



2015 Energy Upgrade California® Community Outreach Ambassador Program Memorandum of Understanding

Between South Bay Cities Council of Governments (Agency) and Runyon Saltzman Einhorn, Inc. (RSE) for the period January 1, 2015 through December 31, 2015.

The intent of this Memorandum of Understanding (MOU) is to define roles and responsibilities of Agency and RSE, community outreach contractor for the Energy Upgrade California (EUC) Community Ambassador Outreach Program.

The MOU between Agency and RSE confirms intentions to work together toward the mutual goal of educating the public about energy management topics. To this end, Agency agrees to the following services:

Agency will:

1. Complete outreach activities as outlined in 2014-15 EUC Community Ambassador Outreach Scope of Work and maintain fiscal records and documentation to support 2014-2015 Budget Proposal.
2. Submit a signed MOU and Payment #1 Letter to RSE by January 16, 2015.
3. Send a designated staff person to the one-day training session on January 21, 2015 at RSE offices in Sacramento. Provide progress reports and respective Payment Request Letters to RSE on dates specified below.
4. Provide two weeks' notice to RSE of changes in Scope of Work, budget allocations and/or staff changes.
5. Submit year-end activity and budget reports along with supporting documentation to RSE by December 4, 2015.
6. Return any remaining funds to RSE that are not approved or accounted for in the year-end budget report by December 31, 2015.

RSE will:

1. Authorize payment to Agency up to \$64,250 to support Agency's community outreach strategies as outlined and supported in Agency's Scope of Work and Budget Proposal.
2. Forward first payment of \$20,000 upon receipt of signed MOU and Payment Request #1 Letter due January 16, 2015.
3. Forward second payment of \$20,000 upon approval of first Quarterly Report due April 3, 2015 and receipt of Payment Request #2 Letter.
4. Forward third payment of \$20,000 upon receipt and approval of second Quarterly Report due July 17, 2015, and receipt of Payment Request #3 Letter.
5. Forward fourth and final payment of \$4,250 upon approval of final, Year-End Report and Budget Report due December 4, 2015 and receipt of Payment Request #4 Letter.
6. Provide a one-day training session on January 20, 2015 at our Sacramento office.
7. Coordinate shipment of campaign collateral and premium items to Agency.
8. Provide ongoing technical assistance to support Agency's local outreach activities.
9. Process Agency's reports and budget documents.

The undersigned agree to the conditions of this Memorandum of Understanding:

Christopher Holben, President
Runyon Saltzman & Einhorn, Inc.

James F. Goodhart, Chair
South Bay Cities Council of Governments

Energy Upgrade California® Community Outreach Ambassador Program TIER I Agency

Tier I Scope of Work

Agency Name: South Bay Cities Council of Governments

Outreach at Community Events

Objective I: Increase awareness and explain functional tools and how to use for Energy Upgrade CA and energy-saving solutions by sharing information and distributing campaign collateral items at a minimum of six large scale community events that attract diverse, underserved and hard-to-reach populations.

Please describe tools and techniques your agency will use to attract visitors to the exhibit and how you will track the numbers of consumers reached.

Methods for attracting visitors to the exhibit:

- Email notifications and flyers will be sent out via Constant Contact to our over 12,000 database to inform about events where the SBCCOG/SBESC will have an exhibit
- Upcoming events is a section of our monthly e-newsletter and events are published on our Facebook page and website calendar
- Earned media through press releases and online news media (i.e. Patch); city network: post events in city publications, flyers available at city counters; email notifications to chambers requesting distribution; utilize volunteer network; and city cable television

Methods for attracting visitors to the exhibit (once at event):

- Have a prize/game wheel at the exhibit; visitors must answer energy questions to be eligible for a prize
- Invite EUC participating contractors to discuss the program and/or answer specific questions visitors may have about their home and the best course of action
- Distribute and discuss EUC collateral
- Distribute and discuss other energy saving information

Methods for tracking number of consumers reached at the event:

- Track number of collateral materials distributed
- Track number of discussions with visitors to the exhibit and length of discussions when appropriate
- Request visitors to sign-in on the sign in sheet and provide the following:

- Name
- Email address
- Telephone number
- City/Zip
- Twitter username
- Estimate number of visitors who stop by exhibit but do not engage in conversation
- Estimate number of overall visitors to the event
- Hashtags for events tracked via Twitter
- Post event photos via Twitter and Facebook

Please provide information about the six community events your agency will be attending:

Name of Event and Event Sponsor	History & Purpose of the Event	Date and Location	Anticipated Attendance
32 nd Annual Martin Luther King Parade and Festival, City of Inglewood	Annual event to celebrate the life of Dr. Martin Luther King, Jr. The Festival provides an opportunity for visitors to engage with community organizations.	Monday, January 19, 2015, Fabulous Forum, Inglewood	1,000+
Whale of a Day Celebration, City of Rancho Palos Verdes and Los Serenos de Pointe Vicente	Annual event with entertainment and fun activities for families. A chance to see the migration of whales and learn about programs offered throughout the community.	Saturday, April 4, 2015, Point Vicente Interpretive Center, Rancho Palos Verdes	1,000+
Palos Verdes Street Fair and Music Festival, Palos Verdes Peninsula Chamber of Commerce	Annual 2-day event that features a music festival, community organizations, vendors, and a “green street” for environmentally-minded organizations.	Saturday-Sunday, June 6-7, 2015, The Peninsula Center and Promenade on the Peninsula, Rolling Hills Estates	10,000+
13 th Annual Gardena Jazz Festival, City of Gardena	Annual event that attracts over 7,000 people to hear music, visit vendors selling their wares, and learning about ways to become more environmentally savvy.	Sunday, August 23, 2015, Rowley Park, Gardena	7,000+
City of Carson’s Annual Jazz Festival	Annual jazz music festival that also includes a Health and Wellness Expo. We will be promoting ways to make the home healthier which leads to improved overall health.	Saturday, September 26, 2015	1,000+

West Basin's 17 th Annual Water Harvest Festival, West Basin Municipal Water District	Annual event that promotes water conservation, energy/water nexus. There are plenty of activities for families to enjoy, along with educational exhibits.	Saturday, October 24, 2015, Edward C. Little Water Recycling Facility, El Segundo	1,500+
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Community Presentations

Objective II: Increase awareness and explain functional tools and how to use for Energy Upgrade CA and energy-saving solutions by conducting interactive presentations (minimum of six community groups). Interactive presentations will include tips for energy management, distribution of campaign collaterals, and requests for audience members to extend messages to their respective constituencies. Targeted audiences may include:

- **Faith groups**
- **Small business groups**
- **Service organizations (Soroptimists, Kiwanis, etc.)**
- **Community agencies**
- **Environmental groups**
- **Organizations representing diverse, underserved and hard-to-reach populations**

Describe how your agency will make educational presentations interactive and interesting.

The SBCCOG staff will utilize various interactive games and displays, such as light bulb demonstrations (always a big hit) and energy efficient table-top model home. There will also be an opportunity drawing for energy efficiency devices (i.e. smart power strips, LED bulbs, electricity usage monitors). Powerpoint presentations will be tailored to the audience and will include tips for energy management, along with updated information from the EUC website.

Describe how your agency will track numbers reached by presentations.

Attendees will be asked to sign in and include the following information:

- Name
- Telephone number
- City/zip
- Email address
- Twitter username

Attendees will also be asked to complete an evaluation form that will include:

- Name
- Street address
- City/zip
- Telephone number
- Email address
- Survey that includes
 - “To what extent do you think this workshop information will increase the likelihood that you will undertake energy and water efficient projects at your home? (On a scale of 4 to 1; 4=Very Likely, 1=Very Unlikely; please circle your response)”
 - “How do you plan to use this information?”

A head count of those in attendance will also be completed.

Describe methods for tracking of additional numbers reached by targeted agencies that agree to extend messages to their respective constituencies.

SBCCOG will request the targeted agencies to share and promote the Energy Upgrade California information, using their methods of distribution. We will request each agency to report to us what method used and the response to the messaging.

Please list community group meetings where your organization will be presenting:

Name of Group	Anticipated Outcomes	Dates of Presentations (if available)	Anticipated Attendance
Gardena Neighborhood Watch Meeting	Attendees will gain an increased understanding of energy efficiency and energy management, with an introduction (or reminder) of the Energy Upgrade California program. Attendees will be encouraged to share information and collateral with neighbors, friends, and family.	3/10/15	30-35
Osher Lifelong Learning	Attendees will gain an increased	4/15/15	40

Institute, Cal State Univ Dominguez Hills	understanding of energy efficiency and energy management, with an introduction (or reminder) of the Energy Upgrade California program. Attendees will be encouraged to share information and collateral with friends and family.		
South Bay Adult School (SBCCOG has an ongoing relationship with the South Bay Adult School and offers a workshop 2-3 times per year)	Attendees will gain an increased understanding of energy efficiency and energy management, with an introduction (or reminder) of the Energy Upgrade California program. Attendees will be encouraged to share information and collateral with friends and family.	April 2015 (TBD)	25-30
South Bay Association of Chambers of Commerce	Members will be encouraged to share information and collateral through their networks and be encouraged to include Energy Upgrade California information on their websites.	Spring 2015 (TBD)	
Del Amo Homeowners Association, Carson	Attendees will gain an increased understanding of energy efficiency and energy management, with an introduction (or reminder) of the Energy Upgrade California program. Attendees will be encouraged to share information and collateral with neighbors, friends, and family.	Spring 2015 (TBD)	30-40
Commission Meetings	City Commissioners will gain an increased understanding of energy efficiency and energy management, with an introduction (or reminder) of the Energy Upgrade California program. Commissioners are often our future elected officials and it is anticipated that the information they gain help them make informed decisions throughout their careers regarding energy efficiency.	Spring/Summer 2015 (TBD)	25-30

Social Media

Objective III: Increase awareness and explain functional tools and how to use for Energy Upgrade California through your website, newsletters and the use of social media platforms.

Describe how your agency will track numbers reached through social media platforms.

The SBCCOG formed a social media working group that includes SBCCOG member cities, as well as agencies and partners (SCE, SCG, West Basin, etc) representatives. This group leverages each agencies' programs and contacts to extend our outreach message across various social media platforms.

SBCCOG/SBESC will use all of its social media platforms (both Google Analytics and Hootsuite) to track numbers reached and then will aggregate the data captured to create a final reach statistic. The following results are expected from each of the described channels:

- SBCCOG Newsletter - quarterly newsletter circulated to legislators, elected officials, city staff, and the public.
- SBESC E-Newsletter – 12,570 people currently subscribed to the newsletter and growing every week.
- SBESC Website – Over 9,500 visits to our website this year, with more than 5,200 users and 35,000 page views.
- Twitter – @SBESC currently has 290 followers.
- Facebook – SBESC's page has 348 likes.
- LinkedIn – SBESC's page has 53 followers.

Tier II Partner Agency Scope of Work

Agency Name: Environmental Charter Schools (ECS)

Outreach at Community Events

Objective I: Increase awareness and explain functional tools and how to use for Energy Upgrade California and energy-saving solutions by sharing information and distribution of campaign collateral items at a minimum of three community events that attract diverse, underserved and hard-to-reach populations.

Please describe tools and techniques your agency will use to attract visitors to the exhibit and how you will track the numbers of consumers reached.

ECS plans to invite all students and their families, as well as staff and board members, to the events through flyers, verbal announcements at school, social media, and emails when applicable with the target populations. This comprehensive approach will help to add to the overall number of diverse event attendees, with a focus on underserved and hard-to-reach populations that we serve at our schools, and help boost numbers at the exhibit. Once at the event, a drawing will be announced to be held at the end in order to motivate people to stay and to reward visitors with prizes like eco-friendly cleaning supplies and reusable water canteens. We will use the drawing to capture data and track the numbers of consumers reached. ECS also plans to offer fun, attractive activities for all ages including face painting.

Methods for tracking numbers reached at the event:

ECS employs a variety of techniques to collect, capture, store, and assess event visitor data including tracking the numbers reached at events. Methods include: registrations and/or sign in sheets, hashtags for events that we track on twitter and to share photos of people at the booth, with their face painted, etc., and Facebook and instagram for info and photo sharing as well. By employing the drawing technique, we expect a significant percentage of visitors to be interested in the opportunity to win free gifts and to therefore submit their business card or fill out a short form that can also be dropped in the fish bowl (for visitors who don't carry business cards on them). This information will be aggregated and cross-referenced for duplications, in order to track a total number of unduplicated visitors reached at the event.

Please provide information about the three events agency will be attending.

Name of Event and Event Sponsor	Date and Location	Anticipated Attendance
Harbor Gateway Neighborhood Council, Biennial Health Fair (7th Annual)	April 2015 at 118th Street School. Based on past years, approximately 20 health-related or community related agencies and organizations are expected to attend with tables disseminating information to visitors. Additionally one or more mobile health vans are expected to provide screenings for	350-500
Dia De Los Muertos Community Fair	November 5th, 2015 at Environmental Charter High School. The fair includes	500

	<p>an evening of food, presentations, art, music, dance, and performances by students who have been studying Día de los Muertos traditions in their classes. The event also rewards environmental consciousness whereby guests who bring their own reusable plate, cup and utensils earn a 67% discount off the cost of admittance. And everyone who brings a dish to share will receive one free admission as well.</p>	
Roadium Open Air Market (Swap Meet)	<p>Spring TBD, Gardena. The Roadium is a 15 acre open air market, open 365 days/year, providing shoppers in the Los Angeles area an opportunity to buy high-quality new and used merchandise at dramatically reduced prices. ECS has participated with a table at the Roadium in the past to introduce our organization and the work we do to the Gardena, Lawndale, and Hawthorne communities who attend the event.</p>	Attendance in the thousands

Objective II: Increase awareness and explain functional tools and how to use for Energy Upgrade California and energy-saving solutions by conducting presentations with a minimum of three (3) community agencies and business groups that represent diverse, underserved and hard-to-reach populations.

Describe how agency will create educational presentations to be interactive and interesting.

The ECS focus on student-led presentations is very attractive due to the fact that youth presentations inspire adults to make a difference, parents come to see their children present and learn, and ECS has documented a track record of students helping to change adult behaviors over time.

Describe how agency will track numbers reached by presentations.

ECS employs a variety of techniques to collect, capture, store, and assess data including tracking the numbers reached at presentations. Methods include: registrations and/or sign in sheets, hashtags for events that we track on twitter and to share photos,

etc. and Facebook and Instagram for info and photo sharing as well. This information will be aggregated and cross-referenced for duplications, in order to track a total number of unduplicated visitors reached at the event.

Describe methods for tracking of additional numbers reached by targeted agencies that agree to extend messages to their respective constituencies.

Similar to ECS's previously mentioned tracking methodology, the organization will use methods employed by these agencies, social media, and other shared trackable information to aggregate with all other captured data.

Please list community groups where agency will be presenting:

Name of Group	Anticipated Outcomes	Dates of Presentations (if available)	Anticipated Attendance
AAA Flag & Banner	AAA Flag & Banner employs over 100 factory workers who are low income. Through the ECS presentation to their 100 employees, ECS expects to increase not only the awareness of these 100 people, but their family members and others in the AAA community, effectively reaching a low income population of 500 additional people.	Spring 2015, weekday lunch	120
Environmental Charter High School	Community Forum presentation will reach parents and community members. Track record of having many visitors to campus and expect to reach a minimum of 500 direct ECS community members which will create a ripple effect through their family members and neighbors, thereby reaching an underserved and hard-to-reach population of 2500 additional people in total.	Feb 6, 2015	500
Joint Rotary Club meeting of Hawthorne, Lawndale, & Gardena Carson	30 minute presentation on energy efficiency and Energy Upgrade CA to a joint Rotary Club meeting of four clubs will result in directly	Spring 2015 TBD	150

	reaching 150 members who will bring this information back to their families and employing with a multiplying effect that is expected to reach a total of 750-1000 additional people. In all three presentations, we plan to survey the group to assess the true ripple effect of their new awareness and knowledge, as well as the likelihood that they will put energy-saving solutions in place in their homes and businesses. We will also ask for demographic information to assess the reach to a diverse, underserved, and hard-to-reach population.		
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Social Media

Objective III: To increase awareness about Energy Upgrade California through the website, newsletters and use of social media platforms.

Describe how your agency will track numbers reached through social media platforms:

ECS will use all of its social media platforms to track numbers reached and then will aggregate the data captured to create a final reach statistic. The following results are expected from each of the described channels:

- ECS Newsletter -- 3,100 peoples currently subscribed to the newsletter and growing every week.
- ECS Website -- 25,383 visits to our website to date currently with 17,000 unique users and 58,648 page views.
- Time Warner Cable, Lawndale Cable Channel & Hawthorne Cable Channel -- Students will create a PSA that each of these channels will post to their networks. Time Warner Cable is an ECS sponsor and in 2012 students produced a green show teaching homeowners to green their home that aired on Lawndale Cable. Reach TBD post air dates from each media outlet.
- Twitter – EnviroCharter currently has 1,372 followers.
- Instagram – EnviroSchools & ECSGreenAmbassadors currently have 365 followers.
- Facebook -- ECS has 3,848 current likes and 1,031 visits.