



### **Your Own Domains –**

<http://southbaycities.org/> & <http://www.sbesc.com/>

### **Your own eChannel Sub-Domains –**

<http://southbaycities.greenstreetscene.com/>  
& <http://sbesc.greenstreetscene.com/>

Not a link but seamlessly integrated and co-branded ***eChannel Networks*** that enhance your websites with benefits of award-winning content, co-branding and metrics, but without the headache of video playability and bandwidth costs

**ALL AT NO CHARGE!**



- Your eChannels Network includes your custom eChannels Guide featuring four eChannels including your own exclusive custom video eChannel
- We promote the eChannels continuously through search engine optimization to the three major search engines and social media with a minimum of eight (8) green street spotlight features posted on five (5) social sites every month
- We can upload any and all videos of the SBCCOG into its exclusive and custom video eChannel



- Green Street eMedia will host and maintain your eChannels, with enough bandwidth for up to 75,000 minutes of video viewing per month per network
- Includes access to the exclusive Zero Waste eAcademy
- We will add *Your Disaster Plan* eChannel (when ready)
- No long term commitment after first year; if it doesn't work for the SBCCOG in terms of viewership, then the eChannels can easily be removed

# What Is the Value to the SBCCOG?

1. Each eChannels network subscription has a current value of \$1,000 per month with a \$1,000 set up fee for an annual value of \$13,000 each. Green Street eMedia waives all costs for the first year for both SBCCOG and SBESC yielding a total value of \$26,000 -- as part of Green Technology's contractual commitment with the SBCCOG – yes, that's right, **NO CHARGE!**
2. SBCCOG option – affiliate sponsorship rev share program, yields 10% of gross revenue to SBCCOG.
3. Twenty participants already support the SBCCOG eChannels effort: Green Technology, the So Cal Gas Company, So Cal Edison, Water Replenishment Districts, Los Angeles County Sanitation Districts, Energy Upgrade California in Los Angeles County, City of Gardena, the US Dept. of Energy, CalRecycle, several Featured EUCLA Participating Contractors, Energy Management Systems, Cool N Save, and the West Basin Municipal Water Districts; paid participants are expecting outreach fulfillment as soon as possible.
4. Current eChannels get upwards of 20 page views per viewer exceeding Facebook and Google, and far in excess of 1 page view per viewer currently received by SBESC and SBCCOG websites (according to Alexa dot com).
5. Helps to fulfill AB 341 and AB 32 requirements for SBCCOG and its communities.

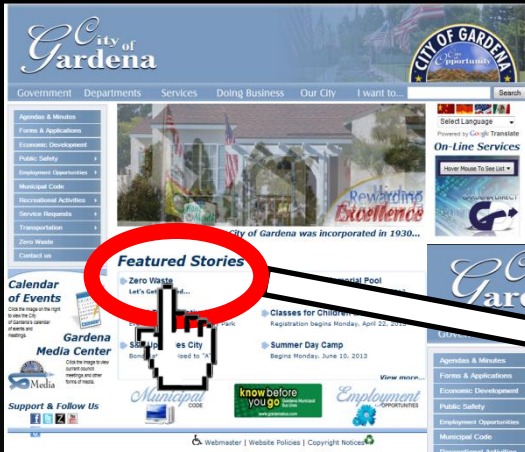
# EXAMPLES OF EXISTING WEBSITE ENHANCEMENTS

The screenshot shows the City of Gardena website. A red circle highlights the 'eChannels' link in the top navigation bar. Another red circle highlights the 'Featured Stories' section, which includes items like 'Zero Waste Let's Get Started...', 'Ernest Primm Memorial Pool', 'Classes for Children & Adults', and 'Summer Day Camp'. A third red circle highlights a 'Calendar' link in the left sidebar. A hand cursor icon is positioned over the 'eChannels' link.

Note embedded dynamic links to sub-domain

The screenshot shows the SEMCO website. A red circle highlights the 'eChannels' link in the top navigation bar. Another red circle highlights a video player titled 'ZERO WASTE Green Street SPOTLIGHT FEATURES' with a hand cursor icon over it. A third red circle highlights a 'SPOTLIGHT' section with a list of links: 'Waste Audits ... A Valuable Economic Tool', 'Waste Reduction Powers Financial Gain', 'How to clean up a broken fluorescent bulb', 'Waste Prevention Ideas', and 'Billion Bottle March II Celebrates America Recycles Day in El Monte'. A hand cursor icon is also positioned over the 'eChannels' link.

# EXAMPLE OF GARDENA WEBSITE ENHANCEMENT



**CLICK!**



**CLICK!**



**AUTOPLAY!**

- ✓ EASY NAVIGATION
- ✓ SOCIAL MEDIA
- ✓ COMMENTS MONITORED
- ✓ REGISTRATION ENABLED
- ✓ ONLINE METRICS
- ✓ AWARD-WINNING CONTENT

**CLICK HOME –  
SEAMLESS INTEGRATION  
& CO-BRANDED**