

# South Bay Cities Council of Governments

May 10, 2021

TO: SBCCOG Steering Committee

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

SUBJECT: Environmental Activities Report – April 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*

SBCCOG continues to work with cities to help them enroll in the SoCalREN. The SoCalREN team presented to the April Board meeting to explain that agencies enrolled in the SoCalREN program have access to resources including: utility use analysis, site audit, identification of projects, assistance with incentive applications, and help with project implementation.

Enrollment meetings are being planned for Gardena and Manhattan Beach in May. SBCCOG staff continues to follow up with the City of Lomita to complete enrollment.

To date the following cities are enrolled in the SoCalREN program: Carson, Hawthorne, Hermosa Beach, Redondo Beach, Rancho Palos Verdes, Rolling Hills Estates, and Torrance. School Districts enrolled include: El Segundo.

#### 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 2<sup>nd</sup> Resource Fair.

- 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.
  - Presentation scheduled for 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 will be providing an overview flyer by end of April so SBCCOG can follow up with school districts. In the future, they may be accept promoting this program through other youth organizations such as YMCA, Girl Scouts, etc.

#### Southern California Gas Company (SoCalGas)

SBCCOG continues to work with SoCalGas on gas energy efficiency opportunities for both cities and school districts. SoCalGas 2021 rebates, incentives, and educational opportunities were promoted through the SBCCOG monthly e-newsletter and emails were sent to the school districts and commercial kitchens.

#### **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:* 107 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.

##### 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 is promoting this program through social media. West Basin staff received an additional application from the City of Lawndale.

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

##### Educational Classes

*Contract goal:* 10 classes or webinars

*Status of goal:* 12 completed (virtual classes); 2 class/webinars were held in April. In-person classes are on hold.

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 will be delivering rain barrels to residents and is not anticipating conducting actual in person events. 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 March there have been 325 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 program materials packages were distributed in the month of April.

All 85 previous site surveys have received an initial correspondence and SBCCOG staff continues to follow up. In coordination with West Basin, as of the end of April, 33 pre-rinse spray valves and 147 faucet flow restrictors were distributed to 41 sites – which include the 21 sites contacted by the SBCCOG. Several cities have assisted in promoting the program by using the media kit materials provided by the SBCCOG. Cities posted information on their social media and in their monthly newsletters.

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: 18 in April
- As of April 1 22, 2021, over 274 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. SBCCOG staff and West Basin’s consultants reached out to qualifying residents to register them for the April 22<sup>nd</sup> West Basin Earth Day Water Efficient Workshop. There were 96 RSVP’s and 28 attendees. The next workshop will be held on Thursday, May 27, 2021. The focus of this workshop is to educate residents about general water efficiency and how to qualify for the \$500 rebate.

Link to SBCCOG facilitated interview with Hawthorne Cable TV on Water Efficiency: [City News \(April 09, 2021 Edition\) - YouTube](#) interview begins on 22:54

Torrance Water

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

SBCCOG staff continues to conduct outreach, schedule appointments, and conduct water assessments.

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:* 107 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of April 2021

SBCCOG staff distributed information on sanitation programs and virtual events via social media and e-blasts. The Sanitation Districts presented an update on the Clearwater Tunnel project to the SBCCOG Board on April 22.

### Los Angeles Department of Water and Power (LADWP)

The 2021 contract is expected in June 2021. SBCCOG continues to follow up with LADWP staff to help expedite the contract completion. At this time, however, there is concern that this contract may not be renewed and LADWP will lose their status as a partner to the SBCCOG.

### 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:* 9 certified businesses

*Contract goals - City of Torrance:* 10 certified green businesses; *Status of goals:* 9 certified businesses

SBCCOG staff continues to assist the CAGBN cities of Hawthorne and Torrance with certifying businesses and conducting outreach. During the month of April, SBCCOG staff certified four new businesses. This program is dependent on State funding, and it is unknown at this time if there will be funding to continue the program beyond May 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 (47), 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 **248** businesses in the program as of the end of April 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:* 146 outreach events; 6 vanpool or rideshare meetings; 3 Survey Engagements.

Preliminary planning continues for a new series of “online” workshops for South Bay Employee Transportation Coordinators to be produced starting in fall 2021.

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 is also promoting ongoing in SBCCOG publications.

II. MARKETING, OUTREACH, & IMPLEMENTATION

Outreach Events

In April

- 0- Virtual Community Event
- 4 - Virtual Networking Meetings
- 4 – Virtual Workshops

- 1 – Business Event
- 1 – In person Community Event

For the period July 1, 2020 through March 2021:

- 16 Virtual Community Events
- 12 Virtual Business Events
- 54 Virtual Networking Meetings
- 23 Virtual Workshop
- 2 In person Community Event

**Media**

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

Channel	Post	Exposure	Engagements (clicks, shares, comments)
SBCCOG Facebook	“Micromobility refers to small, lightweight vehicles operating at slow speeds, most often for short trips. They are human-powered or electric and zero-emission. Visit our story map and take our survey on the proposed Local Travel Network...”	1,700 impressions	196 engagements
SBCCOG Facebook	“Do you own a bicycle? Then you are already a micromobility user. Take our survey and learn more about how the SBCCOG’s proposed Local Travel Network could save you money on fuel and take the South Bay a step closer to zero GHG emissions...”	685 impressions	239 engagements
SBCCOG Twitter	“Department of Beaches and Harbors offers access mats at 3 South Bay beaches—Dockweiler State Beach, Manhattan Beach and Torrance Beach. These mats provide a firmer surface for wheelchairs & other mobility aids. Learn more about it...”	811 impressions	10 engagements
Email Marketing	REMINDER: Tomorrow’s West Basin Firescaping Workshop: April 21, 2021	15,381 recipients (18% open rate)	6% click through rate

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

SBCCOG	2020	2021	Percent Increase
Twitter	242	322	33%
Facebook	121	173	43%

SBESC	2020	2021	
Twitter	555	568	2%
Facebook	755	757	0.03%
LinkedIn	133	145	9%

Earned Media – TV, Print, Online

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
Hawthorne Community Television	<a href="https://www.youtube.com/watch?v=6HOIgWFy6xU">https://www.youtube.com/watch?v=6HOIgWFy6xU</a> (Featured a segment on the Change and Save WBMWD program)	City News – April 9, 2021 Edition	4/13/21	High	High	Positive

**Volunteer Program**

*Status of Program:* .0 hours April 2021

Grand total as of 4/30/2021 - 20,335 (starting April 2008)

Volunteer participation remains low due to COVID-19.