

ENVIRONMENTAL TASK FORCE MINUTES

February 17, 2011 5:30 P.M.

Police and Fire Community Facility
420 15th Street Manhattan Beach, CA 90266

1. CALL MEETING TO ORDER

Councilmembers Portia Cohen and Environmental Programs Manager Sona Kalapura led the meeting.

ETF Members in attendance:

Paul Beswick
Andrew Cobb
Stacia Costa
Julie Gonella
Audrey Judson

Ann Lin
Kim Matsoukas
Greg Monfette
Gretchen Renshaw
Daniel Salzman

Student Liaisons in attendance: Alina Heim and Ryan Patel

2. BUSINESS ITEMS

- a. Update on City Council co-chairs

Discussed at end of meeting, Councilmembers Cohen and Ward will be leaving office on March 15, 2011. The Mayor will appoint new councilmembers to serve as chairs to the ETF. Councilmember Cohen will come and support future ETF meetings when possible.

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

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. The session in Manhattan Beach will take place on April 28th at 6:00 PM in the Police/Fire Community Room, and registration for the [Home Energy Makeover Contest](#) opens March 1st.

- c. March 17th ETF Meeting and presentation at the [West Basin Recycling Facility](#)

The ETF and general public are invited to take a tour of [West Basin's water recycling facility](#), and listen to a presentation on the [Water Reliability 2020 Challenge](#) as part of the ETF meeting from 5:30 – 7:30 pm. The tour will begin at 4:30 pm, and those interested in attending can RSVP to Sona Kalapura (skalapura@citymb.info). (This meeting was rescheduled to the same time on March 22nd, which is [International World Water Day](#).)

3. ENVIRONMENTAL SPEAKER SERIES

- a. Recycling at Local Schools: ETF Student Liaisons Ryan Patel and Alina Heim gave an overview on the recycling habits at MBMS and Vistamar High School.

Ryan Patel, Manhattan Beach Middle School gave an overview of recycling efforts at the school, and stated that even with recycling containers adjacent to trash cans there are still lots of recyclable being thrown in the trash. Alina Heim conducted an on-campus survey at Vistamar regarding recycling, and found that most of the respondents had a good understanding of what can be recycled, but that there were several misconceptions that need to be addressed. Both students identified areas that need improvement (e.g. increase in recycling and education), and discussed outreach options with the ETF.

4. ENVIRONMENTAL TASK FORCE ITEMS

- a. [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 three areas:

- (1) Development of an energy awareness campaign for the community, including a bi-weekly column in the Beach Reporter, a Sustainable Manhattan Beach Facebook page, and ETF presence at public events.
- (2) Overview of an outreach program to educate and incentivize Manhattan Beach residents and businesses to save money and electricity by reducing energy and water consumption through a Sustainability Challenge. Daniel provided examples of existing energy efficiency contests in Philadelphia and Long Beach.
- (3) Review of energy consumption community-wide and identification of energy efficiency measures that can be implemented at a very low cost, yielding the best return on investment. Councilmember Cohen said that a comprehensive review of the Level III audit might be outside the scope of the ETF, but stressed that a focus on solar and other renewable energy recommendations was needed.

Discussion: The entire group discussed the issues with “green” advertising, and the need to educate the community on the fundamental reasons to adopt environmentally and economically sustainable lifestyle changes, as well as provide the resources and incentives to encourage these changes readily to the community. Councilmember Cohen asked that a clear message be developed, and that a focus on the economic aspect be included in order to establish legitimacy of the programs. The group also raised the issue that motivations of energy users in the community

need to be understood, and then have education targeted to those audiences. For businesses, it was discussed that businesses will appreciate outreach and incentives that are presented to help them improve their return on investment.

- b. [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:

- (1) Design of outreach programs to specific sectors of the community (students, residents, business) to educate the public on the water supply and economically feasible solutions to help conserve water. Include outreach to existing community groups, such as Neighborhood Watch, CERT, and the Chamber of Commerce, and promote existing programs like Cash for Kitchens and the Save a Buck.

- (2) Improvement of municipal landscaping practices to contribute to a goal of reducing irrigation and stormwater runoff to the ocean. Councilmember Cohen asked about the inclusion of a ban on pesticide use, and wanted the ETF to vet the information on other cities with pesticide bans, cost, and community stakeholders. The Environmental Programs Manager explained that the Public Works Department was already collecting this information and preparing to come to Council with a recommendation. However, Councilmember Cohen still wants the issue to come to the ETF as part of a community-wide landscape goal.

- (3) Development of a residential turf-removal program to engage the community in sustainable landscape practices (similar to existing programs in Long Beach), and other incentives such a rainbarrel program (similar to Santa Monica and Culver City). Councilmember Cohen stated that the City needed programs that promote rainwater harvesting and rainbarrels now to be able to meet these goals. She would like these items included in the City's building codes.

- (4) Promote community partnerships that will provide resources and incentives to encourage water conservation through sustainable landscaping. The Manhattan Beach Botanical Garden offers free classes and a new program to recognize yards that implement sustainable landscaping. Grades of Green is successfully educating students on reducing waste and recycling and a partnership can be developed to expand their curriculum to include water and energy conservation.

Discussion: Paul also discussed the water use trend in Manhattan Beach and wanted to better understand how water is being used in the community

through market research and review of data from West Basin for the region. The group discussed the perception that the community does not yet feel a sense of urgency surrounding water conservation, even with the tiered water rates. Councilmember Cohen asked that the ETF discover what the community will respond to, whether it be the reduction of the dependence on imported water, or saving money by conserving water. There was also an idea to work with local landscape architects and nurseries to promote sustainable landscape practices. Councilmember Cohen stressed the need to have an emphasis on ocean protection as a key factor of stormwater pollution prevention and sustainable landscape.

5. AUDIENCE PARTICIPATION

At the beginning of the meeting, Jeanne Jackson spoke to the group about the Greenbelt Restoration Project and an upcoming tree planting with Adam Gerard (2010 ETF member) and Mira Costa students. Jeanne told the group that the [Deep Roots Garden Center](#) was supporting the project, and welcomed participation and support from the ETF. Jeanne can be contacted at jeannejacksongrp@hotmail.com and community members can follow the [Manhattan Beach Greenbelt Restoration Project](#) on Facebook.

Councilmember Cohen shared with the group the importance of the work of the ETF, and the need to illustrate the City's current status, what the goals for improvement are, what other cities are doing, and how programs can be implemented in Manhattan Beach with every recommendation the ETF brings forward to Council.

Jeff Murrell, Cristian Vasquez, Karen Sandvig, Tim Fry, and Trish Pietrzak were in attendance and participated throughout the meeting. City Manager David N. Carmany and Public Works Director Jim Arndt were also present.

6. ADJOURNMENT

The meeting was adjourned to the next ETF meeting, on Tuesday March 22nd at 5:30PM (updated) at the West Basin Water Recycling Facility in El Segundo. 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.