



## Media Report – March 1 to March 31, 2026

**Summary/Highlights:** The volume of published content reached its highest level of the year to date, driven by the 26th General Assembly campaigns. Through media relations efforts, the SBCCOG secured two front-page stories in the Daily Breeze on creation of the South Bay Regional Housing Trust and coverage of the General Assembly. Coverage of both stories were also published in sister weekly publications The Beach Reporter and Palos Verdes Peninsula News, expanding their audience reach. Social media followers grew across most SBCCOG platforms, with the largest month-over-month increase on Instagram at +10.7%. Top-performing content across platforms included the ECRHA video highlighting the Homelessness Collaborative Action Plan and the Housing Trust news release graphic. Among this month’s e-blasts, the General Assembly 2026 “Speakers Announced” campaign achieved the highest open rate at 42%. Additionally, the General Assembly website generated the highest number of visits across the SBCCOG website this month.

Platform	Followers	Published Content	Impressions	Engagements
<b>SBCCOG</b>				
X	552	31 Posts	862	66
Facebook	518	31 Posts	1,389 (Reach)	139
Instagram	660	35 Posts – 31 Stories	Content generated 14,468 views (impressions metric is not provided for IG posts)	462
LinkedIn	1,143	24 Posts	4,864	98
<b>SBESC</b>				
X	590	26 Posts	461	46
Facebook	868	35 Posts	784 (Reach)	32

### Social Media Followers – Month-Over-Month and Year-Over-Year Comparison (gray text = last month)

SBCCOG	2025 Followers (as of March of 2025)	2026 Followers (as of 3/31/2026)	Month-Over-Month % Change	Year-Over-Year % Change
X	534	552 554	-0.36%	+3.37%
Facebook	462	518 511	+1.35%	+12.1%
LinkedIn	863	1,143 1,135	+0.70%	+32.45%
Instagram	372	660 596	+10.7%	+77.4%
<b>SBESC</b>	<b>2025</b>	<b>2026</b>		

<b>X</b>	586	590 591	-0.17%	+0.68%
<b>Facebook</b>	871	868 871	-0.35%	-0.34%

**Individual Post Performance (\*Indicates Boosted Content)**

<b>Top-Three Performing SBCCOG Facebook Posts</b>		
451 Reached; 96 Engagements Graphic – Housing Trust News Release	63 Reached; 3 Engagements Graphic – Daylight Savings Reminder	50 Reached; 6 Engagements Video – ECRHA Meeting Highlights (Collaborative Action Plan)
<b>Bottom-Three Performing SBCCOG Facebook Posts</b>		
19 Reached; 0 Engagement Graphic – GA Speaker Spotlight (Jim McCafferty)	17 Reached; 0 Engagement Graphic – Women's History Month flyer	12 Reached; 0 Engagement Graphic – GA Speaker Spotlight (Evan Eleff)

<b>Top-Three Performing SBCCOG X Posts</b>		
107 Impressions; 1 Engagement Video – ECRHA Meeting Highlights (Collaborative Action Plan)	65 Impressions; 4 Engagements Video – Groundbreaking of Avalon Bridge and Promenade Gateway	61 Impressions; 1 Engagement Video – North Redondo Bikeway Extension Ribbon Cutting
<b>Bottom-Three Performing SBCCOG X Posts</b>		
11 Impressions; 1 Engagement Graphic – GA Speaker Spotlight (Eliabeth Hause)	8 Impressions; 0 Engagement Graphic - GA Reminder: Last chance to register	8 Impressions; 0 Engagement Graphic – SBW Newsletter: New Issue Announcement

<b>Top-Three Performing SBCCOG Instagram Posts</b>		
1,443 Views; 17 Engagements Video – Groundbreaking of Avalon Bridge and Promenade Gateway	1,145 Views; 14 Engagements Graphic – Housing Trust (SBRHT) News Release	774 Views; 9 Engagements Graphic – GA Speaker Spotlight (Chief Rachel Johnson)
<b>Bottom-Three Performing SBCCOG Instagram Posts</b>		
138 Views; 4 Engagements Graphic – Women's History Month flyer	69 Views; 1 Engagement Graphic – Daylight Savings Reminder	59 Views; 0 Engagement Graphic – SBESC Newsletter March Issue

**Top-Three Performing SBCCOG LinkedIn Posts**

509 Impressions; 54 Engagements Graphic – Job Opening (Data Analyst)	451 Impressions; 14 Engagements Graphic – Housing Trust (SBRHT) News Release	445 Impressions; 23 Engagements Video – ECRHA Meeting Highlights (Collaborative Action Plan)
<b>Bottom-Three Performing SBCCOG LinkedIn Posts</b>		
95 Impressions; 6 Engagements Graphic – GA Speaker Spotlight (Amy Eriksen)	82 Impressions; 0 Engagement Video – North Redondo Bikeway Extension Ribbon Cutting	68 Impressions; 1 Engagement Graphic – GA Speaker Spotlight (Evan Eleff)

<b>Top-Three Performing SBESC Facebook Posts</b>		
397 Reached; 14 Engagements Graphic – GA Speaker Spotlight (Dana Pynn)	20 Reached; 1 Engagement Graphic – GA Speaker Spotlight (Joe Forgiarini)	20 Reached; 0 Engagement Graphic – GA Speaker Spotlight (Elizabeth Hause)
<b>Bottom-Three Performing SBESC Facebook Posts</b>		
11 Reached; 0 Engagement Graphic - GA Reminder: Last chance to register	11 Reached; 1 Engagement Graphic – GA Speaker Spotlight (Jim McCafferty)	10 Reached; 1 Engagement Graphic – GA Speaker Spotlight (Evan Eleff)

<b>Top-Three Performing SBESC X Posts</b>		
115 Impressions; 9 Engagements Graphic – GA Speaker Spotlight (Chief Rachel Johnson)	46 Impressions; 6 Engagements Graphic – Job Opening (Data Analyst)	22 Impressions; 1 Engagement Graphic – Celebrate Earth Day with Sanitation District
<b>Bottom-Three Performing SBESC X Posts</b>		
7 Impressions; 0 Engagement Graphic – SBW Newsletter: New Issue Announcement	5 Impressions; 0 Engagement Graphic - GA Reminder: Last chance to register	5 Impressions; 0 Engagements Graphic – SBESC Newsletter March Issue

**Top-Email Marketing Campaign**

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

Content	Exposure	Engagements (Clicks)
West Basin Chat	20,861 recipients (41% open rate 7,996)	6% click-through rate (1,119)
General Assembly 2026 Speakers Announced	20,838 recipients (42% open rate 8,333)	7% click-through rate (1,477)

**Confirmed Media Coverage and Earned Placements**

Outlet	Link	Headline	Date	Publication Quality	Relevance of Message to Brand	Min (B Predo in A
hoodline	<a href="https://hoodline.com/2026/03/south-bay-homelessness-shakeup-lands-on-la-county-s-doorstep/">https://hoodline.com/2026/03/south-bay-homelessness-shakeup-lands-on-la-county-s-doorstep/</a>	South Bay Regional Homeless Plan presented to LA County	3/2/26	Low	High	H
hoodline	<a href="https://hoodline.com/2026/03/south-bay-cities-to-put-measure-a-cash-on-the-hot-seat-in-torrance/">https://hoodline.com/2026/03/south-bay-cities-to-put-measure-a-cash-on-the-hot-seat-in-torrance/</a>	South Bay Cities unpack Measure A spending at ECHRA	3.2.26	Low	High	H
Daily Breeze	<a href="https://www.dailybreeze.com/2026/03/06/torrance-enters-into-south-bay-trust-that-will-fund-affordable-housing/">https://www.dailybreeze.com/2026/03/06/torrance-enters-into-south-bay-trust-that-will-fund-affordable-housing/</a>	Torrance Enters into South Bay Trust that will fund affordable housing	3/6/26	High	High	H
Patch	<a href="https://patch.com/california/hermosabeach/hermosa-beach-join-south-bay-housing-trust">https://patch.com/california/hermosabeach/hermosa-beach-join-south-bay-housing-trust</a>	Hermosa Beach to Join South bay Housing Trust	3/11/26	Medium	High	H
MynewsLA.com	<a href="https://mynewsLA.com/life/2026/03/11/hermosa-beach-latest-city-to-approve-joining-regional-housing-trust/">https://mynewsLA.com/life/2026/03/11/hermosa-beach-latest-city-to-approve-joining-regional-housing-trust/</a>	Hermosa Beach Latest City to Approve Joining Regional Housing Trust	3/11/26	High	High	H
2UrbanGirls	<a href="https://2urbangirls.com/2026/03/inglewood-hawthorne-have-highest-eviction-rates-in-south-bay/">https://2urbangirls.com/2026/03/inglewood-hawthorne-have-highest-eviction-rates-in-south-bay/</a>	Inglewood, Hawthorne have HIGHTEST eviction rates in South Bay	3/11/26	Medium	Medium	Me

2 Urban Girls	<a href="https://2urbangirls.com/2026/03/south-bay-cities-council-of-governments-receives-needed-support-to-form-housing-trust/">https://2urbangirls.com/2026/03/south-bay-cities-council-of-governments-receives-needed-support-to-form-housing-trust/</a>	South Bay Cities Council of Governments receives needed support to form housing trust	3/11/26	Medium	High	H
theLog	<a href="https://thelog.com/port-of-los-angeles-breaks-ground-on-avalon-pedestrian-bridge-and-promenade-gateway/">https://thelog.com/port-of-los-angeles-breaks-ground-on-avalon-pedestrian-bridge-and-promenade-gateway/</a>	Port of Los Angeles breaks ground on Avalon Pedestrian Bridge and Promenade Gateway	3/12/26	High	High	L
Daily Breeze	<a href="https://www.dailybreeze.com/2026/03/12/new-multicity-trust-will-work-to-create-affordable-housing-in-the-south-bay/">https://www.dailybreeze.com/2026/03/12/new-multicity-trust-will-work-to-create-affordable-housing-in-the-south-bay/</a>	New multicity trust will work to create affordable housing in the South Bay	3/12/26	High	High	H
Easy Reader	<a href="https://easyreadernews.com/hermosa-beach-joins-regional-housing-trust/">https://easyreadernews.com/hermosa-beach-joins-regional-housing-trust/</a>	Hermosa Beach joins regional housing trust	3/12/26	High	High	H
2UrbanGirls	<a href="https://2urbangirls.com/2026/03/airbnb-heads-to-south-bay-city-in-time-for-fifa-world-cup/">https://2urbangirls.com/2026/03/airbnb-heads-to-south-bay-city-in-time-for-fifa-world-cup/</a>	Airbnb heads to South Bay city in time for FIFA World Cup	3/23/26	Medium	Low	L
Easy Reader	<a href="https://2urbangirls.com/2026/03/airbnb-heads-to-south-bay-city-in-time-for-fifa-world-cup/">https://2urbangirls.com/2026/03/airbnb-heads-to-south-bay-city-in-time-for-fifa-world-cup/</a>	Baywatch Community Calendar 3-26-26	3/26/26	High	High	H

The Beach Reporter	<a href="https://www.dailybreeze.com/2026/03/26/tbr-calendar-things-to-do-in-and-around-the-beach-cities-march-26-april-1/">https://www.dailybreeze.com/2026/03/26/tbr-calendar-things-to-do-in-and-around-the-beach-cities-march-26-april-1/</a>	The Beach Reporter: Things to do in and around the beach cities, March 26-April 1	3/26/26	High	High	H
Daily Breeze	<a href="https://www.dailybreeze.com/2026/03/28/south-bay-leaders-discuss-infrastructure-marketing-ahead-of-2028-olympics/">https://www.dailybreeze.com/2026/03/28/south-bay-leaders-discuss-infrastructure-marketing-ahead-of-2028-olympics/</a>	South Bay leaders discuss infrastructure, marketing ahead of 2028 Olympics	3/26/26	High	High	H

**Paid Advertising (Secured through partial in-kind sponsorships of the General Assembly)**

Outlet	Date	Type of Ad
Easy Reader	3/5/26 and 3/12/26 2/21/26 to 3/23/26	½ page ad Four digital ads
Daily Breeze	3/1/26 2/27 to 2/20	¼ page ad Four digital ads
PV News	3/5/26	¼ page ad
Beach Reporter	3/5/26 and 3/8/26	¼ page ad

**City Communications (Includes results from our collaboration with partner city communicators to share relevant content with their audiences via their communications channels)**

City	Comms Type	Material	Date
City of Gardena	Social: Instagram	Graphic – GA Spotlight Speaker (Dana Pynn)	3/16/26
City of El Segundo	Social: Instagram	Graphic – PATCHES Program Shout Out	3/5/26
City of Rolling Hills	E-Newsletter	26 <sup>th</sup> General Assembly	3/13/26
City of Manhattan Beach	Social: Instagram	Photos – General Assembly	3/26/26

**Website Analytics – Overall and Top 10 Viewed Pages**

Site (Overall)	Views	Users	Average Engagement Time
Site Overall TOTAL	22,186	12,502	29s
/2026-general-assembly/	3,634	2,480	32s

/ (Home Page)	2,568	1,482	25s
/speakers-general-assembly-2026/	2,211	1,987	13s
/data-analyst-job-opening/	1,095	758	43s
/programs/renter-protection-and-homeless-prevention-assistance-program/	561	251	1m 03s
/about/officers-staff/	399	270	48s
/event/26th-annual-general-assembly/	388	252	36s
/calendar/	264	215	18s
/employment-opportunities/	252	193	16s
/about/	222	167	21s