
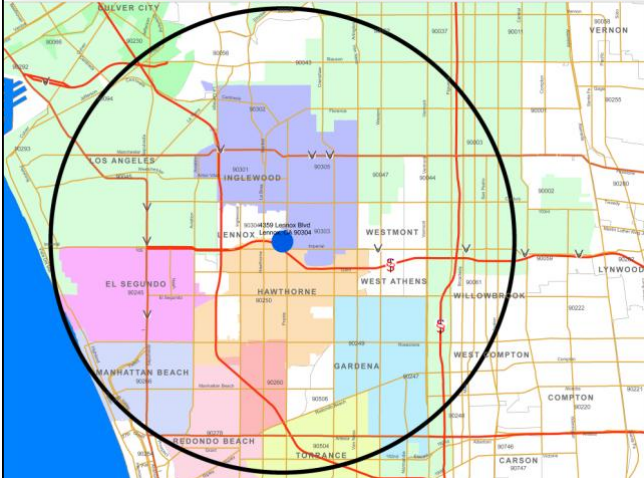




Lennox Demographics

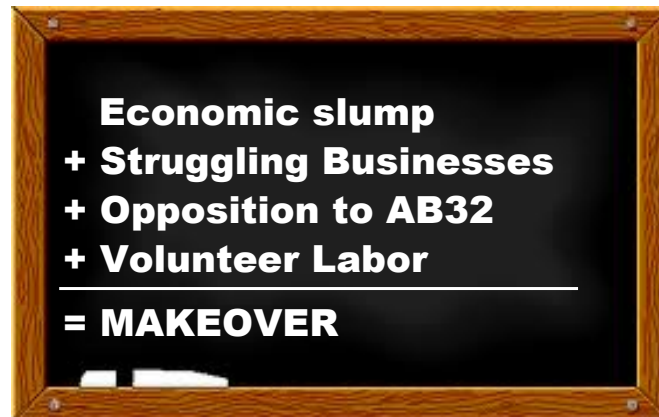


- Low-income urban unincorporated community in Southwest Los Angeles
- 1.08 square miles



- 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







Complete Community Saturation






ENERGY 101





Complete Community Saturation



Outcomes



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



