

Non-Profit Community Partnership Grants

Program Summary – 2011-2012 Projects

In 2011, the Los Angeles Department of Water and Power (LADWP) announced the Community Outreach, Research, and Public Education Grants to Non-Profit Organizations Program (Program). The Program was funded through the City's Energy Efficiency and Conservation Block Grant (EECBG) and allowed LADWP to partner with local non-profit organizations to provide community outreach, research and public education activities to improve energy efficiency and water conservation messages in difficult-to-reach communities. Thirty-two grants of \$45,000 each were funded, two in each City Council District and two at-large, during this first year of the grant Program.

LADWP provided organizations with basic content for the energy efficiency and water conservation messages, which included energy efficiency and water conservation incentives, rebates and tips, solar program opportunities, the greenhouse gas/climate benefits of conservation and efficiency, and other relevant topics. Organizations were asked to help LADWP creatively reach populations that may not be addressed through more traditional communication strategies and to encourage behavior changes to save energy and water. LADWP's goal was to develop new partnerships and to learn new and effective methods of communication that can be applied to future LADWP programs.

Overall, the program was a big success. This 2011 round of \$1.415 million in grants involved over 75,000 residential and business customers in energy efficiency and water conservation efforts; some 17,500 of these participated in more intensive workshop or training sessions. Non-profit organizations were able to use and expand their existing relationships with local communities as well as offer additional services and benefits to their communities through this grant program. The LADWP plans to offer a second year of outreach grants in 2012-13.

A summary of the efforts in each Council District follows.

CD 1 RESULTS

Grant recipient: Anahuak Youth Sports Association
\$90,000 grant (CD 1/13)

Anahuak set out to reach individuals and families living in multi-family apartment dwellings. They were aiming to learn whether Angelenos had received and installed the water and energy conservation kits distributed by LADWP a couple years back. They also shared two messages with consumers:

- There is a relationship between water and energy conservation; doing both leads to savings.
- Customers should conserve no matter what the drought situation.



Anahuak had a very successful neighborhood canvassing strategy that enabled them to reach out to 8,453 households. Anahuak developed a “WaterWatch” program and hired a team of local, bilingual youth interns to do outreach. The youth were provided branded t-shirts with the WaterWatch logo, which included the Spanish tagline of “!Ya Apagale!” (Turn it off already!). Anahuak’s research found that customers who received conservation kits used them, and that those who didn’t eagerly requested them. Overall, Anahuak believes their program helped make residents more conscientious of their water and energy use, and committed to long-term savings.

Grant Recipient: The Salvadoran-American Leadership & Educational Fund (SALEF)
\$45,000 grant

SALEF set out to conduct an energy efficiency and water conservation awareness campaign. SALEF partnered the Levitt Pavilion Foundation to distribute educational flyers and brochures at the Macarthur Park concert series. SALEF also partnered with schools and church organizations to provide training workshops and forums for students and parents. In total, SALEF attended five concerts, provided 24 parent workshops, 16 youth workshops, making meaningful contact with a grand total of 2,435 community members. SALEF also created an effective Spanish language video on ways to save water and energy which is available online at www.youtube.com/watch?v=mHgRIbAyogY.

SALEF experienced some difficulty with direct canvassing, stating that many households were reluctant to provide contact information, or even answer the door for fear of immigration issues. However, SALEF developed an alternative outreach strategy, partnering with churches and other organizations in which community members felt more secure, enabling SALEF to continue their awareness campaign. In the future, SALEF plans to continue incorporating energy efficiency and water conservation messages in their parent and youth programs.

CD 2 RESULTS

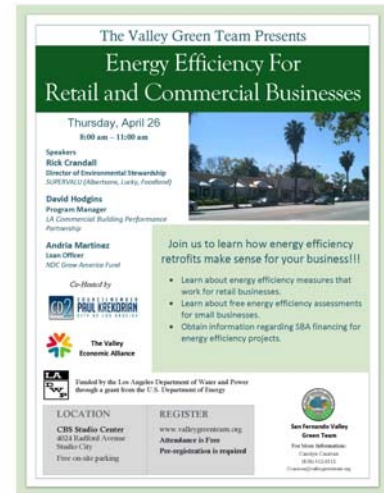
Grant Recipient: Valley Economic Alliance (VEA)

Award Amount: \$90,000 (CDs 2, 12)

VEA conducted grass roots outreach to neighborhood councils (NCs), green building professionals, commercial real estate brokers and sector-specific executives to educate stakeholders about energy efficiency and water conservation. VEA was able to reach out to 340 top-level representatives (NC leaders, CEOs, etc), who could then pass along information to their networks.

In CD 2, VEA conducted a large Neighborhood Council Green Practices and Projects Workshop that included speakers on a variety of efficiency and conservation programs. The event drew over 60 guests, including 18 neighborhood councils and included Senator Fran Pavley and Councilmember Paul Krekorian as guest speakers. VEA also conducted two successful sector specific executive forums, one targeted for hospitals and medical facilities and one targeted for retail and commercial businesses.

VEA credited their partnerships with other organizations as critical to their success. However, VEA did note that outreach through the Chambers of Commerce to reach retail businesses did not work, and that a door-to-door effort – such as the LADWP direct install program – would be necessary to reach small retail. Overall, the program was successful and VEA plans to continue working with their partners to keep outreach efforts going.



Grant Recipient: Hollywood Beatification Team (HBT)

Award Amount: \$135,000 (CDs 2, 4, 6)

HBT conducted 50 workshops and presentations on water and energy conservation engaging several hundred people across the three Council Districts served. As part of the workshops, one Rain Garden installation occurred in each District which was filmed and became a permanent educational feature at the Shadow Hills Presbyterian Church, the Sun Valley Public Library and the King Middle School. This video will be featured on the HBT web site as part of the long term conservation education programming with additional newly designed pieces. Other venues reached included Neighborhood Councils, Chamber meetings, PTA meetings, neighborhood watches and attending school programs.

HBT generated various display and take home material including doable tasks to save energy and water at home and elsewhere to give constituents the opportunity to review and recall and even further their own research via LADWP's web site and other links. The materials produced for this program were designed to be interesting and encourage further reading and adoption of best practices. The web site information and other media links will continue to teach conservation to thousands more in the future.

CD 3 RESULTS

Grant Recipient: Los Angeles Conservation Corps

Award Amount: \$135,000 (CDs 3, 4, 10)

LACC addressed both residential and business energy and water conservation through door-door bilingual outreach efforts made by their ambassadors trained under this grant. LACC encountered both enthusiasm and skepticism among community members contacted in their 3200 location visits across the three Council Districts. LACC signed up over 460 households and businesses to actively participate in the conservation program which included follow-on focus groups. LACC found that 7-8% of the contacts were not aware of the LADWP energy efficiency kits and provided new kits where possible. LACC also hosted booths at 13 events across the Districts interacting with and providing materials to over 1,300 people.



Once LACC moved beyond the initial barriers, they found a strong appetite for conservation programs among residents. Particularly at community events, which provided a more comfortable environment, LACC was able to connect with residents and really tout the benefits of engaging in conservation behavior. LACC did note that CD 4 residents were generally more aware and already engaged in conservation behavior, but found that support for the outreach effort was widely appreciated. LACC plans to continue incorporating these messages into their work, and continues to provide their corps members with training, education and work experience with an emphasis on conservation.

Grant Recipient: The Foundation for Pierce College

Award Amount: \$45,000

Pierce College initially wanted to develop a Sustainable Facilities Management certificate program, but due to the extensive development process required, they decided to scale back a bit. Instead, Pierce conducts a series of workshops and seminars educating consumers about energy / water conservation practices. Pierce hosted the seminars at the college, and partnered with other community-based organizations to help with outreach coordination efforts. Using this model, Pierce provided workshops for 162 individuals, each representing approximately 150 different businesses.

Each seminar hosted by Pierce focused on different components, starting with a general overview / introduction, and later focusing on energy audits, lighting, water use, design, and heating / ventilation / air conditioning. Pierce surveyed participants, who deemed the programs quite helpful. As such, Pierce plans to continue program development work in an attempt to convert the initial seminars into a certificate program. Pierce expects that by providing a more regular schedule, consumers will have more predictability and be more inclined to participate, which would increase word-of-mouth references, further improving attendance.

CD 4 RESULTS

Grant Recipient: Los Angeles Conservation Corps
Award Amount: \$135,000 (CDs 3, 4, 10)

LACC addressed both residential and business energy and water conservation through door-door bilingual outreach efforts made by their ambassadors trained under this grant. LACC encountered both enthusiasm and skepticism among community members contacted in their 3,200 location visits across the three Council Districts. LACC signed up over 460 households and businesses to actively participate in the conservation program which included follow-on focus groups. LACC found that 7-8% of the contacts were not aware of the LADWP energy efficiency kits distributed to each residential address in 2009 and provided new kits where possible. LACC also hosted booths at 13 events across the Districts interacting with and providing materials to over 1,300 people.



Once LACC moved beyond the initial barriers, they found a strong appetite for conservation programs among residents. Particularly at community events, which provided a more comfortable environment, LACC was able to connect with residents and really tout the benefits of engaging in conservation behavior. LACC did note that CD 4 residents were generally more aware and already engaged in conservation behavior, but found that support for the outreach effort was widely appreciated. LACC plans to continue incorporating these messages into their work, and continues to provide their corps members with training, education and work experience with an emphasis on conservation.

Grant Recipient: Hollywood Beatification Team (HBT)
Award Amount: \$135,000 (CDs 2, 4, 6)

HBT conducted 50 workshops and presentations on water and energy conservation engaging several hundred people across the three Council Districts served. As part of the workshops, HBT installed one Rain Garden in each District, which became a permanent educational feature at the Shadow Hills Presbyterian Church, the Sun Valley Public Library and the King Middle School. A video of the rain garden installations will be featured on the HBT web site as part of the long term conservation education programming with additional newly designed pieces. Other venues reached included Neighborhood Councils, Chamber meetings, PTA meetings, neighborhood watches and school programs.

HBT generated various display and take home materials, including simple tasks to save energy and water at home and elsewhere, to give constituents the opportunity to review and recall and even further their own research via LADWP's web site and other links. The materials produced for this program were designed to be interesting and encourage further reading and adoption of best practices. The web site information and other media links, and the new rain gardens, will continue to teach conservation to thousands more in the future.

CD 5 RESULTS

Grant Recipient: Community Enhancement Services (CES)

Grant Amount: \$45,000 grant

CES provided outreach and energy and water conservation education for low-income hard-to-reach population groups. CES provided educational materials to over six thousand households consisting of: ethnic minorities, seniors, disabled, families with small children, and persons with limited English proficiency. CES translated outreach materials into Armenian, Farsi, and Russian – languages widely spoken in CD 5 – since energy and water conservation materials in these languages are not generally available. CES developed a database of these low-income, limited English residents and mailed the translated educational materials to 5,617 households.

CES also placed energy and water conservation information on their website and advertised it via Google. The statistics show that 10,924 people viewed the information. CES also participated in an energy fair with the Mid-City West Neighborhood Council, distributing educational materials to almost 400 people. CES found an appetite for programs that help generate financial savings, and plans to continue its efforts to inform community members about ways to save money on their utility bill.

Grant Recipient: Community Partners / Sustainable Works (SW)

Grant Amount: \$90,000 grant (CDs 5, 11)

Sustainable Works (SW) set out to provide energy efficiency and water conservation information to residential and commercial customers in Council Districts 5 and 11. On the residential side, SW worked with neighborhood council groups to secure venues and to help spread the word about the energy and water workshops. On the commercial side, SW held networking mixers and seminars, did door-to-door outreach in commercially zoned neighborhoods, and even conducted some on-site energy/water usage assessments for numerous businesses. Through this combination of events, SW was able to connect with approximately 2,800 participants.

SW's commercial outreach proved more successful than its residential outreach. SW successfully enrolled 38 businesses to its Business Greening Program in Council Districts 5 and 11, with enrollees committing to adopt more sustainable business practices. SW did encounter some participatory challenges, as many businesses expressed an interest in the information, but a lack of resources to implement recommended actions. As a result, SW conducted a door-to-door outreach effort, and was also able speak with hard-to-reach small business decision-makers and educate them about energy efficiency and conservation practices. SW was pleased with the educational foundation they accomplished and even tracked energy/water usage for some of their workshop participants, finding an approximate average of 5% reduction in energy and 20% reduction in water use.

SW is pleased with their initial results and will continue including this information in all of their programs.

CD 6 RESULTS

Grant Recipient: Pacoima Beautiful (PB)

Award Amount: \$45,000

PB set out to teach students about energy efficiency and water conservation through two programs, a two-month Summer Institute Class and three Training of Knowledge workshops. In both programs, middle and high school students heard from professionals in the field and learned about new technologies to reduce energy and water usage. The students then developed PowerPoint presentations that were presented to other schools. Through these presentations, as well as a variety of other events, PB was able to train almost 200 students and initially reach another 800 stakeholders.



PB believes the educational component of their efforts was most successful. PB found that the students who participated in the Institute of Knowledge workshops applied their new skills to create change in their own homes. Through this direct engagement, PB helped develop lifetime ambassadors of efficiency and conservation, which – as an environmental justice organization – precisely matches a goal of the organization. PB plans to continue this energy efficiency education effort.

Grant Recipient: Hollywood Beatification Team (HBT)

Award Amount: \$135,000 (CDs 2, 4, 6)

HBT conducted 50 workshops and presentations on water and energy conservation engaging several hundred people across the three Council Districts served. As part of the workshops, HBT installed one Rain Garden in each District, which became a permanent educational feature at the Shadow Hills Presbyterian Church, the Sun Valley Public Library and the King Middle School. The video of these installations will be featured on the HBT web site as part of the long-term conservation education programming with additional newly designed pieces. Other venues reached included Neighborhood Councils, Chamber meetings, PTA meetings, neighborhood watches and attending school programs.

HBT generated various display and take home materials, including simple tasks to save energy and water at home and elsewhere, to give constituents the opportunity to review and recall and even further their own research via LADWP's web site and other links. The materials produced for this program were designed to be interesting and encourage further reading and adoption of best practices. The web site information, other media links and the Rain Gardens will continue to teach conservation to thousands more in the future.

CD 7 RESULTS

Grant Recipient: Youth Speak Collective (YSC)

Award Amount: \$45,000

YSC set out to learn about residents' perceived water and energy usage in the San Fernando Valley, with the idea that awareness of usage might lead to consumption reduction. To raise awareness, YSC taught their youth to be ambassadors of water and energy conservation and had them do outreach in their own communities. By taking advantage of its existing distribution channels, YSC was able to reach over 900 stakeholders.

Two of YSC's more successful efforts consisted of their weekly youth meetings and their door-to-door surveys. During their weekly meetings and through their Digital Arts programs, youth learned about conservation and learned how to create film projects for a Water and Energy Conservation Campaign (W.E.C.C). Through the surveys, YSC learned that residents had little awareness about water and energy saving strategies, so they held workshops to educate people and to distribute information about LADWP programs. Overall, YSC found the partnership with LADWP to be very successful.

NOTE: Two of the YSC films are found here:

<http://youtu.be/AZGc21LJaJE>

http://youtu.be/g0Xk7y_f8AM

Grant Recipient: Greater Community Missionary Baptist Church

Award Amount: \$45,000

GCMBC successfully exceeded the original goals of the project. By focusing their strategies and types of contacts in two ways – the Internet (website, Facebook, Twitter, email) and direct community contact through events – GCMBC was able to maximize the extent and diversity of its reach. The partnerships that were most helpful were those made with organizations that could donate the use of their space at no cost, including partnering with Lowes for the Earth Day event, the Alicia Broadous-Duncan MultiPurpose Senior Center for a holiday event, and the Pacoima City Hall for the Screen on the Green event.

Various interactions occurred at these events including presentations, sign ups for further participation, providing informational materials, and distributing educational prizes. Through its venues, GMBC actively involved over 800 people and reached thousands more. GCMBC continues to reach its audience with messages of resource conservation through its Facebook page, Green Hotline (855-ECO-GCBC), and church bulletins.



CD 8 RESULTS

Grant Recipient: Community Build (CB)

Grant Amount: \$45,000

CB's goal was to revitalize low-income and underserved South Los Angeles communities by focusing on water and energy conservation. CB also wanted to invest in youth development by providing them skills to promote community development. To that end, the project identified and engaged 23 youth and young adults through art and essay workshops, which CB used to create conservation messages. Subsequently, CB distributed this information to the Crenshaw District residents via art shows, an essay contest, and at three annual community events (Leimert Park Village Labor Day Festival, Crenshaw Taste of Soul, and MLK Parade Concert) and three Crenshaw Farmer's Markets. In total, CB was able to reach 6,518 people.



The grant also allowed CB to educate three youth leadership subgroups: young artists, college prep scholars, and law enforcement interns. Through their art workshops, CB developed 31 original conservation images, which were distributed at the Taste of Soul Festival, an annual community block party which draws over 100,000 visitors. CB plans to reproduce and share their art show images with other agencies and businesses in the Crenshaw District. In addition, CB's essay workshop produced 12 conservation essays, with the top essay due to be published in the Greater Leimert Park Village-Crenshaw BID newsletter. The grant allowed CB to demonstrate community leadership in the area of energy and water conservation and enhanced their mission and community development projects in the Crenshaw Corridor.

Grant Recipient: Vermont Village Community Development Corp. (VVCDC)

Grant Amount: \$45,000

VVCDC reached out to the Council District 8 community through a variety of means including hosting a major festival, hosting meetings, attending other community meetings, advertising and distributing materials. The community festival was held at Algin Sutton Park in August 2011 and used energy savings prizes to encourage participation. Other events and meetings included Town Hall and Job Fair, Town Hall w/Mike Davis, Hope and Help home preservation workshop, 8 Types of Waste workshop, two teacher lounges, two parent meetings, Fremont High Building Healthy Communities forum, CEAC Council, Farmer's Field presentation, LAM & Probation meeting, and SPA 6 Community Advisory Committee. For all events, outreach material on the importance of conserving energy and DWP programs was distributed to over 3,200 participants.

Local youth were recruited and trained to help impart the energy and water conservation messages. Mass media were also utilized, including radio ads, print ads and other printed material distribution. For this effort, VVCDC leveraged additional funding outside of the program grant. Beyond the initial scope of the grant, the organization was able to institute energy efficiency and water conservation programs at the extensive Crenshaw Christian Center facilities which house its offices.

CD 9 RESULTS

Grant Recipient: Watts Labor Community Action Committee (WLCAC)

Award Amount: \$45,000

WLCAC's goal was to provide energy and water conservation information to residents of CD 9. WLCAC partnered with farmers markets and senior community lunch halls, engaged in door to door canvassing and produced video footage detailing conservation programs and services available at LADWP. WLCAC's most successful effort was a direct canvassing effort that allowed them to provide an approximately 10 minute "infomercial" of LADWP's efficiency and conservation programs to nearly 700 residents. Combined with their other outreach efforts, WLCAC served nearly 1,400 residents.

WLCAC initiated the referral effort because they found that LADWP customers were generally aware of the programs that existed, but did not know how to access them. As a result, WLCAC provided referral services for over 900 customers, directing them to LADWP, SoCalGas or other agencies for assistance. WLCAC also decided to start a Healthy Homes Contract to assist customers with home issues not covered by existing programs. WLCAC found that residents really appreciated the efficiency and conservation information and is hoping to launch a school-based "Kill o Watt" (plug meter) and a summer youth energy program in the near future.

Grant Recipient: Vermont Slauson Economic Development Corporation (VSEDC)

Award Amount: \$45,000

VSEDC's goal was to deliver energy efficiency and water conservation awareness messages to residential and business constituents. VSEDC used their year-round offering of entrepreneurship classes and seminars to increase awareness among their business community, emphasizing the rebates and promotions offered by LADWP. VSEDC also partnered with local business groups to distribute information to their members. To reach residents, VSEDC partnered with two of the largest retail stores in the area and set up booths to distribute conservation information (both in English and Spanish). VSEDC also partnered with libraries, recreational centers, churches and neighborhood councils to make information available to residents. In total, VSEDC connected with over 7,500 clients.

VSEDC found a community that was eager for meaningful content and resources and that many of the partners they worked with were happy to share information with their constituents. However, VSEDC also encountered some key stakeholders and gatekeepers that were not as eager in promoting conservation; VSEDC suggests that an effort to simply cultivate local community leaders would be beneficial. In any case, VSEDC found the outreach effort to be worthwhile for their constituents, and has permanently adopted a brief discussion of energy and water conservation into their entrepreneurship classes.

CD 10 RESULTS

Grant Recipient: Los Angeles Conservation Corps

Award Amount: \$135,000 (CDs 3, 4, 10)

LACC addressed both residential and business energy and water conservation through door-door bi-lingual outreach efforts made by their ambassadors trained under this grant. LACC encountered both enthusiasm and skepticism among community members contacted in their 3200 location visits across the three Council Districts. LACC signed up over 460 households and businesses to actively participate in the conservation program which included follow-on focus groups. LACC found that 7-8% of the contacts were not aware of the LADWP energy efficiency kits and provided new kits where possible. LACC also hosted booths at 13 events across the Districts interacting with and providing materials to over 1,300 people.



Once LACC moved beyond the initial barriers, they found a strong appetite for conservation programs among residents. Particularly at community events, which provided a more comfortable environment, LACC was able to connect with residents and really tout the benefits of engaging in conservation behavior. LACC did note that CD 4 residents were generally more aware and already engaged in conservation behavior, but found that support for the outreach effort was widely appreciated. LACC plans to continue incorporating these messages into their work, and continues to provide their corps members with training, education and work experience with an emphasis on conservation.

Grant Recipient: Korean Culture Center, Inc. (KCC)

Award Amount: \$45,000

The KCC set out to raise awareness and increase active participation in water conservation through a Zero Waste Water (ZWW) campaign effort in Los Angeles' Korean-American community. The KCC felt this community was largely uninformed about the City's conservation efforts and resources. The KCC enlisted key business and religious organizations to help with the development and execution of various events and activities. These partnerships enabled the KCC to reach over 6,000 persons.

One of the more successful strategies involved a series of small, intimate meetings hosted by Korean churches. The churches provided reliable, private venues and afforded attendees a comfortable and familiar setting in which they could learn about the conservation programs. The KCC also participated in two big events, the annual Korean Festival and Councilman Herb Wesson's Christmas Toy Giveaway where KCC interacted directly with about 1,300 attendees.

Overall, the partnership effort with LADWP has received a lot of positive feedback, and even led to the formation of Genesis Green Growth (GGG), a coalition of community leaders dedicated to conservation and sustainability in their work. The KCC folded the ZWW campaign into the GGG efforts and plans to continue spreading the conservation message.

CD 11 RESULTS

Grant Recipient: Ballona Institute (Ballona)
\$45,000 grant

Ballona set out to begin a public conversation about the link between conserving water and energy and encouraging the use of native plants in gardens and landscaping. Ballona developed a simple presentation about saving water, saving energy and saving money, which they delivered to small group meetings, reaching approximately 650 people. Ballona also provided native plant-oriented nature walks and field trips which reached approximately 550 people, as well as a variety of other plant workshops that reached an additional 300 people. Finally, Ballona distributed information at exhibit booths and the Wetlands Center, reaching another 3,000 people total.

Ballona's school partnerships and support from The Wetlands Center was effective. Ballona found that most people were not familiar with the idea of using native plants to reduce energy use (i.e., that saving water can save energy) and that this outreach served as an initial conversation. Through this partnership with LADWP, Ballona staff and volunteers also become more aware of the water-energy savings link. Ballona plans to expand their native plant nurseries and to continue distributing energy efficiency and water conservation information brochures at their sites and through The Wetlands Center.

Grant Recipient: Community Partners / Sustainable Works (SW)
Grant Amount: \$90,000 grant (CDs 5, 11)

Sustainable Works (SW) set out to provide energy efficiency and water conservation information to residential and commercial customers in Council Districts 5 and 11. On the residential side, SW worked with neighborhood council groups to secure venues and to help spread the word about the energy and water workshops. On the commercial side, SW held networking mixers and seminars, did door-to-door outreach in commercially zoned neighborhoods, and even conducted some on-site energy/water usage assessments for numerous businesses. Through this combination of events, SW was able to connect with approximately 2,800 participants.

SW's commercial outreach proved more successful than its residential outreach. SW successfully enrolled 38 businesses to its Business Greening Program in Council Districts 5 and 11, with enrollees committing to adopt more sustainable business practices. SW did encounter some participatory challenges, as many businesses expressed an interest in the information, but a lack of resources to implement the recommended actions. As a result, SW conducted a door-to-door outreach effort, and was also able speak with hard-to-reach small business decision-makers and educate them about energy efficiency and conservation practices. SW was pleased with the educational foundation they established and even tracked energy/water usage for some of their workshop participants, finding an approximate average of 5% reduction in energy and 20% reduction in water use.

SW is pleased with their initial results and will continue including energy efficiency information in all of their programs.

CD 12 RESULTS

Grant Recipient: Build Rehabilitation Industries (BRI)

Grant Amount: \$45,000 grant

BRI sought to educate job seekers and businesses on energy and water conservation strategies. BRI put together a presentation on conservation strategies that they shared at job search orientation and business workshops. Through these events, BRI successfully recruited 1,025 job seekers and 75 business representatives to sign conservation pledges; in total BRI reached 1,530 job seekers, and close to 270 business representatives. BRI also distributed 5,000 informational flyers at job fairs, community events, and business mixers.



During their outreach process, BRI found that they could have been more successful with additional resources like low-energy bulbs, low-usage shower heads or other conservation devices. BRI did compile a database of signed conservation pledges, and provided additional resources, would like to return to these consumers with conservation products. BRI also found that some consumers were hesitant to sign pledges when informed that LADWP was sponsoring the program, indicating a potential for improved customer relations. Regardless, BRI plans to continue distributing energy efficiency and water conservation informational flyers at their facilities.

Grant Recipient: Valley Economic Alliance (VEA)

Grant Amount: \$90,000 grant (CDs 2, 12)

VEA conducted grass roots outreach to neighborhood councils (NCs), green building professionals, commercial real estate brokers and sector-specific executives to educate stakeholders about energy efficiency and water conservation. VEA was able to reach out to 340 top-level representatives (NC leaders, CEOs, etc), who could then pass along information to their networks.

In CD 12, VEA conducted the 1st Annual Valley Green Building Education Conference and Expo at Cal State Northridge. The event included 12 breakout sessions, 24 speakers, and 20 exhibitors and drew over 185 guests. LADWP General Manager Ron Nichols also participated as a keynote speaker. VEA partnered with CSUN and other sponsors to provide the event free of charge to participants. VEA also conducted a forum for brokers and bankers, with the goal of educating them so that they could take the information to their clients. Over 50 guests attended, and included Councilmember Mitch Englander as a guest speaker.

VEA received a tremendous public response for their efforts. VEA credited their partnerships with other organizations as critical to their success. However, VEA did note that outreach through the Chambers of Commerce to reach retail businesses was less successful, and that a door-to-door effort – such as the LADWP direct install program – would be necessary to reach small retail businesses. Overall, the program was successful and VEA plans to continue working with their partners to keep outreach efforts going.

CD 13 RESULTS

Grant recipient: Anahuak Youth Sports Association
\$90,000 grant (CD 1/13)

Anahuak set out to reach individuals and families living in multi-family apartment dwellings. They were aiming to learn whether Angelenos had received and installed the water and energy conservation kits distributed by LADWP a couple years back. They also shared two messages with consumers:

- There is a relationship between water and energy conservation; doing both leads to savings.
- Customers should conserve no matter what the drought situation.



Anahuak had a very successful neighborhood canvassing strategy that enabled them to reach out to 8,453 households. Anahuak developed a “WaterWatch” program and hired a team of local, bilingual youth interns to do outreach. The youth were provided branded t-shirts with the WaterWatch logo, which included the Spanish tagline of “!Ya Apagale!” (Turn it off already!). Anahuak’s research found that customers who received conservation kits used them, and that those who didn’t eagerly requested them. Overall, Anahuak believes their program helped make residents more conscientious of their water and energy use, and committed to long-term savings.

Grant Recipient: Search To Involve Pilipino Americans (SIPA)
\$45,000 grant

SIPA's Energy Efficiency and Water Conservation Program (EEWC) had three components:

- A general outreach campaign utilizing multiple methods to reach 1200 DWP consumers and inform them of various EEWC strategies as well as rebates, tax incentives and other programs and which included tabling activities, group presentations and one-on-one discussions lasting anywhere from five to twenty minutes.
- A "Keep SIPA Green" campaign; exposing youth from DWP-served households of the importance of EEWC through a variety of fun and engaging activities.
- A Community Incentives 40-min workshop in which SIPA clients were encouraged to apply EEWC strategies. Clients were encouraged to bring their DWP bills documenting their savings and any bill showing at least a 10% in reduced consumption was awarded with a \$20 gift card (up to six months).

In total, SIPA was able to reach over 1600 households and businesses, as well as over 3000 DWP customers. Of the 247 consumers that participated in the Community Incentive program, 85 participated and 37 returned to SIPA with their DWP bills, which reflected an average of 12% savings. SIPA plans to continue encouraging clients to pursue EEWC strategies. They also plan to continue providing incentives, and have identified funding from additional partners to do so.

CD 14 RESULTS

Grant Recipient: The Gang Alternatives Program (GAP)

Award Amount: \$90,000 (CD 14 & 15)

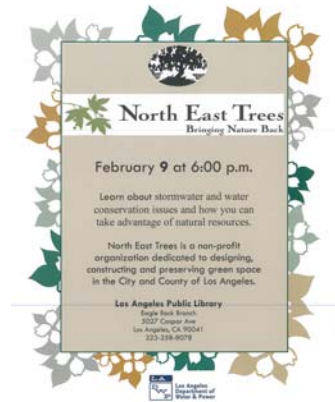
GAP provided residents of CDs 14 and 15 with public education efforts focused on improving energy efficiency and water conservation. GAP partnered with schools, other non-profit organizations, and community events / meetings to provide educational presentations or to distribute conservation information. GAP leveraged existing relationships with schools to enter the classrooms and make 15-20 minute presentations to 7,677 students, out of a total of 8,964 students served. GAP also distributed conservation information to 516 adults, primarily through their existing Parent Project Program, a ten week course designed to assist parents with difficult or out-of-control adolescents. In total, GAP served 9,480 customers in both districts.

GAP did a good job of leveraging existing platforms to distribute conservation information, which enabled them to reach a large audience. GAP also used surveys to gauge the general knowledge base, and to guide their discussions and presentations. GAP found that participants were generally enthused to learn about DWP's different rebate programs, and excited about the possibility of lowering their bills. GAP also took the lessons to heart, installing light sensors to automatically turn off lights when not in use, lowering thermostats, and unplugging their electronic devices. GAP plans to continue spreading the conservation message, and plans to incorporate conservation into their daily work routine.

Grant Recipient: North East Trees (NET)

Award Amount: \$45,000

NET's goal was to introduce the concept of rain gardens to community members in CD 14, and to educate people about the positive environmental benefits of conserving rainwater in homes, schools and other structures. To accomplish this goal, NET partnered with schools, neighborhood councils, environmental interest groups and other similar community based organizations. NET held small group meetings, large community events, farmers markets, and developed outreach materials such as pamphlets and brochures. Through this collaborative process, NET established a platform for continuous community involvement, which enabled them to directly reach out to 821 people.



NET connected with several different geographic areas of CD 14, including Boyle Heights, Eagle Rock, El Sereno, and Mt. Washington. NET was not too successful in recruiting student volunteers, so they partnered with other organizations to help with the outreach. Through this work, NET found highly enthusiastic community members who were eager to learn about water conservation and stormwater reduction, two areas that NET plans to continue promoting. NET also plans to continue their relationships with the communities of CD 14 to encourage conservation.

CD 15 RESULTS

Grant Recipient: YWCA of Harbor Area and South Bay

Award Amount: \$45,000

YWCA's goal was to teach clients methods of saving water and electricity, and to measure the effectiveness of the program by giving participants a pre / post test. YWCA also collected statistical information such as age, gender, ethnicity, zip code and family size for each participant. To connect with participants, YWCA attended large scale community and health fairs, as well as smaller educational or group meetings. YWCA also provided information to participants of their existing internal programs. Through these three settings, YWCA was able to outreach to over 2,750 clients.



YWCA found a community that was relatively informed about conservation programs, but eager to learn more. YWCA's educational efforts increased participant awareness / knowledge of the conservation programs by over 17%, from a base of 80% in the pre-test to over 97% in the post-test. In total, YWCA believes it is important to continue their education program, and plans to continue distributing information about different energy and water conservation strategies to their clients, most of which are low-income.

Grant Recipient: The Gang Alternatives Program (GAP)

Award Amount: \$90,000 (CD 14 & 15)

GAP provided residents of CDs 14 and 15 with public education efforts focused on improving energy efficiency and water conservation. GAP partnered with schools, other non-profit organizations, and community events / meetings to provide educational presentations or to distribute conservation information. GAP leveraged existing relationships with schools to enter the classrooms and make 15-20 minute presentations to 7,677 students, out of a total of 8,964 students served. GAP also distributed conservation information to 516 adults, primarily through their existing Parent Project Program, a ten week course designed to assist parents with difficult or out-of-control adolescents. In total, GAP served 9,480 customers in both districts.

GAP did a good job of leveraging existing platforms to distribute conservation information, which enabled them to reach a large audience. GAP also used surveys to gauge the general knowledge base, and to guide their discussions and presentations. GAP found that participants were generally enthused to learn about DWP's different rebate programs, and excited about the possibility of lowering their bills. GAP also took the lessons to heart, installing light sensors to automatically turn off lights when not in use, lowering thermostats, and unplugging their electronic devices. GAP plans to continue spreading the conservation message, and plans to incorporate conservation into their daily work routine.