



Leaders at the Core of Better Communities

2015 Local Government Excellence Awards Program
Program Excellence Awards Nomination Form
(All programs nominated must have been fully operational for a minimum of 12 months, prior to January 31, 2015)

Deadline for Nominations Extended to March 30, 2015

Complete this form (sections 1 and 2) and submit with your descriptive narrative.

SECTION 1: Information About the Nominated Program

Program Excellence Award Category (*select only one*):

- ☐ Community Health and Safety
☐ Community Partnership
☒ Community Sustainability
☐ Strategic Leadership and Governance

Name of program being nominated: City of Manhattan Beach Sustainability Initiatives: Working Towards a Sustainable Manhattan Beach

Jurisdiction(s) where program originated: Manhattan Beach, CA

Jurisdiction population(s): 36,000

Please indicate the month and year in which the program you are nominating was fully implemented. (Note: All Program Excellence Award nominations must have been fully implemented for at least 12 months prior to January 31, 2015, to be eligible. The start date [on or before January 31, 2014] should not include the initial planning phase.)

Month: April Year: 2010

Name(s) and title(s) of individual(s) who should receive recognition for this award at the ICMA Annual Conference in Seattle, Washington, September 2015. (Each individual listed MUST be an ICMA member to be recognized.):

Name: Mark Danaj

Title: City Manager Jurisdiction: City of Manhattan Beach

Name: _____

Title: _____ Jurisdiction: _____

SECTION 2: Information About the Nominator/Primary Contact

Name of contact: Sona Coffee

Title: Environmental Programs Manager Jurisdiction: City of Manhattan Beach

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Local Government Excellence Awards Nomination Form: Community Sustainability Award
Working Towards a Sustainable Manhattan Beach

Introduction

With more than two miles of pristine California coastline, the small community of Manhattan Beach is dedicated to protecting the environment. The City of Manhattan Beach has a comprehensive and robust environmental initiative that is widely supported by the community. Of the many environmental programs the City is involved in, the key areas highlighted in this nomination for the Community Sustainability Award fall into three general practice areas: Energy Efficiency; Pollution Prevention; and Water Conservation.

Community Sustainability Award Program Nomination

1. Energy Efficiency at City Facilities

Why Manhattan Beach Developed this Program

The City Council recognized the dangers associated with climate change and took action by endorsing the U.S. Mayors Climate Protection Agreement in 2007. At the time, Manhattan Beach was one of only 300 cities to make the commitment to reduce municipal greenhouse gas (GHG) emissions. The City adopted a GHG reduction target, and updated this target to coincide with statewide goals to reduce GHG emissions 15% below 2005 levels by 2020.

Program Implementation

The City conducted an energy audit, has made several energy efficiency improvements at its facilities, and is participating in the Energy Leader Partnership program. In 2010, the City of Manhattan Beach partnered with Southern California Edison (SCE) and the South Bay Cities Council of Governments (SBCCOG) to participate in the Energy Leader Program which rewards cities for making energy efficiency improvements. The City also worked with the SBCCOG to update its greenhouse gas emissions inventory, and is working on a specific energy efficiency chapter to add to its climate action plan.

Costs and Tangible Results of the Program

The City spends over \$1 million on electricity costs annually, and realized a direct cost savings of \$117,437 each year. In addition, from 2010 – 2014 the City received \$145,255 in incentive rebates from SCE due to the energy efficiency improvements. The City saves 1,034,689 kWh of electricity each year due to its energy upgrades including installing an energy efficient pump for one of the City wells, replacing inefficient lighting with LEDs, and replacing several outdated HVAC units. These efforts translate into reducing the equivalent of 798 tons of CO2 each year. In April 2014, the City reached the highest level of the Energy Leader Program, Platinum, for its energy conservation efforts. Manhattan Beach is one of only four cities in SCE's territory that has attained this level. Based on the City's efficiency projects and statewide increase in renewable energy, the forecast shows the City will reduce emissions to a level that is 17.5% lower than 2005 emission levels by 2020, thereby meeting our GHG reduction target.

Lessons Learned

The City's goals include continually improving our energy efficiency efforts to ensure that we are on target to meet or exceed our climate action commitment. While the City is making great progress in improving energy efficiency in its facilities, much more can be achieved as technology improves, and new opportunities arise. Also, the City's energy audit results showed the potential for solar power, and the City plans to explore these possibilities further.

2. *"Bring Your Own" Pollution Prevention Campaign*

Why Manhattan Beach Developed this Program

The City of Manhattan Beach has a long history of fighting plastic pollution in the community. In 2008, the City adopted its landmark legislation to ban the use of plastic bags for all retailers, including restaurants in the City. The City was immediately sued by the "Save the

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Plastic Bag Coalition.” After several years of litigation, the City’s ordinance was upheld by the California Supreme Court and began implementation on January 14, 2012. Throughout the legal proceedings, the City encouraged the community to shop with reusable bags, and do away with single-use bags in an effort to prevent pollution and conserve natural resources.

The community’s effort to keep plastic pollution out of the marine environment did not stop with plastic bags. Polystyrene food service materials are the most prevalent pollutants on our local beaches. In an effort to protect our coastal environment and public health, the City adopted an ordinance prohibiting the use of polystyrene food service ware in 2013, and the City kicked off its “Bring Your Own” campaign to encourage residents to bring their own reusable bags, cups, to-go containers, utensils and straws when shopping or dining in Manhattan Beach.

Program Implementation

To educate the community about these ordinances, the “Bring Your Own” initiative was created and shared through bill inserts, community newsletters, and social media to remind the community about reusables. The City worked with stakeholders across all sectors, reviewed best practices from other cities, and sought to better understand the health and environmental concerns of disposable materials. Underlying this initiative was the premise that environmental sustainability does not have to be achieved at the cost of economic sustainability. Staff worked with advocates and vendors to analyze the cost of alternative materials, and this data was very valuable in alleviating concerns to local businesses over increased costs of alternative products.

Costs and Tangible Results of the Program

The goal of this initiative is to support the City’s ordinances, and to educate the community on steps they can take to prevent plastic pollution by reducing their use of disposable item use. The costs of implementing the “Bring Your Own” initiative in the City have been fairly

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low, approximately \$5,000 for outreach materials including reusable bags and tumblers with straws. The City provides these materials at community events to educate the public about the ordinances, and to encourage the use of reusable items. The outreach has been well received by the community, and the reusable items are a clear favorite at community events.

Lessons Learned

The City worked with a diverse stakeholder group that was excited about the opportunity to create a solution to the pollution and health challenges posed by plastic materials. The group was able to successfully obtain broad support for a pollution prevention initiative and created one of the strongest polystyrene pollution prevention policies in the nation. Several businesses have now used the polystyrene initiative as an opportunity to change their practices, and have gone above and beyond the requirements of the ordinance. The Bring Your Own program has been well received by the public and other cities who want to promote sustainable living.

3. Public Outreach on Water Conservation

Why Manhattan Beach Developed this Program

There is a statewide drought emergency in California. The City is making efforts to comply with California's Senate Bill X7-7 whose goal is to achieve a 20% reduction in per capita water use statewide by 2020. Because of the reduced availability of water, the City found it necessary to change consumption practices in order to reduce water usage on a permanent basis, and adopted a Water Conservation Ordinance in 2009. As the drought conditions have worsened, public outreach is key in making water conservation habits a permanent practice.

Program Implementation

To educate the community, the City sent out mailers to all customers advising of the ordinance and placed street banners and signs around the city. The public outreach campaign

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continues to benefit from the media ads the County of Los Angeles runs. Additionally, water conservation is a major theme of Manhattan Beach's annual Earth Day festival. Since 2012, the City has hosted the Wyland Foundation's Mobile Learning Experience at the event to promote water conservation and protection of natural habitats, and participates in the National Mayors' Water Challenge to encourage community members to pledge to save water.

Costs and Tangible Results of the Program

Since 2012, the City has spent approximately \$15,000 in outreach for water conservation efforts. In 2012, the Manhattan Beach community got behind the pledge to save water, and won the Wyland Foundation's National Mayor's Challenge for Water Conservation. Furthermore, in partnership with the Manhattan Beach Botanical Garden, the City promotes sustainable landscaping by offering free classes for residents throughout the year. Since 2012 over 100 households have participated in the turf removal rebate program to replace their water-thirsty lawns with drought tolerant landscape. Several demonstration projects are on display on City property and offer sustainable landscaping and water conservation information. The outreach is succeeding because in 2014 the City attained its 20% water conservation goal.

Lessons Learned

When the drought restrictions were lifted in 2011, the City saw a drop in water conservation efforts by about 5%. However, overall water conservation levels are strong, and the community has responded well to drought messaging. Even though the permanent water conservation measures are in place, reinstituting the limited watering days is something the City is looking into as a means of protecting our water resources for the future.