



Memorandum

Date: June 29, 2021

To: Robert C. Ferrante *RCF* Charles Boehmke *CB*
Assistant Chief Engineer and Assistant General Manager

Through: Raymond L. Tremblay *RT* Ajay M. Malik *AM* Bryan T. Langpap *BL*
Department Head Assistant Department Head Manager
Facilities Planning Facilities Planning Public Information Section

From: Wendy Wert *Wendy Wert* Basil A. Hewitt *BAA*
Senior Engineer Supervisor
Public Information Section Public Information Section

Subject: Approval of South Bay Cities Council of Governments Outreach for Fiscal Year 2021-22

We request your approval of the attached Scope of Work with the South Bay Cities Council of Governments (COG) for outreach on the Districts' behalf for fiscal year (FY) 2021-22 (DOC 6205726). This request is consistent with the FY 2021-22 Education and Outreach budget of \$49,000 for such work.

Due to the COVID-19 pandemic, additional tasks were included in last year's Scope of Work to make up for the loss of in-person events, and COG completed all requested tasks. Over the past 12 months, COG has helped the Districts stay connected in the South Bay by participating in 116 virtual outreach classes, city council briefings, Sanitation Districts' broadcasts, environmental fairs, and community group meetings. In addition, COG has promoted our Household Hazardous Waste (HHW) events and featured the Districts in their monthly e-newsletter, which has 15,297 subscribers who are mainly in the South Bay. COG has also used their social media platforms, such as Facebook, Twitter and LinkedIn, on the Districts' behalf.

COG's activities on the Districts' behalf contributed to key South Bay stakeholders (especially elected officials) supporting us at public meetings held virtually and speaking favorably about our projects to reporters. COG's efforts have contributed to the successful outreach campaign for the Clearwater Project and other ongoing efforts at the Joint Water Pollution Control Plant. In addition, COG was able to inform cities in the South Bay about the Districts' food waste recycling program. In addition to their traditional pre-COVID outreach activities, the COG will continue to perform the additional tasks added during COVID. We anticipate continued support for the Clearwater Project, the Regional Recycled Water Program, and the Districts' food waste recycling program with specific activities identified through monthly collaboration meetings with COG staff. For your reference, the Scope of Work is attached.

Please call me at extension 2308 or Basil at extension 2303 with any questions.

Attachment

South Bay Cities Council of Governments

Sustainability Program Partnership Between Sanitation Districts of Los Angeles County and South Bay Cities Council of Governments

SCOPE OF WORK

(July 1, 2021 – June 30, 2022)

This Scope of Work (SOW) covers the programs and activities that the South Bay Environmental Services Center (SBESC), a program of the South Bay Cities Council of Governments (SBCCOG), will conduct in support of the sustainability programs of the Sanitation Districts of Los Angeles County (Sanitation Districts), commencing on July 1, 2021, through June 30, 2022. The total agreement amount is \$49,000.

Section I. Program Overview

The sustainability program partnership between the Sanitation Districts and the SBCCOG has been advancing the Sanitation Districts' mission since 2008. SBCCOG includes the unincorporated South Bay areas of Los Angeles County and 16 participating cities: Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, Torrance, and the Los Angeles 15th Council District, which represents the communities of San Pedro, Harbor City/Harbor Gateway, and Wilmington. The SBCCOG has access to all South Bay member city elected officials who are invited to participate in person or by name through sponsorships or endorsements.

The program will primarily be delivered through the SBESC, a local clearinghouse for sustainability information and education. The SBESC is operated by the SBCCOG and receives funding from, Southern California Gas Company, West Basin Municipal Water District, Torrance Water Department, the Sanitation Districts of Los Angeles County, the Los Angeles County Metropolitan Transportation Authority, the Southern California Regional Energy Network (SoCalREN), and the Water Replenishment District. The SBESC has increased the exposure and availability of sustainability programs to the South Bay community. This collaborative effort integrates regional partnerships to encourage energy savings and water conservation with the Sanitation Districts' mission to protect public health and the environment through innovative and cost-effective wastewater and solid waste management and, in doing so, convert waste into resources.

Section II. Program Elements

The marketing and promotion of existing and developing Sanitation Districts' sustainability programs is part of the work of the SBESC. This partnership allows for a wide range of conservation strategies to be presented to all sectors of the community at educational and outreach events, including virtual, in which SBESC participates.

Section III. Collaboration and Coordination

- A. SBESC will coordinate and host regular events to raise awareness of existing Sanitation Districts' sustainability programs in the South Bay Community.
- B. SBESC will develop and maintain a general understanding of Sanitation Districts' existing

- and new sustainability programs.
- C. SBESC will share timely and relevant information on programs and developments within the South Bay with Sanitation Districts' staff.
- D. SBESC will partner with the Sanitation Districts to research, develop, and collaborate on additional programs.

Section IV. Core Tasks

SBESC will perform the following core tasks as part of the SOW for \$35,000 of the \$49,000 budget.

Task 1: Standard Community Outreach, Promotional Events Training, Workshops and Facility Tours

- A. Collaborate with Sanitation Districts' staff to disseminate existing educational and informational materials in support of the Districts' mission.
- B. Distribute information at SBCCOG Board meetings and other special events.
- C. Distribute information to the SBCCOG member cities for inclusion in their websites, city newsletters, and recreational guides.
- D. Attend the 16-member cities' special events, including but not limited to fairs, seasonal exhibits, and farmers markets.
- E. Exhibit at Sanitation Districts' events in the South Bay when requested.
- F. Promote Sanitation Districts message at SBESC attended in person and virtual community and outreach events, presentations, workshops, and networking opportunities (expected to attend up to 100 between July 1, 2021 and June 30, 2022).
- G. Promote the value of the Sanitation Districts' wastewater management services.
- H. Include topics that promote the Sanitation Districts' mission in existing SBESC outreach presentations.
- I. Train volunteers on the Sanitation Districts' mission and programs.
- J. Facilitate attendance at one Sanitation Districts' Public Tour of elected officials, city employees, and business leaders, and other members of the community at the Joint Water Pollution Control Plant in Carson. Tours may be conducted in a virtual format.
- K. Collaborate with Sanitation Districts' staff to schedule up to three public outreach presentations which can be done in person or in a virtual format.

Task 2: Annual Marketing, Advertising, and Media

- A. Market Sanitation Districts' events at Bixby Marsh and Household Hazardous Waste (HHW) collection program events in the South Bay to businesses, residents, and municipalities.
- B. Include Sanitation Districts' outreach materials, when requested, in chamber of commerce newsletters, city newsletters, and event specific e-blasts. Include Sanitation Districts' information in the monthly SBESC e-newsletter.
- C. Use SBESC contacts to promote the Sanitation Districts' social media presence by directing traffic to the Facebook page, YouTube, and other social media channels.
- D. Display the Sanitation Districts' pull up for public viewing.
- E. Coordinate the placement or posting of promotional flyers at city counters.
- F. Promote Sanitation Districts' programs through SBCCOG/SBESC website, newsletters, e-blasts, and social media platforms. Include Sanitation Districts- provided articles in the SBESC monthly newsletters.

Section V.

For the remainder of the budget (\$14,000), in addition to the core tasks (Task 1 and 2) listed in Section IV, SBESC will perform the following Task 3.

Task 3: Strategic and Specific Community Outreach

- A. The SBESC will collaborate with the Sanitation Districts to identify specific projects and programs of regional interest to the South Bay communities such as the Districts' food waste recycling program, Clearwater school outreach, and the Regional Recycled Water Program.
- B. Collaborate with Sanitation Districts' staff to distribute outreach materials related to the identified projects and programs, including the JWPCP effluent tunnel and other programs as identified by Sanitation Districts.
- C. Provide potentially impacted residents, businesses, and municipalities with accurate and timely information related to identified projects and programs, such as focused communications efforts regarding traffic impacts and mitigation measures related to the JWPCP effluent tunnel.
- D. In coordination with the Sanitation Districts' staff, the SBESC will disseminate outreach materials to targeted residents, businesses, and municipalities.

Section VI. Reporting and Documentation

- A. The SBESC will develop end-of-program documents including a list of events and activities.
- B. The SBESC will submit quarterly invoicing and progress reports that includes number of attendees, analytics, and engagements.
- C. The SBESC will submit quarterly analytics reports for the following digital media:
 - E-blasts and E-newsletters
 - Social media
 - External website links on SBESC or SBCCOG website(s).