

**Southern California Gas Company**  
**Project: LA District 15 Education, Training and Outreach**  
**SCG Agreement number: 5660046050**

**South Bay Cities Council of Governments**  
**Scope of Services**  
**January 1 – December 31, 2020**

**Task 1: Community Outreach and Promotional Events**

- A. Promote LADWP electric and water efficiency rebate and incentive programs to residents and businesses in City Council District 15 (CD15).
- B. Assist in disseminating LADWP's efficiency educational/informational materials through marketing channels
  - a. Social Media (one-two per month, including paid media posts as requested by LADWP which are not to exceed \$300 per quarter)
  - b. Electronic Newsletters (one per month)
  - c. E-mail blasts (as requested by LADWP)
- C. Exhibit or present at 8-12 (2-3 per quarter) targeted special events, such as fairs, seasonal exhibits, neighborhood council meetings, farmers markets, other gatherings; expect to reach and engage 400-600 customers during the year. Work with Councilman Buscaino's office to support his sponsored events in CD15 with LADWP efficiency informational materials. Where practical, include efficiency pledge or other action for participants and solicit contact information for potential follow-up. Distribute efficiency devices provided by LADWP when available and appropriate.
- D. Provide standard exhibit space to LADWP at the SBCCOG's annual General Assembly event, free of charge.
- E. Train up to 10 Environmental Services Center volunteers on LADWP programs.
- F. Provide assistance to LADWP customers who visit the Environmental Services Center.
- G. Continue to add to the customer database specific to San Pedro, Harbor City/Harbor Gateway, and Wilmington residents and businesses, and conduct follow-up. Database will be included as part of quarterly report.

**Task 2: Commercial Kitchen Water Assessments**

- A. Identify 6-8 commercial kitchens in CD15 for water assessments and conservation training, or other combination of businesses as agreed upon between LADWP and SBCCOG.
- B. Invite LADWP water conservation team to attend and participate in assessments. LADWP water conservation team to efficient kitchen water-saving devices.
- C. Provide kitchen and LADWP with assessment report and recommendations.
- D. Follow-up with kitchen on disposition of recommendations. Include results of follow up in quarterly reports.

### **Task 3: Reporting and Documentation**

- A. Provide quarterly progress reports - which will include a summary of activities: approximate number of attendees, number of impressions, and number of engagements as well as tracking information from media posts and e-mail blasts.
- B. Develop end-of-contract year documents in coordination with LADWP which will include a summary of activities from the quarterly progress reports and assessment of results.