

South Bay Cities Council of Governments

March 9, 2020

TO: SBCCOG Steering Committee

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

SUBJECT: Environmental Activities Report – February 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

In January and February, SBCCOG staff met with staff from 11 member cities to discuss climate adaptation strategies. In the coming months, the SBCCOG will be supporting member cities as they select locally relevant strategies to address their climate risks. Representatives from the SBCCOG will also be presenting City Vulnerability Assessments and selected strategies to city staff and councils as requested by cities.

Energy

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

2019 Goal: 10,000 therms 2019 Status: estimated 10,000 therms installed GOAL: 100% GOAL MET

Energy Efficiency Partnership Program – Regional Energy Network (REN)

Contracts are under final review by LA County. Notice to proceed is anticipated mid-March – first of April. The first steps will be training for the SBCCOG by the REN staff. A city staff kickoff meeting will be scheduled first of April.

SBCCOG continues to promote PACE financing for homeowners.

YGRENE – PACE: Proceeds from Ygrene for 2019 Q4 = \$113.35. Total since the program start in 2015 = \$8,919.85. Payment for 2020 Q1 is expected in May 2020 and will be reported out in June 2020.

HERO – PACE: Beginning this quarter, Western Riverside COG will issue quarterly reports with the next one in March 2020. Proceeds from HERO for 2019 Q4 = \$180.38. Total since program start in 2014 = \$31,126.05. Proceeds for 2020 Q1 will be reported out in May 2020.

CA Green Business Network (CAGBN) & South Bay Green Business Assist Program (GBAP): (Contract period August 1, 2019 – March 2020)

CAGBN – SBCCOG staff continues to assist CAGBN cities of Hawthorne and Torrance with certifying businesses and continues to conduct outreach. During the month of February, SBCCOG

staff conducted 3 assessments for businesses in Hawthorne and one in Torrance. Appointments have been confirmed for 7 additional business assessments next month.

Contract goals - City of Hawthorne: 20 certified green businesses; *Status of goals:* 18 certified businesses

Contract goals - City of Torrance: 15 certified green businesses; *Status of goals:* 14 certified businesses

As businesses are certified through CAGBN, they also become GBAP participants. GBAP by city: Torrance (59), Lawndale (27), Hawthorne (41), 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 **231** businesses in the program as of the end of February 2020.

Water Conservation

West Basin Municipal Water District Programs (West Basin)

Contract year is July 1, 2019 through June 30, 2020

Task 1. Educational Outreach Support

Exhibit Events

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

Status of goal: 80 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of February

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 continue to reach out to potential sites. In addition, SBCCOG is promoting this program through social media.

Task 2. Support for Workshops & Events

Educational Classes

Contract goal: minimum of 5 and a maximum of 10

Status of goal: 4 completed; 3 additional classes scheduled – March 5 in Carson; May 21 in Culver City; tentative dates: May 13 in Harbor City and June 4 in Lawndale

Rain Barrel Giveaway

Contract goal: 5 events

Status of goal: 3 completed; 2 scheduled: March 7 (Gardena) and April 25 (Inglewood)

Task 3. Cash for Kitchens

The revised goal is to follow up with 86 prior survey sites to distribute small devices.

SBCCOG staff and West Basin staff participated in a training with West Basin's consultant, Green Media Creations in January and SBCCOG staff began reaching out to prior sites in February.

Task 4. IRWMP & Measure W Assistance

Contract goal: Assist West Basin as needed, including attendance at meetings, taking notes, assisting with reports, etc.

Status of goal: Staff has been attending meetings.

Task 6. Disadvantaged Communities (DAC) Water-Energy Savings Program

Status: The program was launched on February 10th. West Basin consultant, Allegra, is conducting door-to-door canvassing in Inglewood, Lennox, Gardena, Hawthorne, Del Aire, and Carson. Fourteen home surveys have been completed. Weekly check-in phone call meetings have been scheduled with the consultant, WBMWD, and the SBCCOG.

Torrance Water Contract year is July 1, 2019 through June 30, 2020

Task 1: Support for educational classes - California Friendly Landscape Training (CFLT) or Turf Removal (TR) Class and community events (This goal is dependent upon Torrance establishing classes).

Contract goal: as requested

Status of goal: 7 completed; 1 scheduled – April 18. The Torrance City Yard Open House has been rescheduled from June 6 to June 13, 2020.

Task 2: Cash for Kitchens

Contract goal: 10 new commercial kitchens; 10 follow-up site visits

Status of goal: 3 water survey completed; 9 follow-up site visits completed

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, other social media channels, and events during the month of February.

Sanitation Districts of LA County (LACSD) Contract year is July 1, 2019-June 30, 2020

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

Status of goal: 80 exhibit events, presentations, workshops, networking opportunities, etc. as of February

Contract goal: 1 training for SBCCOG Volunteers on LACSD programs - *Status of goal:* **GOAL MET**

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

Status of goal: 1 has been completed

SBCCOG staff continues to reach out to community organizations to schedule presentations. In addition, SBCCOG staff coordinates with LACSD regularly to promote their programs.

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:* 1 completed
- 1 training for SBCCOG Volunteers on LADWP programs - *Status of goal:* To be scheduled after March 2020.
- 6-8 commercial kitchens to be identified for water assessments and conservation training
Status of goal: Staff continues to identify locations.

Transportation

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

Contract goals: 72 outreach events; 36 vanpool or rideshare meetings or events; 8

Marketing/Media Survey Engagements

Status of goals: 52 outreach events; 3 vanpool or rideshare meetings; 1 Survey Engagement

New Metro Shared Mobility materials were sent to the SBCCOG office and will be distributed at upcoming outreach events.

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

Preparation began to provide Metro's MEL Outreach Team with a South Bay event calendar that will be used to schedule the MEL outreach van at community events.

II. MARKETING, OUTREACH, & IMPLEMENTATION

Workshops, Trainings, & Exchanges

The following chart provides an overview of all registration events held in February 2020:

Event Date	Event Name	No. Attended/No. of RSVPs	Marketing Info. (how did they hear about the Workshop)	Staff Lead
2/15/2020	Rain Barrel Distribution – Hermosa Beach (292 rain barrels distributed)	169/287	Comm. Org./Event: 15, Door Hanger: 74, Flyer: 36, Newspaper: 9, Online Calendar: 5, Other Social Media: 12, Postcard: 7, SBESC Email: 89, West Basin Social Media: 14, West Basin Website: 8, Word of Mouth: 18, Walk-In: 36	GF, DL
2/22/2020	California Friendly Landscape Class - Torrance	31/47	Email: 17, Flyer: 1, Friend or Family: 5, Local Publication: 5, Website: 14, Other: 5, Walk-In: 4	CS

Outreach Events

In February

- 1 Community Events
- 1 residential workshop

For the period July 1, 30 2019 through February 29, 2020

- 26 community events
- 9 business events
- 0 presentation
- 14 residential workshops
- 26 networking opportunities

Media

Social Media (*during the month of February*)

- SBCCOG -- Totals for Social Media (SBCCOG) (*top tweet – right*)
 - Twitter: 241 followers total, 3,000 impressions*
 - Facebook: 120 likes total, 161 impressions
- SBESC -- Totals for Social Media (*top tweet – right*)
 - Twitter: 557 followers total, 2,700 impressions*
 - Facebook: 753 likes total, 124 impressions
 - LinkedIn: 133 followers total, 49 impressions

Top Tweet earned 261 impressions

.@WestBasin is committed to being an innovative leader in the water industry by exploring new methods & technologies that enhance #reliability in the region's #water water supply. To join them as a sponsor for our upcoming #sbccogGA2020, follow this link: bit.ly/2rXwJ0P

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

Earned Media/Articles/Network TV

- “West Basin Launches New Program to Provide Rebates and Free Water Saving Devices to Eligible Residents” – *Los Angeles Sentinel* (2/14/2020) – <https://lasentinel.net/west-basin-launches-new-program-to-provide-rebates-and-free-water-saving-devices-to-eligible-residents.html>
- “West Basin Offers Rebates and Free Water Saving Devices” – *Culver City Observer* (2/20/2020) <https://www.culvercityobserver.com/story/2020/02/13/news/west-basin-offers-rebates-and-free-water-saving-devices/8788.html>
- “ES Word on the Street – Mayor Boyles named to County Beach Commission” El Segundo Mayor Drew Boyles appointed to L.A. County Beach Commission” – *Easy Reader News* (2/21/2020) <https://easyreadernews.com/es-word-on-the-street-mayor-boyles-named-to-county-beach-commission/>
- “Out & About: Things to do in the South Bay Feb. 21-23” – CA Friendly Landscape Class
Metro eyes analysis of Green Line extension in South Bay” – *Daily Breeze* (2/21/2020) <https://www.dailybreeze.com/2020/02/20/out-about-things-to-do-in-the-south-bay-feb-21-23/>

Good turnout for today's class at
@WHS_Torrance in **@TorranceCA**
#CaliforniaFriendlyLandscape
#SaveWater

For upcoming water efficient landscaping classes in the **#SouthBay**, visit our website: sbesc.com pic.twitter.com/D1MpsypTQs



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Volunteer Program

Status of Program: 75.00 hours for February 2020

Grand total as of 2/28/2020 - 20,226.67 (starting April 2008)