



Media Report – March 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 March.

Social Media Followers – Year-Over-Year Comparison

SBCCOG	2022	2023	Percentage Increase
Twitter	375 followers	456 followers	21.6%
Facebook	270 followers	355 followers	31.5%
LinkedIn	196 followers	389 followers	98%
SBESC	2022	2023	Percentage Increase
Twitter	578 followers	583 followers	.8%
Facebook	856 followers	850 followers	.7%

Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements (<i>clicks, shares, comments</i>)
SBCCOG Facebook	Metro Los Angeles would like to learn how you depend on the Metro C (Green) and K lines to access places such as LAX. It will use this info to design better service options. Please complete the survey. https://cvent.me/g1QyXO?l=en-US	23 impressions	0 engagements
SBESC Facebook	Independent policy expert Lorenzo Kristov will share insight about how cities will lead the transition to renewable energy resources in our General Assembly panel...	310 impressions	30
SBCCOG	@TorranceCA Policy and Resource Specialist Chuck Schaich was integral in developing programs to decrease reliance on imported water. RSVP today to hear him and other members of our "Preparing for a Parched Future" panel at the #sbccogGeneralAssembly . https://southbaycities.org/event/23rd-annual-general-assembly/	425	11
SBESC Twitter	The City of @TorranceCA in conjunction with @SanDistricts makes it easy to dispose of household hazardous waste. Attend this event on March 19, 2023, from 9am-3pm at the Torrance	601 impressions	36 engagements

<p>Court House to quickly & safely dispose of hazardous items. Click Here http://ow.ly/rxMI50NbnqUT</p>	
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Top Email Marketing Campaign

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

Medium	Exposure	Engagements (clicks, shares, comments)
March 2023 SBESC E-Newsletter	17,899 recipients (33% open rate – 5,792)	1% click through rate (138)

General Assembly Paid Advertising

FREE EVENT
The 23rd General Assembly
 The South Bay Leading the Way in Resilience and Adaptability to Climate Change

Thursday, March 23, 2023
 Juanita Williamson-McDonald Community Center
 801 E. Carson St., Carson, CA 90746

9 a.m. to 3 p.m.
 Check-in begins at 8:30 a.m. Continental breakfast and lunch will be served.

KEYNOTE SPEAKER:
Gene Rodrigues, Assistant Secretary for Electricity within the U.S. Department of Energy

Exhibit Hall and Opportunities for Networking

EVENT SPEAKERS

- John Cushman, North Bay, PPG Tech
- Jessica Liu, South Bay, Hudson Construction
- Gregory Reed, South Bay, Municipal Water District
- Lorena Krieger, Palmdale, Market Design
- Brian Steed, Palmdale, City Planner
- Carole Hicks, Palmdale, Carbon Science Planner
- Alex Tark, Palmdale, USG Administration, Greater Los Angeles
- LeCompte, Palmdale, Palmdale Water District, Director of S&CE
- Chuck Roberts, Palmdale, Palmdale Public Works Dept.
- Anthony Roberts, Palmdale, Environmental Technologies LLC
- Henry Tark, Palmdale, Palmdale Water District

We Thank Our Sponsors

Manufacturers: Inland Empire, Chevron, LA, THE POINT, South Bay, PG&E, News, PG&E, News

Sponsors: CPA, Inland Empire, SCAG, Edison, PALMDALE, GEO, WVRD, PALMDALE

Registration is required – visit southbaycities.org
 RSVP deadline is March 20.

FREE EVENT
Exploring the South Bay's Resiliency to Climate Change
The 23rd General Assembly
 The South Bay Leading the Way in Resilience and Adaptability

March 2, 2023 EASY READER 5

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Outlet	Dates Ran
Daily Breeze	Print: 3/5, 3/12 Daily Breeze.com Banner Ads: 3/5 to 3/20
Palos Verdes Peninsula News	Print: 3/2, 3/9
Beach Reporter	Print 3/2, 3/9
Easy Reader	Print: 3/2, 3/9 EasyReaderNews.com Banner Ads: 2/27 to 3/23 Daily E-Newsletter: 3/1 to 3/23

General Assembly Editorial Mentions and Earned Media Placements



Easy Reader

Vol. LIII - No. 34

Hermosa Beach Manhattan Beach Redondo Beach Hometown News



"It's not politics that is driving the transition to a clean energy economy. It's the march of inevitability." Department of Energy Assistant Secretary Gene Rodrigues tells civic leaders at last week's SBCCOG general assembly. Photo by Phylcia Endelman (PhylcialEndelman.com)

Gridding for the FUTURE

President taps Manhattan Beach energy veteran
Gene Rodrigues to advance clean power grid

by Kevin Cody

In January, one year after retiring from a 33-year career in the private energy sector, Gene Rodrigues was nominated by President Joseph Biden to lead the Department of Electricity, as a Department of Energy Assistant Secretary.

The Manhattan Beach attorney doesn't know who recommended him to the Biden administration.

"I suspect friends from the clean energy industry," he said following his keynote address last Thursday to the South Bay Cities Council of Governments. SBCCOG's 23rd Annual General Assembly was held at the Carson Community Center.

Rodrigues worked for 23 years at

Southern California Edison, where his responsibilities included its solar and alternative energy incentive programs. In 2012, the U.S. Environmental Protection Agency honored Rodrigues with its first-ever Climate Leadership Award.

The politically divided Senate approved Rodrigues' nomination unanimously, despite Republicans having cast a party-line No vote just a few months earlier in an unsuccessful effort to block Biden's \$370 billion Inflation Reduction Act. It is the largest climate investment bill in the nation's history.

► See **ENERGY GRID** on page 2



Locally controlled, microgrids protect against power grid failures, energy policy expert Dr. Lorenzo Kristov argued.



AltaSea's Dr. Tony Michaels advocated for the 'Blue Economy.'



Green hydrogen will be cheaper than gasoline, Green Hydrogen Coalition founder Janice Lin said. Photos by Phlicia Endelman (PhliciaEndelman.com)



Alex Turek's nonprofit GRIDS installs solar panels in low income communities.

Energy Grid

"These are politically charged times," Rodrigues acknowledged during his SBCCOG address. The pun was almost certainly not an accident. His talk was as much motivational as educational.

His commitment to the Senate confirmation committee, and to SBCCOG was to help the U.S. become the world leader in that transition.

"No matter what their politics, every senator I met agreed on the importance of our energy supply," Rodrigues told the SBCCOG assembly.

"There's more commonality than differences in what we want," he said.

The Marine Street volleyball player compared climate change deniers to beach tourists trying to hold back the waves.

"One of my favorite things when I play beach volleyball is watching tourists in the water hold their hands up when they are about to get knocked down by a wave, as if their 10 tiny fingers will make a difference," he said.

"It's not politics that is driving the transition to a clean energy economy. It's the march of inevitability. It's where the world is headed," Rodrigues said.

Rodrigues described the current electric grid's fossil fuel generating stations, poles and wires as "19th century engineering with 20th century technology."

He substituted the word "network" for "grid" to describe a future, "in which power is no longer generated by giant flywheels, but by little things on our roofs."

During the question and answer period Carson Councilman Jim Dear asked Rodrigues to describe what the nation's future electrical system will look like.

"The one thing about futurists is they are always wrong," Rodrigues answered. He noted how a forecast for today's power needs made 20 years ago would not have foreseen the electric vehicle revolution.

But he added, "Forecasts are often directionally correct."

The direction is towards decentralization, he said.

"I want every home and business to be a part of a more efficient, constantly fluctuating grid," he said.

Rodrigues said his job as secretary of



Keynote speaker Gene Rodrigues, and SBCCOG executive director Juchi Bacharach. Rodrigues is a Manhattan Beach resident, and the Assistant Secretary for Energy, Office of Electricity in the U.S. Department of Energy. Photo by Phlicia Endelman (PhliciaEndelman.com)

the Department of Electricity is to make certain the national electric grid is flexible and secure enough to work with whatever the new, clean power sources are.

Rodrigues closed his remarks by enlisting his audience's help in the transition to clean power.

"As a kid I wanted a Sheriff John's badge because I wanted to be one of his deputies. I didn't know I didn't need a badge, that public service isn't about a title. We all are public servants," he said.

Rodrigues' talk was followed by a panel of energy experts whose topic was "Powering the South Bay."

Dr. Lorenzo Kristov, a former Fulbright scholar, and member of the Department of Energy's Gridwise Architecture Council, expanded on Rodrigues' comment about "every home, and business [being] a part of a more efficient, constantly fluctuating grid."

To reduce dependency on the nationwide electrical grid, which is increasingly subject to power outages because of climate change, and political unrest, Kristov advocated microgrids owned by local governments, and powered by Distributed Energy Resources (DERs), such as home, and community solar and wind systems.

He cited the Oakland EcoBlock as a model. The residential neighborhood is

designed to be energy independent through the use of shared solar panels, shared battery storage, and shared electric vehicles. Its microgrid has a single connection to the nationwide electrical grid.

Microgrids insulate communities from massive grid power outages, he argued.

Kristov called for a statewide alliance of local governments to lobby in support of microgrids.

Microgrids are currently illegal in California, in part because of financial concerns related to their maintenance.

"A bottom up energy revolution requires local governments and community organizations to take a role in the grid network," Kristov said. "For that, we need a push from all of you," he told his audience.

Panelist Janice Lin advocated for microgrids powered by "green" hydrogen. Lin is the founder and president of Green Hydrogen Coalition.

Hydrogen is the most abundant chemical element in the universe. Hydrogen fuel cells already power cars, trains and ships. But in the U.S., 95 percent of hydrogen fuel production utilizes coal and natural gas. This "black" hydrogen produces carbon emissions.

Green Hydrogen is made from water and renewable energy sources.

The challenge for broader use of green hydrogen, Lin said, is producing

it "at scale." When that happens, she said, green hydrogen will be cheaper than fossil fuels.

"We can deliver the equivalent of a gallon of diesel for under \$1. And the transition to green hydrogen fuel will create jobs and improve air quality," she said.

"Green hydrogen is the key to ending the fossil fuel era. Plants make energy from water and sun. So can we."

Calistoga, in Northern California, has a green hydrogen powered microgrid capable of powering 2,000 homes for 48 hours, in the event of a grid power failure.

In El Segundo, the Scattergood Generating Station is transitioning from burning natural gas to burning green hydrogen.

All of Los Angeles could be powered by green hydrogen produced from the city's wastewater, Lin said.

Panelist Dr. Anthony Michaels spoke about wave and wind energy being studied at AltaSea, in Los Angeles Harbor, where he is an advisor on the Blue Economy.

AltaSea's projects include development of a zero emission hydrogen powered USV (unmanned surface vessel) that works at sea without the need to refuel for up to two months.

Rodrigues and the panelists all emphasized the necessity for clean energy to be available to all economic groups.

Panelist Alex Turek noted that low-income families spend four times as much of their income on energy as middle and upper class families.

His nonprofit GRID Alternatives of Greater Los Angeles has installed solar panels on over 17,000 homes, at no cost to the homeowner, and trained 31,000 clean energy workers.

"The most important thing to me and the Biden/Harris Administration," Rodrigues said, "is that clean energy comes to every home and business."

He said he's not concerned about the cost of transitioning to clean energy.

"It's not about money. It's about what kind of life we want to lead."

A snapshot in time might show greater costs. But in the long term, cleaner energy will bring greater benefits at lower costs to everybody.

"The inescapable path of engineering and technology is greater efficiency," Rodrigues said. ☐

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
Daily Breeze	https://www.dailybreeze.com/2023/03/09/each-cities-calendar-for-the-week-of-march-9/	South Bay Cities General Assembly	3/9/23	Medium	High	Positive
Easy Reader	https://easyreadernews.com/baywatch-community-calendar-3-9-23/	South Bay Cities Council of Governments	3/8/23	Medium	High	Positive
Lomita E-Newsletter	E-Newsletter	The 23 rd Annual General Assembly - Flyer	3/10/23	High	High	Positive
Inglewood City Council member Alex Padilla - "What's Happening in the City of Inglewood"	E-Newsletter	The 23 rd Annual General Assembly - Flyer	3/16/23	High	High	Positive
Easy Reader	https://easyreadernews.com/baywatch-community-calendar-3-23-23/	SBCCOG "Leading the Way"	3/23/23	Medium	High	Positive
Easy Reader	http://onlinedigitaleditions.com/easyreader/archive/web-03-30-2023/html5/index.html?&locale=ENG&pn=1 https://easyreadernews.com/march-of-inevitability-not-politics-drives-clean-energy-revolution-manhattan-beach-deputy-energy-secretary-rodrigues-tells-south-bay-leaders/	Gridding for the Future	3/30/23	High	High	Positive

SBCCOG Additional SBCCOG Media Placements/Mentions

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
Easy Reader	https://easyreadernews.com/opposite-sides-of-the-tracks/	Opposite Sides of the Tracks – Every five to 15 minutes, a proposed extension of the Metro Green Line would pass...	3/2/23	Medium	High	Positive
Easy Reader	https://easyreadernews.com/events/#!/details/The-23rd-General-Assembly-11615184/2023-03-23T09	The 23 rd General Assembly	3/23/23	Medium	High	Positive
Spectrumnews1.com	https://spectrumnews1.com/ca/la-west/transportation/2023/03/08/south-bay-cities-hope-to-slow-traffic-with-new--rolling-turtle--signs?cid=app_share	South Bay cities hope to slow traffic with new “rolling turtle” signs	3/8/23	High	High	Positive
LA Progressive	https://www.laprogressive.com/the-media-in-the-united-states/shilling-for-big-real-estate	Is a LA times Reporter Shilling for Big Real Estate?	3/9/23	Low	Low	Neutral
The Source	https://thesource.metro.net/2023/03/13/seeking	Seeking Nominations to the	3/13/23	High	High	Neutral

	-nominations-to-the-gateway-cities-service-council/	Gateway Cities Service Council				
MB News	https://www.thembnews.com/2023/03/21/429439/newly-widened-sepulveda-bridge-gets-official-unveiling	Newly-Widened Sepulveda Bridget Gets Official Unveiling	3/21/23	Medium	High	Positive
CalCOGNews	E-Newsletter	Why did the Turtle Cross the Road?	3/29/23	High	High	Positive
2UrbanGirls	https://2urbangirls.com/2023/03/inglewood-requests-cancellation-of-centinela-grade-separation-project-wants-funds-shifted-to-transit-connector/	Inglewood Requests Cancellation of Centinela Grade Separation Project, Wants Funds Shifted to Transit Connector	3/24/23	Low	Medium	Neutral