



Media Report – June 30 to August 3, 2023

The following is a summary of metrics from efforts to promote the SBCCOG via social media, email marketing and earned media (external media) for the month of July.

Social Media Followers – Year-Over-Year Comparison

SBCCOG	2022 Followers (as of July)	2023 Followers	Month Over Month % Change	Year Over Year % Change
Twitter	403	471	+1.3	+16.8
Facebook	307	370	+9	+23.8
LinkedIn	277	453	+4.6	+63.5
Instagram	NA	11	NA	NA
SBESC	2022	2023	Percentage Increase	
Twitter	853	594	+7	+30.3
Facebook	584	853	+5	+46

Top Original Social Media Posts for Each Platform

Channel	Post	Impressions	Engagements (<i>clicks, shares, comments</i>)
SBCCOG Facebook	Our CivicSpark Fellow Lauren Estrella (pictured at right with our volunteer Maria Fonseca, left) is fulfilling her fellowship with us by reviewing greenhouse gas emissions for each of the 15 South Bay cities....	97	7
SBESC Facebook	The City of Carson Parks & Recreation and California State University, Dominguez Hills are hosting the "55 Anniversary Tour de Carson" on Saturday August 12, 2023. FREE Fun Event for EVERYONE 🚴🏆	590	14
SBCCOG LinkedIn	Thank you, City of Rancho Palos Verdes Mayor Pro Tem John Cruikshank, PE, F.ASCE, for your tremendous work as our 2022/23 board chair. Under your leadership, we made great strides toward improving transportation, combating homelessness, increasing broadband access in underserved communities and conserving energy and water in the South Bay. We welcome City of	590	49

	Carson, California Council Member Cedric Hicks as our incoming chair!		
SBCCOG Twitter	Our CivicSpark Fellow Lauren Estrella (right) is reviewing greenhouse gas emissions for our 16 South Bay cities. This will help with our updates of cities' climate action plans and help Estrella launch her environmental career. https://southbaycities.org/sbccog-tackle... See more	1261	10
SBESC Twitter	This Saturday, July 29th from 10am - 12noon @WRDsocal and @CityofInglewood is hosting a FREE Eco Gardener Class - Edible Gardening Edward Vincent Jr. Park - 328 Centinela Ave. Inglewood, CA 90302	56	2

Top Email Marketing Campaign

Note: open rate industry avg. = 15 to 25%; click-through rate = 2.5% (source: campaignmonitor.com)

Medium	Exposure	Engagements (Clicks)
SBESC May 2023 E-Newsletter	17,617 recipients (39% open rate – 6,658)	1% click through rate (232)

Earned Media Placements

LOCAL NEWS
Friday, July 21, 2023 » MORE AT [FACEBOOK.COM/DAILYBREEZE](https://www.dailybreeze.com) AND [TWITTER.COM/DAILYBREEZENews](https://twitter.com/dailybreezenews) [dailybreeze.com](https://www.dailybreeze.com)

CARSON
Hicks elected chair of Council of Governments

Councilmember from Carson tapped to lead board of directors for South Bay cities coalition

By Teresa Liu
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Carson Councilmember Cedric Hicks has been elected as the chair for the South Bay's regional coalition of city governments. It's the first time an elected official from Carson has been tapped to lead the Board of Directors for the South Bay Cities Council of Governments. The regional council is a joint powers authority government agency, established in 1994, that comprises 16 cities in the South Bay, the Harbor Area, and Los Angeles County's 2nd and 4th Supervisorial Districts. Its members collaborate to tackle issues such as traffic congestion, homelessness, increasing broadband access for underserved communities, and water and energy conservation. "This is, in fact, the first time a Carson councilmember has been elected to the position," said Colleen Farrell, senior project manager of communications for the regional agency. "We do try and rotate the position geographically so that all of our represented cities have a chance to serve." Hicks, who advocates for environmental improvement, traffic reduction and public safety, takes the helm as the organization celebrates the 20th anniversary of its South Bay Environmental Services Center program, which provides information to residents, schools, businesses and governments on sustainably using water and energy. The SBCCOG will also launch its South Bay Local Travel Network by early fall, which supports zero-emission, slow-speed vehicles through a 243-mile route of slow-speed streets. "It's a very exciting time to help lead this organization as we bring to fruition an idea that will change how we think about local travel in the South Bay," Hicks said in a statement this week. "The SBCCOG offers a unique opportunity to collaborate as a region on issues that impact all of us. I am excited about working closely with my colleagues in the South Bay. There is much to do, and work begins on day one." Hicks' election means that this is the first time Carson, which has "the most oil refineries within the geographical area of Los Angeles County between the South Bay area, is taking a leadership role in changing environmental justice in the area." He will bring more light to the issue, Hicks said, by "bringing legislation to the table and having the conversation with our state legislators and bringing the attention of the South Bay and the needs of this community."

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
Easy Reader News	https://easyreadernews.com/letters-to-the-editor-7-6-23/	Letters to the Editor – Taken For a Ride	7/6/23	Low	Low	Negative

Daily Breeze	https://www.dailybreeze.com/2023/07/21/carson-councilmember-cedric-hicks-elected-as-south-bay-coalitions-board-chair/	Carson Councilmember Cedric Hicks Elected as South Bay Coalition Board Chair	7/21/23	High	High	Positive
Long Beach Press Telegram	https://www.presstelegram.com/2023/07/21/carson-councilmember-cedric-hicks-elected-as-south-bay-coalitions-board-chair/	Carson Councilmember Cedric Hicks Elected South Bay Coalition Board Chair	7/21/23	High	High	Positive
PublicCEO.com	https://www.publicceo.com/2023/07/sbccog-elects-cedric-hicks-as-chair/	South Bay Cities Council of Governments Elects Cedric Hicks as Chair	7/21/23	High	High	Positive
Random Lengths	https://www.randomlengthsnews.com/archives/2023/07/19/cedric-hicks/45560	South Bay Cities Council of Governments Elects Carosn Council Member Cedric Hicks at 2023/24 Chair	7/19/23	High	High	Positive
Easy Reader News	https://easyreadernews.com/torrance-opts-out-work-begins-on-bchd-bike-path/	Torrance Opts Out: Work Begins on BCHD Bike Path	7/28/23	Low	Low	Negative
2UrbanGirls	https://2urbangirls.com/2023/07/penalties-removed-from-metro-express-lanes/	Penalties Removed from Metro Express Lanes	7/31/23	Low	High	Neutral
2Urban Girls	https://2urbangirls.com/2023/07/carson-councilman-elected-chair-of-south-bay-cities-	Carson Councilman Elected Chair of South Bay Cities	7/31/23	Medium	High	Positive

	council-of-governments/	Council of Governments				
MB News	https://www.thembnews.com/2023/08/01/443158/state-certifies-manhattan-beachs-housing-plan	State Certifies Manhattan Beach's Housing Plan	8/1/23	Medium	High	Neutral
Easy Reader News	https://easyreadernews.com/its-complicated-officials-say-of-south-bay-homeless-count/	It's Complicated, Officials Say of South Bay Homeless Count	8/3/23	High	High	Neutral