

# South Bay Cities Council of Governments

April 13, 2020

TO: SBCCOG Steering Committee

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

SUBJECT: Environmental Activities Report – March 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

### **Climate Adaptation**

In March, South Bay cities began to select climate adaptation strategies that they would like to adopt in their city plans. SBCCOG staff including the CivicSpark Fellow have completed most of the one-on-one city meetings. The SBCCOG will continue to support cities as they work towards integrating climate adaptation into their city documents. In addition, the SBCCOG staff is developing a Adaptation Chapter template and updating resources for the climate change webpage of the SBCCOG website.

### **Water Conservation**

#### West Basin Municipal Water District Programs (West Basin)

*Contract year is July 1, 2019 through June 30, 2020*

#### Task 1. Educational Outreach Support

##### Exhibit Events

*Contract goal:* 100 exhibit events, presentations, workshops, networking opportunities, etc.

*Status of goal:* 88 exhibit events, presentations, workshops, networking opportunities, etc. as of the month of March

##### 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.

West Basin is postponing all District community programs through April 30 and until further notice.

#### Task 2. Support for Workshops & Events

##### Educational Classes

*Contract goal:* minimum of 5 and a maximum of 10

*Status of goal:* 5 completed; all future classes are on hold

### Rain Barrel Giveaway

*Contract goal:* 5 events

*Status of goal:* 4 completed; all future events are on hold

### Task 3. Cash for Kitchens

*Revised Contract goal:* follow up with 86 prior survey sites (kitchens) to distribute small devices

*Status of goal:* 0: outreach to business and agencies is on hold per West Basin

SBCCOG staff and West Basin staff participated in a conference call in March. West Basin is temporarily postponing the Cash for Kitchens Program, including water efficiency surveys and outreach through April 30.

### Task 4. IRWMP & Measure W Assistance

*Contract goal:* Assist West Basin as needed, including attendance at meetings, taking notes, assisting with reports, etc.

*Status of goal:* Staff has been attending meetings.

### Task 6. Disadvantaged Communities (DAC) Water-Energy Savings Program

*Contract goal:* Support West Basin efforts to conduct 500 energy-water surveys and promote the distribution of 714 high efficiency clothes washers' rebates

*Status:* SBCCOG supported activities that lead to 196 home and online surveys being completed

The program was launched on February 11<sup>th</sup>. West Basin hired a consultant, Allegra, to conduct door-to-door canvassing and send direct mailers and email flyers for the communities of Inglewood, Lennox, Gardena, Hawthorne, Del Aire, and Carson. SBCCOG assisted by answering phone and email inquiries and making follow up phone calls. SBCCOG also is working with participants to obtain photos of water savings devices once they are installed. Weekly check-in phone call meetings have been scheduled with the consultant, WBMWD, and the SBCCOG.

### Torrance Water Contract year is July 1, 2019 through June 30, 2020

#### Task 1: Support for educational classes - California Friendly Landscape Training (CFLT) or Turf Removal (TR) Class and community events (This goal is dependent upon Torrance establishing classes).

*Contract goal:* as requested

*Status of goal:* 7 completed; Classes previously scheduled for April been postponed. The Torrance City Yard Open House is currently scheduled for June 13, 2020.

#### Task 2: Cash for Kitchens

*Contract goal:* 10 new commercial kitchens; 10 follow-up site visits

*Status of goal:* 3 water survey completed; 10 follow-up site visits completed

Torrance is temporarily postponing the Cash for Kitchens Program, including outreach through April 30.

### Water Replenishment District of Southern California (WRD)

*Contract year is July 1, 2019-September 30, 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, 2019-June 30, 2020

*Contract goal:* 100 exhibit events, workshops, networking opportunities, etc.

*Status of goal:* 88 exhibit events, presentations, workshops, networking opportunities, etc. as of March

*Contract goal:* 1 training for SBCCOG Volunteers on LACSD programs - *Status of goal:* **GOAL MET**

*Contract goal:* Schedule up to 3 Sanitation Districts-related presentations

*Status of goal:* 1 has been completed

During the first part of March, SBCCOG staff continued to reach out to community organizations to schedule presentations; however, at this time no future presentations have been scheduled. SBCCOG staff has reached out to LACSD staff to explore virtual presentations.

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:* 2 completed
- 1 training for SBCCOG Volunteers on LADWP programs - *Status of goal:* To be scheduled after April 2020.
- 6-8 commercial kitchens to be identified for water assessments and conservation training  
*Status of goal:* Staff continues to identify locations and work with LADWP staff to explore conducting virtual assessments.

**Energy**

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

The SBCCOG staff is coordinating with SCG and the energy engineer to support cities in implementing gas savings equipment and processes.

Energy Efficiency Partnership Program – Regional Energy Network (REN)

Contracts are under final review by LA County. The first steps will be training for the SBCCOG by the REN staff. A city staff kickoff meeting will be scheduled after training.

SBCCOG continues to promote PACE financing for homeowners.

YGRENE – PACE: Proceeds from Ygrene for 2019 Q4 = \$113.35. Total since the program start in 2015 = \$8,919.85. Payment for 2020 Q1 is expected in May 2020 and will be reported out in June 2020.

HERO – PACE: Beginning this quarter, Western Riverside COG will issue quarterly reports with the next one in March 2020. Proceeds from HERO for 2019 Q4 = \$180.38. Total since program start in 2014 = \$31,126.05. Proceeds for 2020 Q1 will be reported out in May 2020.

CA Green Business Network (CAGBN) & South Bay Green Business Assist Program (GBAP):  
(Contract period August 1, 2019 – March 2020)

CAGBN – During the month of March, SBCCOG staff assisted CAGBN cities of Hawthorne and Torrance with final reporting, follow-up, and provided database and information needed for new contracts.

*Contract goals - City of Hawthorne: 20 certified green businesses; Status of goals: 20 certified businesses – GOAL MET*

*Contract goals - City of Torrance: 15 certified green businesses; Status of goals: 15 certified businesses and 6 additional businesses in the process of becoming certified – GOAL MET*

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 **234** businesses in the program as of the end of March 2020.

**Transportation**

Shared Mobility Program (Contract period July 1, 2019 – June 30, 2022)

*Contract goals: 72 outreach events; 36 vanpool or rideshare meetings or events; 8 Marketing/Media Survey Engagements*

*Status of goals: 55 outreach events; 3 vanpool or rideshare meetings; 1 Survey Engagement*

During the first part of March, SBCCOG staff distributed Metro Shared Mobility materials at 3 outreach events. As COVID-19 events unfolded, staff began preparation and strategic planning for “reimagined” outreach efforts in support of the program goals. Staff intends to develop these plans in early April and present them to Metro at the earliest opportunity.

Metro Express Lanes (MEL) (Contract period Nov. 15, 2019 – Nov. 14, 2020)

Work continued to organize and provide calendar invitations to Metro’s MEL Outreach Team to schedule their MEL outreach van at South Bay community events. During this time period MEL materials were distributed at 3 SBCCOG outreach events. This program is on hold through April 30.

**II. MARKETING, OUTREACH, & IMPLEMENTATION**

Workshops, Trainings, & Exchanges

The following chart provides an overview of all registration events held in March 2020:

Event Date	Event Name	No. Attended/No. of RSVPs	Marketing Info. (how did they hear about the Workshop)	Staff Lead
3/5/2020	Grass Replacement Class	5/52	Comm. Org./Event: 2, Door Hanger: 2, Flyer: 3, Other Social Media: 4, Postcard: 2, SBESC Email: 33, West Basin Website: 6, Word of Mouth: 1	CW
3/7/2020 & 3/13/2020	Rain Barrel Distribution – Gardena (454 rain barrels distributed)	243/185	Comm. Org./Event: 3, Door Hanger: 72, Flyer: 26, Newspaper: 3, Online Calendar: 1, Other Social Media: 9, Postcard: 5, SBESC Email: 47, West Basin Social Media: 5, West Basin Website: 6, Word of Mouth: 8, Walk-In: 111	GF, CW

Outreach Events

In March

- 2 Community Events
- 1 Residential workshop
- 1 Business Event
- 1 Networking Meeting

For the period July 1, 30 2019 through March 31, 2020

- 28 community events
- 12 business events

- 15 residential workshops

- 34 networking opportunities

## Media

Social Media (during the month of March)

- **SBCCOG** -- Totals for Social Media (SBCCOG) (top tweet – right)
  - Twitter: 242 followers total, 3,600 impressions\*
  - Facebook: 120 likes total, 58 impressions
- **SBESC** -- Totals for Social Media (top tweet – right)
  - Twitter: 554 followers total, 3,700 impressions\*
  - Facebook: 755 likes total, 547 impressions
  - LinkedIn: 132 followers total, 116 impressions

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



## Earned Media/Articles/Network TV

- “Santa Monica Scrambles to Meet Housing Targets Other Cities Are Opposing” – *Santa Monica Lookout* (3/9/2020) [http://santamonicalookout.com/ssm\\_site/the\\_lookout/news/News-2020/March-2020/03\\_09\\_2020\\_Santa\\_Monica\\_Scrambles\\_to\\_Meet\\_Housing\\_Targets.html](http://santamonicalookout.com/ssm_site/the_lookout/news/News-2020/March-2020/03_09_2020_Santa_Monica_Scrambles_to_Meet_Housing_Targets.html)
- “Calendar Beginning the Week of March 12” – *The Beach Reporter* (3/11/2020) [https://tbrnews.com/calendar/featured\\_events/calendar-beginning-the-week-of-march/article\\_30e5d32e-5993-11ea-89ee-9f8118e4dd27.html](https://tbrnews.com/calendar/featured_events/calendar-beginning-the-week-of-march/article_30e5d32e-5993-11ea-89ee-9f8118e4dd27.html)
- “Beach Cities Health District announces gym closure, postpones meetings” – *Easy Reader News* (2/21/2020) <https://easyreadernews.com/beach-cities-health-district-announces-gym-closure-postpones-meetings/>
- “Editorial: Want football fans to take transit? Build a people mover to the new Inglewood stadium” – *Los Angeles Times* (3/19/2020) <https://www.latimes.com/opinion/story/2020-03-19/inglewood-people-mover-stadium>



## Volunteer Program

Status of Program: 26.00 hours for March 2020

Grand total as of 3/31/2020 - 20,252.67 (starting April 2008)

At this time only a couple of volunteers are contributing to SBCCOG programs working from their homes.