

# South Bay Cities Council of Governments

April 28, 2016

TO: SBCCOG Board of Directors

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

SUBJECT: Environmental Activities Report

## 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

### **Climate Action Planning**

#### Strategic Growth Council (SGC) Grant

There are five measure development components of the SGC grant – Land use, transportation, waste, greening, and energy generation/storage.

Land use and transportation (under the direction of Wally Siembab):

1. Drafted a letter to cities to gauge interest in traditional and SBSS land use and transportation strategies
2. Further refined and sought comments on the Sustainability Framework from subcontractor, USC Professor Marlon Boarnet
3. Tabulated EV registrations from 2010 through 2015
4. Reviewed Shaheen Team matrix for integration into Sustainability Framework
5. Requested additional data assistance from subcontractor, CSUSD Professor Bruce Appleyard

In terms of work on the Land Use strategy:

1. Analyzed businesses per acre for 144 centers
2. Performed an acreage per intersection analysis

Greening: SBCCOG staff is working with Professor Diane Pataki at the University of Utah to obtain a technical review of Greening measures. She is an ecologist who studies the role of vegetation in the functioning of cities.

Energy Generation and Storage Chapter: SBCCOG staff continues to finalize the Energy Generation and Storage and is now compiling the research gathered and templates created into a comprehensive format. Presentation to cities to start strategy sign-offs is anticipated at the June 2016 Livable Communities/CAP Working Group.

## Energy Efficiency

### Energy Leader Partnership (ELP)

**2016 Goal:** 1,511,338 kWh

**2016 Status:** Completed 499,152 kWh (33% of goal)

**2016 paid out incentives to cities:** \$72,334

SCE is in the process of preparing a \$70,223 incentive check for the City of Torrance's 479,923 kWh reduction project for exterior and interior lighting. Based on SCE, the city will receive credit for Q1 2016 and move to Gold status.

*In the Pipeline...currently over 4 million kWh*

City	Current Tier Level	kWh Savings in Project Pipeline
Carson	Gold	1,485,301
Hermosa Beach	Silver	367,088
Inglewood	Gold	970,829
Manhattan Beach	Platinum	62,825
Rancho Palos Verdes	Gold	38,269
Redondo Beach	Silver	120,916
Torrance	Silver	963,254

SBCCOG staff has completed evaluating cities' interest levels in a bulk-purchasing request for proposal (RFP) for energy efficient field lighting and found that there is some interest by cities. Kevin Sakamoto from South Coast Lighting and Design will be bringing samples and demonstrating the different ballfield lighting at the next Energy Management Working Group (EMWG) on April 27th. At this meeting, he will assess the feasibility of developing a discount plan for outdoor lighting. A bulk purchase would not be appropriate due to the customized outdoor lighting requirements that vary according to city requirements and outdoor conditions.

### Southern California Gas Company (SCG)

**2016 Goal:** 10,000 therms

**2016 Status:** Completed 5,648 therms

**2016 paid out incentives to cities:** \$3,400

Planning phase:

- City of Hawthorne – chiller controls upgrade at Memorial Center
- City of Carson – two pool heater replacement
- Marymount California University – replace pool boiler with solar thermal
- Wiseburn USD – new high school with two new meters, construction underway
- Redondo Beach USD – gas fired furnaces and HVAC, classroom in construction

Installation in progress

- Torrance USD – new pool with pool heater and potentially pool cover

## HERO

The spreadsheet below covers the activity from each jurisdictions' launch date through March 31, 2016

### Program Activity through March 31, 2016

Member	Launch Date	Eligible Housing Units *	Total Applications Received	Applications Approved	Approved Amount	Funded Projects	Funded Amount	Jobs Created***	Type of Products			Solar kW Installed	Annual kWh Saved	Annual CO2 Reduced (Tons)
									Energy	Water	Renewable			
Carson	5/23/14	23,852	1,003	643	\$40,642,069	329	\$8,287,096	71	551	29	88	205	781,705	493
El Segundo	5/23/14	4,312	25	20	\$3,380,614	10	\$230,688	2	10	3	2	2	19,051	15
Gardena	5/23/14	14,921	355	240	\$14,718,038	117	\$2,704,957	23	171	6	16	32	189,961	120
Hawthorne	5/23/14	14,245	283	203	\$14,512,149	101	\$2,354,902	20	159	3	14	30	182,130	125
Hermosa Beach	5/23/14	7,734	34	26	\$5,611,725	10	\$241,279	2	11	0	6	15	35,518	15
Inglewood	5/23/14	22,779	720	488	\$29,974,938	247	\$6,391,035	55	410	24	30	68	419,118	284
Lawndale	5/23/14	7,879	73	51	\$3,277,352	21	\$334,224	3	27	0	4	11	35,588	19
Lomita	5/23/14	6,028	63	53	\$4,985,263	28	\$642,770	5	42	3	10	32	75,624	51
Manhattan Beach	5/25/15	13,945	42	38	\$8,531,776	16	\$380,216	3	25	0	4	13	45,685	47
Palos Verdes Estates	5/28/15	4,999	18	17	\$3,694,631	5	\$264,388	2	7	3	2	7	15,123	7
Rancho Palos Verdes	5/23/14	17,759	126	108	\$17,135,890	44	\$1,073,863	10	66	5	8	20	95,078	81
Redondo Beach	3/24/15	21,253	108	85	\$11,063,983	37	\$738,087	6	50	2	12	28	85,796	50
Rolling Hills	5/23/14	718	4	4	\$1,131,678	2	\$119,637	1	2	0	0	0	995	0
Rolling Hills Estates	5/23/14	3,064	30	28	\$5,020,922	16	\$516,239	4	22	1	6	20	49,586	37
Torrance	5/23/14	39,118	412	339	\$34,559,670	186	\$4,164,679	35	259	11	50	127	406,343	249
<b>Total</b>		<b>202,606</b>	<b>3296</b>	<b>2343</b>	<b>\$ 198,240,697</b>	<b>1169</b>	<b>\$28,444,062</b>	<b>243</b>	<b>1812</b>	<b>90</b>	<b>252</b>	<b>611</b>	<b>2,437,299</b>	<b>1593</b>

\* Eligible housing units based off Total Single Family Homes minus 5 units or more from the Department of Finance City/County Population and Housing Estimates, 1/1/2013.

\*\*\* 1 job for every \$117,000 invested.

### Energy Upgrade California Community Outreach Ambassador

Contract goals: 8 outreach events and 6 presentations to be completed by Nov. 30, 2016

Status of goals: 2 outreach events have been identified (1 will be held in April); 4 presentations have been completed (2 are scheduled to be completed in April).

The theme and topic for April: Home Improvement / Home Upgrade and Energy Savings Assistance Program. Articles with this theme will be sent to cities for inclusion in their publications.

### Green Building Challenge

Contract goals: 170 - 270 participants by August 2016

Status of Goal: 117 participants enrolled in the South Bay Cities Green Building Challenge

There are 117 participants enrolled in the South Bay Cities Green Building Challenge and the current program focus is continued outreach to new participants and program management to engage existing participants. In March, 12 new businesses have enrolled in the Challenge and over 17 business outreach meetings were held, including a presentation to Leadership Torrance and at Union Bank's first "Save Green by Going Green" event for business banking customers and banking staff. Councilmember Jim Goodhart joined staff at a business meeting in Palos Verdes Estates, and Councilmember Jim Osborne joined staff on an outreach walk in Lawndale. The program partners and participants were featured in a front-page article in the Daily Breeze on March 27th. Four Green Building Challenge participants participated in Direct Install this month. The SBCCOG met with SCE and SCG for a mid-program review to provide an update on program progress and begin discussing program continuity.

The GBC program newsletter was sent twice in March. Current participant standings by city: Torrance (26), Lawndale (13), El Segundo (13), Gardena (12), Redondo Beach (11), Rancho Palos Verdes (6), Manhattan Beach (5), Hawthorne (5), Palos Verdes Estates (5), Carson (5), Inglewood (4), Hermosa Beach (4), Lomita (3), Rolling Hills Estates (3), and Lennox (2).

## **Water Conservation**

West Basin Municipal Water District Programs (West Basin) Contract year is Sept. 1 through Aug. 31

### Water Reliability (WR)

Contract goal: 427 WR support cards to be collected by August 31, 2016.

Status of goals: 399 cards collected as of March 31, 2016

Contract goal: Up to 30 WR presentations to be scheduled.

Status of goals: 21 have been scheduled as of March 30. (Note: this goal is dependent upon West Basin's availability.)

Contract goal: Up to 20 tabletop WR business briefings to be scheduled.

Status of goals: 5 as of March 30.

Letters of support received in the month of March (4)

### Cash for Kitchens

Contract goals: 40 kitchen audits to be completed by Aug 31, 2016.

Status as of March 31, 2016: 27 audits completed.

Contract goals: 50 follow-up visits at 50 previously audited sites.

Status as of March 31, 2016: 32 follow-up visits completed.

Activities for March included SBCCOG staff contacting the following businesses: Palos Verdes Beach and Athletic Club (Palos Verdes Estates), Palos Verdes Golf Club (Palos Verdes Estates), Palos Verdes Tennis Club (Palos Verdes Peninsula), Malaga Cove Market (Palos Verdes Estates), Sunrise Senior Living (Hermosa Beach), Jimmy's (Torrance), Georgio's Pizza (Torrance), Big Mike's (Torrance), Billy's Café (Torrance) and Goldilocks (Carson).

Contract goals: 2 training sessions to be completed by August 31, 2016.

Status as of March 31, 2016: 0 training sessions.

SBCCOG Staff will work with West Basin staff to schedule the first Cash for Kitchens training session on April 2016.

### Rain Barrel

Contract goal: 5 rain barrel events.

Status of goal: Goal met.

### Car Wash

Contract goal: "Re-enroll" current 8 car wash companies that are participating in the program.

Status of goal: Goal met – re-enrollments of: Dominguez Car Wash (Carson), Go Eco Express Car Wash (Lawndale), Rock n Roll Car Wash (Hermosa Beach), Bellagio Car Wash (Lawndale), Crenshaw Imperial Car Wash (Inglewood), Green Forest Car Wash (Hawthorne), Lennox Car Wash (Lennox) and Gardena Car Wash (Gardena).

Contract goal: strive to enroll up to 2 new car wash companies by August 31, 2016.

Status of goal: 0 new car wash companies.

SBCCOG staff visited the following Car Wash business in March to promote the program: Riviera Car Wash (Redondo Beach)

#### California Friendly Landscape Training (CFLT)

Contract goal: minimum of 6; maximum of 12

Status of goal: 4 completed.

SBCCOG staff sent e-blasts and took registrations for a CFLT that took place in Culver City on 3/12/16. SBCCOG staff is working with West Basin and WRD to plan and schedule a Spanish-language CFLT in the Spring. Per West Basin, 5 greywater classes will be offered in late Spring/Summer and will count toward the CFLT contract goal. SBCCOG staff is working with West Basin on determining dates for the workshops.

#### Smart Controller Exchange Events

Contract goal: 3

Status of goal: 2 have been scheduled – April 2nd and May 7th.

#### Lunch & Learn Workshops

Contract goal: 2 workshops

Status of goal: 2 additional Smart Controller Exchange Events will take the place of the Lunch & Learn Workshops

#### Water Harvest – Goal Met (October 2015)

#### MWD Caucus Meeting

The March meeting included an update on the 2016 Legislative Session, given by Michael Boccadoro, President, West Coast Advisors. He discussed legislation introduced in 2015, including SB 20 (Pavley) California Water Resiliency Investment Act and SB 163 (Hertzberg) Wastewater Treatment: recycled water. He then presented the new legislation and discussed project funding, the Delta, desalination, Special District/Water District governance, and CEQA.

#### Sanitation Districts

Contract goal: Schedule 5 Sanitation Districts-related presentations to be completed by December 31, 2016.

Status of goal: 1 presentation completed

#### **Transportation**

##### Vanpool Program

Contract goal: 72 outreach events; 18 information/formation meetings to be completed by October 31, 2018.

Status of Goal: 8 outreach events; 1 information/formation meeting

March marked the first month of Metro’s new 3-year extension to the Vanpool outreach program. SBCCOG staff participated in 1 rideshare event and distributed collateral material at 7 other SBCCOG outreach events during this time period. Additionally, SBCCOG renewed the vanpool formation process with Harbor UCLA Hospital through an analysis of commuter trip data; follow-up efforts with the Hospital for vanpool formation are anticipated in the next several months. Similar efforts continue with the Terranea Resort. SBCCOG Staff continues to coordinate and explore efforts to identify and target Green Building Challenge companies for transportation related “Lunch and Learn” events in April, 2016. SBCCOG staff is working with Metro to test/pilot the use of targeted social (Facebook) media adds to promote vanpool related outreach efforts.

Metro ExpressLanes (MEL)

The goal of the MEL Contract is to continue to build awareness and increase the number of FasTrak® transponder accounts for vehicles using the I-110 Corridor ExpressLanes as well as encourage use of the Silver Line bus services and vanpools.

Status of goal: 34 community events; 3 MEL email updates; 4 SBCCOG Newsletters

SBCCOG invited and MEL participated and distributed materials at the Harbor UCLA Rideshare Event. SBCCOG staff met with the MEL support Team to discuss marketing opportunities and Metro’s timeline for the “re-branding” of the Metro Express Lane outreach (July, 2016). SBCCOG continues to inform and recommend marketing and outreach opportunities to the MEL’s marketing team.

Electric Vehicle Charging Station Siting and Installation - CEC grant (under the direction of Wally Siembab and his team)

This program focuses on identifying and eliminating the barriers to electric vehicle charging stations (EVCS) at multi residential dwellings (MUD). Review and notes to the Luskin Draft assessment of EVCS MUD installation occurred during this reporting period. Additionally, outreach efforts shifted to identifying and soliciting information from property owners regarding their issues and attitudes for developing EVCS on their respective properties. SBCCOG staff and the Project Team met with South California Edison to review their new “Charge Ready” program and to solicit assistance in understanding the critical aspect of “power to the panel”. The project team began to explore ancillary EVCS siting opportunities (near clustered or dense concentrations of MUD properties) involving public government parking lots as well as potential commercial properties.

II. MARKETING, OUTREACH, & IMPLEMENTATION

Workshops, Trainings & Exchanges

The following chart lists an overview of all workshops held in March 2016:

Event Date	Event Name	No. Attended/ No. of RSVPs	Marketing Info. (how did they hear about the workshop):	Staff Lead
3/12/16	California Friendly Landscape Training - Culver City	30/55	Email: 18 Flyer: 2 Friend or Family: 7 Local Publication: 9 Social Media: 13 Website: 5	No Staff

			Other: 1	
3/31/16	Making Your Home Healthier and More Comfortable...the Energy and Water Efficiency Way	22/30	Email: 22 Flyer: 2 Friend or Family: 1 Social Media: 1 Website: 4	GFG

A SCE LED Lighting Workshop is schedule for April 7 at the SBCCOG’s South Bay Environmental Services Center. SBCCOG staff is working with Torrance CitiCABLE news regarding a film story about free workshops such as this one. The next SBCCOG-hosted Basic HVAC SCE seminar has been scheduled for August 26, 2016.

Outreach Events

- **2** community events
  - Scheduled to attend 11 community events in April
- **4** presentations/workshops (SBCCOG overview)
  - Scheduled to give **2** presentations/workshops in April (SBCCOG overview)
- **3** overviews of SBCCOG/Water Reliability business briefings or group presentations
  - Scheduled to give **1** overview of SBCCOG/Water Reliability group presentation in April
- Calendar year-to-date through March 2016:
  - **5** - Community events
  - **2** - Business events
  - **2** - Employee events
  - **9** - Business card / business briefing events
  - **8** - presentations / workshops

**Kiosk - Peninsula**

Partner program and volunteer program information was highlighted throughout the month of March.

**Media**

Press Releases

SBCCOG staff scheduled an interview with Daily Breeze reporter regarding the SBCCOG’s Green Building Challenge resulting in a headline front-page article in the print edition of the Easter Sunday Daily Breeze as well as Daily Breeze on-line edition.

Earned Media Received as of February 29

- “Businesses Get ‘Green’ Boost,” Daily Breeze, March 27, 2016 (Front page headline)
- “How South Bay businesses are using a tech game to be more energy efficient,” Daily Breeze On-line edition, March 26, 2016
- “Join in the Fun, Comradery and Meaningful work of a South Bay Environmental Services Center Volunteer Recruitment Begins” Gardena 101 Newsletter, February 2016
- “Fun, camaraderie and meaningful work as a South Bay Environmental Services Center Volunteer,” City of Hawthorne Newsletter, Spring 2016 (English/Spanish)
- “Be a South Bay Environmental Services Center Volunteer,” Rancho Palos Verdes Newsletter, Spring 2016

Social Media

As of March 30, 2016 social media following is as follows:  
Twitter: 404 followers, 1,921 impressions\*

Facebook: 495 likes, 5,446 impressions  
LinkedIn: 93 followers, 714 impressions  
*\*Impressions: the number of times a post has been viewed*

**Top Tweet** earned 497 impressions

Coverage 4 #GreenBuildingChallenge via  
[@DailyBreezeNews](#) Thx [@BCHD](#)  
[@9RoundSouthBay](#) [@TerraneaResort](#) for  
ur input! [ow.ly/100dZy](http://ow.ly/100dZy)

↻ 1

Tweet Translation: tweet focused on Green Building Challenge Daily Breeze news article along with a link to the article and mentions business that provided positive testimonies on the program. The idea is to have as many businesses listed so the tweet will be picked up and retweeted.

### Facebook Paid Advertising

During the month of March, SBCCOG “boosted” 2 Facebook posts in support of our Energy Upgrade California outreach. Boosting is a paid service that pushes our posts onto individuals’ Facebook feeds even if they are not following our page. Through this effort, 4 new people started following our page and heightened engagement was realized including more likes and clicks resulting in reaching 8 times the size of our normal audience.

### **Volunteer Program**

#### Volunteers

Volunteer hours for the month of January 2016 are as follows:

- 113.5 hours
- Grand total as of 3/31/16 = 15,412.68 (Starting April 2008)