

Council Meeting of
December 16, 2008

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council

**SUBJECT: Public Works – Approve an Agreement with the South Bay Cities Council of Governments (SBCCOG) for marketing and community outreach services for water conservation programs.
Expenditure: \$ 18,750.**

RECOMMENDATION

Recommendation of the Water Commission and the Public Works Director that City Council approve entering into an Agreement with the South Bay Cities Council of Governments (SBCCOG) to provide marketing, promotional and community outreach services for the implementation of water conservation programs in the amount of \$18,750 for the period of January 1, 2009 through June 30, 2010.

Funding

Funding is available in the current Water Enterprise Operating Budget to support this program.

BACKGROUND AND ANALYSIS

The SBCCOG is a joint powers authority among the 16 South Bay cities, including the City of Torrance. The principal objective of the SBCCOG is to maximize the quality of life and productivity through the cooperative participation of its member cities on various issues of a regional and sub regional nature. Major focus areas of the SBCCOG include energy and water issues, conservation, homeland security, transportation, legislation, mass transit, planning and other matters of a regional nature.

Approximately four years ago, the SBCCOG was successful in establishing the South Bay Energy Saving Center. The Energy Center is located in Torrance and its major function is to promote energy conservation within the South Bay community by marketing a wide variety of energy rebate and incentive type programs, providing energy resource materials, direct procurement and distribution of energy saving devices, and conducting an extensive outreach program throughout the South Bay area. The SBCCOG has been extremely successful in this venture and has established an extensive network to effectively market energy conservation programs and began assisting with water conservation programs approximately two years ago. Several months ago the Center was renamed as the South Bay Environmental Services Center to reflect its broader mission

In December 2006, the City Council approved a two year Agreement with the SBCCOG for the marketing, promotional and sponsorship of various workshop and special events to promote residential, commercial, industrial and institutional water conservation

programs offered by the City. The West Basin Municipal Water District (WBMWD) also executed a similar Agreement with the SBCCOG to provide similar services in the WBMWD area. The program has been highly successful and the SBCCOG has performed commendably during this period. A listing of some of the events/workshops sponsored by the SBCCOG that contained a water marketing component is attached for your reference. In addition to events and workshops, the SBCCOG has provided assistance with conservation messaging, scheduling and coordinating non-SBCCOG sponsored events and in disseminating water conservation information to all sectors of the community.

The current Agreement with the SBCCOG will expire at the end of January, 2009. At the November 20, 2008 meeting, the Water Commission considered this matter and unanimously supported a renewal of the Agreement with SBCCOG to continue to provide these services. The SBCCOG provides a valuable service to enhance the City's water conservation programs. It is recommended that the City execute a new Agreement with the South Bay Cities Council of Governments to provide marketing, promotional and related support services through the end of fiscal 2009–2010 at a cost of \$18,750.

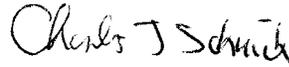
Respectfully Submitted,

WATER COMMISSION



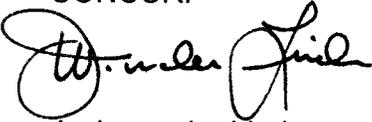
Ken Lew, Chair

ROBERT J. BESTE
Public Works Director



By Charles J. Schaich
Senior Administrative Analyst

CONCUR:



Jack van der Linden
Deputy Public Works Director



Robert J. Beste
Public Works Director

NOTED:



LeRoy J. Jackson
City Manager

Attachments: A. Agreement with SBCCOG
B. Partial listing of SBCCOG events, workshops

CONTRACT SERVICES AGREEMENT

This CONTRACT SERVICES AGREEMENT ("Agreement") is made and entered into as of January 1, 2009 (the "Effective Date"), by and between the CITY OF TORRANCE, a municipal corporation ("CITY"), and the South Bay Cities Council of Governments (SBCCOG), a joint powers authority ("CONTRACTOR").

RECITALS:

- A. CITY wishes to retain the services of an experienced and qualified CONTRACTOR to provide marketing, workshops, promotional and related community outreach efforts for the implementation of residential, business and institutional conservation programs.
- B. CONTRACTOR represents that it is qualified to perform those services.

AGREEMENT:

1. **SERVICES TO BE PERFORMED BY CONTRACTOR**
CONTRACTOR will provide the services listed in the Scope of Services attached as Exhibit A. CONTRACTOR warrants that all work and services set forth in the Scope of Services will be performed in a competent, professional and satisfactory manner.
2. **TERM**
Unless earlier terminated in accordance with Paragraph 4 below, this Agreement will continue in full force and effect from the Effective Date through June 30, 2010.
3. **COMPENSATION**
 - A. CONTRACTOR's Fee.

For services rendered pursuant to this Agreement, CONTRACTOR will be paid in accordance with the Compensation Schedule attached as Exhibit B, provided, however, that in no event will the total amount of money paid the CONTRACTOR, for services initially contemplated by this Agreement, exceed the sum of \$ 18,750 ("Agreement Sum"), unless otherwise first approved in writing by CITY.

B. Schedule of Payment.

Provided that the CONTRACTOR is not in default under the terms of this Agreement, upon presentation of an invoice, CONTRACTOR will be paid the fees described in Paragraph 3.A. above, according to the Compensation Schedule. Payment will be due within 30 days after the date of the invoice.

4. TERMINATION OF AGREEMENT

A. Termination by CITY for Convenience.

1. CITY may, at any time, terminate the Agreement for CITY's convenience and without cause.
2. Upon receipt of written notice from CITY of such termination for CITY's convenience, CONTRACTOR will:
 - a. cease operations as directed by CITY in the notice;
 - b. take actions necessary, or that CITY may direct, for the protection and preservation of the work; and
 - c. except for work directed to be performed prior to the effective date of termination stated in the notice, terminate all existing subcontracts and purchase orders and enter into no further subcontracts and purchase orders.
3. In case of such termination for CITY's convenience, CONTRACTOR will be entitled to receive payment for work executed; and costs incurred by reason of such termination, along with reasonable overhead and profit on the work not executed.

B. Termination for Cause.

1. If either party fails to perform any term, covenant or condition in this Agreement and that failure continues for 15 calendar days after the nondefaulting party gives the defaulting party written notice of the failure to perform, this Agreement may be terminated for cause; provided, however, that if during the notice period the defaulting party has promptly commenced and continues diligent efforts to remedy the default, the defaulting party will have such additional time as is reasonably necessary to remedy the default.
2. In the event this Agreement is terminated for cause by the default of the CONTRACTOR, the CITY may, at the expense of the CONTRACTOR and its surety, complete this Agreement or cause it to be completed. Any check or bond delivered to the CITY in connection with this Agreement, and the money payable thereon, will be forfeited to and remain the property of the CITY. All moneys

due the CONTRACTOR under the terms of this Agreement will be retained by the CITY, but the retention will not release the CONTRACTOR and its surety from liability for the default. Under these circumstances, however, the CONTRACTOR and its surety will be credited with the amount of money retained, toward any amount by which the cost of completion exceeds the Agreement Sum and any amount authorized for extra services.

3. Termination for cause will not affect or terminate any of the rights of the CITY as against the CONTRACTOR or its surety then existing, or which may thereafter accrue because of the default; this provision is in addition to all other rights and remedies available to the CITY under law.

C. Termination for Breach of Law.

In the event the CONTRACTOR or any of its officers, directors, shareholders, employees, agents, subsidiaries or affiliates is convicted (i) of a criminal offense as an incident to obtaining or attempting to obtain a public or private contract or subcontract, or in the performance of a contract or subcontract; (ii) under state or federal statutes of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or any other offense indicating a lack of business integrity or business honesty which currently, seriously, and directly affects responsibility as a public consultant or contractor; (iii) under state or federal antitrust statutes arising out of the submission of bids or proposals; or (iv) of violation of Paragraph 19 of this Agreement; or for any other cause the CITY determines to be so serious and compelling as to affect CONTRACTOR's responsibility as a public consultant or contractor, including but not limited to, debarment by another governmental agency, then the CITY reserves the unilateral right to terminate this Agreement or to impose such other sanctions (which may include financial sanctions, temporary suspensions or any other condition deemed appropriate short of termination) as it deems proper. The CITY will not take action until CONTRACTOR has been given notice and an opportunity to present evidence in mitigation.

5. **FORCE MAJEURE**

If any party fails to perform its obligations because of strikes, lockouts, labor disputes, embargoes, acts of God, inability to obtain labor or materials or reasonable substitutes for labor or materials, governmental restrictions, governmental regulations, governmental control, judicial orders, enemy or hostile governmental action, civil commotion, fire or other casualty, or other causes beyond the reasonable control of the party obligated to perform, then that party's performance shall be excused for a period equal to the period of such cause for failure to perform.

6. **RETENTION OF FUNDS**

CONTRACTOR authorizes CITY to deduct from any amount payable to CONTRACTOR (whether or not arising out of this Agreement) any amounts the payment of which may be in dispute or that are necessary to compensate CITY for any losses, costs, liabilities, or damages suffered by CITY, and all amounts for which CITY may be liable to third parties, by reason of CONTRACTOR's acts or omissions in performing or failing to perform CONTRACTOR's obligations under this Agreement. In the event that any claim is made by a third party, the amount or validity of which is disputed by CONTRACTOR, or any indebtedness exists that appears to be the basis for a claim of lien, CITY may withhold from any payment due, without liability for interest because of the withholding, an amount sufficient to cover the claim. The failure of CITY to exercise the right to deduct or to withhold will not, however, affect the obligations of CONTRACTOR to insure, indemnify, and protect CITY as elsewhere provided in this Agreement.

7. CITY REPRESENTATIVE

Robert Beste, Public Works Director is designated as the "City Representative," authorized to act in its behalf with respect to the work and services specified in this Agreement and to make all decisions in connection with this Agreement. Whenever approval, directions, or other actions are required by CITY under this Agreement, those actions will be taken by the City Representative, unless otherwise stated. The City Manager has the right to designate another City Representative at any time, by providing notice to CONTRACTOR.

8. CONTRACTOR REPRESENTATIVE(S)

The following principal(s) of CONTRACTOR are designated as being the principal(s) and representative(s) of CONTRACTOR authorized to act in its behalf with respect to the work specified in this Agreement and make all decisions in connection with this Agreement:

Jacki Bacharach, Executive Director

9. INDEPENDENT CONTRACTOR

The CONTRACTOR is, and at all times will remain as to CITY, a wholly independent contractor. Neither CITY nor any of its agents will have control over the conduct of the CONTRACTOR or any of the CONTRACTOR's employees, except as otherwise set forth in this Agreement. The CONTRACTOR may not, at any time or in any manner, represent that it or any of its agents or employees are in any manner agents or employees of CITY.

10. BUSINESS LICENSE

The CONTRACTOR must obtain a City business license prior to the start of work under this Agreement, unless CONTRACTOR is qualified for an exemption.

11. OTHER LICENSES AND PERMITS

CONTRACTOR warrants that it has all professional, contracting and other permits and licenses required to undertake the work contemplated by this Agreement.

12. FAMILIARITY WITH WORK

By executing this Agreement, CONTRACTOR warrants that CONTRACTOR (a) has thoroughly investigated and considered the scope of services to be performed, (b) has carefully considered how the services should be performed, and (c) fully understands the facilities, difficulties and restrictions attending performance of the services under this Agreement. If the services involve work upon any site, CONTRACTOR warrants that CONTRACTOR has or will investigate the site and is or will be fully acquainted with the conditions there existing, prior to commencement of services set forth in this Agreement. Should CONTRACTOR discover any latent or unknown conditions that will materially affect the performance of the services set forth in this Agreement, CONTRACTOR must immediately inform CITY of that fact and may not proceed except at CONTRACTOR's risk until written instructions are received from CITY.

13. CARE OF WORK

CONTRACTOR must adopt reasonable methods during the term of the Agreement to furnish continuous protection to the work, and the equipment, materials, papers, documents, plans, studies and other components to prevent losses or damages, and will be responsible for all damages, to persons or property, until acceptance of the work by CITY, except those losses or damages as may be caused by CITY's own negligence.

14. CONTRACTOR'S ACCOUNTING RECORDS; OTHER PROJECT RECORDS

Records of the CONTRACTOR's time pertaining to the project, and records of accounts between CITY and the CONTRACTOR, will be kept on a generally recognized accounting basis. CONTRACTOR will also maintain all other records, including without limitation specifications, drawings, progress reports and the like, relating to the project. All records will be available to CITY during normal working hours. CONTRACTOR will maintain these records for three years after final payment.

15. INDEMNIFICATION

CONTRACTOR will indemnify, defend, and hold harmless CITY, the Redevelopment Agency of the City of Torrance, the City Council, each member thereof, present and future, members of boards and commissions, its officers, agents, employees and volunteers from and against any and all liability, expenses, including defense costs and legal fees, and claims for damages

whatsoever, including, but not limited to, those arising from breach of contract, bodily injury, death, personal injury, property damage, loss of use, or property loss however the same may be caused and regardless of the responsibility for negligence. The obligation to indemnify, defend and hold harmless includes, but is not limited to, any liability or expense, including defense costs and legal fees, arising from the negligent acts or omissions, or willful misconduct of CONTRACTOR, its officers, employees, agents, subcontractors or vendors. It is further agreed, CONTRACTOR's obligations to indemnify, defend and hold harmless will apply even in the event of concurrent negligence on the part of CITY, the City Council, each member thereof, present and future, or its officers, agents and employees, except for liability resulting solely from the negligence or willful misconduct of CITY, its officers, employees or agents. Payment by CITY is not a condition precedent to enforcement of this indemnity. In the event of any dispute between CONTRACTOR and CITY, as to whether liability arises from the sole negligence of the CITY or its officers, employees, agents, subcontractors or vendors, CONTRACTOR will be obligated to pay for CITY's defense until such time as a final judgment has been entered adjudicating the CITY as solely negligent. CONTRACTOR will not be entitled in the event of such a determination to any reimbursement of defense costs including but not limited to attorney's fees, expert fees and costs of litigation.

16. NON-LIABILITY OF CITY OFFICERS AND EMPLOYEES

No officer or employee of CITY will be personally liable to CONTRACTOR, in the event of any default or breach by the CITY or for any amount that may become due to CONTRACTOR.

17. INSURANCE

A. CONTRACTOR and its subcontractors must maintain at its sole expense the following insurance, which will be full coverage not subject to self insurance provisions:

1. Automobile Liability, including owned, non-owned and hired vehicles, with at least the following limits of liability:
 - a. Primary Bodily Injury with limits of at least \$500,000 per person, \$500,000 per occurrence; and
 - b. Primary Property Damage of at least \$250,000 per occurrence; or
 - c. Combined single limits of \$1,000,000 per occurrence.
2. General Liability including coverage for premises, products and completed operations, independent contractors/vendors, personal injury and contractual obligations with combined single limits of coverage of at least \$1,000,000 per occurrence.

3. Workers' Compensation with limits as required by the State of California and Employer's Liability with limits of at least \$1,000,000.
- B. The insurance provided by CONTRACTOR will be primary and non-contributory.
 - C. CITY ("City of Torrance"), the Redevelopment Agency of the City of Torrance, the City Council and each member thereof, members of boards and commissions, every officer, agent, official, employee and volunteer must be named as additional insured under the automobile and general liability policies.
 - D. CONTRACTOR must provide certificates of insurance and/or endorsements indicating appropriate coverage, to the City Clerk of the City of Torrance before the commencement of work.
 - E. Each insurance policy required by this Paragraph must contain a provision that no termination, cancellation or change of coverage can be made without thirty days notice to CITY.

18. SUFFICIENCY OF INSURERS

Insurance required by this Agreement will be satisfactory only if issued by companies admitted to do business in California, rated "B+" or better in the most recent edition of Best's Key Rating Guide, and only if they are of a financial category Class VII or better, unless these requirements are waived by the Risk Manager of CITY ("Risk Manager") due to unique circumstances. In the event the Risk Manager determines that the work or services to be performed under this Agreement creates an increased or decreased risk of loss to CITY, the CONTRACTOR agrees that the minimum limits of any insurance policies or performance bonds required by this Agreement may be changed accordingly upon receipt of written notice from the Risk Manager; provided that CONTRACTOR will have the right to appeal a determination of increased coverage by the Risk Manager to the City Council of CITY within 10 days of receipt of notice from the Risk Manager.

19. CONFLICT OF INTEREST

- A. No officer or employee of the CITY may have any financial interest, direct or indirect, in this Agreement, nor may any officer or employee participate in any decision relating to the Agreement that effects the officer or employee's financial interest or the financial interest of any corporation, partnership or association in which the officer or employee is, directly or indirectly interested, in violation of any law, rule or regulation.
- B. No person may offer, give, or agree to give any officer or employee or former officer or employee, nor may any officer or employee solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, preparation or any part of a program

requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any way pertaining to any program requirement, contract or subcontract, or to any solicitation or proposal.

20. NOTICE

- A. All notices, requests, demands, or other communications under this Agreement will be in writing. Notice will be sufficiently given for all purposes as follows:
1. Personal delivery. When personally delivered to the recipient: notice is effective on delivery.
 2. First Class mail. When mailed first class to the last address of the recipient known to the party giving notice: notice is effective three mail delivery days after deposit in an United States Postal Service office or mailbox.
 3. Certified mail. When mailed certified mail, return receipt requested: notice is effective on receipt, if delivery is confirmed by a return receipt.
 4. Overnight delivery. When delivered by an overnight delivery service, charges prepaid or charged to the sender's account: notice is effective on delivery, if delivery is confirmed by the delivery service.
 5. Facsimile transmission. When sent by fax to the last fax number of the recipient known to the party giving notice: notice is effective on receipt. Any notice given by fax will be deemed received on the next business day if it is received after 5:00 p.m. (recipient's time) or on a non-business day.

6. Addresses for purpose of giving notice are as follows:

CONTRACTOR South Bay Cities Council of
 Governments
 Attn: Jacki Bacharach
 3868 Carson Street - Suite 110
 Torrance, CA 90503

Fax: (310) 792 - 5710

CITY: City Clerk
 City of Torrance
 3031 Torrance Boulevard
 Torrance, CA 90509-2970
 Fax: (310) 618-2931

- B. Any correctly addressed notice that is refused, unclaimed, or undeliverable because of an act or omission of the party to be notified, will be deemed effective as of the first date the notice was refused, unclaimed or deemed undeliverable by the postal authorities, messenger or overnight delivery service.
- C. Either party may change its address or fax number by giving the other party notice of the change in any manner permitted by this Agreement.

21. PROHIBITION AGAINST ASSIGNMENT AND SUBCONTRACTING

This Agreement and all exhibits are binding on the heirs, successors, and assigns of the parties. The Agreement may not be assigned or subcontracted by either CITY or CONTRACTOR without the prior written consent of the other.

22. INTEGRATION; AMENDMENT

This Agreement represents the entire understanding of CITY and CONTRACTOR as to those matters contained in it. No prior oral or written understanding will be of any force or effect with respect to the terms of this Agreement. The Agreement may not be modified or altered except in writing signed by both parties.

23. INTERPRETATION

The terms of this Agreement should be construed in accordance with the meaning of the language used and should not be construed for or against either party by reason of the authorship of this Agreement or any other rule of construction that might otherwise apply.

24. SEVERABILITY

If any part of this Agreement is found to be in conflict with applicable laws, that part will be inoperative, null and void insofar as it is in conflict with any applicable laws, but the remainder of the Agreement will remain in full force and effect.

25. TIME OF ESSENCE

Time is of the essence in the performance of this Agreement.

26. GOVERNING LAW; JURISDICTION

This Agreement will be administered and interpreted under the laws of the State of California. Jurisdiction of any litigation arising from the Agreement will be in Los Angeles County, California.

27. COMPLIANCE WITH STATUTES AND REGULATIONS

CONTRACTOR will be knowledgeable of and will comply with all applicable federal, state, county and city statutes, rules, regulations, ordinances and orders.

28. WAIVER OF BREACH

No delay or omission in the exercise of any right or remedy by a nondefaulting party on any default will impair the right or remedy or be construed as a waiver. A party's consent or approval of any act by the other party requiring the party's consent or approval will not be deemed to waive or render unnecessary the other party's consent to or approval of any subsequent act. Any waiver by either party of any default must be in writing and will not be a waiver of any other default concerning the same or any other provision of this Agreement.

29. ATTORNEY'S FEES

Except as provided for in Paragraph 15, in any dispute, litigation, arbitration, or other proceeding by which one party either seeks to enforce its rights under this Agreement (whether in contract, tort or both) or seeks a declaration of any rights or obligations under this Agreement, the prevailing party will be awarded reasonable attorney's fees, together with any costs and expenses, to resolve the dispute and to enforce any judgment.

30. EXHIBITS

All exhibits identified in this Agreement are incorporated into the Agreement by this reference.

31. CONTRACTOR'S AUTHORITY TO EXECUTE

The persons executing this Agreement on behalf of the CONTRACTOR warrant that (i) the CONTRACTOR is duly organized and existing; (ii) they are duly authorized to execute this Agreement on behalf of the CONTRACTOR; (iii) by so executing this Agreement, the CONTRACTOR is formally bound to the provisions of this Agreement; and (iv) the entering into this Agreement does not violate any provision of any other Agreement to which the CONTRACTOR is bound.

CITY OF TORRANCE
a Municipal Corporation

South Bay Cities Council of Governments
A Joint Powers Authority

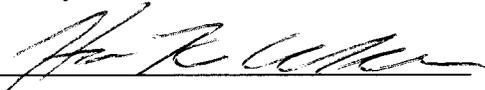
Frank Scotto, Mayor

By: _____
Steve Diels
Chair

ATTEST:

Sue Herbers
City Clerk

APPROVED AS TO FORM:
JOHN L. FELLOWS III
City Attorney

By: 

Attachments: Exhibit A Scope of Services
 Exhibit B Compensation Schedule

Revised: 10/29/2008

EXHIBIT A**SCOPE OF SERVICES**

The South Bay Cities Council of Governments (SBCCOG) will provide marketing, public workshops, promotional and related community outreach activities for the implementation of residential, business and institutional conservation programs. In addition, the SBCCOG will serve as a resource center for various water conservation, rebate and incentive programs offered by the City. Specific water conservation programs that the SBCCOG will support include, but are not limited to, the following:

- 1. Provide public workshops with a water conservation focus and/or content directed toward various customer sectors.**
- 2. Educational Conservation programs, such as the Living Wise program.**
- 3. Water Efficient Landscape classes for both the residential and professional sector.**
- 4. Rebate, incentive, demonstration and pilot programs for the residential, commercial, industrial and institutional sectors.**
- 5. Special City events, environmental fairs and other related venues.**
- 6. Landscape and outdoor conservation programs.**
- 7. Other existing or new conservation programs that are developed over the contract period.**

EXHIBIT B

COMPENSATION SCHEDULE

Payment for services will be made to the South Bay Cities Council of Governments (SBCCOG) on a quarterly basis in the amount of \$ 3,125 per quarter within 30 days of submittal of a valid invoice from SBCCOG.



www.sbesc.com

SOUTH BAY
ENVIRONMENTAL SERVICES CENTER

South Bay Cities Council of Governments

Red = Residential Events
Green = Commercial Events
Blue = Public Agency Events
Magenta = Cable / Media / Interview / Ads
Special Events are Bold
Exhibits are in Italics

• Carson • El Segundo • Gardena • Hawthorne • Hermosa Beach • Inglewood • Lawndale • Lomita • Manhattan Beach • Palos Verdes Estates •
• Rancho Palos Verdes • Redondo Beach • Rolling Hills • Rolling Hills Estates • Torrance • San Pedro / Harbor City communities of Los Angeles •

Contract Years 2006-2008

Contact: Marilyn Lyon, Program Manager marilyn@sbesc.com 310-543-3022

2006

November

11-18-06 SBESC Outreach at WATER Wise – LANDSCAPING CLASS AT MADRONA MARSH (reservations all full at 50 taking names for Feb. 3 workshop)
Torrance

December

12/03/06 *Exhibit at Costco (Sunday morning for Special Customers in South Bay)*
Location: Torrance



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17

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2007

January

- 1-04-07 Public Agency – Lighting workshop w/vendors re the EE+ Lighting program for cities and school districts – Location: SBESC Torrance
- 1-27-07 Residential Workshop – Energy 101/Remodeling SoBayAdultSchool refers to Torrance and West Basin Water Programs

February

- 2-03-07 SBESC Exhibit & Outreach at Water Wise Landscaping Workshop SoCstBotGardens for Torrance Water and West Basin

March

- 3-05-07 Daily Breeze Ad to publish today – ad promoting 3/15 evening residential energy efficiency workshop, 3/22 Pre-school Owner/Operator Energy Efficiency Workshop and the 4/19 Multi-family, Condo Assn. Energy Efficiency Workshop & Expo. Events in Torrance
- 3-12/07 Daily Breeze Ad to publish today – ad promoting the same as mention above for 3-5-07 Events in Torrance
- 3-15-07 Residential Workshop – Residential Energy Efficiency Workshop at SBESC, local champion will help to promote in addition to SBESC regular promotion – Evening residential energy efficiency workshop with information from SCE & GAS re rebates and financial incentives. Trainer: Carmen Oliver – Location: SBESC Torrance
- 3-22-07 Commercial Workshop re Church funded preschools eligible for SCE free lighting program – Commercial energy efficiency workshop with information on the CPEEP program. Instructor: Carmen Oliver, SBESC Program Coordinator for CPEEP, Rhonda Adams, SCE. Location: SBESC Torrance

April

- 4-03-07 **SPECIAL EXPO EVENT W/CONGRESSWOMAN JANE HARMAN TO BE HELD AT TOYOTA (A LEED CERTIFIED BLDG.) – SBESC WILL BE PROMINENT AS WELL AS UTILITY PROGRAMS & VENDORS ESPECIALLY GREEN BUILDING PRODUCT VENDORS – CONTACT JIM KENNEDY – Location Torrance**
- 4-05-07 Ad in the Daily Breeze re MFD April 19 workshop publishes today
- 4-12-07 Ad in the Daily Breeze re MFD April 19 workshop publishes today
- 4-14-07 Daily Breeze Earth Day Ad in Daily Breeze Earth Day Supplement publishes today, comes with free advertorial section



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- 4-19-07 Commercial Workshop for apartment building, duplex owners/manager and condo association managers – Collaborative effort of SBESC/Torrance Muni Water Dept/West Basin/SCE & Gas to present a workshop regarding water and energy efficiency programs. Instructors: Greg Haney SCE, Kathy VanCott The GAS Company. Workshop also included an expo with vendors representing the various water agencies and utilities. Location: City of Torrance Cultural Arts Center – George Nakano Theatre Torrance
- 4-20-07 Exhibit at Honda Earth Day, Torrance 600 people – Location City of Torrance
- 4-28-07 *Exhibit at Smart Controller Give Away at SoCstBotGar PalosVerdes West Basin and Torrance Water*
- May
- 5-12-07 *Exhibit at Water Wise Landscaping Workshop at SoCstBotGar - Torrance and West Basin Water Programs*
- June
- 6-02-07 *Exhibit at Torrance Public Works Yard event- Diana*
- 6-06-07 Daily Breeze ad to publish today re June 13th Workshop
- 6-11-07 **COG Steering Committee Meeting at SBESC – SBESC monthly update to the South Bay Cities Council of Governments Steering Committee. SBCCOG, SCE, GAS, West Basin Water & Torrance Water work together to promote water and energy efficiency at SBESC. Staff speaking – Marilyn & Michele Location: SBESC**
- 6-13-07 Residential Workshop for the Home in Collaboration with Whole Foods Market. Joint effort in promoting event 7-8 p.m. Carmen & Marilyn (ad was prepared and flyers distributed in shopping bags at Whole Foods Market prior to event). Evening residential energy efficiency workshop with information regarding SCE, GAS & rebates and financial incentives plus water conservation rebate information. Trainer: Carmen Oliver Location: Whole Foods Market training room in City of Torrance
- 6-13-07 **Outreach at Special event with “LivingWise” educational program in Torrance – 1:30 p.m. J Hull Middle School Location: City of Torrance**
- 6-14-07 Easy Reader weekly paper ad publish today re June 21th
- 6-18-07 Easy Reader weekly paper ad publish today re June 21st workshop
- 6-19-07 Attend Carson City Council Meeting to report on COG & SBESC program –
- 6-21-07 Commercial Workshop – Title 24 Overview for Architects, Contractors, City Planning & Building Staff etc. 9-1 includes lunch – Staff Location: City of Torrance

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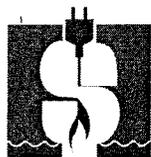
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South Bay Cities Council of Governments

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- 6-27-07 Exhibit at a screening of "An Inconvenient Truth" at City of Torrance Main Library 6 p.m. Staff –
- 6-28-07 Easy Reader ad published today re July 12 workshop
- July
- 7-05-07 Easy Reader ad published today re July 12 workshop
- 7-11-07 Monthly meeting of South Bay Partnership
- 7-12-07 Residential workshop Energy 101/Remodeling w/info re Green Building & Solar Roofs – South Bay Adult School – Location: City of Manhattan Beach Torrance and West Basin Water Programs promoted
- 7-18-07 Meeting with State Assemblyman Ted Lieu's staff to educate them to the energy center and activities and explore synergies
- 7-25-07 Mtg w/ Jim Kennedy staff to Cong. Jane Harman to plan September 17 event w/ ICELI for event to be held in Torrance
- 7-27-07 Outreach and ten minute presentation to Victor School in Torrance grades 4-8 ages 10-13 – (200 students) – Location: City of Torrance
- August
- 8-01-07 Planning meeting w/SBESC, GAS, West Basin and Torrance Water, SCE re: Pending Commercial Energy Efficiency Workshop for Gyms, Fitness Centers, Spas and Hotels in the South Bay
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- 8-23-07 Ad in the Easy Reader re October 4 residential workshop
- 8-23-07 SBESC Monthly Oral Report to SBCCOG Board of Directors and photo opportunity re West Basin and Torrance water partners and waterbroom rebate check – followed by cable tv interview re water/energy connection to waterbroom initiative
- 8-29-07 SBESC Marketing on Cable TV with Supervisor Yvonne Burke, Torrance Council Member and COG Chairman, Paul Nowatka, Ron Smith, Director West Basin Municipal Water District
- September
- 9-07-07 CABLE TV 5-min interview to be aired around CNN Headline news all over South Bay Time Warner service area
- 9-08-07 *Exhibit at "226th Street Block Party" in Torrance. Over 75 families expected*
- 9-09-07 *Exhibit at Riviera HOA Concert In The Park 1-5 confirmed Location: City of Torrance*
- 9-11-07 Meeting with teachers from Hickory Elementary in Torrance re collaborative program for 2007/2008
- 9-15-07 *Exhibit at 15th Annual Health & Resource Fair Torrance Salvation Army – CONFIRMED 9:30-2 Location: City of Torrance*
- 9-15&16/07 **SPECIAL EVENT – OPERATION LAMP EXCHANGE W/SCE – CONFIRMED – City of Torrance**

Red = Residential Events
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Exhibits are in Italics



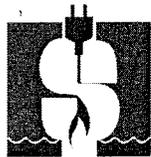
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- 9-16-08 Cable TV on location Interview noon at Operation Lamp Exchange – Lyon spokesperson, Congresswoman Jane Harman and several South Bay Mayors will be present at SBESC tent
- 9-17-07 *Exhibit at SBCCOG ICLEI event Congresswoman Jane Harman event for city staff and city managers – Jacki & Marilyn to present for SBESC Torrance*
- 9-19-07 *Exhibit at Torrance Health & Rideshare Fair Torrance Toyota Meeting Hall Torrance Cultural Arts Complex- Location City of Torrance*
- 9-21-07 *Exhibit at Torrance COSTCO – confirmed- Martha*
- 9-21-07 Interview & filming of SBESC for Local Edition on site around CNN Headline News in the Time Warners Service area of South Bay – Lyon
- 9-29-07 *Exhibit at Torrance Disaster Preparedness Day – City of Torrance*
- October
- 10-04-07 Residential Workshop at South Bay Adult School – Energy 101 for Remodeling - Location: City of Manhattan Beach West Basin and Torrance Water Programs promoted.
- 10-05-07 Outreach to Torrance Chamber breakfast and provided 120 kits of SBESC Business energy and water efficiency information w/ Assemblyman Ted Lieu
- 10-05-07 *Exhibit at Hickory Elementary Parents Night 5-8p.m. Location: City of Torrance*
- 10-11-07 *Exhibit at Torrance Chamber of Commerce Business Expo 12:30-6p.m. Location: City of Torrance*
- 10-11-07 Residential Workshop for “Save Old Historic Torrance” community group – Carmen – 7p.m. Location: City of Torrance
- 10-17-07 Commercial Workshop – Energy & Water Efficiency Seminar & Vendor Exhibits For South Bay Hotels, Motels, Gyms, Golf Courses and facilities Sponsored by SBESC, SBCCOG, SCE, GAS, West Basin MW, Torrance Municipal WD – Location: George Nakano Theatre – City of Torrance
- 10-18-07 *Exhibit at State Assemblyman Ted Lieu's Energy Event regarding green building and energy efficiency Location: Torrance*
- 10-23-07 Outreach to Torrance City Council re update for COG and SBESC
- 10-30-07 *Exhibit at RAYTHEON Employees Energy Fair Location: City of El Segundo*
- 10-31-07 *Exhibit at South Bay Economic Partnership 2008 Economic Forecast – Location: City of Torrance*
- November
- 11-03-07 Full page color ad Daily Breeze Special Land, Air & Water Environmental Series regarding SBESC programs including upcoming Holiday Light Exchange
- 11-27-07 Outreach 20 minute + Q&A presentation at Del Amo Rotary in City of Torrance
- 11-30-07 **Special Event – Beginning of the Holiday Light Exchange - Torrance**



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December

12-02-07 *Exhibit at Torrance COSTCO SBESC staff to hand out literature and conduct sign-in for cfl's and SCG EE Kit – Location City of Torrance*

12

12-13-07 Update to SBCCOG Green Task Force – City of Torrance

12-13-07 Channel 11 Fox News television interview at SBESC regarding the Holiday Light Exchange. Filmed actual residential exchanging lights and signing up for The Gas Company EE Gift of a low-flow showerhead and faucet aerator – Location SBESC in Torrance

12-14-07 SBCCOG Reception for Assemblyman Ted Lieu – SBESC in City of Torrance

12-24-07 News story in Daily Breeze regarding El Segundo LED Holiday Light Demonstration Project – LED's were used to light historic water tower - LED's provided by SBESC. Story included information that LED lights would be exchanged for South Bay residents at SBESC until supply is exhausted.

2008

January

1-10-08 *Exhibit at Harbor City/Harbor Gateway Chamber Breakfast Connections Meeting – Location Holiday Inn on Vermont in Torrance Expected attendance 100+*

1-15-08 *Exhibit and Coordination of Public Sector Water Efficiency Workshop and Expo – SBESC will exhibit all partner programs at this event. Location: George Nakano Theatre – Torrance Cultural Arts Center -Attendance expected to be 50+. All SBESC partners reflected on workshop flyer - Torrance*

1-17-08 Public Agency Workshop for SBCCOG Planning Directors of the member cities. Kurt Kammerer instructor: Location SBESC in Torrance

February

2-05-08 Residential Workshop in collaboration with South Bay Adult School – Energy 101/Remodeling and Green Building Tips – Location Mira Costa Adult



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School, Manhattan Beach West Basin and Torrance Water Programs promoted

- 2-12-08 Outreach update to South Bay Economic Development Partnership
2-16-08 Ad to publish this date in Daily Breeze special environmental supplement, also included is a free advertorial and picture of one of our seminar/expos.
2-20-08 *Exhibit & panel at Green Event with Harbor City/Harbor Gateway Chamber of Commerce at the Doubletree Hotel in Torrance*
2-21-08 Outreach and brief overview of SBESC to South Bay Woman's Magazine monthly networking group. Location: SBESC. City of Torrance

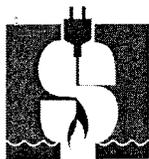
March

- 3-25-08 *Outreach presentation to 50 high school seniors including several Advanced Placement Environmental Science Students at South High School in the City of Torrance. SBESC presented 10 members with a certificate of achievement in helping to reduce green house gases through a project they worked on. Contact Dr. Sharon Harris and Mrs. Joan Davidson Staff – Lyon - Torrance*
3-27-08 **Ad to publish in Easy Reader weekly newspaper re Residential Workshop in collaboration with South Bay Adult School**

- 3-27-09 **Published the Spring Edition of South Bay Energy Savings Center E-Newsletter.**

April

- 4-02-08 **Ad to publish in Easy Reader weekly newspaper promoting upcoming residential workshop in collaboration with South Bay Adult School**
4-3-08 **Ad to public in Daily Breeze for Residential Workshop in collaboration with Whole Foods Market**
”
4-03-08 Two exhibits at Water Wise Landscaping Workshops 9 a.m. and 1 p.m. at South Coast Botanic Gardens. Instructor MWD Water Wise Program Staff, SBESC will bring 100 SBESC information kits and 100 cfl's. West Basin and Torrance Water Programs promoted
4-03-08 **GREEN TASK FORCE – Location: Edward C. Little Water Recycling Plant, El Segundo – Model Water Ordinances, Assistance Information re Climate**



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- Action Plans, Reclaimed water line and financing information, NPDES water runoff information
- 4-09-08 Residential Workshop – Energy 101/Remodeling Tips on Green Building at Whole Foods Market, Torrance 7-9 – Carmen Oliver, Instructor. Location: City of Torrance**
- 4-10-08 Public Agency Alternative Financing Workshop for Energy Efficiency Projects. Location George Nakano Theatre 9a.m. Continental Breakfast Program 9:30-11:30 City of Torrance**
- 4-17-08 Residential Workshop – Energy 101 for Remodeling – Tips on Green Building in collaboration with South Bay Adult School. Location: Mira Costa Adult School, Manhattan Beach- Carmen Oliver Instructor West Basin and Torrance Water Programs promoted**
- 4-18-08 Exhibit at American Honda Earth Day Employee Fair 10-2. Expected attendance 1,200-1,500. SBESC will hand out 300 information kits and 300 cfl's. Location: City of Torrance*
- 4-18-08 Exhibit at Honeywell Aerospace, Torrance. Expected attendance 1,500. SBESC will hand out 300 information kits and 300 cfl's.*
- 4-19-08 Earth Day Ad to publish in Daily Breeze in Special Section**
- 4-22-08 Exhibit at El Camino College Earth Day event – Location: City of Torrance*
- 4-23-08 Exhibit at El Camino College Earth Day event – Location: City of Torrance*

May –

- 5-22-08 Public Agency Workshop - Green Task Force – Location Toyota Campus 2-4 p.m. Topic: Green Building Regulations – Location City of Torrance**

June

- 6-06-08 Exhibit at State Senator Jenny Oropeza's Senior Event*
- 6-06-08 CNN taping of SBESC Programs - Lyon**
- 6-07-08 Exhibit at City of Torrance Public Works Yard annual event – 1,000 expected to attend – 300 information kits and cfls*

July