

South Bay Cities Council of Governments

April 27, 2017

TO: SBCCOG Board of Directors

FROM: SBCCOG Steering Committee

RE: Renewables South Bay Launch

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.

BACKGROUND

Renovate America/HERO has funded the SBCCOG to partner with them to provide information on renewables to residences throughout the South Bay. This partnership approved by the SBCCOG Board helps the SBCCOG complete our sustainability message to improve energy efficiency, conserve water, reduce waste, and now, implement renewable projects.

The program will officially kick-off on April 15, 2017 at the City of Inglewood's Earth Day and Jazz Fest Celebration conducted in collaboration with the Social Justice Learning Institute. The South Bay Environmental Services Center along with Renovate America/HERO will have separate tables at the event. SBCCOG Board members Jim Osborne and Ralph Franklin have been invited on stage to say a few words at the event in support of the program.

In addition to the kick-off, the partnership includes working with the SBCCOG and its member cities directly to communicate to residents. The County of Los Angeles conducted a similar campaign with their residents with co-branded materials and direct mailings signed by the Board of Supervisors. The proposed SBCCOG program includes: co-branded collateral, landing page on the SBCCOG website, and a toolkit with resources on renewables such as an overview of the program, FAQs, and a sustainability guide. Attached for your review and approval is the first item of the co-branded materials which is a letter to South Bay homeowners. Additional materials for review will be available at the Steering Committee meeting.

RECOMMENDATION

Approve the Renewables South Bay partnership co-branded materials and decide who should sign the letter.



Dear South Bay Homeowner,

Installing solar panels for your home can help lower your energy bill, may increase your home's value, and can contribute to a healthier environment in your community.

The South Bay Cities Council of Governments represents the 16 cities in the South Bay region of Los Angeles, including <<City Name>>. We have launched a new program, **Renewable South Bay**, that aims to help more homeowners go solar, improving their homes and contributing to a cleaner, greener environment for the whole region.

Our partner in Renewable South Bay is **Renovate America's HERO Program**, the nation's largest residential Property Assessed Clean Energy (PACE) program. The HERO Program pairs an innovative financing solution with industry-leading consumer safeguards throughout every step of a project, making solar panels on your home a closer reality than you might imagine.

While solar panels are one of the over 50 types of home performance projects that qualify for the HERO Program, other items that can be financed include heating and air conditioning, windows and doors, roofing, artificial turf, and more to help save energy and water.

The HERO Program offers an easy way to install solar and take control of your utility costs. They've already helped thousands of homeowners save energy, water, and money. Visit www.southbaycities.org/renewablesouthbay for more information, or call **855-HERO-411**.

(insert signature)

¹ Please contact your tax advisor to determine if you may be eligible for tax benefits.