783	962

* Eligible housing units based off Total Single Family Homes minus 5 units or more from the Department of Finance City/County Population and Housing Estimates, 1/1/2013.

*** 1 job for every \$117,000 invested.

Energy Upgrade California Community Outreach Ambassador

Contract goals: 6 outreach events and 6 presentations to be completed by Jan. 1 – Dec. 31, 2015

Status of goals: 6 outreach completed; 6 presentations completed – Goal Met

Final report is due December 4, 2015 and social media activities concluded through November.

The grant application for the 2016 program was sent on November 3, 2015. The funding amount is \$58,100. Grant awards will be announced December 11, 2015; there will be 25 community based organizations funded this cycle.

Green Building Challenge

Contract goals: 170 - 270 participants by August 2016

Status of goals: 53 participants enrolled in the South Bay Cities Green Building Challenge

There are 53 participants enrolled in the South Bay Cities Green Building Challenge and the current program focus is continued outreach to new participants and program management to engage existing participants. In November, 15 new businesses have enrolled in the Challenge; 14 business outreach meetings were held; and 2 community outreach events/meetings presentations were conducted including the Palos Verdes Chamber of Commerce Breakfast and Torrance Business Luncheon. A poster board of GBC participants was displayed during the two-day Holiday Light Exchange at the SBCCOG.

Three participating businesses have requested energy audits, which will be scheduled for 2016 and six businesses have participate in Cash for Kitchens.

The GBC program newsletter was sent out twice in November, and the SBCCOG will be providing updates on enrollment by city. Current standings: El Segundo (13), Torrance (12), Redondo Beach (5), Gardena (4), Manhattan Beach (4), Rancho Palos Verdes (4), Carson (1), Hermosa Beach (1), Lawndale (1), Lennox (1), Palos Verdes Estates (1), and Rolling Hills Estates (1) (Note: Rolling Hills does not have any business buildings in the city).

Holiday Light Exchange

Final sponsorships totaled \$3,500 with the addition of GSE Solutions. A total of 232 South Bay residents attended the two-day event bringing in 305 old incandescent light strands to be recycled. Breakdown of households serviced by city: Carson 14, El Segundo 4, Gardena 21, Hawthorne 11, Hermosa Beach 6, Inglewood 7, Lawndale 6, Lomita 6, Los Angeles 2, Manhattan Beach 4, Palos Verdes Estates 2, Rancho Palos Verdes 24, Redondo Beach 21, Rolling Hills 3, Torrance 75, Harbor City 5, San Pedro 3, unincorporated Palos Verdes Peninsula 1, No name, no city 17.

The event was covered by network television on CBS Channel 2 and KCAL Channel; Hawthorne Cable TV; NPR affiliate KPCC radio interview with SBCCOG staff; RPVtv Cable TV; Torrance Citicable; and Univision TV news (in Spanish). Thank you to all Mayors and Councilmembers who carried the event information on their websites, in their e-newsletters, and in their social media.

Water Conservation

West Basin Municipal Water District Programs (West Basin) Contract year is Sept. 1 through Aug. 31

General Outreach

During the month of November and at the request of Directors Gray and Kwan, SBCCOG staff met with Supervisor Mark Ridley Thomas Constituent Service Team to strategize on promotion of West Basin MWD programs in the unincorporated areas of Athens-Westmont and West Carson.

Water Reliability (WR) 2020

Contract goal: 427 WR 2020 support cards to be collected by August 31, 2016.

Status of goals: 214 cards collected as of November 2015. The Cash for Kitchens outreach contributed to this goal during the month of November bringing in 3 support cards for a total of 4 collected to date under that activity.

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

Status of goals: 3 have been scheduled as of November 25, and 1 is being re-scheduled per West Basin. (Note: this goal is dependent upon West Basin's availability.)

A new strategy this contract year will be to schedule WR2020 presentations at business staff meetings.

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

Status of goals: 0 have of November 25.

New sources of business contacts are being researched by SBCCOG staff.

Cash for Kitchens

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

Status as of November 30, 2015: 7 audits completed.

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

Status as of October 31, 2015: 8 follow-up visits.

In November SBCCOG staff contacted the following businesses: Critic's Choice Catering and Event Production (Redondo Beach), Naja's Place (Redondo Beach), El Baja Chef (Redondo Beach), Seafood Quality (Redondo Beach), Kona Koffee (Redondo Beach), The Corner Pub (Redondo Beach), Fun Fish Market (Redondo Beach), The Lakes (El Segundo), and Poblanita Express (Lawndale).

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

Status as of November 30, 2015: 0 training sessions.

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

Rain Barrel

The next rain barrel giveaway will take place in Carson on December 5th.

Torrance – a rain barrel giveaway took place on Saturday, November 14th, with 500 rain barrels distributed to 352 Torrance residents.

California Friendly Landscape (CFLT)

CFLT Training took place on November 21st with 31 people in attendance; another CFLT is scheduled for December 12th.

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

Activities for November included SBCCOG staff contacting the following Car Wash: Green Street Auto Spa & Detail Center.

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

Status of goal: 0 new car wash companies.

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

Sanitation District agreed to contract with the SBCCOG for outreach services in 2016. SBCCOG staff is working with Sanitation District on the new scope of work. The funding amount remains the same for 2016.

MWD Caucus Meeting

The November meeting included a presentation on three board items by Debra Man, Metropolitan Water District, Chief Operating Officer. The first was about a Regional Recycled Water Project. The project will include an agreement with Los Angeles County Sanitation District to develop a potential regional recycled water supply program. The first part of the program will include a feasibility study and a demonstration recycled water treatment plant. Another agreement discussed was with Antelope Valley-East Kern Water Agency that will develop exchange and storage programs to allow MWD to acquire additional supplies at a competitive rate. Lastly, Debra Man gave a brief overview about a contract to rehabilitate the Palos Verdes Reservoir and about entering into a conditional purchase and sales agreement to acquire property from Delta Wetlands Properties.

Transportation

Vanpool Program

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

Status of Goals: 99 outreach events; 17 information/formation meetings

SBCCOG staff distributed Vanpool information at 4 community outreach events in November. Vanpool formation efforts focused on the City of Redondo Beach and an analysis of their employee commute data. Continued efforts were made to match Providence Holy Cross Hospital and employees at the City of Torrance as well as to work with California State University Dominguez Hills to explore creative ways to expand their vanpool program with the City of Carson and nearby employers.

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: 23 community events; 1 MEL email update; 2 SBCCOG Newsletter

SBCCOG participated and distributed MEL materials at 4 South Bay community events in September. SBCCOG staff continues to advise the MEL support Team of marketing 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)

This program focuses on identifying and eliminating the barriers to electric vehicle charging at multi residential dwellings (MUD). The project is proceeding on course with 21 of 30 site surveys completed during November. Outreach efforts continue to recruit Property Management companies to become Study Partners for the purpose of allowing site visits and surveys at identified apartments and HOAs. Additional outreach to South California Edison was made for their expertise and assistance. A draft report of the South Bay MUD inventory and site visits is expected in December.

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 and Ride Amigos have completed and signed the contract to license the Ride Amigos’ software platform. Customization, branding and other preliminary tasks are in development. Ride Amigos will be providing names from other local TDM projects to assist the development of the South Bay Smart Mobility tool. Additionally, work has begun to integrate the tool as part of the Green Building Challenge’s Transportation Module. The first phase of the project is expected to launch in early 2016.

II. MARKETING, OUTREACH, & IMPLEMENTATION

Workshops, Trainings & Exchanges

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

Event Date	Event Name	No. Attended/ No. of RSVPs	Marketing Info. (how did they hear about the workshop):	Staff Lead
11/7/15	West Basin Rain Barrel Distribution - Division III (200 rain barrels were given away)	126/208	Email: 65 Flyer: 17 Friend or Family: 52 Local Publication: 17 Other: 15 Social Media: 18 Website: 20	AB, CS
11/14/15	Rain Barrel Giveaway - West Torrance High School (500 rain barrels were given away)	352/493	Email: 200 Flyer: 8 Friend or Family: 138 Local Publication: 10 Other: 19 Social Media: 79 Website: 39	ML/MS
11/21/15	Torrance California Friendly Landscape Training	30/81	Email: 48 Flyer: 1 Friend or Family: 8 Local Publication: 1 Other: 11 Social Media: 18 Website: 10	GFG

SBCCOG staff assisted in the coordination of a SCE Integrated Demand Side Management (IDSM) workshop on November 9, in the SBCCOG Theater.

SCE Workshops – The next SCE seminar on Basic HVAC is scheduled for 2/12/16, hosted by SBCCOG.

Outreach Events

- **6** community events
 - Scheduled to attend **2** community events in December
- 1 city-staff event
- Calendar year-to-date through November 2015:
 - **66** - community events
 - **12** - Employee events
 - **9** - Business or business card events
 - **1** - City-staff event

Contact was made during November with the El Retiro Library, part of the Torrance Library system, and an energy efficiency-oriented workshop will be offered in either April or June 2016. This opportunity came about as a result of our relationship with Alison Sherman, City of Torrance.

The first of three Senior Town Hall meetings sponsored by Assembly Member David Hadley took place at SBCCOG on November 4, 2015. Assembly Member Hadley is the vice-chair of the statewide Committee on Aging and Long-term Care. The topic was Transportation and Seniors and featured presentations by Torrance and Gardena Transit, Uber, Metro's On The Move Rider Club, and Global Paratransit, a contractor with Access Services. Two additional Senior Town Hall meetings were held in Rolling Hills Estates (Peninsula Center Library) on Financial Literacy (11/18/15) and in Redondo Beach (Beach Cities Health District) on Scam Stoppers (11/19/15).

Media

Earned Media Received in November 2015

- “Holiday Light Exchange” – City of Lawndale Website – First two weeks in November
- “Holiday Light Exchange” – City of Rolling Hills Estates Website – First two weeks in November
- “Holiday Light Exchange” – City of El Segundo Website – First two weeks in November
- “2015 Holiday Light Exchange” – Inglewood District 4 e-blast from Councilmember Ralph Franklin – November 5, 2015
- “Holiday Light Exchange” – Inglewood District 2 What's Happening In Inglewood e-newsletter from Councilmember Alex Padilla – November 5, 2015
- “Holiday Light Exchange” – Daily Breeze Out and About Section – November 10, 2015
- “Holiday Light Exchange” – San Pedro Chamber of Commerce E-News – November 11, 2015
- “LED lights” – Palos Verdes Peninsula News Calendar Section – November 12, 2015
- “Holiday Light Exchange” – CBS/KCAL TV news interview – November 12, 2015
- “Holiday Light Exchange” – Hawthorne Cable TV interview – November 12, 2015
- “Holiday Light Exchange” – NPR Radio affiliate KPCC interview – November 12, 2015
- “Free Program Helps Businesses Reduce Energy, Water Usage, and Waste” – Torrance Chamber Weekly e-news – November 12, 2015
- “Holiday Light Exchange” – RPVtv Cable TV interview – November 13, 2015

- “Holiday Light Exchange” – Torrance Citicable interview – November 13, 2015
- “Holiday Light Exchange” – Univision TV news interview in Spanish – November 12, 2015
- “Green Building Challenge” – Torrance Chamber Weekly e-news – November 18, 2015
- “PVP Chamber nominates new officers” – Palos Verdes Peninsula News – November 26, 2015
- “Peninsula Business Journal” – Palos Verdes Peninsula News – November 26, 2015

Social Media

As of November 25, 2015 social media following is as follows:

Facebook: 462 likes, 4,157 impressions*



LinkedIn: 84 followers, 663 impressions

Twitter: 356 followers, 4,063 impressions

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

Top Tweet earned 1,195 impressions

Come by our office today before 5pm in
#Torrance & take part in the
#HolidayLightExchange! First-come, first-
 served! pic.twitter.com/V5OGpWLjTI

<p>WHEN Thursday & Friday, November 12 & 13, 2015 9 am - 5 pm</p> <p>WHERE 20285 S. Western Ave. Ste. 100, Torrance</p> <p>WHAT Trade one working string of old, electricity-guzzling incandescent holiday lights, for one new, energy efficient LED.</p> <p>Quantities are limited. Trade-ins are first come, first served, while supplies last and limited to one box per household.</p> <p>WHO Participants must be a SCE or DWP customer & must bring a utility bill or driver's license.</p>	<p>Sponsors</p> <p>\$1,000</p>  <p>VERENGO SOLAR <small>A Division of Suncoast Energy Services</small></p> <p>\$500</p> 
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Social Media Working Group Meeting

At a free workshop on November 17th at ECC's Business Training Center in Hawthorne, a few valuable takeaways were noted:

- Optimal to touch targeted individuals 7-9 times during a 6-8 week period in order to get your message across
- More people have purchased items on Pinterest than any other social media platform
- Only 15% of followers on Facebook see your posts organically, emphasizing the significance of the "pay-to-pay" algorithm Facebook is now using
- Recommended at least 3 Facebook posts a week, maximum of 10
- Recommended at least 2 LinkedIn posts a week, maximum of 5

Volunteer Program

Volunteers

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

- 157 hours
- Grand total as of 11/30/15 = 14, 907.43 (Starting April 2008)

Annual Volunteer Recognition

SBCCOG held a reception on November 19th to honor our volunteers and specifically those who have provided more than 50 hours of service. A total of 18 volunteers were in attendance as well as some of their family members. City elected officials and Partners attended to thank the volunteers. Items were donated by our partners -- Southern California Edison, Southern California Gas Company, West Basin Municipal Water District, Sanitation Districts, City of Torrance and METRO.