

South Bay Cities Council of Governments

June 28, 2012

TO: SBCCOG Board of Directors

FROM: Steering Committee

RE: Beacon Award Champion Proposed Collaboration with SBCCOG

Background

The Beacon Award: Local Leadership toward Solving Climate Change (www.ca-ilg.org/BeaconAward) recognizes cities and counties that save energy, reduce greenhouse gas emissions and adopt policies and programs that promote sustainability. The Beacon Award program is a program of the Institute for Local Government and the Statewide Energy Efficiency Collaborative¹.

SBCCOG staff opened discussions with the ILG staff to see if there was a way for the SBCCOG to be recognized for the work that we are doing for our cities. Currently participation in the Beacon Award program is limited to cities and counties, but ILG understands and appreciates the work that is done by councils of government and energy partnerships. Therefore, they developed the concept of the Beacon Award Program Champion to provide opportunities to recognize the efforts of other groups, such as councils of government, special districts or foundations, that provide sustained assistance to current and future Beacon Award program participants. The Beacon Award Program Champion concept recognizes groups or agencies that wish to support and encourage the activities of cities and counties participating in the Beacon Award program or considering participation.

Beacon Award Program Champions will receive recognition for their participation and activities through such means as use of Beacon Award Program Champion logo on their website and appropriate materials, inclusion of their Champion status on their member agency Beacon participant profile pages on ILG's website, press releases and other outreach efforts to recognize their status, and recognition at meetings or other appropriate Beacon Award related events.

South Bay Cities Council of Governments as a Beacon Award Program Champion

The South Bay Cities Council of Governments, along with its Environmental Services Center, has been a leader in promoting and supporting energy efficiency and sustainability activities among its member agencies. The SBCCOG sees the Beacon Award program as a way to support and recognize the leadership of its member agencies. Because of limited staff resources of its member agencies, and the opportunities to highlight the creativity and leadership of its member

¹The Institute for Local Government is the non-profit research affiliate of the League of California Cities and the California Association of Counties (www.ca-ilg.org). The Statewide Energy Efficiency Collaborative is a partnership between three statewide non-profit organizations, including the Institute, and California's four investor owned utilities. (www.californiaseec.org)

agencies, the SBCCOG will take on the role of Beacon Award Program Champion to help its member agencies participate in the Beacon Award program. Two SBCCOG members currently are Beacon Award program participants: Manhattan Beach (www.ca-ilg.org/beacon-award-participant-profile/city-manhattan-beach) and Rolling Hills Estates (www.ca-ilg.org/beacon-award-participant-profile/city-rolling-hills-estates).

Activities

Many of the proposed activities as a Beacon Award Program Champion will leverage existing programs and activities of the SBCCOG.

Beacon Award Participation Outreach and Support

Encourage member agencies to participate in the Beacon Award program:

- Provide general communication to member agencies (elected officials and city managers) to encourage them to participate in the Beacon Award program.
- Provide direct member agency contact to explain the program.
- Support agency staff in completing application.
- Adapt ILG's sample Beacon Program staff report and resolution for use by SBCCOG member agencies wishing to participate.
- Organize periodic group meetings or conference calls at which ILG staff can help member agencies understand the Beacon Award program, how to participate and how to advance to award winner.

Beacon Award Participant Support

Support member agencies participating in the Beacon Award program:

- Periodically (2-3 times/year) provide ILG with information about status of participants' Energy Leader activities so that ILG can recognize participants' energy efficiency achievements in agency buildings, as appropriate.
- Encourage member agencies to complete Beacon Award best practices surveys as a way spotlight their interim accomplishments.
- Leverage existing SBCCOG activities related to greenhouse gas inventories and climate action plans to help participants move ahead towards Beacon Award levels or spotlight interim accomplishments.
- Provide recognition of participants on SBCCOG website and in newsletters.
- Offer periodic (1-2 times/year) opportunities at SBCCOG meetings to highlight Beacon Award program participants and their accomplishments.

Promote and Support Collection and Distribution Best Practices Activities

- Work with ILG to share best practice stories and case studies, through written materials and online social media channels. This could include, for example, coordinating ILG’s and SBCCOG’s Facebook pages to cross-promote participants activities.

Collaboration with ILG

- Work with ILG staff to coordinate ILG and SBCCOG outreach and support activities, including sharing best practice activities of SBCCOG participants regionally and statewide.
- Collaborate with ILG to organize events, such as peer-learning opportunities or media events to support and recognize Beacon participants.

Recognition of SBCCOG as A Beacon Award Program Champion

SBCCOG will be recognized as a Beacon Award Program Champion in a number of ways, such as:

- Use of Beacon Award Program Champion logo on SBCCOG website and relevant publications.
- Press release announcing SBCCOG as an official Beacon Award Program Champion, as well as use of appropriate social media vehicles to announce the designation.
- Acknowledgement of SBCCOG’s Beacon Award Program Champion designation status on materials prepared either jointly by ILG and SBCCOG or by ILG about SBCCOG member agencies that are Beacon participants.
- Where feasible, special recognition of SBCCOG’s Beacon Award Program Champion status at various events, such as the annual SEEC Energy Best Practices Forum, League or CSAC events, or other meetings.
- Recognition of SBCCOG’s Beacon Award Program Champion status on SBCCOG members’ Beacon Participant profile pages on ILG’s website (with link back to SBCCOG’s website).
- Coordination with other SEEC partners for recognition of SBCCOG as a Beacon Award Program Champion, where feasible.

Recommendation

The Steering Committee recommends that the Board approve the following motion:

- The South Bay Cities Council of Governments, along with its Environmental Services Center, has been a leader in promoting and supporting energy efficiency and sustainability activities among its member agencies.
- Two members, Manhattan Beach and Rolling Hills Estates, already participate in the Beacon Award program and several more cities have expressed interest.
- Becoming a Beacon Award Champion is a way for the SBCCOG to support and recognize the leadership of our member agencies as they participate in the Beacon Award program. Because of limited staff resources of our member agencies and the opportunities to highlight the creativity and leadership of our member agencies, the SBCCOG can play a role to help our members.
- Move that the South Bay Cities Council of Governments request to be designated a Beacon Award Program Champion and to undertake the activities outlined in the staff report in the agenda.