The Energy Makeover...

Lennox Demographics

- Low-income urban unincorporated community in Southwest Los Angeles
- 1.08 square miles

- Predominantly residential with local serving commercial uses along main corridors
- No stranger to environmental impacts...planes, trains and automobiles...
- Despite this...huge sense of community
Motivation

Economic slump
+ Struggling Businesses
+ Opposition to AB32
+ Volunteer Labor

= MAKEOVER

Lennox Energy Makeover.mp4
Watch the Lennox Energy Makeover

Why it Worked

• Real businesses needed the help…

• Volunteers legitimized SCE’s program

• Kept it simple…No cash down!

• Complete Community Saturation…
Complete Community Saturation

DOWNTOWN BUSINESS RETROFITS

Complete Community Saturation

ENERGY FOR THE ELDERLY
Complete Community Saturation

AN ELEMENTARY EDUCATION ON ENERGY

Complete Community Saturation

ENERGY 101
Complete Community Saturation

Retrofitting Lennox Park

Outcomes

- Normalized and legitimized “green” for small businesses
- Created cost savings for businesses
- Engaged community in sustainability movement
One-stop Environmental Service Centers
Energy Upgrade California
Commercial-PACE program