

SBCCOG 21ST ANNUAL GENERAL ASSEMBLY

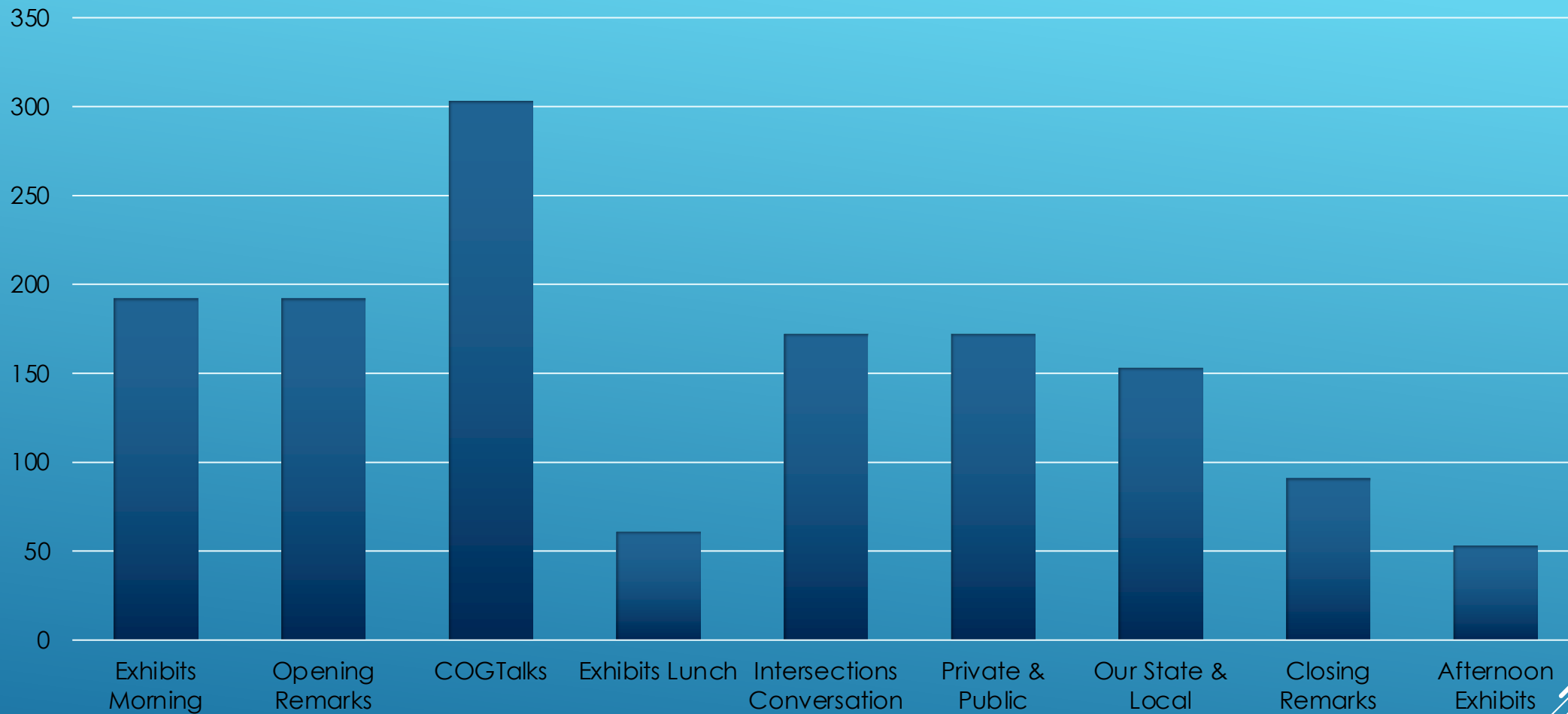
March 18, 2021 Event Attendee Data Summary

- ▶ Total Attendees
- ▶ Total Registered

Year	Attended	Registered
2021	390	652
2019	392	611
2018	283	422

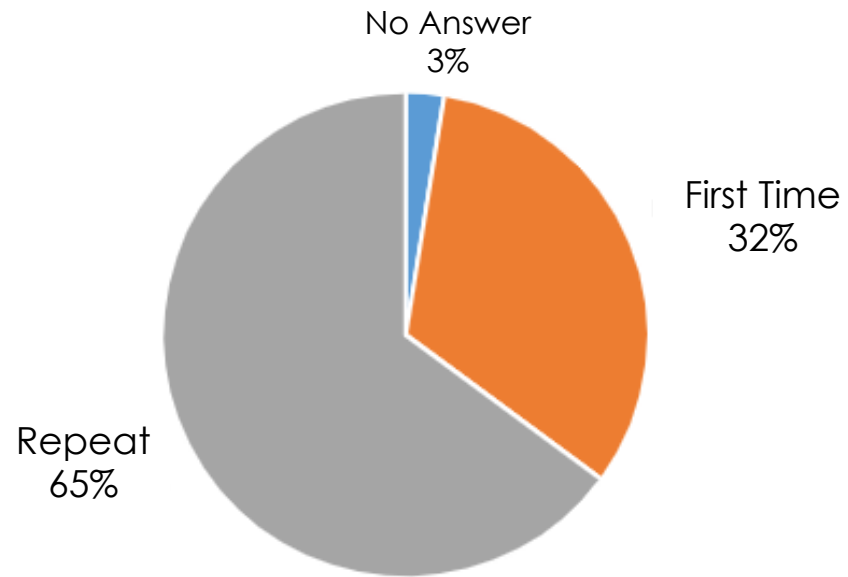
ATTENDEE VS REGISTRATION COMPARISON





ATTENDEES PER SESSION

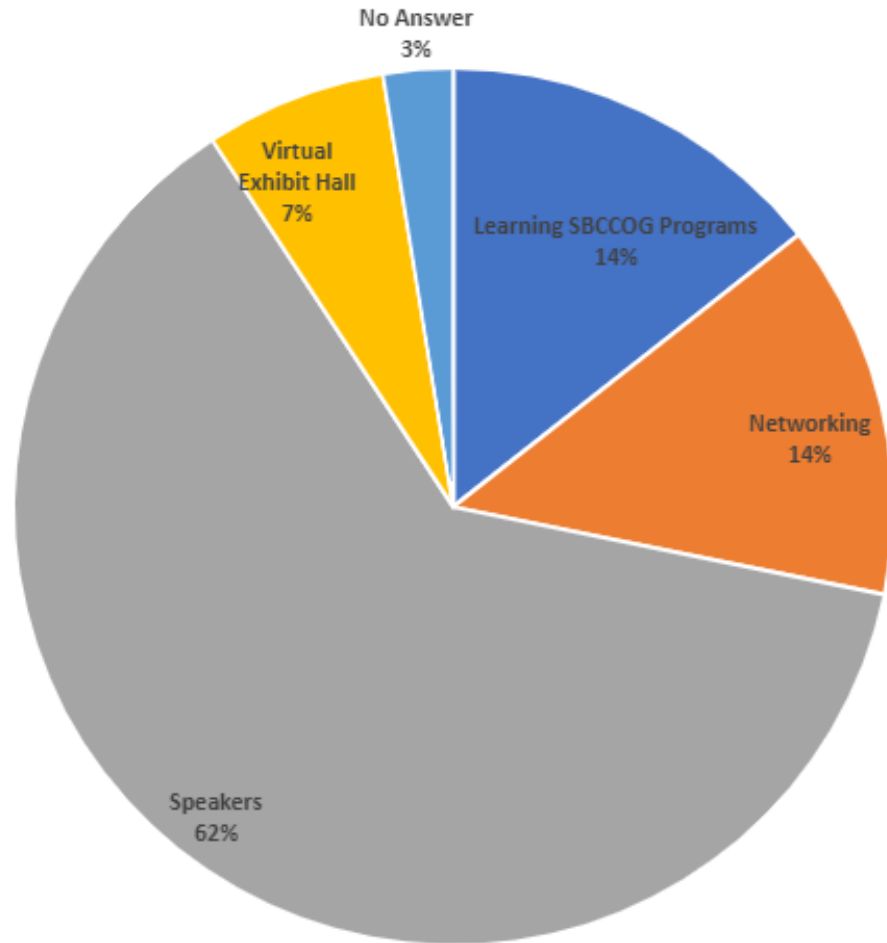




FIRST TIME ATTENDEES

32% new attendees

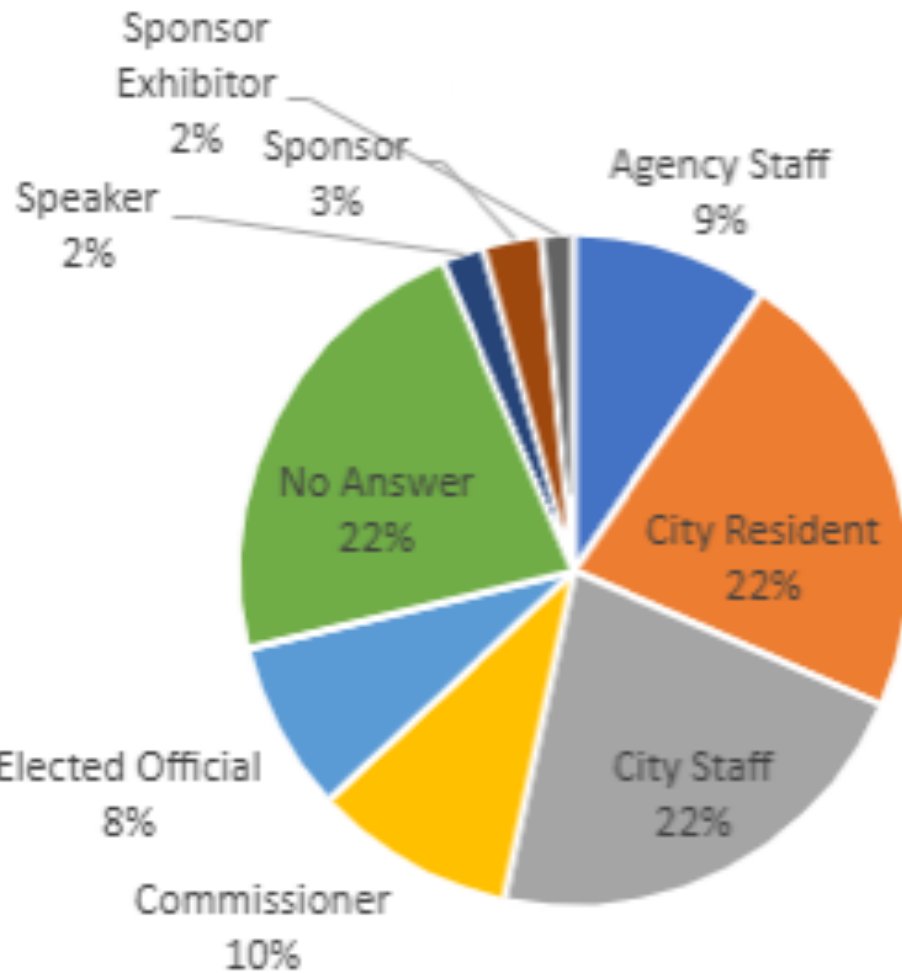




ATTENDEES' INTEREST NOTED ON REGISTRATION

- ▶ **62% Speakers**
- ▶ **14% Learning about SBCCOG**
- ▶ **14% Networking**





ATTENDEES COMPOSITION

- ▶ 22% City Staff
- ▶ 22% City Resident
- ▶ 10% Commissioner
- ▶ 9% Agency Staff
- ▶ 8% Elected Official

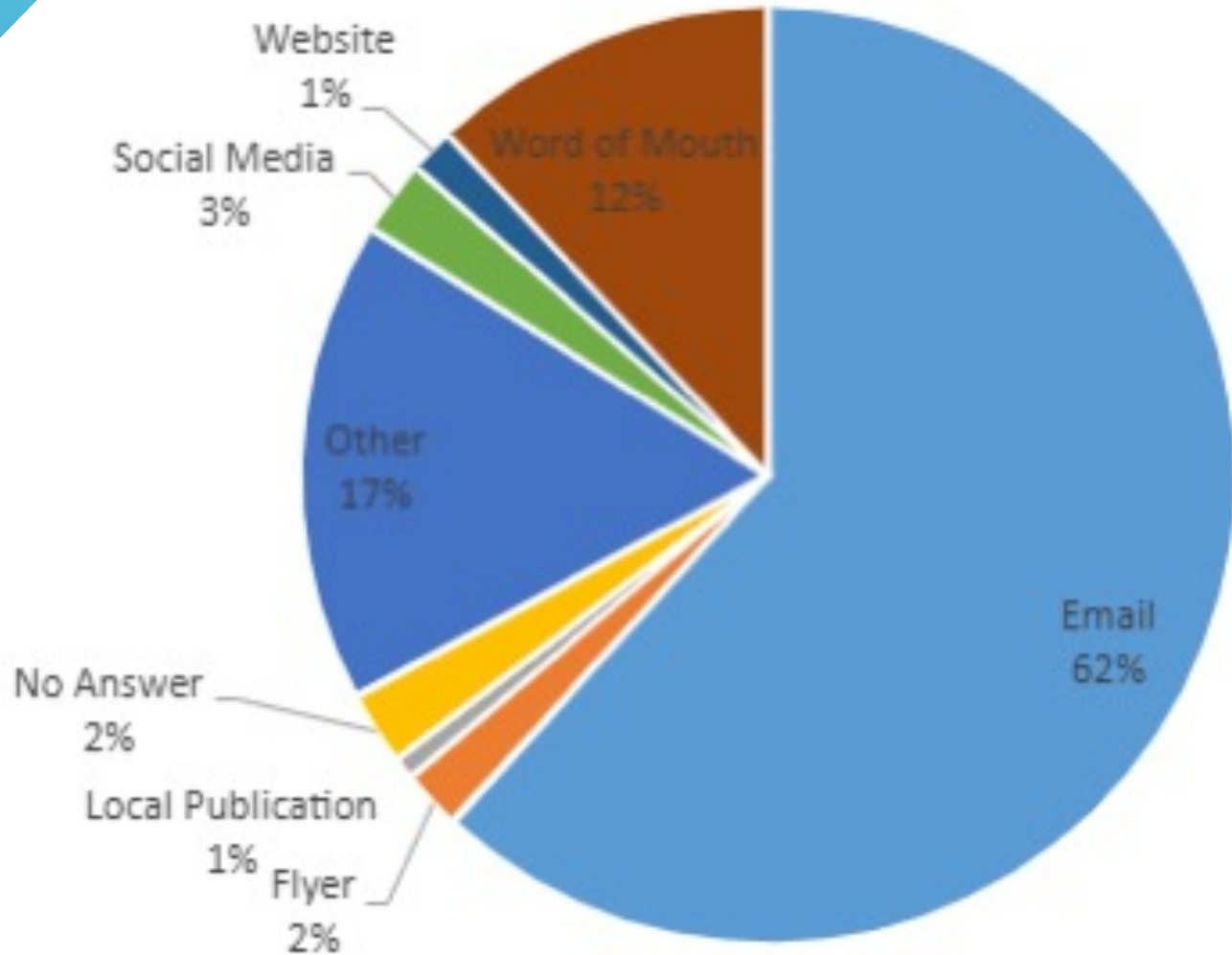


ATTENDEES BY CITY

▶ Torrance	21%
▶ Redondo Beach	11%
▶ El Segundo	7.7%
▶ Carson	6%
▶ Rancho Palos Verdes	5%
▶ Inglewood	4.1%
▶ Rolling Hills Estates	4.1%
▶ Manhattan Beach	3.8
▶ San Pedro (Los Angeles)	3.8%
▶ Gardena	3.1%
▶ Hawthorne	2.8%
▶ Hermosa Beach	2.8%
▶ Lomita	2.6%
▶ Lawdale	2.3%
▶ Palos Verdes Estates	2.3%
▶ L.A. County Unincorporated Area	1.8%
▶ Harbor City (Los Angeles)	0.25%
▶ Rolling Hills	0.25%
▶ Outside South Bay	13%
▶ No Answer	2.4%



ATTENDEES HOW THEY HEARD ABOUT US



- ▶ 62% Email
- ▶ 17% Other
- ▶ 12% Word of Mouth



ATTENDEES' FEEDBACK

- ▶ 32 individuals completed the after-event survey - *much lower than in-person events; for 2019 over 100 surveys were collected*
- ▶ Overall Rating & Was the Content Useful
 - ▶ 82% high (4&5)
 - ▶ 5% average (3)
- ▶ Improvement recommendation – better in person
- ▶ Best aspects – information received & speakers
- ▶ Strengths & weakness of the format – no consensus
 - ▶ computer outage
 - ▶ virtual was more convenient
 - ▶ in-person is better
 - ▶ not effective for networking



TESTIMONIALS

“ The General Assembly gives all segments of our region the opportunity to interact and inform each other. That is what government should always do.”

Pat Furey, Mayor, City of Torrance

“The cracks in our federal government have been so apparent and discouraging. I found great hope that our local governments are collaboratively problem-solving issues important to our communities.”

***Beverly Lovelace, President,
Barbour Walk Terrace Home Owners Association***