

# South Bay Cities Council of Governments

July 13, 2015

TO: SBCCOG Steering Committee

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**

#### Climate Action Plans/Energy Efficiency Climate Action Plans (CAP/EECAP)

The contractor, Atkins, has completed the draft energy efficiency measures calculations for each of the cities for their review. Atkins presented to the CAP/EECAP working group on the measures. Individual meetings with city staff to discuss the measures will be conducted July/Aug. The South Bay inventory report was submitted to SCE.

#### Strategic Growth Council Grant

Energy Generation and Storage (EGS) chapter - At the end of June 2015, a presentation to city staff on the Energy Generation and Storage (EGS) chapter was conducted at the EECAP/CAP working group. This presentation demonstrated the progress to date of the draft Energy Generation and Storage strategies which will be sent to the cities for their feedback in a “workbook” format. Going forward, the cities will also be provided information regularly through either the EECAP/CAP or Energy Management Working Groups. The SBCCOG continues to utilize volunteers to support the CAP efforts in researching and continuing city strategies development. To support the development of EGS strategies, staff is also researching potential funding mechanisms such as Southern California Edison’s Self-Generation Incentive Program (separate program from the Local Government Partnership).

Land Use and Transportation chapter - Staff is studying the land use and transportation strategies and methodologies calculations described by CAPCOA (California Air Pollution Control Officers Association). Along with understanding these methodologies, we are also researching current methodologies. Once this review is completed, a workbook will be developed for each city that includes what has been done, what is planned, and options for additional strategies. SDSU has started work calculating some biking methodologies. At the same time, Wally Siembab is developing the indicators for South Bay Sustainability strategies.

Greening and Waste chapters – The Greening chapter of the Climate Action Plans will include strategies that support the maintenance and creation of green space within the community to benefit public health, protect wildlife habitat, and reduce urban heating. The Solid Waste chapter of the Climate Action Plans will include strategies that divert and reduce the amount of waste produced by

the cities. All strategies aim to reduce the cities' greenhouse gas emissions. These strategies were presented at the CAP/EECAP working group meeting on June 24, 2015. The list of strategies will be sent out for the cities to review.

## Energy Efficiency

### Energy Leader Partnership

Below is a summary of anticipated ELP progress for cities that currently have projects in the pipeline:

City	Current Tier Level	kWh Savings in Project Pipeline	Anticipated Tier Level	Anticipated Timeframe
Carson	Silver	1,094,144	Platinum	Q1 2016
Gardena	Valued	219,909	Silver	Q4 2015
Hawthorne	Gold	208,872	Platinum	Q1 2016
Hermosa Beach	Silver	367,088	Platinum	Q4 2015
Inglewood	Gold	1,452,029	Platinum	Q3 2016
Rancho Palos Verdes	Gold	38,269	Gold	TBD
Redondo Beach	Silver	120,916	Gold	2016, quarter TBD
Torrance	Silver	570,779	Gold	Q4 2015

Totaling over 4 million kWh in the pipeline

Reminder - Effective now for new applications **submitted April 1<sup>st</sup> or after**, the enhanced tier level incentives for Value, Silver, Gold and Platinum levels are 50% higher! **The new Energy Leader Partnership incentive levels (per kWh saved) are; Valued = \$0.045, Silver = \$0.09, Gold = \$0.135, Platinum = \$0.18.**

### Southern California Gas Company (SCG)

The SBCCOG has achieved 2,313 in therm savings – 23% of 2015 therm goal.

Pending projects:

- Marymount California University – solar thermal heating – planned therm savings
- Torrance USD – boilers – planned therm savings

### HERO

The spreadsheet below covers the activity from each jurisdictions' launch date through May 31, 2015.

#### Program Activity through May 31, 2015

Member	Launch Date	Eligible Housing Units *	Total Applications Received	Applications Approved	Approved Amount	Funded Projects	Funded Amount	Jobs Created***	Type of Products				Annual kWh Saved	Annual CO2 Reduced (Tons)
									Energy	Water	Renewable	Solar kW Installed		
Carson	5/23/14	23,852	400	229	\$ 13,371,095	113	\$ 2,537,150	25	142	8	24	113	628,021	162
El Segundo	5/23/14	4,312	11	7	\$ 1,319,220	3	\$ 69,352	1	2	2	1	2	19,885	5
Gardena	5/23/14	14,921	166	104	\$ 5,644,439	48	\$ 975,416	10	68	0	2	14	184,079	45
Hawthorne	5/23/14	14,245	110	75	\$ 4,708,132	37	\$ 773,741	8	57	0	2	8	183,466	44
Hermosa Beach	5/23/14	7,734	15	10	\$ 2,253,307	3	\$ 46,870	0	3	0	1	4	25,290	6
Inglewood	5/23/14	22,779	283	189	\$ 10,744,705	99	\$ 2,476,393	25	157	8	8	34	405,591	102
Lawndale	5/23/14	7,879	29	21	\$ 1,127,458	11	\$ 197,625	2	14	0	2	11	32,432	10
Lomita	5/23/14	6,028	23	20	\$ 1,754,121	9	\$ 225,356	2	14	0	2	12	69,094	18
Manhattan Beach		13,945												
Palos Verdes Estates		4,999												
Rancho Palos Verdes	5/23/14	13,868	56	45	\$ 7,246,941	14	\$ 336,708	3	22	0	2	9	98,509	24
Redondo Beach	3/24/15	21,253	9	8	\$ 976,488	1	\$ 21,571	0	1.00	0.00	0.00	0.00	1,846	0
Rolling Hills	5/23/14	718	2	2	\$ 631,678	1	\$ 67,163	1	1	0	0	0	498	0
Rolling Hills Estates	5/23/14	3,064	9	7	\$ 1,160,598	3	\$ 85,472	1	4	0	0	0	6,870	2
Torrance	5/23/14	39,118	179	135	\$ 12,897,763	71	\$ 1,563,842	16	94	3	15	79	383,081	102
<b>Total</b>		<b>198,715</b>	<b>1292</b>	<b>852</b>	<b>\$ 63,835,945</b>	<b>413</b>	<b>\$ 9,376,659</b>	<b>94</b>	<b>579</b>	<b>21</b>	<b>59</b>	<b>286</b>	<b>2,038,662</b>	<b>520</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 \$100,000 invested.

NOTE: Manhattan Beach and Palos Verdes Estates will be part of the HERO program as soon as LA County is certified to participate.

### Energy Upgrade California Community Outreach Ambassador

Contract goals: 6 outreach events and 6 presentations to be completed by January 1 - December 31, 2015

Status of goals: 3 outreach completed; 6 presentations completed – Goal Met

The Environmental Charter High School (ECHS) Green Ambassador Students have been an important part of the Energy Upgrade California Community Outreach Ambassador program. ECHS has contract goals as well: 3 outreach events and 3 presentations

Status of ECHS goals: 3 outreach events completed [events completed in March (1), April (1), May(1)]; 3 presentations completed [presentations given in March (1) and May(2)] – Goal Met

### Home Upgrade (The Energy Network) Contract period is May 1, 2015 through October 31, 2015

Contract goals: exhibit at 8-10 community events and provide 2-4 workshops/presentations.

Status of goals: 6 outreach events completed; 0 presentations completed (4 additional events have been identified; 4 presentations have been scheduled; 2 in July and 2 in October)

### Green Building Challenge

Implementation of the Green Building Challenge (GBC) is on schedule with the Challenge kick-off and a launch/press event planned for September. The goal of the program is to use an online platform to encourage sustainable activities in the business community, engaging commercial office buildings in the South Bay. Participants will be recognized for their progress and achievements in the Challenge, which will run from September 2015 to August 2016.

The program activities and marketing materials are being developed, with guidance from Green Per Square Foot, our contract partners, and other successful Challenge programs. Several data sources are being combined to generate a list of potential program participants. Other priorities include the addition of new partners in the areas of energy financing, water, waste hauling, and office product supply.

### **Water Conservation**

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

#### Water Reliability (WR) 2020

Contract goal: 427 WR 2020 support cards to be collected by August 31, 2015.

Status of goals: 462 cards collected as of June 24, 2015. Goal met. The Cash for Kitchens outreach contributed to this goal during the month of June bringing in 7 support cards for a total of 51 collected to date.

Contract goal: Up to 40 WR 2020 presentations to be scheduled.

Status of goals: 18 have been scheduled as of June 24, 2015. (Note: this goal is dependent upon West Basin's availability.)

SBCCOG staff continues to contact Commission/Committee staff liaisons via email to schedule presentations. In June, SBCCOG staff concentrated on HOAs. We sent a letter to all of the Rolling

Hills Estates HOAs in June; the letter resulted in 2 presentations (6/11 and 6/17). We were also invited to present to the Council of HOAs in Rancho Palos Verdes (6/17), and we worked with 2 HOAs in PVE to put on a drought forum (6/22). Cal Water Services Co. was also invited to participate on 6/17 and 6/22.

Contract goal: Up to 24 tabletop WR2020 business briefings to be scheduled.

Status of goals: 13/24

Five meetings took place in June. Two additional meetings are in the process of being scheduled.

Based on the success of the joint Malaga Cove and Lunada Bay HOAs drought forum on June 22nd, the City of Palos Verdes Estates and the SBCCOG will be organizing a second drought forum for its residents. A total of 90 people RSVP'd for the June 22nd forum; 85 people were in attendance. The presidents of both HOAs provided introductions, there was an overview of the SBCCOG (as well as acknowledgement and thanks to the SBCCOG for initiating the idea of a water/drought forum). West Basin Director Harold Williams spoke, as did Ron Wildermuth (West Basin), Susan Cordone (Cal Water Services), and Sheri Repp-Loadsman (City of PVE). The audience had an opportunity to have their questions addressed by the panel. Joining the panel was Dana Rasmusson (Cal Water Services) and Marlene Breene, PVE resident and landscape designer. The forum was videotaped.

#### Lunch & Learn educational workshops

Contract goal: complete 2 educational workshops by August 31, 2015

Status of goals: 1 has been completed.

We are working with West Basin to schedule a lunch & learn workshop on greywater. A greywater workshop for city staff was held on June 25<sup>th</sup> at West Basin office in Carson.

#### Cash for Kitchens

Contract goals: 40 kitchen audits to be completed by Aug 31, 2015.

Status as of June 30, 2015: 34 audits completed.

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

Status as of June 30, 2015: 50 follow-up visits completed – Goal Met

Activities for June included contacting the following businesses: Marmalade Café (El Segundo), Time Warner (El Segundo), The Counter (El Segundo), Steve's Char Burger (Torrance), Mama Says Restaurant (Torrance), Islands (Torrance), Veggie Grill (Torrance), Daphne's California Greek (Torrance), Lee's Kitchen (Torrance), Blaze Pizza (Torrance), Little Sheep Mongolian Hot Pot (Torrance), Sushi Boy (Torrance), L'Amande Bakery (Torrance), Fish Bonz Grill (Torrance), Black Bear Dinner (Torrance), Omaha Steaks (Torrance), Daily Donut House (Torrance), Nice Café (Torrance), Romano's Macaroni Grill (Torrance), Tony Roma's (Carson), El Burro (Carson), and Trump National Golf Club (Rancho Palos Verdes).

Contract goals: 2 training sessions to be completed by August 31, 2015.

Status as of June 30, 2015: 1 training sessions completed. (First training completed on June 26 at the Trump National Golf Club, Rancho Palos Verdes).

Inglewood Unified School District staff has expressed interest in scheduling a Cash for Kitchens training and SBCCOG staff is working with them to secure a date in July 2015.

### Rain Barrel

During the month of June, 98 individuals were recorded as indicating interest in the Rain Barrel Giveaway.

The City of Torrance held a Rain Barrel giveaway, where 466 Rain barrels were given away.

### Car Wash

Contract goal: “Re-sign” for next year the 7 car wash companies that are participating in the program.

Status of goal: 6 of the 7 current car wash companies have renewed - Dominguez Car Wash (Carson), Crenshaw Imperial Car Wash (Inglewood), Lennox Car Wash (Lennox), Carson Car Wash (Carson), Gardena Car Wash (Gardena) and Bellagio Car Wash (Lawndale).

SBCCOG staff re-visited the following Car Wash business in June to promote the program:  
Gardena Car Wash (Gardena) and Bellagio Car Wash (Lawndale).

Contract goal: strive to enroll 2-3 new car wash companies by August 31, 2015.

Status of goal: 2 new car wash companies have signed up - Go Eco Express (Lawndale) and Green Forest Car Wash (Hawthorne).

### MWD Caucus Meeting

The June meeting focused on the new MWD conservation campaign. Susan Sims, External Affairs Group Manager, presented MWD’s 2015 Water Awareness and Conservation Advertising Campaign. The campaign is set to launch in a few weeks. There have been some changes to the turf removal program. Residential customers can receive \$2 per square foot for up to 3,000 square feet for a maximum of \$6,000. If a resident has already participated in the program previously, as long as the cap of \$6,000 hasn’t been reached, they are eligible to apply to have additional turf removed. About 90% of residential rebate requests are for less than 3,000 square feet. Public agencies are eligible for an incentive of \$2 per square foot for the first 3,000 square feet and \$1 per square foot of turf removed above that, up to a total annual limit of \$50,000 per property. Commercial and other non-residential applicants are eligible for a turf removal incentive of \$1 per square foot up to a total annual limit of \$25,000 per property. About 85% of commercial applications are for 25,000 square feet or less.

### Sanitation Districts

Contract goal: Schedule 5 Sanitation Districts-related presentations to be completed by December 31, 2015.

Status: 5 presentations have been scheduled; 4 presentations have been given.

## **Transportation**

### Vanpool Program

Contract goal: 72 outreach events; 18 information/formation meetings to be completed by February 15, 2016.

Status of Goals: 64 outreach events; 15 information/formation meetings

SBCCOG staff distributed Van Pool information at 9 community outreach events in June. An initial Van Pool formation meeting took place with the Divco West Property Management Group in El Segundo. Additional follow-up took place with both the City of Carson’s Transportation Services Division as well as Harbor-UCLA’s Employee Transportation Department. SBCCOG staff in cooperation with Metro staff continues to explore creative ways to facilitate Van Pool formation at these employer locations as well as with the City of Inglewood. SBCCOG staff has also begun

discussion to assist Metro staff with Van Pool formation outreach to employees of Los Angeles County facilities located in the South Bay area.

### Metro Express Lanes (MEL)

Contract goal: 30 outreach events; 2 MEL-focused presentations by June 30, 2015

Status of goals: Status: 42 community events; 2/2 presentations

The MEL marketing Team participated in the Harbor-UCLA RideShare event; SBCCOG participated and distributed MEL materials at 9 South Bay community events in June. (Note: the MEL – focused presentation goal is dependent upon Metro’s MEL marketing Team’s availability. SBCCOG staff has been advised that the MEL support Team has targeted areas outside of the South Bay for marketing and will not be able to provide resources towards this goal; SBCCOG will continue to invite MEL to events as they are scheduled.

### Virtual TDM (Transportation Demand Management) Pilot Program

SBCCOG staff is working with Metro staff to clarify and add more detail to the scope of work. This project is a 2 year pilot to market the Ride Amigos TDM platform to employers, event locations, and individuals in the South Bay. The platform provides information about travel choices such as bicycling, walking, public transit, carpooling, and vanpooling. In addition, the platform will be used to increase the number of registrants in the Metro regional rideshare data base. The Metro Board will approve negotiating an agreement with the SBCCOG at their July 2015 meeting.

## II. MARKETING, OUTREACH, & IMPLEMENTATION

### Outreach Events

SBCCOG/SBESC had a presence at the following events:

- Calendar year-to-date through July 2015:
  - 42 - community events
  - 6 - Employee events
  - 6 - Business or business card events
  - 26 - Presentations/workshops

### **Media**

#### Earned Media Received in May 2015

“Energy Upgrade CA” – June 2

“Evelyn Wendel” – June 2

“Inglewood Chamber” – June 3

“LARC” – June 3

“West Basin MWD and SCE” – June 13

“Hermosa Beach Fire” – June 15

“Gardena Economic Dev” – June 17

#### Social Media

As of June 24, 2015 social media following is as follows:

Facebook: 384 likes, 507 impressions

LinkedIn: 70 followers, 479 impressions

Twitter: 323 followers, 3,698 impressions

*(Impressions are the number of times the posts were viewed)*

E-Newsletter: links to news and information in the Spanish language where provided in the e-newsletter

**Top Tweet** earned 280 impressions

Attention **#SouthBay** residents: **#native** plant sales tmrrw at **#HomeDepot** in **#Carson** [ow.ly/NCnD3](http://ow.ly/NCnD3) **#CADrought** **@WestBasin**

## **Volunteer Program**

### Volunteers

Volunteer hours for the month of June 2015 are as follows:

- 251.75 hours
- Grand total as of 5/30/15 = 13,756.43 (Starting April 2008)