

South Bay Cities Council of Governments

February 25, 2021

TO: SBCCOG Board of Directors

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

SUBJECT: Environmental Activities Report – January 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

Contract goals: Registration: 10 -13 agencies *Status:* 10 registered **GOAL MET**

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 and SoCalREN staff continued to meet with cities to enroll them into the SoCalREN program. Enrollment provides cities with direct resources to identify and implement energy efficiency projects. Specifically, SoCalREN provides technical staff, coordination with utilities, assistance with incentive applications, analysis of building energy, and financing information. SBCCOG is also working to obtain utility data for cities already enrolled in the SoCalREN program. This data collection was completed for the City of Torrance and a detailed energy analysis was presented to the city staff in January. SBCCOG staff continues to follow up with the cities of Lomita and Rancho Palos Verdes to complete enrollment.

To date the following cities are enrolled in the SoCalREN program: Carson, Hawthorne, Hermosa Beach, Redondo Beach, Rolling Hills Estates, and Torrance.

The SoCalREN also supports school districts. The SBCCOG staff met with SCE, SoCalGas, and the SoCalREN in January to discuss Regional Partnership engagement including enrollment for school districts.

ICF; MULTIFAMILY

Contract year is September 1, 2020 - March 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 staff attended ICF's kickoff meeting as well as ICF's Multi-family home energy efficiency program training. SBCCOG staff continues to look for opportunities for ICF to present on the

Multifamily home program and gather contact information to give property owners. ICF has added the SBCCOG logo to marketing materials to promote the program. SBCCOG has reached out to South Bay Chambers as well as South Bay Realtors to identify speaking opportunities.

Southern California Gas Company (SoCalGas)

SBCCOG staff continues to work with SoCalGas for contract renewal.

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: 69 exhibit events, presentations, workshops, networking opportunities, etc. as of June 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 to promote the program through social media, SBCCOG working groups and SBCCOG newsletter. A meeting has been scheduled for Monday, February 1st with West Basin's new program manager. Direct calls to agencies will be conducted in February 2021.

Task - Support for Workshops, Events, & Webinars

Educational Classes

Contract goal: 10 classes or webinars

Status of goal: 7 completed (virtual classes); 1 class/webinar was held in January; 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 continues to finalize a contract to provide delivery options for rain barrels. SBCCOG staff will help coordinate with residents to schedule delivery of the rain barrels. Rain barrel distribution is anticipated to begin again in Q1 2021 and the next planning call with West Basin is scheduled for Monday, February 1, 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 January

West Basin staff and SBCCOG staff met on January 7th to discuss final details of the CFK program. SBCCOG staff is expected to distribute equipment through the mail and follow up with previous restaurants/commercial kitchens in February 2021.

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 January

The water survey kit task was relaunched on January 4, 2021. The water saving kits will only be for DAC residents, but clothes washer rebates are available for all communities -- 400 for qualified DAC residents and 100 for qualified non-DAC. Staff is working on scheduling a meeting with City staff to raise awareness of the program for qualifying residents and ask for assistance to reach their communities.

Torrance Water

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

Torrance staff is currently reviewing/editing Cash for Kitchens' marketing materials. The goal is to begin outreach in February 2021.

Water Replenishment District of Southern California (WRD)

Contract year is July 1, 2019-June 30, 2021.

Ongoing promotion of WRD programs continues through the SBCCOG's e-newsletters and other social media channels. In addition, the 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: 69 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of June 2021

SBCCOG staff distributed information on Sanitation programs and virtual events via social media and e-blasts.

The Sanitation Districts continues to promote their food waste program that could help cities meet SB 1383 organic waste reduction targets by the Jan. 1, 2022 compliance deadline. This legislation established methane emission reduction targets. SBCCOG sent e-mail notices out to Public Works Directors the first week of January. LACSD staff will make a presentation to the Infrastructure Working Group on February 11th. The LACSD's materials recovery facility can accommodate 165 tons per day of source separated food waste and is currently operating at 30 tons per day. In addition, their Carson food waste receiving station can accommodate 600 tons per day and is currently operating at 300 tons per day. These diversion solutions are offered on a first come, first served basis. If cities are interested in these options, contact Will Chen wchen@lacsdc.org; 562-908-4288 ext. 2431 or Habib Kharrat hkharrat@lacsdc.org; 562-908-4288, ext. 6056.

Los Angeles Department of Water and Power (LADWP)

The 2021 contract is expected in February or March 2021.

PACE

SBCCOG continues to promote PACE financing for homeowners through Ygrene. 2020 Q4 payments totaled \$285.96. The HERO program will be not be offered in 2021.

SBCCOG - Q4 2020

12/31/2020

Total \$ 285.96

Project # / Finance Agreement #	Settlement Date	Maturity Date	Original Face Amount	Contractor Bid Amount	Jurisdiction	Property Type	Jurisdiction Cost Recovery Fee
CA-390-2WF4MG	10/21/20	06/30/46	\$ 57,321.59	\$ 51,500.00	Inglewood	Residential	28.66
CA-122-GDACDN	11/06/20	06/30/51	\$ 79,789.24	\$ 72,200.00	Carson	Residential	39.89
CA-122-HTFDAR	11/06/20	06/30/46	\$ 74,026.72	\$ 66,936.00	Carson	Residential	37.01
CA-122-MDVKCA	11/25/20	06/30/51	\$ 33,458.12	\$ 30,000.00	Carson	Residential	16.73
CA-173-KG329F	11/03/20	06/30/51	\$ 25,151.55	\$ 22,867.00	Gardena	Residential	12.58
CA-390-AAXPWH	11/25/20	06/30/31	\$ 11,382.42	\$ 9,000.00	Inglewood	Residential	5.69
CA-122-FWKM36	12/02/20	06/30/51	\$ 86,482.83	\$ 78,750.00	Carson	Residential	43.24
CA-390-QFVPPR	12/02/20	06/30/41	\$ 52,025.37	\$ 47,100.00	Inglewood	Residential	26.01
CA-128-36GGXE	12/16/20	06/30/46	\$ 36,945.70	\$ 33,350.00	Torrance	Residential	18.47
CA-122-XFFD2N	12/22/20	06/30/31	\$ 38,183.01	\$ 34,715.00	Carson	Residential	19.09
CA-128-4PAFVV	12/29/20	06/30/51	\$ 77,144.87	\$ 62,932.00	Torrance	Residential	38.57

Totals \$ 571,911.42 \$ 285.96

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: 4 certified businesses

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

SBCCOG staff continues to assist CAGBN (California Green Business Network) cities of Hawthorne and Torrance with certifying businesses and conducting outreach. During the month of January, SBCCOG staff worked on a PowerPoint presentation for the City of Torrance and Hawthorne. A presentation to the Torrance City Council was conducted in January. This program is dependent on State funding and it is unknown at this time if there will be funding to continue the program beyond March 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 (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 January 2021.

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: 125 outreach events; 6 vanpool or rideshare meetings; 3 Survey Engagement

Preliminary planning continued for a new series of “online” workshops for South Bay ETCs to be produced starting in mid-2021.

Metro Express Lanes (MEL) (Contract period Nov. 15 2020 – Nov. 14, 2021)

Because of COVID-19 restrictions, all SBCCOG outreach events have taken place 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 will be distributed.

II. MARKETING, OUTREACH, & IMPLEMENTATION

Outreach Events

In January

- | | |
|---------------------------------|-----------------------|
| 1- Virtual Community Event | 1 – Virtual Workshops |
| 5 - Virtual Networking Meetings | 1 – Business Event |

For the period July 1, 2020 through June 2021:

- 10 Virtual Community Events
- 6 Virtual Business Events
- 40 Virtual Networking Meetings
- 12 Virtual Workshop

Media

Top Three Social Media Posts (*January*):

Channel	Post	Exposure	Engagements (clicks, shares, comments)
SBCCOG Facebook	<u>“Registration is open for our 21st annual #sbccogGeneralAssembly...”</u>	587 people reached	49 engagements, including 10 shares spurred by Redondo Beach Councilmember Horvath’s engagement
SBESC Twitter	<u>“See if you qualify for up to \$500 towards a water-efficient clothes washer...”</u>	352 impressions	4 engagements, including a retweet from Metropolitan Water District’s “Be Water Wise” account
SBCCOG Twitter	<u>“@CALittle Hoover recently spotlighted our new #SouthBayFiberNetwork...”</u>	376 impressions	2 engagements, including a retweet from the Little Hoover Commission
SBCCOG YouTube	<u>“South Bay Fiber Network (SBFN) Launch & Celebration Recap”</u>	294 views	

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

SBCCOG	2020	2021	Percent Increase
Twitter	240	293	22%
Facebook	116	143	23%
SBESC	2020	2021	
Twitter	552	562	2%
Facebook	753	757	.5%
LinkedIn	131	144	10%

Earned Media – TV, Print, Online

- “Hermosa State of the City: 2020 in Hindsight; Overcoming this Year’s Challenges”
 - Topic: SBCCOG’s Letter to Governor Newsom and the LA County Board of Supervisors requesting that South Bay Cities be considered as a separate entity in determining restrictions placed on businesses
 - Date: 12/24/20
 - Outlet: The Beach Reporter
 - Quality of Coverage: Medium
 - Relevance to Brand: High
 - Sentiment of Article: Neutral
 - Link: https://tbrnews.com/news/hermosa-beach-state-of-the-city-2020-in-hindsight-overcoming-the-years-challenges/article_2561e206-43e2-11eb-8e84-0bf34ed9b338.html
- “City Joins Campaign”
 - Topic: Pickup of Nov. 19 unanimous vote to support holding closed regional council meeting
 - Date: 1/3/21
 - Outlet: Southpasadenan.com
 - Quality of Coverage: Medium
 - Relevance to Brand: High
 - Sentiment of Article: Neutral
 - Link: <https://southpasadenan.com/rrhna-city-joins-campaign-pressing-challenge-to-massive-housing-demand/>

Volunteer Program

Status of Program: 3.0 hours January 2021

Grand total as of 1/31/2021 - 20,331 (starting April 2008)

Volunteer participation remains low due to COVID-19.