

# South Bay Cities Council of Governments

December 14, 2020

TO: SBCCOG Steering Committee

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

SUBJECT: Environmental Activities Report – November 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

### **Energy Efficiency**

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

*Contract year is January 1-December 31, 2020.*

*Contract goals:* Registration: 10 -13 agencies *Status:* 7 registered

Enrollments: 6-8 agency *Status:* 6 enrolled **GOAL MET**

Re-engagements: 1 agency *Status:* 1 re-engagement **GOAL MET**

Program presentations: 4 *Status:* 8 presentations **GOAL MET**

SBCCOG staff, in coordination with the utilities, is working with enrolled cities to obtain energy data so that the SoCalREN team can complete facility assessments. These assessments are the foundation for identifying potential projects. SBCCOG staff continues to follow up with the cities of Lomita and Rancho Palos Verdes to complete enrollment which is required to access SoCalREN benefits such as energy use analysis and incentive support. To date the following cities are enrolled in the SoCalREN program: Carson, Hawthorne, Hermosa Beach, Redondo Beach, Rolling Hills Estates, and Torrance. In addition, SBCCOG staff worked with LA County to identify additional funding to support energy efficiency programs which would be done in coordination with the SoCalREN. It appears that there may be additional funding for programs in 2021.

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

SBCCOG staff, along with the energy engineer, met with El Segundo School District to discuss SoCalGas project potential. The district is interested in having an analysis of their energy use which would be done the first of 2021. The team also continues to work with cities to obtain gas accounts data for benchmarking facilities.

### **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:* 54 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.

In November, SBCCOG staff met with West Basin staff to discuss the status of the program and outreach efforts. SBCCOG staff continue promoting the program through social media and SBCCOG working groups. Direct calls to agencies will be conducted in Jan. 2021.

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

##### Educational Classes

*Contract goal:* 10 classes or webinars

*Status of goal:* 5 completed (virtual classes); 1 class/webinar was held in November; 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 executing a contract to provide delivery options as opposed to holding the standard drive-through event. The SBCCOG staff will help coordinate with residents to schedule delivery of the rain barrels. Rain barrel distribution will hopefully begin again in early 2021. The next planning call with West Basin, LADWP, Torrance, and the SBCCOG will be scheduled the first of 2021.

#### 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:* no surveys were conducted in the month of November. The outreach to business and agencies was on hold per West Basin but is scheduled to be relaunched in January.

West Basin staff is moving forward with a Cash for Kitchens online portal and is planning to relaunch this program in January. West Basin staff is expecting to distribute equipment through the mail.

#### 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: 20 in November

Number of surveys completed: 500 surveys completed - GOAL MET

Number of customers assisted with rebate application: 0 in November

SBCCOG staff answered resident calls checking on rebate status. SBCCOG staff continues to work with West Basin to help customers estimate their rebates prior to purchase of new units. SBCCOG will be attending West Basin's program relaunch meeting on Monday, December 7<sup>th</sup>. The program

has been so successful that West Basin is implementing a second outreach effort that includes program enhancements based on lessons learned. SBCCOG staff will have an increased role with a resident application process in this second phase. 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 staff is in the process of reviewing Cash for Kitchens marketing materials. The goal is to begin outreach in January 2021.

#### Water Replenishment District of Southern California (WRD)

*Contract year is July 1, 2019-December 31, 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:* 54 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of November 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:* 8 completed - **GOAL MET**
- 1 training for SBCCOG Volunteers on LADWP programs - *Status of goal:* **GOAL MET**
- 6-8 commercial kitchens to be identified for water assessment and conservation training  
*Status of goal:* SBCCOG staff is moving forward with Commercial Kitchen Assessments and is planning to conduct outreach and drop-off water savings devices in the month of December. SBCCOG staff is following the LA County guidance regarding COVID-19.

#### PACE

SBCCOG continues to promote PACE financing for homeowners through Ygrene and HERO. 2020 Q3 payments will be reported in January 2021.

#### 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.

*Contract goals - City of Hawthorne:* 10 certified green businesses; *Status of goals:* 4 certified businesses

*Contract goals - City of Torrance: 10 certified green businesses; Status of goals: 4 certified businesses*

SBCCOG staff continue to assist CAGBN (California Green Business Network) cities of Hawthorne and Torrance with certifying businesses and continue to conduct outreach. During the month of November, SBCCOG staff conducted assessments for businesses in Hawthorne and Torrance. The first progress report was prepared for each of the respective cities. In addition, SBCCOG staff will attend the statewide CA Green Business Network conference via Zoom.

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 (61), Lawndale (27), Hawthorne (45), 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 **238** businesses in the program as of the end of November 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: 118 outreach events; 6 vanpool or rideshare meetings; 3 Survey Engagement*

SBCCOG staff attended METRO's Employee Transportation Coordinator (ETC) briefing on the November 18th. The topics were Compliance, AVR Surveys, ETC Access, and AVR Reports. 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 8 different online meetings. SBCCOG staff updated the telework page on the SBCCOG website. SBCCOG's Shared Mobility team began a marketing outreach effort to distribute new guidelines for vanpool and rideshare programs to local ETCs. Preliminary planning continued for a new series of "online" workshops for South Bay ETCs to be produced starting in early 2021.

### 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 8 SBCCOG virtual outreach events and meetings.

## **II. MARKETING, OUTREACH, & IMPLEMENTATION**

### Outreach Events

In November

1- Virtual Community Event

6 - Virtual Networking Meetings

1 - Virtual Business Event

0 - Virtual Workshops

Totals for the period July 1, 2020 – November 30, 2020:

9 – Community Events

5 – Business Events

## Media

### Social Media (*during the month of November*)

- **SBCCOG** -- Totals for Social Media (SBCCOG) (*top tweet – right*)
  - Twitter: 284 followers total, 2,500 impressions\* 7 posts
  - Facebook: 139 likes total, 740 impressions 12 posts
- **SBESC** -- Totals for Social Media (*top tweet – right*)
  - Twitter: 560 followers total, 2,600 impressions\* 3 posts
  - Facebook: 755 likes total, 192 impressions 5 posts
  - LinkedIn: 141 followers total, 91 impressions 1 post

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

### Earned Media/Articles/Network TV

- **“South Bay Fiber Network”** – *Torrance CitiCable* (11/17/2020) <https://youtu.be/E-ixoASsyNs?t=840>
- **“South Bay Fiber Network will support regional city facilities through COVID-19 and beyond”** – *The Daily Breeze* (11/17/2020) <https://www.dailybreeze.com/2020/11/17/south-bay-fiber-network-will-support-regional-city-facilities-through-covid-19-and-beyond/>
- **“South Bay Fiber Network will support regional city facilities through COVID-19 and beyond”** – *Palos Verdes Peninsula News* (11/23/2020) [https://www.pvnews.com/news/south-bay-fiber-network-will-support-regional-city-facilities-through-covid-19-and-beyond/article\\_6de20234-2b84-11eb-bff5-9b45b165ff67.html](https://www.pvnews.com/news/south-bay-fiber-network-will-support-regional-city-facilities-through-covid-19-and-beyond/article_6de20234-2b84-11eb-bff5-9b45b165ff67.html)
- **“South Bay Fiber Network Enables Broadband, Smart City Capabilities”** – *Broadband Communities Magazine* (11/25/2020) <https://www.bbcmag.com/breaking-news/south-bay-fiber-network-enables-broadband-smart-city-capabilities>
- **“South Bay Fibre Network launches in Southern California”** – *Smart Cities World* (11/26/2020) <https://www.smartcitiesworld.net/news/news/south-bay-fibre-network-launches-in-southern-california-5899>

## Volunteer Program

*Status of Program:* 10.00 hours November 2020

Grand total as of 11/30/2020 - 20,323 (starting April 2008)

Volunteer participation remains low due to COVID-19.

The SBCCOG held the annual Volunteer Recognition on November 19<sup>th</sup> to honor our volunteers. The event was a great success, and the volunteers expressed their thanks.

### Top Tweet earned 373 impressions

Join us on Nov. 30th - Dec. 6th and take a stand against hate for @UAHWeek! For more info visit [lavshate.org/united-against...](http://lavshate.org/united-against...)  
 @LAvsHate @CountyofLA  
 #UnitedAgainstHateWeek  
[pic.twitter.com/81sRIoIFXW](https://pic.twitter.com/81sRIoIFXW)



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### Top Tweet earned 244 impressions

Learn about @WestBasin's Water Supply Diversity during their webinar series "Know Your H2O", which takes place tomorrow: [westbasin.org/community/west...](http://westbasin.org/community/west...)

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