

# South Bay Cities Council of Governments

November 9, 2020

TO: SBCCOG Steering Committee

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

### **Energy Efficiency**

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

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

*Contract goals:* Enroll 10 agencies into the SoCalREN program

*Status of goal:* 6 cities enrolled to date

SBCCOG staff, along with the SoCalREN team, has met with several cities over the last several months to introduce the SoCalREN programs and enroll them into the program. Enrollment in the SoCalREN program provides cities with additional resources to prioritize and implement energy efficiency projects. In October, staff met with Redondo Beach and Rancho Palos Verdes. Additional city meetings are scheduled for November. To date the following cities are enrolled in the SoCalREN program: Carson, Hawthorne, Hermosa Beach, Redondo Beach, Rolling Hills Estates, and Torrance.

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

SBCCOG staff, along with the energy engineer, met with the cities of Redondo Beach and Rancho Palos Verdes to discuss SoCalGas project potential. The team also continues to work with cities to obtain gas accounts data for benchmarking facilities. In addition, working with the energy engineer, staff is reaching out to school districts to hold meetings on the SoCalGas Schools Energy Efficiency Program (SEEP) program. The SEEP program provides full-service development, management, implementation, and installation of energy efficiency natural gas projects through a direct install program to school districts at no cost.

### **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:* 46 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:* 4 completed (virtual classes); 2 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 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 to be 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 be relaunched in November.

West Basin staff is moving forward with a Cash for Kitchens online portal and is planning to relaunch this program in November. 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: 30 in September

Number of surveys completed: 500 surveys completed - GOAL MET

Number of customers assisted with rebate application: 5 in October

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 implementing a second outreach effort that includes program enhancements based on lessons learned. SBCCOG staff will have an increased role with 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*

SBCCOG staff and Torrance met on October 15<sup>th</sup> to discuss the details for the Cash for Kitchens program.

### 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:* 46 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of October 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 Nov/Dec 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.

### PACE

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

*Contract goals - City of Hawthorne:* 10 certified green businesses; *Status of goals:* 2 certified businesses

*Contract goals - City of Torrance:* 10 certified green businesses; *Status of goals:* 3 certified businesses

SBCCOG staff continue to outreach and work with businesses to achieve certification for programs.

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 September 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:* 110 outreach events; 5 vanpool or rideshare meetings; 3 Survey Engagement

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 10 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 10 SBCCOG virtual outreach events and meetings.

## II. MARKETING, OUTREACH, & IMPLEMENTATION

### Outreach Events

In October

4 - Virtual Community Events

1 - Virtual Business Event

5 - Virtual Networking Meetings

5 - Virtual Workshops – 4 were promotion only

Totals for the period July 1, 2020 – October 31, 2020:

8 – Community Events – (SBESC participated in all 4 in Oct).

4 – Business Events

24 – Networking Meetings

10 – Workshops – (4 promo only in Oct.)

## Media

Social Media (*during the month of October*)

- **SBCCOG** -- Totals for Social Media (SBCCOG) (*top tweet – right*)
  - Twitter: 275 followers total, 1,700 impressions\* 7 posts
  - Facebook: 136 likes total, 271 impressions 11 posts
- **SBESC** -- Totals for Social Media (*top tweet – right*)
  - Twitter: 559 followers total, 2,200 impressions\* 7 posts
  - Facebook: 753 likes total, 228 impressions 6 posts
  - LinkedIn: 139 followers total, 30 impressions 1 posts

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

### Top Tweet earned 511 impressions

We're moving in! Although we are closed to the public because of COVID, we are getting our new office (in @TorranceCA) ready to open when COVID-19 public health orders permit. For more information & updates, visit our website: [southbaycities.org](http://southbaycities.org).  
[pic.twitter.com/uPEtJXBqKj](https://pic.twitter.com/uPEtJXBqKj)



♥ 2

## Earned Media/Articles/Network TV

- “South Bay Officials Seek to Reduce Homelessness Through Homesharing Service” – *MyNewsLA.com* (October 17, 2020)  
<https://mynewsLA.com/business/2020/10/15/south-bay-officials-seek-to-reduce-homelessness-through-homesharing-service>
- “Renting Rooms to the Unhoused in the South Bay” - *LAist* (October 19, 2020)  
[https://laist.com/latest/post/20201019/renting\\_rooms\\_to\\_the\\_unhoused\\_in\\_the\\_south\\_bay](https://laist.com/latest/post/20201019/renting_rooms_to_the_unhoused_in_the_south_bay)
- “Port of Los Angeles Receives \$9.9 Million Infrastructure Development Grant” – *MyNewsLA.com* (October 22, 2020)  
<https://mynewsLA.com/government/2020/10/21/port-of-los-angeles-receives-9-9-million-infrastructure-development-grant/>
- “Port of Los Angeles Receives USD 9.9 Mn Infrastructure Development Grant” – *SeaNews* (October 22, 2020) <https://seanews.co.uk/shipping/maritime-shipping/port-of-los-angeles-receives-usd-9-9-mn-infrastructure-development-grant/>
- “Port of L.A. gets \$10 million grant to fix bridge interchange” – *L.A. Biz* (October 22, 2020)  
<https://www.bizjournals.com/losangeles/news/2020/10/22/port-of-la-10-million-grant-fix-bridge-interchange.html>
- “Port of L.A. garners \$9.9M grant” – *HomeTextilesToday* (October 23, 2020)  
<https://www.hometextilestoday.com/industry-news/port-of-l-a-garners-9-9m-grant/>

#FREE E-Waste Recycling & Paper Shredding Event in @cityofcarson\_ca this Saturday, October 17th for #Carson residents: [bit.ly/3iZiCbh](https://bit.ly/3iZiCbh)  
[pic.twitter.com/85cL9SHQfG](https://pic.twitter.com/85cL9SHQfG)



👍 3 ♥ 1

## Volunteer Program

Status of Program: 5.00 hours October 2020

Grand total as of 10/31/2020 - 20,313 (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.