

ENVIRONMENTAL TASK FORCE MINUTES

June 16, 2011 5:30 P.M.

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

1. CALL MEETING TO ORDER

In attendance: Environmental Task Force co-chairs Councilmembers Amy Howorth and David Lesser, Members Paul Beswick, Julie Gonella, Audrey Judson, Gretchen Renshaw, and Daniel Salzman, Maintenance Supervisor Juan Price, Utilities Manager Raul Saenz, and Environmental Programs Manager Sona Kalapura.

2. BUSINESS ITEMS

Environmental Programs Manager Kalapura welcomed the group back to the ETF meetings, as meetings were canceled in May due to budget discussions and reorganization of the environmental programs. She briefly reviewed [World Ocean Day](#) (May 8th), and the City's hosting of a very well-attended [Ocean Friendly Garden Workshop](#) on May 4th. She also announced the upcoming [Bicycle Master Plan workshop](#) on June 20th and encouraged the public to attend to offer their input and feedback on the bicycle plan.

3. ENVIRONMENTAL SPEAKER SERIES

Valerie Hill, Administrative Director of the Manhattan Beach [Roundhouse Aquarium](#) spoke to the group about marine pollution and their education and outreach efforts. Valerie highlighted the human impact on the ocean and environment, and showed real-life examples of a turtle that died from ingesting plastic pollution, a water sample of the pacific garbage patch from Algalita Research, as well as several images throughout her presentation. She said the purpose of the Aquarium's youth outreach programs is to educate students that everything is in fact connected, and to inspire them to make a difference. She stated that student groups from all over the region participate in 3-hour field trips to learn about marine quality and pollution. Valerie talked about existing partnerships and funding sources for Aquarium programs, and the desire to work with the ETF to promote education to the community.

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 spoke briefly about the regional goals and City commitments towards water conservation. While the City met the initial 20% water conservation target at the outset of the conservation ordinance, water consumption is continuing to increase. The Water Conservation work group is trying to identify programs that will help the City meet this target, and sustain it in the future. This includes an outreach program targeted to the residents, businesses, and schools in Manhattan Beach focusing on efficient water use and sustainable landscaping. The ETF will review the City's water use and determine how we can identify a 2020 conservation goal that is measureable and achievable. He mentioned that the work group will review the existing water conservation ordinance and identify any

ongoing conservation measures that need revision or distribution to the public. He also mentioned the needs for City government to implement a municipal water conservation goal, include conversion to drought tolerant landscaping where feasible, that will set an example for the community.

Discussion: The question was asked what the baseline year to calculate the City's water consumption and conservation goal would be. There are different methods to calculate water consumption data, and Raul Saenz the City's Utilities Manager, explained the initial process of using a 5-year historical average. As the City begins developing the Urban Watershed Management Plan (as required by the State), the City can select criteria that is not too restrictive so as not to be penalized for current water conservation efforts and use of reclaimed water. He gave an example of reducing water consumption to 160 gallons/per capita/per day, or an even more aggressive target of 100 gallons/per capita/per day.

Councilmember Lesser asked how the group was working with the City to identify what the City was already doing in terms of water conservation outreach, and where the ETF could assist. Paul reviewed the ETF task sheet and timelines with initial July 6th delivery dates. He said that education and outreach would be key to promoting any programs to the public, and that the ETF needed to develop a slogan. Councilmember Howorth supported the slogan concept, and the idea to have the schools participate in a contest to come up with a water conservation slogan.

Manhattan Beach resident Terry Sobasky asked about a project to promote sustainable landscape at her property in Liberty Village. She mentioned attending the Ocean Friendly Garden workshop in which she learned about drought tolerant and water efficient landscape. She wants to implement these practices on the City-owned parking strip in front of her property. Councilmember Howorth said this would be a good pilot project for the ETF to help with and would be a tool to show the public how a sustainable landscape program would work.

Another Manhattan Beach resident Craig Cadwallader said that the City needs to develop a high-profile marketing campaign that portrays a positive image that Manhattan Beach residents will want to participate in (e.g. "the right thing to do at the beach"). Councilmember Howorth suggested partnering with Growing Great and Grades of Green because they are already in the schools and can assist with delivering this message to the students, who will then carry the message home to their parents.

Carolyn Miller, Manhattan Beach resident, said that it is important not to forget to educate adults in this effort and that programs like Sustainable Works that offer classes and workshops to the community. She said cities like Santa Monica offer this program and are seeing results in reducing the environmental footprint of the City. Two other attendees addressed the group, saying the financial motivations will not be what moves the community, but an educational message unique to Manhattan Beach will help people do the right thing.

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

Presentation: Daniel Salzman gave an overview of the ETF tasks and how they relate to the City's commitments to reduce GHG emissions. He said the work group will develop outreach programs and metrics in which to measure success of each initiative. He talked about the proposal to place a solar education display at Metlox that would show the public how solar energy works. The project would be funded through donations/fundraising, so as not to cost the city any capital. A previous fundraising idea included placing name plates/tiles around the display to support the cost of the project. Daniel asked the Councilmembers to share any concerns or questions they had about the proposal so the group would know how to best move forward. He also said that any project renderings would be shared with City Council for their approval.

Daniel also talked about the investment grade audit for solar recommendations. The audit would determine the financial feasibility of the solar sites identified in the city's energy audit. He also talked about the contests to encourage the residents and businesses to be more energy efficient. The school district is participating in the Green Quest program, and the ETF wants to expand this program to all the residents through an energy efficiency contest. The plan would promote the contest through the schools, taking advantage of the natural rivalry between the schools and neighborhoods. The contest would have families in each district sign up for the program and track their energy, water and gas bills for 4 months. The group is identifying what prize options for the winners would be, and are trying to find no/low-cost prizes (such as a ride with Santa, dinner at the Fire Station, etc.). The group is also developing a green scorecard for businesses that would identify existing sustainable practices, and identify other methods/resources to help businesses reduce their environmental footprint.

Discussion: Councilmembers Howorth and Lesser had questions about the solar display, its function and location. Councilmember Lesser also cautioned that placing tiles on a permanent display might be an issue for the rest of Council, as well as setting a precedent for fundraising. A Manhattan Beach resident Jim Burton, said that the community would have no problem contributing funds for this type of display, even without the name plate/tile recognition. Councilmember Howorth mentioned that she would like to see a design that measures energy use (e.g. the energy use of the fountain in Metlox Plaza). Juan Price stated that Metlox will agree to have a solar display, and a proposed location would be the escalator well leading from the parking garage. It may be possible to show the energy used by the escalators, as well as the energy generated by the solar panel.

Councilmember Lesser questioned whether or not a feasibility study was necessary to move forward with the solar recommendations, and both the Councilmembers were concerned about an additional cost for the audit. Both Jim Burton and Jason Haffley stated that companies will do the assessments for free, and can even implement the solar projects at no cost to the City. Juan Price, the City's Maintenance Superintendent, stated that it is important to identify which sites are the most financially feasible for solar power. Andy's company can provide that analysis to the City, and the energy group will research funding options and purchasing agreements to implement the solar measures, and present those options to City Council.

Councilmember Howorth liked both the Green Quest and Green Business Scorecard ideas. She recommended working with student volunteers to help track the Green Quest program and suggested Tree Musketeers, Partners for the Planet, the highschool Ecology Club, etc. She thought the scorecard would be a good project to brand for the City.

Audrey Judson also spoke about outreach and the need to advertise these programs to the community. She mentioned the Beach Reporter ad space, and is making an effort to get ad sponsors so the ETF could have a larger more visible section in the newspaper.

Craig Cadwallader mentioned the upcoming discussion in Hermosa Beach on banning outdoor smoking. A member of the public asked about the status of the City's plastic bag lawsuit, and Sona Kalapura provided an update stating that the City is awaiting the decision of the California Supreme Court following the May 4th hearing.

5. AUDIENCE PARTICIPATION

Terri Sabosky, Todd Behr (EcoKai Environmental, Inc.), Craig Cadwallader (Surfrider South Bay), Carolyn Miller (Transition South Bay), Mike Edwards (RenewAge Energy Solutions), Jason Haffley (RenewAge Energy Solutions), Jim Burton (EcoKai Environmental, Inc.), a 45-year Manhattan Beach resident, and Fire Chief Robert Espinosa attended the ETF meeting.

6. ADJOURNMENT

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

Regular meetings of the ETF are held on the 3rd Thursday of each month. Meeting information will also be posted on the Going Green webpage at www.citymb.info.