

# ENVIRONMENTAL TASK FORCE MINUTES

March 22, 2011 5:30 P.M.

West Basin Recycling Facility  
1935 South Hughes Way  
El Segundo, California 90245

## 1. CALL MEETING TO ORDER

Following the tour of the West Basin Facility, Environmental Programs Manager Sona Kalapura led the meeting. ETF co-chairs Councilmembers Amy Howorth and David Lesser were in attendance.

### ETF Members in attendance:

Paul Beswick  
Julie Gonella  
Audrey Judson  
Kim Matsoukas

Greg Monfette  
Gretchen Renshaw  
Daniel Salzman

Student Liaisons in attendance: Alina Heim and Ryan Patel

## 2. BUSINESS ITEMS

- a. Welcome new City Council co-chairs: Councilmembers Amy Howorth and David Lesser.

Environmental Programs Manager Sona Kalapura introduced new Councilmembers Howorth and Lesser. Councilmember Howorth thanked each member for their service and stated that she was eager to observe, listen, and help guide the ETF down the path. Councilmember Lesser also thanked the members and looked forward to defining what “green” vision City Council has and what are the deliverables; he stated he is looking forward to participating in this second ETF.

- b. Announcement of upcoming [Energy Upgrade CA workshops](#) & Makeover Contest

Sona Kalapura, Environmental Programs Manager announced that the [South Bay Environmental Services Center](#) (SBESC) is hosting workshops throughout the South Bay to educate the community on the Los Angeles County Energy Upgrade Program. The program offers up to \$4500 in rebates and incentives for homeowners that make energy efficiency improvements to their homes. Registration for the [Home Energy Makeover Contest](#) closes March 31st. Contestants are competing for one \$50,000 makeover and up to five \$10,000 mini-makeovers. For more information please visit [www.energyupgradeca.org](http://www.energyupgradeca.org).

- c. 19<sup>th</sup> Annual Earth Day Celebration at Polliwog Park: Saturday, April 16<sup>th</sup> 11AM – 4PM.

Sona Kalapura, Environmental Programs Manager announced that the City is partnering with VOICE for the 19<sup>th</sup> Annual Earth Day Celebration to be held at Polliwog Park on Saturday, April 16<sup>th</sup>, 2011. There will be an Environmental Task Force booth and asked that members volunteer to talk about programs and work in the booth.

### 3. ENVIRONMENTAL SPEAKER SERIES

- a. Water Reliability 2020: Elise Goldman, West Basin will give an overview of the West Basin initiative to reduce dependence on less reliable imported water to the coastal Los Angeles region.

West Basin currently serves one million people in 17 cities in Southern California; they are a wholesaler of imported and recycled water. Today local water makes up 33% of the total water used; by 2020 West Basin's goal is to produce 66% of the total water used locally while lowering demand by conserving. The goal of the Water Reliability initiative is to accomplish the 66% by maximizing conservation, maximizing recycling, and responsible desalination. By diversifying the water supply the communities in Southern California will be more protected from future water shortages. The initiative will also lower energy consumption in the State by reducing the need to pump and import water to the region.

Goldman also discussed the 2010 Redondo Beach demonstration project which is studying the effects of desalination and its impact on marine life. She projected that the desalination project will account for 10% of the Water Reliability 2020 program, and that it is not the main solution to the region's water problems. The focus will still be on lowering demand.

### 4. ENVIRONMENTAL TASK FORCE ITEMS

- a. [Water Conservation](#) and [Sustainable Landscaping](#) (Water Conservation work group members: Paul Beswick, Julie Gonella, Ann Lin, Greg Monfette, and Gretchen Renshaw).

Presentation: Paul Beswick gave a presentation for the Water Conservation work group, and his comments included a review of the goals for the ETF laid out in the Environmental Work Plan, and a question on how to set the baseline for future water conservation goals (20% per capita reduction by 2020). The Water Conservation Work Group has begun developing ideas for targeted outreach programs to educate the public on the current water supply situation and economically feasible solutions to help conserve water.

1. Sustainability Challenge - The energy work group is designing solar and energy efficiency competitions for the community to be incorporated into an overall Sustainability Challenge. The water conservation/sustainable landscape component would be the 3rd phase of this challenge, expected to reach the community by mid-Summer in time to increase education and awareness around the region's dry season. Examples of existing programs in Long Beach and Santa Monica provide a model for the City and ETF to follow.
2. Landscaping goal and mulch service – The water work group is exploring the idea of setting a municipal goal for water conservation and landscaping. A municipal commitment to replace public spaces (median, turf, etc.) is needed to show the City's commitment to water conservation and best practices. The ETF will also coordinate with PW for pesticide/herbicide reduction in its landscaping.

The group has also an idea to offer mulch service for the community, and will contact local tree trimmers to see if they will offer mulch to the residents for free. The ETF would like to contact the School District about use of the maintenance yard as a storage facility.

3. Seek funding for outreach contest prizes – The ETF will approach MWD, West Basin, water conservation-related vendors (e.g. Rainbird), local businesses, etc. for prizes to support outreach contests.
4. Outreach to schools and businesses – The water work group would like to work with the schools in a water challenge or other outreach program where the students complete Edison’s water-energy survey with parents to receive a prize. The ETF suggests working with Grades of Green to offer water education to the schools.

Outreach to businesses can occur through the promotion of Save a Buck and Cash for Kitchens programs. Current ETF members do a lot of work with the businesses and can identify other incentives that would be meaningful to the businesses.

5. Community outreach – ETF members have joined Neighborhood Watch and can share environmental information in that setting, as well as reaching out to the other existing groups (CERT, Senior Lunch and Learn sessions, etc.). The ETF would also like to conduct water education and outreach through the Beach Reporter article

Discussion: Raul Saenz, the City’s Utilities Manager gave a briefing to the group on how the water conservation ordinance was developed, the impressive conservation results seen at the start of the initiative, and the City’s current water usage which shows that conservation levels have decreased. He stressed the importance of education, and how the community responds well to the information provided. The discussion turned to the pending decision by MWD to call off the region’s drought restrictions, and Goldman stated that West Basin will follow suit. Paul Beswick reiterated the need to focus on water conservation, and “retool” the message to center on efficient use of water as a natural resource. Councilmember Lesser wanted to know what the regional requirements are, and what the City would be committed to following.

- b. [Energy Efficiency and Renewable Energy](#) (Energy Work Group members: Andy Cobb, Stacia Costa, Audrey Judson, Kim Matsoukas, and Daniel Salzman)

Presentation: Daniel Salzman spoke on behalf of the Energy work group and gave an overview of the ETF’s goal to raise awareness throughout the community at large on energy consumption and conservation issues. His comments covered the development of a residential solar competition, and Kim Matsoukas explained a green business program idea.

1. Daniel provided an overview of the contest structure and goal to increase the awareness surrounding the potential for solar power as a fiscally sound renewable resource. He explained how residents could enter and win a solar system for their home. One program goal is to dispel the myth that solar power has a very long payback period. The contest will select the winner that has the best payback/ROI scenario (estimated at 5 years) to illustrate that solar power technology and pricing has changed. The contest will be sponsored by Manhattan Beach-company Xero Solar, who is represented on the ETF by Andy Cobb. If the project is approved, Daniel asked that ETF members commit to referring their friends and neighbors to enter the contest as a way to generate awareness.

Discussion: While supportive of the idea, Councilmember Howorth raised the question whether this program would be seen as marketing for Xero Solar, and did not want to limit the competition to just one company. Kalapura stated that four companies in Manhattan Beach

(including Xero Solar), are registered with the California Solar Initiative database, and Councilmember Howorth said she would feel more comfortable if the other companies were invited to participate.

Councilmember Lesser wanted to know what the goal of the program was, and if the City needs to play a role in promoting reduction of electricity billing. He asked for a clearer statement of the goals of the program. Jeremy Hyde from the South Bay Environmental Services Center stated that the City is a member of the Energy Leadership partnership (along with SBESC, Edison, and the Gas Company), and that there are incentives in place for cities that can reduce community-wide energy consumption.

2. Kim gave a brief overview on an idea to design a Green Business Challenge that would serve as a recognition program for Manhattan Beach businesses that are making an effort to run a sustainable business. The program will be modeled after an existing program in Westchester, NY which will be easy to administer, and open to all businesses to participate. Participating businesses fill out a baseline scorecard documenting their “green” activities, and after a set period of time the businesses fill out another scorecard and measure their improvements. The program would require a webpage on the City’s Going Green website to highlight the program participants. And if possible, prizes can be given to the businesses that have the highest score, and those that have the most improved score. There may be potential funding available through ICLEI, and the ETF can work with existing partners to try and find funding and prizes for the businesses.

Kim also mentioned raising awareness through the upcoming bi-weekly column in the Beach Reporter, a possible Sustainable Manhattan Beach Facebook page, and ETF presence at public events.

Discussion: Councilmember Lesser wanted to clarify what the metrics of the scorecard would be for the businesses. Kim mentioned that metrics would include sustainable practices being implemented, such as efficient lighting, recycling practices, etc. And that the metrics would be general enough so that the program could apply to all business sectors.

## 5. AUDIENCE PARTICIPATION

Nancy Paulikas, Kirk Moody, Carolyn Miller, Darwin Renshaw, Kiran Magiawala attended the tour and the ETF meeting. Raul Saenz, City’s Utilities Manager addressed the group, comments above. Martha Segovia and Jeremy Hyde from the South Bay Environmental Services Center were in attendance for the ETF meeting.

## 6. ADJOURNMENT

The meeting was adjourned to the next ETF meeting, on Thursday, April 21<sup>st</sup> at 5:30PM in the Manhattan Beach Police Fire Community Room: 420 15<sup>th</sup> Street Manhattan Beach, CA 90266.

Regular meetings will be held on the 3rd Thursday of each month. Meeting information will also be posted on the Going Green webpage at [www.citymb.info](http://www.citymb.info).