

STORM WATER ANNUAL REPORT

ATTACHMENT



Community Based Social Marketing Summary Report

Community Based Social Marketing

Summary Report

FY2016-2017

Background

Public Education Survey

In FY13-14, the City of Santa Cruz (City) and other Santa Cruz County municipalities hired a firm to conduct a public education survey by doing one-on-one interviews with residents using an electronic tablet. City and County staff drafted the survey questions which were then finalized by the survey firm. Survey questions included asking how people receive their news and information. Survey results were compiled into reports for each city and a countywide report. The results showed levels of understanding about specific storm water issues and also highlighted the different ways the general public receives their information, e.g. newspaper, TV, direct mailings etc. Information from the survey is currently used to assist staff in updating and funding outreach strategies. The survey will be repeated in FY2017-2018 in accordance with General Permit requirement E.7.a. During this permit year, staff began coordinating with County of Santa Cruz staff regarding updating and adding to the survey questions.

CBSM Training Class

In FY13-14, the City and other municipalities in Santa Cruz and Monterey counties hired a consultant to provide a training class on Community Based Social Marketing (CBSM) to municipal storm water and recycling staff. The four hour class was held on May 21, 2014 and presented by Stephen Groner Associates.

Current CBSM Projects & Efforts

Farmer's Market Plastic Bag Reduction Outreach and CBSM Project

In FY14-15, the City funded a pilot plastic bag reduction outreach and CBSM project done by Save Our Shores (SOS) for plastic produce bags at the Santa Cruz Downtown Farmer's Market. This project included CBSM measures requested by the City such as pledges and photos/videos which were then posted on the SOS Facebook page. Due to its initial success, the project was repeated in permit years, FY15-16 and FY16-17, and was extended to several San Lorenzo River volunteer cleanup events where alternative reusable produce bags were given out to cleanup volunteers who took the pledge. A summary of this past year's Farmer's Market outreach and CBSM efforts, as provided from SOS, is included below:

- Save Our Shores staff and Sanctuary Stewards tabled at the Santa Cruz Downtown Farmers' Market on August 17, 2016, October 12, 2016, May 17, 2017, and June 17, 2017. SOS also had a Kelp Pledge Board and a camera to photograph or video people (with their permission) taking the pledge. Alternative reusable produce bags were given out at each of the events to those taking the pledge.



- At the four above Farmer’s Market outreach event, the number of pledges and bags given out were: 115 people, 325 people, 250 people, and 300 people respectively for the four dates above. Participants taking the pledge read aloud the statement “I pledge to reduce waste by bringing reusable produce bags to the Farmers’ Market” while signing the Kelp Pledge Board. Thus, an approximate total of 990 people took the pledge to reuse produce bags and reduce waste.
- In addition, SOS gave out plastic bags to volunteers who also took the plastic bag pledge at two public river cleanup events, funded by the City, on October 22, 2016 and May 20, 2017. Thus, 38 volunteers took the pledge and received bags, which was well received, at these events.
- SOS posted photos of people taking the pledge on their Facebook page and Instagram accounts, and even found at the June 14, 2017 Farmer’s Market event that the “social media post during the event actually brought more people out to the event and it was shared multiple times to recruit more visitors!”
- SOS staff has noted that over time patrons of the Farmer’s Market do return to shop with the alternative reusable produce bags given out at the tabling events.

Monterey Bay Friendly Landscape Program

Ecology Action developed and leads this countywide landscape incentive and recognition program for residents, which was originally funded by a Prop 84 Water Board Grant. The City contributes support to this comprehensive program which includes a variety of landscaping and storm water components such as: pesticide, herbicide, & fertilizer use; irrigation and water conservation; erosion control; drought tolerant planting; etc. Interested properties must achieve items on a checklist and have a staff visit to confirm implementation in order to receive recognition, which includes a Monterey Bay Friendly Landscape sign for their yard. Photos may also be posted on the Monterey Bay Friendly Landscape Program gallery webpage. The program is described in detail under the Green Gardener program website at: <http://green-gardener.org/standards/>



Regional Media Campaign

This permit year, as in previous years, the Regional Municipal Storm Water group collaborated on and jointly funded a storm water education media campaign that was coordinated by a hired consultant. The Regional Municipal Storm Water group includes the City of Santa Cruz and thirteen other municipal entities located in Monterey and Santa Cruz counties.

Storm water educational PSAs were run on local TV stations during the permit year. The TV stations were: FOX-KCBA, CBS-KION, KMUV (Spanish) and CW-NION. The ads were on the following topics: marine debris, pet waste, storm drains, and "fowl" water (ad shows urban runoff sources). A total of 677 ads aired on four stations. Of those ads, 230 were bonus ads donated by the stations for the campaign. In addition, KION546.com added a digital display for 5 months with 25,000 impressions per month. This yielded a total of 125,000 impressions. KMUV

(Telemundo-Spanish station) aired 209 ads, and the three English language stations aired a combined total of 468 ads.

Results of the public education iPad surveys conducted in FY13-14 indicated that TV outreach is an effective strategy at reaching the general public, especially Spanish speakers who indicated they learn more from TV announcements than radio.

Pet Waste Campaign

This permit year, the City and Coastal Watershed Council partnered on developing a pet waste campaign with the goal of educating pet owners to pick up pet waste in order to reduce bacteria loadings to the SLR and tributaries. The Campaign is planning to use volunteers to help conduct outreach to dog owners in areas that drain to the San Lorenzo River, and also to conduct before and after surveys. This permit year, City and CWC staff did the initial research, planned the campaign and CWC ordered colorful doggie waste bags that will be given out to dog owners. An informational tag was developed and printed to be attached to the doggie waste bags. Please see below for the front and back sides.



CWC staff also began outreach to local vets, pet shampoo services, and local pet shelters. The campaign logo is based on the "There is no Poop Fairy" signage above used by City Parks and Recreation along the San Lorenzo River and West Cliff Drive. The campaign will continue in FY18 including conducting "before" and "after" surveys.

Information tag: front & back

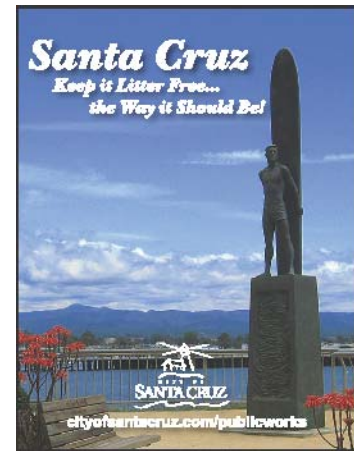


River and Beach Cleanups: Radio PSAs, Print & Electronic Ads, Social Media

The City partners with and contributes funding support to Save Our Shores (SOS) for various river and beach cleanup programs or events. These include the SLR Adopt A Levee Program, SLR Community Volunteer Cleanups, Holiday Beach Anti-Litter Outreach and Cleanups (Memorial Day, July 4th, and Labor Day weekends), and Annual Coastal Cleanup Day. As part of these programs, the City funds or co-funds SOS to place a combination of radio PSAs, newspaper print ads, and electronic ads for outreach purposes and to encourage volunteers to participate. Save Our Shores also posts these events on their web site and social media including Facebook and Twitter.

Summer Visitor's Guide (Good Times) Anti-Litter Advertising

In spring 2017, as in 2016, City Storm Water and Recycling staff combined efforts to place a large anti-litter/clean beaches print ad in the Good Times Summer Visitor's Guide which was available from June-August 2017. The goal is to educate and encourage tourists (and residents) visiting Santa Cruz not to litter, and keep beaches and outside areas clean. The Good Times Visitor Guides is a very popular local visitor guide that is distributed at local stores, hotels, and a variety of other sites. In fact, the Good Times newspaper staff has stated that hotels and other distribution points regularly request more copies from them over the summer.



Approximately 60,000 copies of the Visitor Guide are distributed throughout Santa Cruz County and another 15,000 copies are distributed in Silicon Valley and Monterey County.

Website and Social Media (Facebook and Twitter)

The City utilizes its website and social media accounts, such as our Facebook and Twitter, to provide outreach and post events such as 1) river and beach cleanups; 2) special events such as Earth Day Santa Cruz and State of the San Lorenzo River Symposium; and 3) other pertinent programs or events.

Business Programs

City of Santa Cruz Clean Ocean Business Program

The City is currently conducting an incentive program, named the Clean Ocean Business (COB) Program, for vehicle service and food service facilities. The program began in 2000 and provides annual recognition for the facilities in compliance with the City's BMPs, the storm water ordinance, and sanitary sewer ordinance. A facility must also not have any related outstanding violations with the Fire Department or the County Department of Environmental Health.

Site inspections are conducted annually to evaluate a facility's compliance. Typically, the inspections are conducted during the year and recognition is given early in the next calendar year. Each business is given two 6-inch, brightly colored decals that are inscribed with "Clean Ocean Business," the current year, and the City's logo. The decals are designed to be highly visible



to customers from the shop window or wall. Each year, the background color is changed so that decal can be distinguished from year to year.

Recognition also includes local newspaper advertising at least once a year. Advertising is conducted as additional motivation for the shop owners to try to achieve the COB recognition. The advertising also serves to familiarize the general public about the program and, hopefully, will motivate people to ask their auto shop if it is a Clean Ocean Business.

This permit year, of the 96 vehicle service facilities in the City, 72 businesses qualified for the 2017 recognition equaling 75%. Of the 295 food service facilities in the City, 211 businesses qualified for the 2017 recognition equaling 72%. Recognition letters were sent to COBs on May 1, 2017. The City ran large ads in two local newspapers during the week of May 7, 2017. An online banner ad ran on one local newspaper website from May 7-May 21, 2016. The annual list of Clean Ocean Businesses and program information is posted on the City's web site at:

<http://www.cityofsantacruz.com/departments/public-works/environmental-programs/clean-ocean-businesses>

Monterey Bay Green Business (MBGB) Program



The City is an active partner in the Monterey Bay Green Business (MBGB) program which includes staff time for program coordination and business audits, and financial support for the Green Business promotional program. Green Business Program components include: storm water, wastewater, water conservation, recycling and energy. The promotional efforts vary slightly from year to year but typically include newspaper ads, TV ads, and web/social media advertising. In FY2016-2017, 40 businesses became either certified or recertified (required every 3 years). There are currently 155 certified businesses in the City. An additional 50 businesses are "in process" which means they have applied to become certified or recertified "Green" and are working on achieving program requirements. A list of all the certified businesses within the City and in the Monterey Bay area, plus program details, may be viewed on the GBP website at: <http://www.montereybaygreenbusiness.org/>.

The certification process includes audits by four auditors (water conservation, wastewater and storm water, energy, and refuse & recycling) and completing all the required measures. Each business also submits an environmental pledge committing to applicable best management practices. Program metrics are tracked in the Green Business database. So far, data indicates that the certified businesses in the City account for the following: 506 gals of hazardous waste reduction, 37,836 gals of grease recycled and 4.4 million gals of water saved!

Monterey Bay Mobile Washers Program

The City partnered with other local agencies and co-funded Environmental Innovations (EI) to develop a new website for Monterey Bay area mobile washers in FY15-16. The website is: <http://mbaymobilecleaners.org>. City staff worked with EI to develop BMPs for the website and to compile a mailing list of mobile washers (approx. 105 businesses). The website also includes a training video and a pledge. Last year, EI also sent a notice to area mobile washers announcing the new website.

This permit year, an outreach/ invitation card was sent to all local mobile/pressure washers in early April 2017 and invited them to a Mobile Cleaners Workshop, held in the City of Capitola, on April 11, 2017. The workshop was jointly sponsored by the City of Capitola, City of Santa Cruz, City of Scotts Valley, and the County of Santa Cruz, and a free lunch was provided. Four local pressure washing/mobile cleaning businesses attended as well as five Public Works staff from local municipalities.