
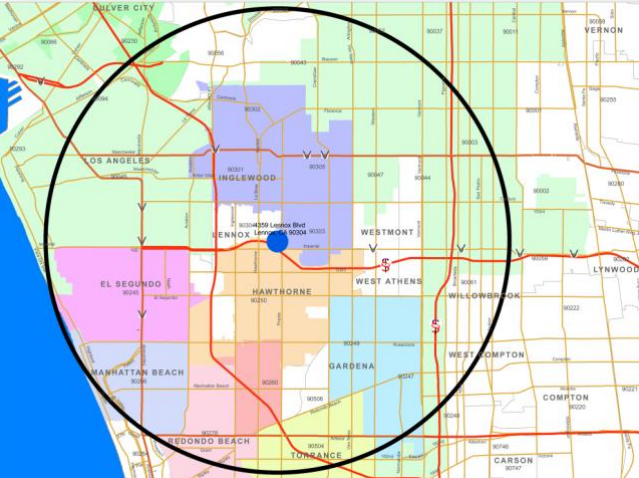




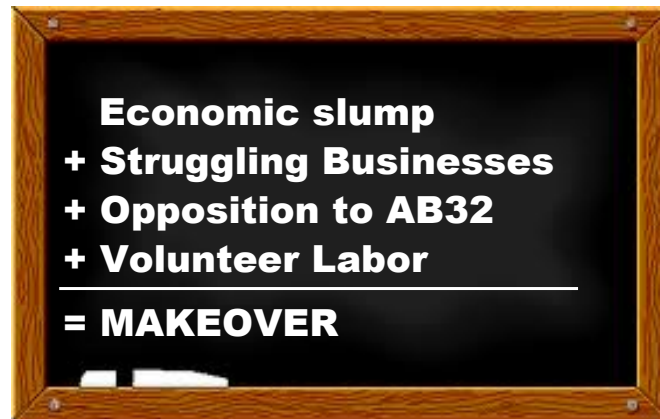
## Lennox Demographics



- 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



[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**



**Shedding Light on Energy**

WHAT WE USE	HOW WE USE IT
Coal 21%	For Our Electricity 20%
Natural Gas 25%	For Our Homes 20%
Petroleum 22%	For Our Businesses 15%

**Energy Education**



**Energy Matters**



**Complete Community Saturation**



**ENERGY 101**



**EXPOSITIONS DE MONTRE**

**High Energy Meetings for Young Teenagers**

Group

## Complete Community Saturation



## Outcomes



- Normalized and legitimized “green” for small businesses
- Created cost savings for businesses
- Engaged community in sustainability movement



## Next Steps

