

South Bay Watch

CITIES COOPERATE TO LEAD THE WAY FOR CAR SHARING IN THE SOUTH BAY

Summer 2014

A quarterly bulletin to inform local leaders of subregional progress and alert them to emerging issues

Published by the South Bay Cities Council of Governments

Governing Board:

Chair
James Goodhart
Palos Verdes Estates

1st Vice Chair
James Gazeley
Lomita

2nd Vice Chair
Jim Knight
Rancho Palos Verdes

Immediate Past Chair
Dan Medina
Gardena

Members:
Carson
County of LA
El Segundo
Gardena
Hawthorne
Hermosa Beach
Inglewood
Lawndale
Lomita
Los Angeles
Manhattan Beach
Palos Verdes Estates
Rancho Palos Verdes
Redondo Beach
Rolling Hills
Rolling Hills Estates
Torrance

SBCCOG Executive Director
Jacki Bacharach

Legal Counsel
Michael Jenkins
Jenkins & Hogin LLP

Website:
www.southbaycities.org
South Bay Environmental Services Center:
www.sbesc.com

The South Bay Cities Council of Governments (SBCCOG) is pleased to announce that car2go, an innovative car sharing service, began operations on June 6 in the South Bay sub-region of Los Angeles County.

Car2go is currently operating in cities around the United States, including Portland, Seattle, Austin, San Diego and a number of European cities. The service rollout in the South Bay will be its first in a multi-city area.

Car2go typically enters a market through the largest city in the metropolitan area and then gradually expands into smaller suburban cities. This will be the first time that the service will begin in a suburban area outside of the metropolitan core.

The decision to enter Southern California through the South Bay was influenced by several factors:

In 2012, the Board of Directors of the SBCCOG, with 17 member jurisdictions, adopted a resolution urging all cities in the South Bay to pass the required ordinances to allow car2go to begin operations – the only sub-regional COG to do so. Each jurisdiction subsequently evaluated the potential costs and benefits with the result that 6 cities – El Segundo, Hawthorne, Hermosa Beach, Lomita, Redondo Beach, and Torrance – will be in an initial service area large enough to launch the service.

Car sharing is a key component of the South Bay Sustainable Mobility Strategy, best described as “poly-modal.” The Strategy, adopted by the Board in 2010, is based on deploying a mutually reinforcing mix of electric vehicles, slow speed zero emission vehicles (like neighborhood electric vehicles (NEV), electric bikes and Segways), car sharing, ride sharing, cycling of all types, transit and walking.

The expectation that a core of South Bay cities would embrace innovation and collaborate to expand the mobility options for residents and businesses that could not be achieved by any one city acting alone.

Some of the benefits produced elsewhere following car sharing implementation include:

Reduce the total number of vehicles on the road: Car2go members reduce private vehicle ownership. 29% of their active members report they are reconsidering the need for a primary or secondary

vehicle. Over 6% of their members report they have already sold a primary or secondary car as a result of the car2go program.

Stimulate the local economy:

Car2go will be making an investment of several million dollars in the South Bay and creating new jobs. Residents will have more buying power because they can save on their transportation costs.

Reduce pressure on congested parking areas:

Car2go vehicles are driven into an area by one driver and then driven out by another thereby reducing the overall dwell time compared to private vehicles.



Increase travel choices:

The availability of car2go’s full speed, long range vehicles on demand within walking distance of every home and business in the market area should stimulate the market for the entire family of short range, limited speed, zero emission vehicles such as neighborhood electrics (NEVs), electric bikes and scooters, Segways, and pedal bikes.

Here is a testimonial from a Seattle user that provides an example of the synergy between car2go and public transit:

“I am a car owner, but a recent switch of jobs has me now commuting by bus to my primary job. I also teach at night at a local University, which I can easily get to by bus from my “day” job. However, the bus connection at 10pm from my teaching job to home requires a minimum of 2 buses and can easily take over an hour. This is where Car2Go is awesome for me. I can pick up a car and drive it home. The 5



WATER CONSERVATION REMINDERS

Governor Brown declared a drought state of emergency on January 17, 2014, and on April 25, 2014, he issued an executive order to redouble state drought actions. Further regulations are expected in July. From the governor’s press release: “The driest months are still to come in California and extreme drought conditions will get worse...I call on every city, every community, every Californian to conserve water in every way possible”. Governor Brown has called on all Californians to reduce their water use by 20 percent. The average Californian uses 192-196 gallons of water per day. A 20 percent reduction equates to saving 38-39 gallons per day.

Following are some reminders of ways to reduce your indoor water usage to help meet the State’s goal:

- Install aerators on bathroom faucets – saves 1.2 gallons per person per day
- Turn off water when brushing teeth or shaving – saves 10 gallons per person per day
- Fill the bathtub halfway or less – saves 12 gallons per person
- Fix leaky toilets – saves 30-50 gallons per day per toilet
- Install a high-efficiency toilet (1.28 gallon/flush) – saves 19 gallons per person per day
- Wash only full loads of clothes – saves 15-45 gallons per load
- Run dishwasher when full rather than half full – saves 5-15 gallons per load
- Take five (5) minute showers rather than ten (10) minute showers – saves 12.5 gallons with a water efficient showerhead
- Install a water-efficient shower head – saves 1.2 gallons per minute or 10 gallons per average 10-minute shower



Find SBESC at www.sbeso.com

Following are some reminders of ways to reduce your outdoor water usage and help your landscape survive the drought:

Get efficient:

- Introduce drip irrigation
- Invest in a smart controller
- Water less frequently, but longer and close to plant roots
- Invest in a rain barrel
- Redirect downspouts to capture rainwater and direct it to garden areas

Prioritize your landscape:

- Vegetables and fruits get priority – they help feed your family
- Water-wise plants and shade trees – water-wise, drought-resistant or California native plants use little or no water once established; shade trees help keep plants cool and less thirsty
- Thirsty plants, such as lawns, high-water use plants, and container plants – these plants are the lowest on the priority list; if you have to cut back, start here

Use mulch – many benefits by using mulch in your landscape:

- Retains moisture – less watering needed and grow healthier plants
- Moderates temperature – cool soil in the summer and warm soil in the winter
- Decomposes nutrients – enriches soil and better soil quality
- Discourages weeds – keeps weeds away and reduces maintenance

Recycle indoor water for use outdoors in your landscape:

- Put a bucket in your shower
- Use cooled cooking water
- Wash your fruits and vegetables over a bucket
- Keep a pitcher next to the sink and empty water glasses in it

Tips are courtesy of Save Our Water (saveourH2O.org)

West Basin Municipal Water District offers California Friendly Landscape Training classes, as well as rain barrel giveaways and weather-based irrigation controller exchanges. Please contact the South Bay Environmental Services Center for more information on West Basin programs – 310-371-7222.



Water-wise Landscaping

CITIES COOPERATE TO LEAD THE WAY FOR CAR SHARING IN THE SOUTH BAY

Continued from Page 1

mile ride takes me about 15 minutes and costs around \$7. It saves me from being another solo commuter on the freeway in the morning and from the \$12 parking near my day job and \$2 parking near my teaching work. Car2Go is excellent for this type of one-way trip.”

The South Bay has shown itself to be a sub-region that collaborates in order to introduce an innovative service that addresses both economic and environmental sustainability, expands mobility options and deliver benefits to residents and businesses.

THREE SOUTH BAY CITIES REACH HIGHEST LEVEL FOR ENERGY LEADER PROGRAM

The cities of Lawndale, Lomita, and Manhattan Beach obtained the Platinum level status in the Energy Leader Partnership (ELP) program collectively achieving 1,540,689 kWh saving at their municipal buildings reaching well above the 20% energy savings required to become Platinum. They each saved 39.62%, 34.66%, and 23.33% respectively above their 2006 baseline usage!

Working with the South Bay Cities Council of Governments (SBCCOG) and Southern California Edison (SCE), these three cities led by example providing information to residents in unique ways on how they can save energy including special mailings, community forums, and even making use of their very large freeway electronic signage boards for energy efficiency and demand response messaging.

With this Platinum level status, these cities will enjoy an additional 12 cents per kWh on top of the regular SCE rebate on all future energy efficiency projects and will also continue to save on their energy bills for several years to come.

The ELP program of the SBCCOG and SCE is a framework that offers enhanced rebates and incentives to cities that achieve measurable energy savings, reduce peak-time electricity demand, and plan for energy efficiency.

Out of all of SCE's territory, there are only seven Platinum cities and three of those are members of the SBCCOG!

Other South Bay cities participating in the energy savings program are being financially rewarded for their energy efficiency actions as well achieving Valued, Silver, and Gold levels and benefiting from 3, 6, and 9 cents per kWh savings on top of their normal SCE rebate/incentive. Current cities at Valued Level are Gardena, Palos Verdes Estates, Rolling Hills, and Rolling Hills Estates; Silver Level cities are: Carson, Hermosa Beach, Redondo Beach, and Torrance; and Gold Level cities are: El Segundo, Hawthorne, Inglewood, and Rancho Palos Verdes.

Overall energy savings by all 15 cities in the SBCCOG/SCE Energy Leader Partnership program for 2010 to the present are 5,254,067 kWh which reduced 4,727 tons of greenhouse gas emissions. The cities have received incentives totaling \$1,048,295 and continue to have annual cost savings of \$810,681.

Leading by example, other energy efficiency activities South Bay cities have participated in include the SCE Demand Reduction programs which reward cities which reduce electricity use on hot days and help prevent power outages. The cities also encourage local businesses and residents to save energy and money through marketing, education, and outreach activities. For more information contact Marilyn Lyon at marilyn@southbaycities.org or 310-371-7222.



Receiving recognition for Platinum Manhattan Beach- from left to right: Councilmember David Lesser, Public Works Director Tony Olmos, Mayor Pro-Tem Wayne Powell, Mayor Amy Howorth, Greg Stevens (SBCCOG), Ronald Garcia (SCE), Sona K. Coffee (City staff), Councilmember Mark Burton, Councilmember Tony D'Errico and Marilyn Lyon (SBCCOG).



Receiving recognition for Platinum Lawndale- from left to right: Mayor Pro-Tem Jim Osborne, Councilmember Larry Rudolph, Damon Hannaman (SCE), Jacki Bacharach (SBCCOG), Lena Luna (SBCCOG), Mayor Robert Pullen-Miles, Connie Turner (SCE), Marilyn Lyon (SBCCOG), Councilmember Pat Kearney and Councilmember Dan Reid.



Receiving recognition for Platinum Lomita - from left to right: Councilmember Ben Traina, Mayor Pro-Tem Henry Sanchez Jr, Mayor Michael Savidan, Former Mayor Margaret Estrada, Scott Gobble (SCE), Laura Vanderneut and Mike Sansbury (City staff), Jacki Bacharach (SBCCOG), Councilmember James Gazeley, Damon Hannaman (SCE).

HERMOSA BEACH ASSESSES OPTIONS TO “DECARBONIZE” AND DELIVER CARBON NEUTRAL ELECTRICITY

In 2010 the Hermosa Beach City Council set a goal to pursue carbon neutrality and in 2013 partnered with the UCLA Institute of the Environment and Sustainability to research paths towards this goal. Over the next several months the Institute’s Senior Practicum class prepared a Carbon Neutral Scoping Plan for the City, which recommended Community Choice Aggregation (CCA) as a powerful tool for advancing carbon neutrality. The class subsequently examined methods and next steps for procuring decarbonized electricity, including Energy Efficiency, Community Choice Aggregation (CCA) and Southern California Edison’s Green Tariff Shared Renewables program.

On June 10, 2014 the Senior Practicum class presented the Carbon Neutral Scoping Plan to the Hermosa Beach City Council.

The following are the main findings.

Energy efficiency and renewable energies must grow together to significantly reduce carbon emissions associated with electricity generation. Property Assessed Clean Energy (PACE) programs such as the “HERO” residential program provides financing for energy efficiency and renewable energy sourced improvements with reduced upfront costs.

Localized distributed energy generation, such as rooftop solar has tremendous potential. Hermosa Beach is home to nearly 20,000 residents annually consuming some 78 GWh of electricity. While potential electricity from rooftop solar is estimated to be as much as 76 GWh, if maximizing the City’s solar potential becomes a primary strategy the integration of so much solar generated electricity into the existing power grid, which is not ready for bidirectional power flow, could jeopardize reliability and power quality. The residents of Hermosa Beach could, however, vote to establish a Municipal Utility District providing City control over provision of electricity to MUD consumers. The MUD could negotiate the purchase of SCE’s existing grid infrastructure and make necessary upgrades to the system to allow for the integration of distributed generation sources.

SCE’s new Green Tariff Shared Renewables (GTSR) program is another option that allows customers to access a higher portfolio of renewable energy. Both GTSR and CCA use utility infrastructure and billing to provide decarbonized electricity. SCE intends to establish a Green Balance Account wherein SCE will determine Green Rate program (SB43) prices. Green Rate requires the utility to offer customers an opportunity to buy 50% or 100% renewable energy from the utility, at a premium. Due to price, possible rate fluctuations, structure, and the legislation’s 2019 sunset date, this is not the best option for the City.

Implementing a CCA is the most feasible method of delivering zero emission energy to Hermosa Beach at a cost competitive

with existing electricity rates. The possibility of forming a JPA with other cities to minimize costs and risks to the City makes the option more economically viable. Community Choice Aggregation (AB 117) allows communities to choose their electricity sources. A CCA is a revenue-funded local nonprofit agency generally overseen by a locally elected board. The CCA transfers authority over energy policies and power procurements from the utility to the CCA. The utility would continue to provide long range transmission, community distribution, and billing for a fee which could be offset via a Joint Powers Authority (JPA) with other cities. Due to the bulk power purchases a CCA makes, it has greater leverage upon rate negotiation with independent power producers, also creating a potential expansion of the market for competitively priced renewable power generation. The two CCAs in California, Marin Clean Energy and Sonoma

Clean Power, provide their customers with 50% renewable energy at rates slightly lower than their utility, PG&E, while 100% renewable energy is a slightly higher cost.

Public engagement is crucial. The effectiveness of a CCA increases significantly with a larger customer base. Under AB117, when a CCA program is established, all customer services are

transferred to the CCA with the option to participate or upgrade to a higher renewable portfolio, or opt out and remain with the existing utility. If Hermosa Beach offered similar options, it is expected most people would subscribe to the less expensive, lower carbon reduction plan. Still, carbon emissions produced by CCA procurement would be less than SCE’s general energy mix due to a higher content of renewable resources being provided.

A proposed bill, AB 2145, may have a dampening effect on formation of CCAs, with one issue being whether potential customers would be required to opt in as the default, as opposed to opting out if they desired to remain with the utility.

The City Council’s response to the presentation was very positive.

“One of City’s policy goals for 2014 is to create a more livable, sustainable beach city,” states Michael DiVirgilio, mayor, Hermosa Beach. “The studies from UCLA are a valuable component to achieving this goal. With the study results now in hand, we will explore these options both individually within Hermosa Beach, as well as collaboratively with our neighboring cities, as was recommended by the study.”

The report and presentation are available on the Hermosa Beach City website, www.hermosabch.org (see City Council meeting of June 10 agenda). For more information please contact Pamela Townsend, City of Hermosa Beach, at 310 318-0242.



CONGRATULATIONS TO THE CITIES OF INGLEWOOD AND MANHATTAN BEACH FOR GREEN LEADERSHIP AND PLANNING AWARDS

City of Inglewood Receives APA Award of Merit

On June 10, the City of Inglewood received an Award of Merit for Innovation in Green Community Planning from the Los Angeles Section of the American Planning Association for their Energy and Climate Action Plan (ECAP) which the City adopted in 2013. The ECAP provides a roadmap for the City to reduce energy consumption and greenhouse gas emissions within both municipal operations and throughout the community. Preparation of the ECAP was a joint effort between city staff led by Linda Tatum and Mindy Wilcox, SBCCOG staff (Sabrina Bornstein), and a consultant (Matt Burris and Eric Yurkovich of Raimi + Associates).



Inglewood ECAP team: (left to right) Assistant Planner Arturo Salazar; Senior Planner, Chris Jackson; Senior Planner Mindy Wilcox, AICP; Acting Economic and Community Development Director Linda F. Tatum, AICP; Contract Planning Technician Alex Heath

City of Manhattan Beach Receives LA County Green Leadership Awards

On April 22, the Los Angeles County Board of Supervisors held its Sixth Annual Green Leadership Awards ceremony. The Green Leadership awards, recognizing outstanding and innovative environmental sustainability projects, were established by the Board in 2008 to promote citizen involvement in conservation and the protection of natural resources. This year the City of Manhattan Beach was honored with awards in two categories.

Sona Kalapura Coffee, Environmental Programs Manager, was the recipient of the “Chair Green Leadership Award” in recognition of her spearheading the City’s innovative sustainability program. The program encompasses climate change, water conservation principles, waste reduction, energy efficiency and renewable energy, targeting a broad range of businesses, local residents, and schools. Her strong leadership and writing skills resulted in the city receiving grant funding for alternative fuel vehicles and to install electric vehicles charging stations. Sona successfully incorporated biking and walking initiatives in a number of city projects and effectively communicated sustainability principles during many presentations to local elected officials, business groups, educational institutions and non-profit organizations.

The City of Manhattan Beach was recognized for Green Leadership in the Public Agency category for implementing the City’s sustainability programs, designed to reduce energy consumption, greenhouse gas emissions and waste, as well as promoting alternative fuel and electric vehicles. These programs include: provision of free, accessible EV charging stations, beach clean-up tools, workshops to educate the public about water conservation and sustainable landscaping. The City also implemented pilot food waste collection projects and adopted policies to reduce pollution to the marine environment. Local landscaping experts and high school students volunteered to re-do the landscaping at the City Hall entrance, with funding from the Santa Monica Bay Restoration Commission, and assist with other landscape conversion projects. Source: News Release, County of Los Angeles 4/11/14 “County Presents Sixth Annual Green Leadership Awards”



From left to right: Public Works Director Tony Olmos, Mayor Amy Howarth, Sona K. Coffee, and Supervisor Don Knabe

Food *for* Thought

THE INTERNET OF THINGS: OPPORTUNITY IS KNOCKING FOR CONSUMERS, ENTERPRISES & DEVELOPERS

This year marks the 25th anniversary of the Internet. The following posting, from VentureBeat.com, a technology news website is authored by Stephen Forte, Chief Strategy Officer, Telerik, Palo Alto, California.

July 2, 2014, 8:00 AM. As a 20-year veteran of the technology industry, I've seen the emergence of new next-gen technologies come and go – from the client server to the desktop, to PCs and laptops, and finally to the current mobile era. What makes this latest wave of devices, appliances and wearable materials different is their connectivity to each other and exchange of data via the cloud. To take this a step further, the Internet of Things is upon us and is something everyone in the technology world is talking about.

One Internet of Things enabler, Spark Core, gives developers the ability to connect everyday electronics to the internet over Wi-Fi. This may manifest in the form of a chip in a dishwasher that is now equipped to send data back to the device manufacturer. The manufacturer can then integrate that customer data into firmware and create an application for the consumer's added convenience. This is a perfect demonstration of what Pew Research Center found in a recent survey and reported on in "The Internet of Things Will Thrive by 2025" – that one of the many ways the Internet of Things will be evident is in homes. "People will be able to control nearly everything remotely, from how their residences are heated and cooled to how often their gardens are watered."

While this may seem a bit overwhelming to the average person, the consumer opportunity is huge. Homeowners can set a timer for all of their appliances on their mobile device and pause or stop them remotely and, ultimately, have total home automation from one device. But the Internet of Things will impact more than our homes; it will impact our careers, health, communities and more. And for the enterprise, the unseen motivation is the collection and analysis of user intelligence in order to, yes provide better service to customers, but also to drive practical innovation and therefore sales.

Doc Searls, journalist and director of ProjectVRM at Harvard's Berkman Center for Internet and Society in the same Pew Research Center report says, "Products themselves become platforms for relationships between customers and companies. This opens huge service opportunities." The Internet of Things puts customer demand, production and supplier data into context faster, making it more accessible to companies. Devices are already collecting and aggregating data relative to their function and the user's personal information like location, time and recurrence. But with the Internet of Things, companies can act faster on this intelligence.

With the Internet of Things, there's also a Big Data opportunity for software consultants. To take the example of the dishwasher manufacturer again, there are tens of thousands of homes with dishwashers running almost daily. A chip in each home will produce a massive amount of data – frequency, time, weight of load, etc. The manufacturer now has to architect a whole new system to not only gather, but analyze this data that is now flooding in – which is where third party advice and solutions come in. Putting the data to work requires true analysis and cross-referencing of groups of customers and sharing with them (or their dishwasher or smart phone) how they can save electricity by, for example, running their dishwasher at a certain time of night. ...

There's an increasingly greater number of devices, appliances, wearables and more. If everything is going to have sensors and be connected there is going to be a proliferation of applications. It's the developer's job to tie all of this together. Developers have the chance to enable interoperability between company and consumer with the Internet of Things because it's their role to build better software. ...

With the Internet of Things, every piece of data about the consumer can be pushed back to the application that the developer creates, allowing for the personalization of the consumer experience which ultimately is based on a consumer's preference. This means that in the process, the developer is also satisfying enterprise needs and ultimately demonstrating value with future-forward technology and skillsets. A must in today's increasingly connected world.

CALENDAR

All meetings are open to the public

August

- 6 Measure R Oversight Committee
- 11 Steering Committee
- 12 GIS Working Group
- 20 EECAP Working Group
Infrastructure Working Group
- 28 **Board of Directors**

September

- 3 Measure R Oversight Committee
- 8 Steering Committee
- 9 GIS Working Group
- 17 Infrastructure Working Group
Livable Communities
Working Group
- 18 Economic Development
Directors Roundtable
- 25 **Board of Directors**

October

- 1 Measure R Oversight Committee
- 9 Legislative District Staff Briefing
- 13 Steering Committee
- 14 GIS Working Group
- 15 EECAP Working Group
Infrastructure Working Group
- 23 **Board of Directors**

Contact jacki@southbaycities.org for further information.

**The quarterly
South Bay Watch
is available electronically
by email or at
www.southbaycities.org.
To receive by email,
please send your
email address to
sbccog@southbaycities.org**