

# South Bay Cities Council of Governments

October 22, 2020

TO: SBCCOG Board of Directors

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

SUBJECT: Environmental Activities Report – September 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

### **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:* 31 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of September 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 - Support for Workshops, Events, & Webinars

##### Educational Classes

*Contract goal:* 10 classes or webinars

*Status of goal:* 2 completed (virtual classes); 1 class was held in September; 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:* rain barrel events are on hold at this time

West Basin is looking at different delivery options as opposed to holding the standard drive through an event. One option includes SBCCOG staff coordinating with residents to schedule delivery of the rain barrels.

West Basin staff have presented options to their Board of Directors and are currently awaiting approval. Rain barrel distribution will hopefully begin again in early 2021. The next planning call with West Basin, LADWP, Torrance, and the SBCCOG is being scheduled.

#### Task - 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 was on hold per West Basin, but is scheduled to relaunch in Oct.

West Basin staff is moving forward with a Cash for Kitchens online portal and is planning to relaunch this program in October. SBCCOG staff and West Basin had a meeting on September 23<sup>rd</sup> to discuss the final details of this upcoming relaunch.

#### 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:*

Number of calls: 30 in September

Number of surveys completed: 500 surveys completed - GOAL MET

Number of customers assisted with rebate application: 10 in September

SBCCOG staff continues to work with West Basin to help customers estimate their rebates prior to purchase of new units. The program has been so successful that West Basin is planning a second outreach that includes program enhancements based on lessons learned. A West Basin training was held on September 16<sup>th</sup> for SBCCOG staff and provided information about how to create applications, how SoCalWaterSmart handles the approval of applications, and what may cause a delay in the rebate process. West Basin wants SBCCOG staff to be more involved with the resident application process, assuming many of the Allegra Consulting tasks. Staff has also been working to tailor promotional language for e-blasts.

#### 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 have received the new contract for 2020-2021.

#### 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*

#### Task 1. Educational Outreach Support

##### Exhibit Events

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

*Status of goal:* 31 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of September 2020

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 October 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, met with the cities of Torrance, Rolling Hills Estates, Lomita, and Manhattan Beach to discuss SoCalGas project potential. The team also continues to work with cities to record gas accounts into Energy Star Portfolio Manager and benchmark facilities. Staff was successful in reaching Redondo Beach School District to introduce energy efficiency programs. The school district staff will be attending a training session in Oct. and SBCCOG will work to set up a follow up meeting in Nov.

#### Energy Efficiency Partnership Program – Regional Energy Network (REN)

SBCCOG staff and REN met with the cities of Torrance, Rolling Hills Estates, Lomita, and Manhattan Beach to kick off the REN programs. Additional city meetings are being scheduled for Oct.

#### 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 continue to identify, certify, and assist businesses as well as promote the program through social media.

SBCCOG staff continue to outreach and work with businesses to achieve certification for programs. Appointments have been confirmed to conduct business assessments in October.

*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:* 100 outreach events; 5 vanpool or rideshare meetings; 3 Survey Engagement

During September, in response to the COVID-19 emergency, SBCCOG staff continued its public outreach efforts through virtual platforms. Metro Shared Mobility materials and emergency updates to rideshare and vanpool programs along with resources for teleworking were shared through 7 different online meetings. SBCCOG staff updated the telework page on the SBCCOG website and worked with Metro’s Office of Extraordinary Innovation to post and update results of the “Telework” study. SBCCOG met with Metro Shared Mobility team to review and begin a marketing outreach effort to distribute new guidelines for vanpool and rideshare programs to ETCs. Preliminary planning began for a new series of “online” workshops for South Bay ETCs.

### 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 7 SBCCOG virtual outreach events and meetings.

## II. MARKETING, OUTREACH, & IMPLEMENTATION

### Outreach Events

In September:

4 - Virtual Community Events – 2 were promotion only	8 - Virtual Networking Meetings
1 - Virtual Business Event	5 - Virtual Workshops – 4 were promotion only

Totals for the period July 1, 2020 - September 30, 2020:

4 – Community Events – 2 were promotion only  
3 – Business Events  
19 – Networking Meetings

5 – Workshops – 4 were promotional only

## Media

Social Media (*during the month of September*)

- **SBCCOG** -- Totals for Social Media (SBCCOG) (*top tweet – right*)
  - Twitter: 271 followers total, 1,300 impressions\* 6 posts
  - Facebook: 136 likes total, 10,874 impressions 6 posts
- **SBESC** -- Totals for Social Media (*top tweet – right*)
  - Twitter: 558 followers total, 3,700 impressions\* 12 posts
  - Facebook: 751 likes total, 611 impressions 14 posts
  - LinkedIn: 140 followers total, 106 impressions 1 posts

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

## Earned Media/Articles/Network TV

- “SoCal Association of Governments Announces \$23M for Residential Building in LA, LA County, OC” – *Radio.Com - KNX 1070* (September 9, 2020) <https://www.radio.com/knx1070/articles/cns-news/scag-announces-23m-in-residential-building-for-la>
- “Redondo Beach Considers Temporary Homeless Shelters, Residents Push Back” – *Spectrum 1 News* (September 23, 2020) <https://spectrumnews1.com/ca/la-west/homelessness/2020/09/23/redondo-beach-considers-temporary-homeless-shelters--residents-push-back>

## Volunteer Program

*Status of Program:* 10.00 hours for September 2020

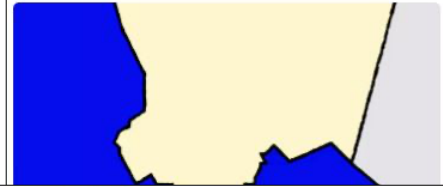
Grand total as of 9/30/2020 - 20,308.67 (starting April 2008)

Volunteer participation remains low due to COVID 19.

The annual volunteer recognition ceremony will take place on November 19<sup>th</sup> along with the monthly Board of Directors meeting.

**Top Tweet** earned 139 impressions

If you are a victim, or witness of, a **#hate** incident or a hate crime, you can report the incident/crime with 211 (safely & anonymously) via **@LAvsHate #SouthBay** [pic.twitter.com/NO5qg0nK9U](https://pic.twitter.com/NO5qg0nK9U)



**Top Tweet** earned 577 impressions

Look into **#rebates** available from some of our Partners (**@WestBasin**, **@socalgas**, **@LADWP**) to save money, energy, and water: [bit.ly/3meTOU6](https://bit.ly/3meTOU6) **#greentip**

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