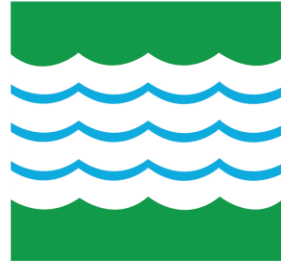


2025 Year-End Communications and Marketing Report



SOUTH BAY CITIES
COUNCIL OF GOVERNMENTS

Social Media

Print Media

Email Marketing

Website

Media Relations

City News Bureau

Video Production

Advertising

Media Types - Definitions

Content Strategy Falls Under **Four** Media Types

- **Earned Media** = A media strategy for exposure that is not paid for and is not in the business' control. You cannot force this media strategy, although methods can be used to curate this attention.
 - News media editorial placements
 - Videos that go viral
 - Product reviews
 - Shares of content across social media
- **Owned Media** = Print or digital content that the company creates and has complete control over.
 - Print publications
 - Websites
 - Blogs
 - Email marketing
 - Videos



Media Types - Definitions

- **Rented Media = Unpaid posts on social media** platforms that act as landlords. **The company controls its profile content, but the platform controls visibility, functionality, and can change rules, making it less secure than owned assets.**
- **Paid Media = Marketing that is paid for**
 - Print and digital advertising
 - Boosted posts on social media (paying for more exposure of content – typically ranges from \$10 to \$100 depending on reach)



Earned Media – City News Bureau

Shares of SBCCOG Content By Member Cities Following Specific Requests

E-Newsletter Shares = 13
Social Media Shares = 8
Video Content Creation = 3

Top Advocate = Rolling Hills Estates (8 E-Newsletter Shares) and RPVtv (3 Cable Stories)



South Bay Cities Council of Governments Updates



Earned Media – Commercial Media Coverage (Print, Broadcast, Online)

Articles Mentioning the SBCCOG = 27

Why Valuable: Consumer trust for earned media is 92%
Versus 50% for Paid Ads

DAILY BREEZE

NEWS • News

Carson recognized for its various sustainability efforts



RAFU SHIMPO

Tanaka Concludes Term as President
of South Bay Cities Council of
Governments

11/12/2025



SPONSORS & ADS



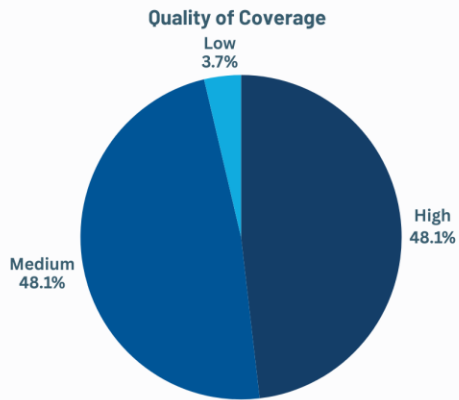
Easy Reader

easyreadernews.com



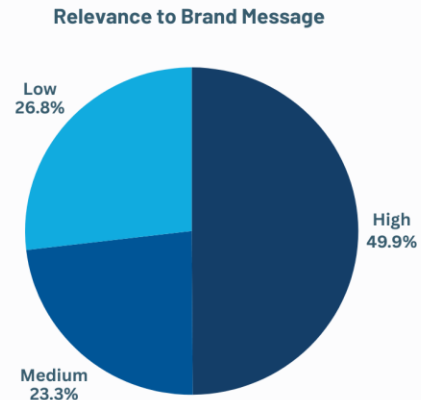
Earned Media – Media Coverage

Measuring the Impact



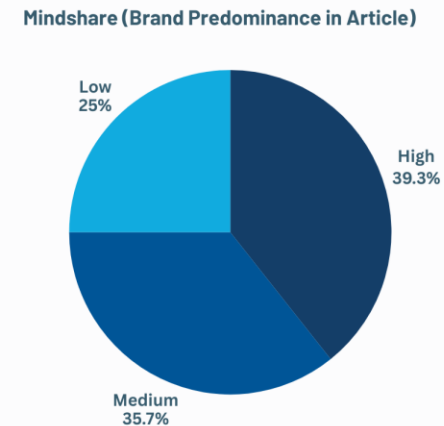
Quality = How good is the publication / valued by our target audience?

- How important is the new source to our audience? How big is the circulation
- Los Angeles Times – High
 - Ilovethegovernment.com (fictitious example) – Low



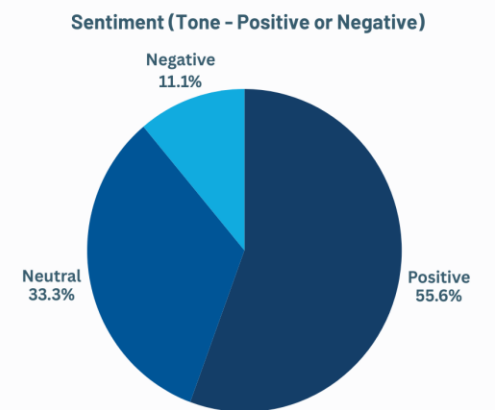
Relevance = How relevant is the message to our brand?

Does the article drive home key messages we advocate for that and/or are directly related to our programs and/or mission?



Mindshare = How much of the article about us?

Are we featured prominently in the article and/or headline? Or are we just mentioned once? And if so, is the mention vague?



Sentiment = Is the tone positive or negative about us?

Are the parties/sources speaking positively about the topic and/or us? Or is the tone angry, dubious, disenchanted?



Earned Media – Media Coverage

98% of PR Pros Report that Earned Media Harder to Obtain than Ever.



62% Point to Shrinking Media Lists

*Source: Muck Rack's 2025 State of PR: AI, Earned Media and What's Next



Owned Media – Print Media/Brand Journalism

South Bay Watch – Published Quarterlyly

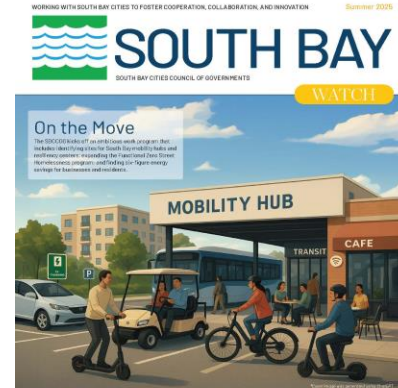
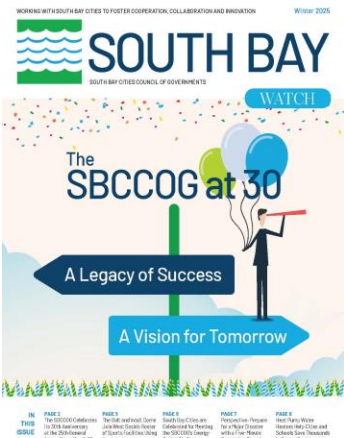
Q: Why is owned media important?

A: Because the earned media landscape is shrinking, it's our primary tool for external communication.

Main Benefit: We control the message.

Q: What is brand journalism?

A: Objective storytelling to create content that informs, engages and builds trust with an audience. Because journalistic standards are used its perceived as more credible than traditional marketing.



4,600 Copies Distributed at 100+ Community Outreach Events annually including the General Assembly



Owned Media – Print Media (Email Marketing)

South Bay Watch 2025

- **Fall: 21,369 Sends; 8,131 Opens (40%); 202 Clicks (1%)**
- **Summer: 24,494 Sends; 7,896 Opens (37%); 172 Clicks (1%)**
- **Spring (Post GA): 17,542 Sends; 6,089 Opens (38%); 131 Clicks (1%)**
- **Winter: 17,990 Sends; 6,046 Opens (37%); 135 Clicks (1%)**

*Government Open Rate Avg. = 19.4%; Click-Through Rate = 2.8% (Source: Campaign Monitor)



Owned Media – Print Media

South Bay Watch – Top Performing Stories

(Per E-mail Marketing Metrics)

SBCCOG On the Move

The SBCCOG Ramps Up South Bay Homelessness, Housing, Transportation and Sustainability Projects from a New Home Base



The South Bay Cities Council of Governments (SBCCOG) moves to North Torrance, where it will double down on efforts to reduce homelessness, target locations for future mobility hubs and resiliency centers, and find six-figure energy savings for businesses and residents.



The move coincides preliminary with Homeless Count figures that reveal a **13.1% decrease in overall South Bay homelessness.**

Read **136** more

All Aboard



The SBCCOG Takes K Line to New LAX/Metro Transit Center

In June, the new LAX/Metro Transit Center (MTC) opened to connect Metro's C and K lines directly to LAX via a free airport shuttle.

The SBCCOG's staff, board members and partners took a trip to see the \$898.6 million project and experience the rail route to the LAX/MTC from a commuter's point of view.



Read **119** more

A HERO's Welcome

Newly Formed Organization Brings Care First, Person Centered Approach to Homeless Case Management in the South Bay



Case managers play a critical role in getting the unhoused from the street to a shelter bed to permanent supportive housing. It takes knowing the system and speaking the right language to make things happen. With decades of combined experience, newly formed HERO Community Services has partnered with the SBCCOG to bring this expertise to the South Bay.

Read **98** more



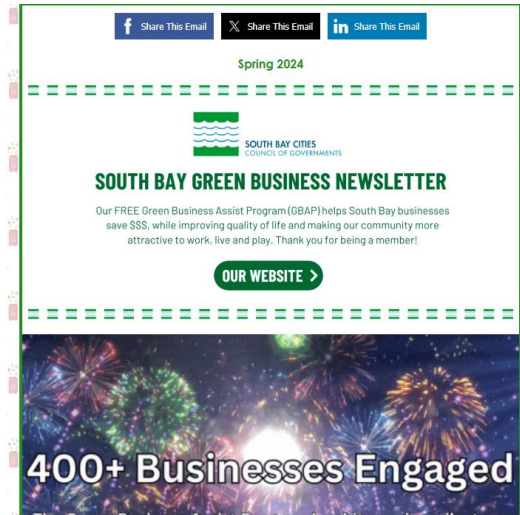
Owned Media – Email Marketing



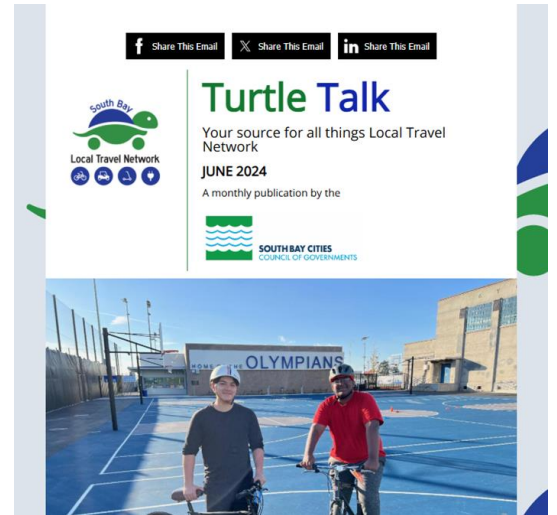
Partner Emails



SBESC Monthly Newsletter



Quarterly Green Business Newsletter



Turtle Talk



Owned Media – E-mail Marketing – Metrics At A Glance

- Total E-Mails = 100
- Sends - 1,756,035 (up 329,070 vs. 2024)
- Opens = 481,594 (up 589,582 vs. 2024)
- Open Rate = 37% (up from 1% in 2024)
- Clicks = 20,743 (down 11,273 vs. 2024)
- Click Rate = 1% (down 1% from 2024)

*Government Open Rate Avg. = 19.4%; Click-Through Rate = 2.8% (Source: Campaign Monitor)

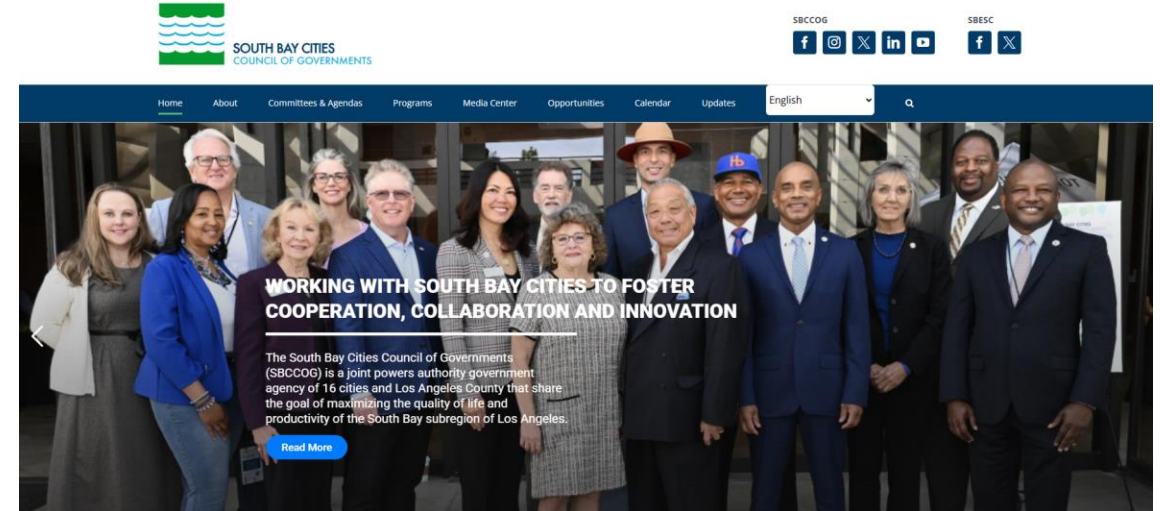


Owned Media - Website

**Total Views: 146,058 = Up 3.5% from 2024
(Source: Google Analytics)**

Top-10 Viewed Pages (Based on # of Views)

1. Home page – 33,291
2. Groundwater desalinization SBW story (2021 – 6,947
3. General Assembly – 3,428
4. Officers/Staff – 3,369
5. Media Center – 2,546
6. Calendar – 2,156
7. Employment Opportunities – 1,959
8. About the South Bay– 1,718
9. About the SBCCOG – 1,699
10. Board of Directors Meetings – 1,567



Rented Media – Social Media

The Metrics

Three Types *(Source: Mailchimp)*

- 1. Reach:** The number of unique users who saw your post, ad, or piece of content. It **counts each user only once**, regardless of how many times they have viewed the content.
 - Crucial for **maximizing visibility**
- 2. Views (often synonymous with Impressions):** Total views. How many times content appeared on someone's screen. **Includes multiple views by the same user.**
 - Repeated exposure **solidifies message, promotes brand recall** and **may lead to more action**

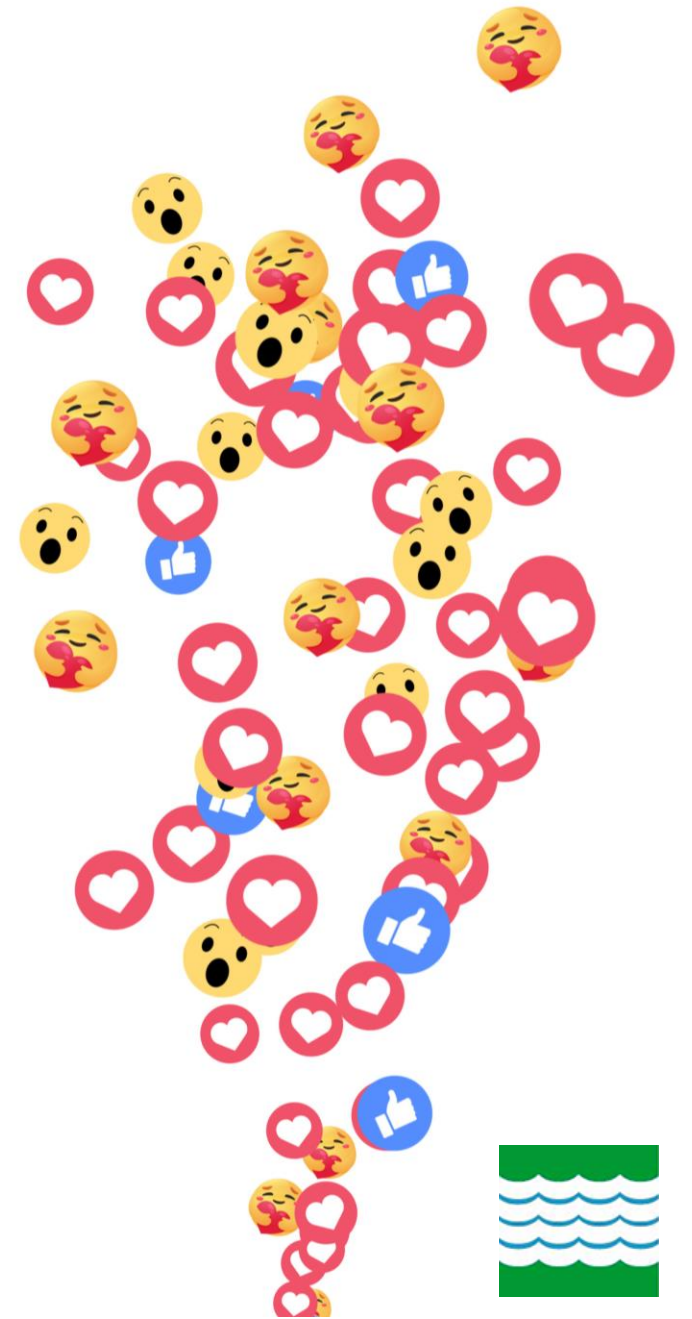


The Metrics

3. Engagement

A measure of how users ***interact*** with a brand's social media content.

- **What it includes:**
 - Reactions (i.e., likes, hearts and other emojis that communicate the user's emotional response)
 - Comments
 - Link Clicks
 - Video Plays
 - Shares



Social Media

Rented Media – SBCCOG Social Media

Metrics At a Glance – 2025

Channels Include: Facebook (SBCCOG, SBESC),
Instagram, LinkedIn, X (SBCCOG, SBESC)

- **Total Followers: 4,146** (3,459 in Jan. 2024 = +20%)
- **New Followers: +687**
- **Posts: 1,264**
- **Post Impressions/Views: 182,332**
- **Engagements: 9,097** (reactions, clicks shares, comments)



Rented Media - Social Media

Top Performing Content - By Engagement



Welcome Aaron Ruiz



**Content Type: Graphic w/
Photo, Employees News**
Engagement: 44
Views: 690

Post-Fire Air Quality Tips



**Content Type: Graphic
w/ Public Service Tips**
Engagement: 42
Views: 1,827

Video - SBCCOG Homeless Services Task Force Open House



**Content Type: Video,
Homeless Services**
Engagement: 35
Impressions: 480

*Takeaway: Top-Three Engaged IG Posts = Employees News, Public Service Tips and Videos Related to Homelessness Resonate



Social Media

Top Performing Content – By Engagement



Torrance Landscape Beautification Awards

South Bay Cities Council of Governments
Published by Colleen Farrell · July 17, 2025 ·

As SoCal water shortages remain widespread this spring, the lush green lawns that made up the residential landscapes of the South Bay's past continue to shrink as residents gradually transition to more sustainable options like river rock, succulents and sage.

Residents of our partner city, @cityoftorrance, are proving there is nothing aesthetically "dry" about drought-tolerant gardens, and the city is taking notice.

Torrance rolled out its residential Landscape Beautification Awards this year to celebrate the efforts of residents who maintain and enhance their homes and outdoor spaces. Read about the winners and see their stunning yards (like these) in the City Showcase feature from our spring issue of South Bay Watch. Read more: <https://southbaycities.org/city-showcase-torrance/>



Resiliency Center Survey

South Bay Cities Council of Governments
Published by Colleen Farrell · June 12, 2025 ·

Gardena residents: Where will you go when a heat wave strikes and the electricity goes out? Help us identify locations in your neighborhoods that would make a good community resilience center and be entered to win an Energy Efficiency Gift Basket worth \$40! Link in bio for the Energy Resilience Action Plan form. <https://forms.office.com/r/8RYCLj9ay>



Resiliency Center Survey

South Bay Cities Council of Governments
Published by Colleen Farrell · June 12, 2025 ·

Manhattan Beach residents, where will you go when a heat wave strikes and the electricity goes out? We're working to identify locations in your neighborhoods that might make a good Community Resilience Center, which is a place that provides shelter and resources during climate and other emergencies. Let us know what you and your family need by completing a short survey, and be entered to win an Energy Efficiency Gift Basket worth \$40! Link in bio for the Energy Resilience Action Plan form.



Content Type: Member City/Photo/South Bay Watch Story

Engagement: 276

Reach: 2,563

Content Type: Photo/Survey/Boosted

Engagement: 152

Reach: 1,578

Content Type: Profile Piece/Photo

Engagement: 142

Impressions: 1,688



*Takeaway: Top-Three Engaged FB Posts = Boosted/Photos

Owned Media - Social Media

Top Performing Content



Welcome Kevin Umana

Welcome Kevin Umana to the South Bay Cities Council of Governments!

We're excited to welcome our new housing project coordinator, Kevin, to our homeless services team. Kevin will utilize Measure A funding and Los Angeles Affordable Housing Solutions Agency (LACAHS) programs in the South Bay!

With experience at Capital Impact Partners and the Los Angeles Department of City Planning's Citywide Housing Policy Unit, Kevin is excited to support families and individuals with policy changes and immediate assistance.

When he's not working or volunteering in his community, Kevin enjoys soccer, watching movies and shows, and playing guitar.

Join us in giving him a warm welcome!



Content Type:
Employee
News/Graphic w/ Photo
Impressions: 2,558
Engagements: 163

Welcome Addie Aubley

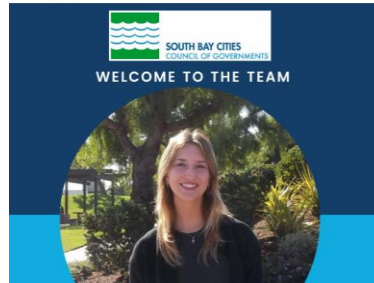
Welcome Alexandria Aubley to the South Bay Cities Council of Governments!

We're excited to welcome our new Energy Efficiency CivicSpark Fellow, Addie, to our team. Addie will help South Bay cities and community members access energy efficiency programs and track energy use, while also coordinating environmental programs.

Before joining the SBCCOG, Addie studied at the University of California, Irvine where she worked as a research intern and co-founded Sustainable and Just Future UC Irvine.

Addie likes to surf, scuba dive, and rock climb!

Join us in giving her a warm welcome!



Content Type:
Employee
News/Graphic w/ Photo
Impressions: 1,939
Engagement: 199

LACAHS Approves \$11.4 Million in Emergency Rental Assistance and Flexible Financial Assistance Funds

The board of directors of the Los Angeles County Affordable Housing Solutions Agency (LACAHS) today voted to allocate \$11.4 million in Measure A funding for Emergency Rental Assistance and Flexible Financial Assistance programs to serve at-risk renters across County of Los Angeles. The funding will provide short-term assistance to households at immediate risk of eviction or homelessness due to financial hardship.

Demand for assistance has been overwhelming, underscoring the urgent need for renter protections and homelessness prevention tools countywide. Local officials predict that as many as 14,500 formerly homeless households could end up back on the streets or in shelters next year due to state and federal budget gaps and funding cuts.

This new funding will increase the number of South Bay families we can help. LACAHS previously approved \$4.8 million for the SBCCOG's Homeless Prevention and Renter Protection Funds. With this funding we worked very closely with LACAHS to quickly stand-up its Emergency Renter Assistance Program just in time for the holidays. To date the program has helped more than a dozen households. One of our subcontractors Catholic Charities USA, has been able to assist several families in City of Inglewood and City of Hawthorne.

Read the LACAHS press release <https://lnkd.in/gDHpfbKb>.



Content Type: Board Member/Photos
Impressions: 1,581
Engagements: 112



*Takeaway: Top-Three LI Posts = Employee News Resonates

Owned Media - Social Media

Top Performing Content – By Engagement



Traffic Survey

Help improve traffic on the I-105 Freeway! Share how you travel the area for a chance to win a \$25 gift card. Take the three minute survey August 1st: [https://www.southbaycities.org/city-showcase-...](#) #ExpresLane #Metro2019



Content Type:
Graphic/Survey
Engagements: 52
Impressions: 264

Torrance Landscape Beautification Awards

River rock, succulents and sage, oh my!! 🌱🐝🦋 Residents of our member city @TorranceCA are proving there is nothing aesthetically “dry” about drought-tolerant 💧 gardens, and the city is taking notice. Read more: [southbaycities.org/city-showcase-...](#)



Content Type: Member City/Photo/South Bay Watch Story
Engagement: 14
Impressions: 56

Advocating for the Homeless

REFORMING THE HOMELESS SYSTEM – A big shout out to @citymb Council member Joe Franklin for joining me at the @CountyofLA offices to advocate for a smaller county bureaucracy to address homelessness, and for issuing of more resources back to our areas to support local solutions.



Content Type:
Photo/Staff/Member City Elected Official
Engagements: 13
Impressions: 178



*Takeaway: Top Engaged X Post = Surveys Generate Engagement

Rented - Social Media

• Key Take-Aways

- Homeless Services Content and Employee News and Activity Performs Well
- Videos attract engagement
- Boosted Posts Should Be Considered for Maximum Reach and Engagement



Paid Media - Advertising

General Assembly – Key Objective: Filling the Seats

Secured Campaign of Partially Sponsored, In-Kind Ads
(8 print, six digital)

- Southern California News Group (Daily Breeze, The Beach Reporter, Palos Verdes Peninsula News) – Sponsor Level (\$2,500)
 - Potential Readership: 125,019 Monetary SBCCOG Investment: \$2,286
- The Easy Reader – Friends of the COG Level (\$1,211)
 - Potential Readership: 142,432 Monetary SBCCOG Investment: \$1,214

Results: 400+ Attendees

SOUTH BAY CITIES COUNCIL OF GOVERNMENTS

FREE EVENT

25TH GENERAL ASSEMBLY

**SBCCOG at 30:
A Legacy of Success,
A Vision for Tomorrow**

Thursday, March 27, 2025, 9 a.m. - 3 p.m.
Carson Event Center

The South Bay Cities Council of Governments turns 30! We invite you to celebrate with us.
southbaycities.org/2025-general-assembly

SPEAKERS WILL INCLUDE:

- Amanda Vochkaevski Hansen, Acting Senior Advisor for Climate, Office of Governor Gavin Newsom
- Don Knabe, Former Fourth District Los Angeles County Supervisor
- Dan Sturges, Sustainable Mobility Pioneer and Cofounder of Mobilitee, LLC
- Terry Tamminen, President/CEO, AltaSea

We Thank Our Sponsors

Benefactors: Chevron, Southern California Edison, South Bay Association of Realtors

Sponsors: AECOM, Geo Search, Los Angeles County Sanitation Districts, Janice Hahn, SCAG, SoCalGas, DVA Breeze, Bannock, Watson, WRD

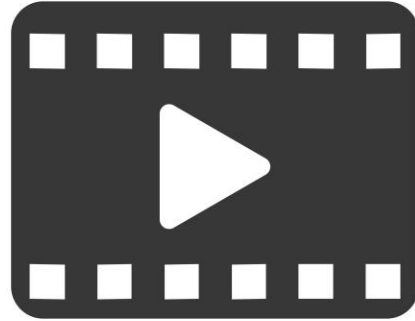


What's Next

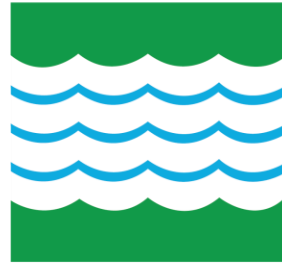
Goals for 2026:

- More Videos
- City Communications Working Group

Goals: Build Relationships, Mutually Amplify Content, Share Best Practices and Tools



2025
Year-End
Communications
and Marketing
Report



SOUTH BAY CITIES
COUNCIL OF GOVERNMENTS

Thank You!

