

# ENVIRONMENTAL TASK FORCE AGENDA

September 15, 2011 5:30 P.M.

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

1. CALL MEETING TO ORDER

2. BUSINESS ITEMS (10 minutes)

- a. Upcoming Outreach - 350.org event: “[Moving Planet](#)” on September 24<sup>th</sup>
- b. ETF Timeline:
  - i. September 20<sup>th</sup>: Present recommendations/progress to City Council
  - ii. September 24<sup>th</sup>: Kickoff outreach programs at “Moving Planet South Bay” event; advertise at Hometown Fair (October 1-2<sup>nd</sup>)
  - iii. October 20<sup>th</sup>: ETF Meeting – Identify progress on Council-approved programs (e.g. Neighborhood Energy Conservation Contest, Green Business Challenge, Mulch Pilot Program, Landscape Sustainability Checkup)
  - iv. November 17 & December 15: ETF Meetings – monitor initial program results, develop final recommendations for City Council
  - v. December 20<sup>th</sup> – Provide final status report and recommendations to City Council

3. AUDIENCE PARTICIPATION (5 minutes)

4. ENVIRONMENTAL TASK FORCE ITEMS

[Energy Efficiency and Renewable Energy](#) (20 minutes + 10 minutes Q&A)

- a. Updated community-wide greenhouse gas emissions target
- b. Programs recommended for Council approval to help meet emissions reduction goal:
  - i. **Neighborhood energy conservation contest**

| Program Cost  | Program Value to Overall Goal   | Sustainability of the Program   |
|---|---|---|
| Advertising = \$1,000<br>Brochure and workshop materials = \$500<br>Awards/prizes = \$1,000 (or donations/other “free” prizes)<br>Staff time = 5 hours/week. These costs are currently available in the FY11-12 budget. | Educational awareness and civic engagement are the primary values of the conservation contest as an effort to encourage the community to reduce overall energy consumption by setting an example for all Manhattan Beach residents. | The conservation contest is designed as a one-time program. If the City wishes to continue the program, it can be run by City staff, and/or coordinated with regional partners and potentially with other volunteer groups to help gather program participants and monitor program results. |

**ii. Green business challenge**

| Program Cost   | Program Value to Overall Goal  | Sustainability of the Program  |
|--|--|--|
| Advertising = \$1,000<br>Brochure and workshop materials = \$500<br>Awards/certificates = \$500<br>Staff time = 3 hours/week<br><br>These costs are currently available in the FY11-12 budget. | Educational awareness and civic engagement are the primary values of the green business challenge as an effort to encourage the business community to reduce overall energy and water consumption. | The green business challenge can be run as a 1-year pilot to determine effectiveness. If the City wishes to continue the program, it can be run by City staff, or coordinated with regional partners and potentially with the business associations to help gather program participants and monitor program results. |

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### iii. Proposal for a solar education display in Metlox Plaza

| Program Cost  | Program Value to Overall Goal  | Sustainability of the Program  |
|---|--|--|
| <p>Solar equipment, installation, and monitoring = \$30K<br/>(Financial support from interested businesses will be solicited.)</p> <p>Staff costs to develop educational message (2 hours/month); maintenance staff time to ensure panels are kept clean (4 times/year).</p> <p>Funding for these costs is available in the FY11-12 budget.</p> | <p>Educational awareness and is the primary value of the solar display proposal. The project is another resource to present information on the benefits of renewable energy, tips on reducing energy consumption, and other sustainability related information.</p> <p>In addition the project will reduce greenhouse gas emissions by 126 tons of CO2 over the 25-year life of the project.</p> | <p>The solar display is a one-time project recommendation to install a permanent renewable energy feature in a public space.</p> <p>Regular cleaning will be required, and the system is warranted for 10 years.</p> |

### Water Conservation and Sustainable Landscaping (20 minutes + 10 minutes Q&A)

- a. Updated community-wide water conservation goal
- b. Programs recommended for ETF approval to help meet water conservation goal:
  - i. **Landscape Sustainability checkup program**

| Program Cost   | Program Value to Overall Goal   | Sustainability of the Program   |
|--|---|---|
| <p>Advertising = \$1,000<br/>Brochure and workshop materials=\$500</p> <p>Staff time: 5 hours/week</p> <p>These costs are currently available in the FY11-12 budget.</p> | <p>Sustainably landscaped properties use 35-40% less water than traditional landscapes. The landscape audit will provide residents with an actionable tool to guide them in conserving water, reducing runoff, and saving money while maintaining an environmentally sustainable landscape.</p> | <p>The audit will be a finalized document the City can present to homeowners using the vetted list of landscape contractors. Should the City wish to continue this program, it can vet contractors with the assistance of City staff, the Environmental Task Force or another volunteer group such as the Manhattan Beach Botanical Garden.</p> |

### ii. **Community mulch pilot program**

| Program Cost  | Program Value to Overall Goal  | Sustainability of the Program  |
|---|--|--|
| <p>Advertising: newspaper, street banners, bill inserts/flyers = \$1,500<br/>Brochures and signage materials = \$500</p> <p>Staff time = 2 hours/week</p> <p>These costs are currently available in the FY11-12 budget.</p> | <p>To goal of the project is to raise awareness on sustainable landscape principles including the use of mulch to aide water conservation and soil health. Benefits to the residents will be seen in reduced water and energy consumption to maintain landscaped properties.</p> | <p>The program is intended as a 6-month pilot that will be monitored by City staff and the Environmental Task Force. Should the City wish to continue this program, it can assign the program to City staff, or seek the assistance of other volunteer groups.</p> |

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### iii. School-wide water conservation slogan contest

| Program Cost   | Program Value to Overall Goal  | Sustainability of the Program   |
|--|--|---|
| Advertising = \$500<br>Prizes = \$500 (or donated)<br><br>Staff time = 2-5 hours/week for duration of contest<br><br>Funds are currently available in the FY11-12 budget for this program. | Public education and engagement of youth are the primary values of this project.<br><br>The program's primary goal is development of a creative way to communicate more efficient use of water as part of a permanent lifestyle change, and to communicate this in a manner that will be well received by Manhattan Beach residents. | The program is intended as a one-time contest that will be monitored by City staff and the Environmental Task Force.<br><br>Should the City wish to continue this program in the next school year, it can assign the program to City staff. |

5. AUDIENCE PARTICIPATION (5 minutes)
6. ADJOURNMENT

The next ETF meeting will be held on **Thursday, October 20<sup>th</sup> at 5:30 PM** in the Manhattan Beach Police Fire Community Room. 420 15th Street Manhattan Beach, CA 90266. Regular meetings of the ETF are held on the 3<sup>rd</sup> Thursday of each month. Meeting information will also be posted on the Going Green webpage at [www.citymb.info](http://www.citymb.info).

### Special Announcement: Save the Date for Moving Planet South Bay!

10:00AM Saturday, September 24<sup>th</sup> at 13<sup>th</sup> St/Metlox Plaza (Manhattan Beach Farmers Market area)



<http://sb350.pbworks.com>