

South Bay Cities Council of Governments

August 9, 2021

TO: SBCCOG Steering Committee

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

SUBJECT: Environmental Activities Report – July 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 their goal for 2021 SoCalREN enrollments and continues to connect public agencies with the program, as well as collect utility data to complete city specific comparative energy analysis (CEA). To date, CEA reports have been presented to the cities of Hawthorne, Hermosa Beach, Redondo Beach, and Torrance. As a result of the CEA findings, a SoCalREN audit is planned for Redondo Beach and several energy efficiency projects are underway in Carson (Carson completed a CEA report previous to SBCCOG funding).

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.

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, as well as implement energy efficiency projects in general.

In addition, the following meetings are being planned for city staff: Programs & Incentives for DAC communities Sept.; Capacity Building EE Training series Oct./Nov.; and Energy Managers Working Group facility managers discussion on EE Oct.

Regional Energy Network (SoCalREN); MULTIFAMILY

Contract period 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 continues to work with the SoCalREN subcontractor ICF to help promote their multifamily energy efficiency program by contacting organizations to schedule presentations.

The Kits for Kids, another SoCalREN program implemented by ICF, focuses on providing energy efficiency education to 4th grade students through class curriculum. SBCCOG e-mailed South Bay elementary school principals to notify them about the program. Three classrooms located in the City of Carson have indicated that they are interested in participating.

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.

Los Angeles Department of Water and Power (LADWP)

SBCCOG staff is working with LADWP on our new three year partnership fstarting in fiscal year July 1, 2021 to June 30, 2024.

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 just started. SBCCOG and West Basin staff met to plan implementation of programs.

Task – Educational Outreach Support - Exhibit Events

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

Status of goal: 6 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. An email was sent to the Chambers of Commerce and South Bay School Districts.

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

Contract goal: 5 physical classes or webinars/virtual

Status of goal: 1 completed (virtual classes); 1 class/webinars were held in July. In-person classes are on hold.

Staff continues to work with West Basin staff to hold classes via webinar or 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

Contract goal: distribute up to 100 water efficiency packages

Status of goal: 0 materials packages were distributed

SBCCOG staff will continue to meet with the West Basin staff weekly to discuss program implementation and status. SBCCOG staff obtained marketing materials and water saving devices from Green Media, West Basin consultant. Outreach efforts to promote CFK program for the new program year have started. One of the first focuses will be assisting the City of Carson as well as school district facilities.

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: 0

Contract of goal: Up to 125 photos of installed devices

Status of goal: 0

- *West Basin will advise when they are ready to begin the surveys and water saving devices distribution.*
- *Number of calls: 15 in July.*

On July 19, 2021, at the West Basin Water Conservation meeting, West Basin advised that the surveys are on hold until the water saving devices are available. Also, for this program year, all South Bay residents can participate - not just DAC areas.

SBCCOG continues outreach efforts to promote West Basin's water saving programs. SBCCOG staff and West Basin Staff will be monitoring website activity and as needed additional residential assistance. SBCCOG staff continues to assist residents 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.

Torrance Water

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

Contract goal: 10 new commercial kitchens

Status of goal: 0 new commercial kitchens

SBCCOG staff is working with Torrance Water to continue our partnership. SBCCOG staff is waiting for P.O. from Torrance.

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: 6 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of July 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

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 July 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: 175 outreach events; 7 vanpool or rideshare meetings; 4 Survey Engagements

Materials continue to be distributed at virtual meetings and events. SBCCOG also continues to implement an outreach campaign to engage Rule 2202 South Bay companies about their company's "telework" plans as well as solicit interest to assist with their Shared Mobility efforts – as they return to their "new normal" workplaces. SBCCOG is preparing for distribution of Metro information materials to promote carpooling and vanpooling at future in-person events across the South Bay. (SBCCOG staff coordinated the distribution of Shared Mobility materials at the first of 2020 in-person at outreach events.)

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. The SBCCOG staff did provide materials for an in-person event at Rancho Palos Verdes City Hall for the 4th of July Celebration. SBCCOG staff is preparing an outreach calendar for future in-person events that are beginning to be planned for the South Bay. In addition, SBCCOG staff continues to organize and plan for virtual outreach events. MEL promotion materials are also distributed through SBCCOG publications and communication channels.

II. MARKETING, OUTREACH, & IMPLEMENTATION

Outreach Events

In July

- 4 – Virtual Networking Meetings
- 1 – Virtual Workshops

1 – In Person Event

For the period July 1, 2021, through June 2022:

- 4 Virtual Networking Meetings
- 1 Virtual Workshop
- 1 In-person Community Event

Media

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

Channel	Post	Exposure	Engagements (clicks, shares, comments)
SBESC Facebook	<u>“As businesses return to work, they might want to consider adopting a hybrid model of continued telework. For resources, guidance and best practices for creating a successful telework model...”</u>	244 impressions	6 engagements
SBCCOG Facebook	<u>A bi-partisan group of 120 locally elected officials from 48 cities across the state have signed on to today's Los Angeles Times Op-Ed against adding density to neighborhoods, which SB 9 proposes...”</u>	285 impressions	48 engagements
SBCCOG Twitter	<u>“A bi-partisan group of 120 locally elected officials from 48 cities across the state have signed on to today's Los Angeles Times Op-Ed against adding density to neighborhoods, which SB 9 proposes...”</u>	645 impressions	17 engagements
SBESC Twitter	<u>“@WestBasin is accepting applications from public facilities to participate in its Water Bottle Filling Station Program, which provides the community with access to safe and reliable tap water to refill personal, reusable water bottles...”</u>	136 impressions	5 engagements
Email Marketing	SB 9 Op-Ed: July 2021	15,154 recipients (18% open rate)	9% click through rate

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

SBCCOG	2020	2021	Percent Increase
Twitter	251	326	30%
Facebook	132	180	36%
SBESC	2020	2021	

Twitter	556	570	3%
Facebook	755	757	0.03%
LinkedIn	137	150	9%

The LinkedIn account name has been changed from SBESC to the SBCCOG. Data will be presented under the SBCCOG section next month.

Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
Los Angeles Times	https://www.latimes.com/opinion/story/2021-07-09/california-affordable-housing-sb9	Op-Ed: The absolute wrong way to solve California's affordable housing crisis	7/9/21	High	High	Positive
The Daily Breeze	https://www.dailybreeze.com/2021/07/12/torrance-taking-closer-look-at-city-or-regional-public-health-department/	Torrance taking closer look at city or regional public health department	7/12/21	High	High	Neutral
Cal Matters	https://calmatters.org/commentary/2021/07/california-housing-shortage-quota-duplex-crisis/	Will California get tough on housing quotas?	7/19/21	Low	High	Neutral
The Easy Reader	NA	Op-Ed: The absolute wrong way to solve California's affordable housing crisis	7/15/21	High	High	Positive
Reuters	https://www.reuters.com/article/climate-change-usa-housing-idUSL8N2OR52U	Feature: California Weighs First Step in 'Managed Retreat' from Rising Pacific	7/20/21	Medium	Medium	Neutral
California Planning and Development Report	https://cpdr.com/articles/cpdr-news-briefs-july-20-2021	Quick Hits and Updates	7/20/21	Medium	High	Neutral

Volunteer Program

Status of Program: 2 hours July 2021

Grand total as of 7/31/2021 - 20,346 (starting April 2008)

Volunteer participation remains low due to COVID-19.