

Community Based Social Marketing

Summary Report

FY2018-2019

Background

Public Education Survey

In FY13-14, the City of Santa Cruz (City) and other Santa Cruz County municipalities hired a local 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.

In FY17-18, staff coordinated with the other Santa Cruz County municipalities and hired the same survey firm as in FY13-14 to do a second and follow-up public education survey in accordance with General Permit requirement E.7.a. Again, the survey was done by conducting one-on-one interviews with residents using an electronic tablet. Municipal staff first updated some of the 2014 survey questions and added new survey questions on the topics of construction work and cigarette litter. The survey was conducted in spring 2018 and was comprised of 39 questions, which were also translated into Spanish. In the City of Santa Cruz, approximately 269 people were interviewed and countywide 1,166 residents were interviewed. The 2018 survey results were compared to the baseline 2014 results, and a separate City specific and a compiled countywide report were prepared. Overall, the results showed Santa Cruz residents are well informed about storm water issues and that youth education and social media are widely believed to be the best ways to educate the public about storm water.

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 subsequent years through FY18-19 and was extended to several San Lorenzo River volunteer cleanup events where alternative reusable mesh produce bags were given out to

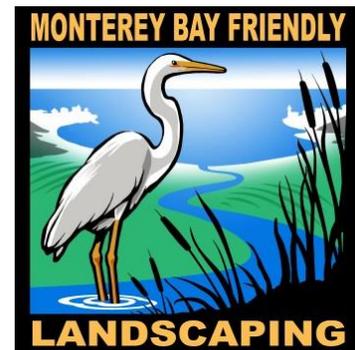
cleanup volunteers who took the pledge. A summary of this past year's Farmer's Market outreach and CBSM efforts, as provided from SOS, is included below:

- Save Our Shores staff and Sanctuary Stewards tabled at the Santa Cruz Downtown Farmers' Market on August 22, 2018, November 07, 2018, May 22, 2019 and June 19, 2019. As in previous years, 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.
- The number of pledges and reusable produce bags given out were: 86 people, 4 people, 64 people and 139 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, a total of 239 people took the pledge to reuse produce bags and reduce waste.
- 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 and have noticed a reduction of plastic bags used at the Farmers Market.



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. This year the City also funded rebates through the program for qualifying residential or business sites that installed rainwater harvesting, rain gardens or swales, or replaced impervious surfaces. Photos may also be posted on the Monterey Bay Friendly Landscape Program gallery webpage. The program is described in detail under the Green Gardner program website at: <http://green-gardener.org/standards/>



Neighborhood Outreach and Cleanup Program

In FY 18-19, the Coastal Watershed Council (CWC) and the City coordinated efforts to increase neighborhood awareness regarding trash/littering, pet waste, illegal dumping and water quality issues in order to improve water quality in the San Lorenzo River. On June 23, 2018, CWC led the first pilot neighborhood volunteer cleanup in an area adjacent to the San Lorenzo River dubbed the “Oceans 11” neighborhood. Residents along primarily Felker and Pryce Streets participated in the cleanup. As part of the project, volunteers kept track of the trash items collected, such as: cigarette butts, dog poop, plastic bottles, cans, wrappers, etc. Each participant also received a doggie waste bag, with an educational message (see Pet Waste Campaign below), as a thank you.



In FY18-19, CWC led four neighborhood cleanups in riverside communities within the City of Santa Cruz to reduce the amount of trash and debris entering the storm drain system and educate residents about storm water and storm drain infrastructure. Three cleanups were held in the Beach Flats community on September 15, 2018, January 21, 2019 and April 13, 2019. One cleanup was hosted in the Ocean's 11 community on October 6, 2018. All neighborhood cleanups were planned and implemented with the help of local residents. In total, 95 city residents were engaged in reducing trash levels and learning about storm water systems and actions they can take to help keep storm drains clean. CWC will also create pre- and post-surveys, in conjunction with City staff, to assess trash levels and measure increases in storm water knowledge among clean-up participants.



Postcard (front)

Also, City staff and CWC collaborated on an educational post-card that was mailed to residents in these two neighborhoods.

Storm Drain Neighborhood Murals

The City in collaboration with Coastal Watershed Council (CWC), local artists and residents, completed its first neighborhood storm drain mural at Pryce Street on June 9, 2019. The artist led 21 community members of all ages in painting the mural. Over the past year CWC, with support from the City of Santa Cruz, has engaged residents in neighborhood trash clean-ups, pollution prevention outreach and community meetings to develop designs for storm drain murals in their neighborhoods. Each mural was designed with input from neighborhood residents and local artists were selected for each one through a RFP process. The purpose of the storm drain murals is to increase awareness of how pollutants on city streets can flow to or reach the San Lorenzo River and Monterey Bay in a new, creative effort to prevent pollution and engage City residents in pollution prevention. Two more neighborhood storm drain murals are planned for FY19-20.



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 697 ads aired on four stations. Of those ads, 225 were bonus ads donated by the stations for the campaign. The total campaign impressions for the TV ads was 1,849,000 impressions. KMUV (Telemundo-Spanish station) aired 170 ads, and the three English language stations aired a combined total of 517 ads.

Results of the public education iPad surveys conducted in FY17-18 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

Since FY16-17, the City and Coastal Watershed Council (CWC) have partnered on 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 uses volunteers and CWC staff to help conduct outreach to dog owners in areas that drain to the San Lorenzo River, and also to conduct before and after surveys. City and CWC staff did the initial research, planned the campaign and CWC ordered colorful doggie waste bags that are 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.



Information tag: front & back

In FY17-18, the campaign continued including conducting "before" surveys along the San Lorenzo River levee. On November 1 and 22, 2017, CWC staff and volunteers surveyed pet waste along the Santa Cruz Riverwalk, a recreational path adjacent to the San Lorenzo River. Over 100 dropping were tallied near the river while only two "Poop Fairy" pet waste educational signs were counted. Surveys identified hot spots for pet waste and the best locations for additional "Poop Fairy" signs.

In FY18-19, CWC collaborated with Santa Cruz County Animal Shelter, BirchBark Foundation and WoofPac 831 (dog walking service) to host four (4) Paws in the Park dog walking and pet waste education events that were attended by 60 people. Event dates: 7/15/2018, 8/19/2018, 9/16/2018 and 6/23/2019.

In FY18-19, the City and CWC distributed an additional (300-400) doggie bag holders with water quality information cards at various community events (Earth Day, Cleanups, etc In FY 18-19 CWC's pet waste social media posts and newsletter articles had 1,001 unique views



River and Beach Volunteer Cleanups

The City partners with and contributes funding support to Save Our Shores (SOS) for various river and beach cleanup programs or events. These programs and events include:

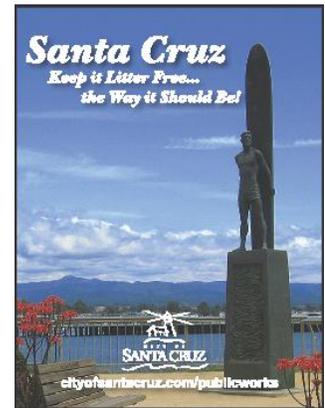
- San Lorenzo River Adopt A Levee Program
- San Lorenzo River Levee Community Volunteer Cleanups
- Holiday Beach Anti-Litter Outreach and Cleanups (Memorial Day, July 4th, and Labor Day weekends)
- Cowell Beach Volunteer Beach Clean-ups (typically Sundays)
- Annual Coastal Cleanup Day

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 Outreach

In spring 2018, as well as in spring 2016 and 2017, 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. 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, plus 15,000 copies are distributed in Silicon Valley and Monterey County.

Public Education Survey

As reported last permit year, the City, in coordination with the County of Santa Cruz and the Cities of Scotts Valley, Capitola, and Watsonville, jointly hired a local consulting firm to conduct a public education survey during spring 2018. The 2018 survey was comprised of 38 questions and was conducted by interviewing people at various locations using an IPAD. The results were compiled both into a report specifically for the City and also into a report summarizing the results for the entire County. The results of this 2018 survey are compared to the baseline survey completed in 2014 by the same consulting firm. The 2018 survey included a few new questions on the topics of construction and cigarette litter. A copy of the survey summary report is available upon request. Below is a list of some key findings from the 2018 survey report:

- City of Santa Cruz residents demonstrated a high level of awareness and understanding of storm water concepts. Nearly three quarters (72%) indicated that they are familiar with the term “Watershed”, up 22% from 2014
- Just over two thirds (67%) correctly identified that “Water that flows into storm drains goes into local creeks, rivers, and the Bay without being treated”.
- City residents believe that “Garbage...”, “Oil...”, and “Pesticides...” are the three pollutants that have the largest impact on the Bay.
- The majority of respondents (54%) believe that “Receptacles for cigarette butts” is the best way to encourage people to properly dispose of them.
- Overall, Santa Cruz County residents are well informed about storm water issues. Education for kids and social media are widely believed to be the best ways to continue to educate people about these issues.

Website and Social Media (Facebook and Twitter)

The City utilizes its website and social media accounts, such as Facebook, 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. Additionally a Clean

Ocean Business recognition dinner is held each year in September to recognize those businesses that have been Clean Ocean Businesses multiple years in a row, e.g. five and ten years.

This permit year, of the 96 vehicle service facilities (VSFs) in the City, 61 businesses qualified for the 2019 recognition equaling 64%. Of the 300 food service facilities (FSFs) in the City, 233 businesses qualified for the 2019 recognition equaling 78%. Recognition letters were sent to COBs on June 29, 2019. The City ran a COB recognition ad in a local newspaper during the weekend of May 29th - June 4th 2019. The annual list of Clean Ocean Businesses and program information is posted on the City's web site at:

<http://www.cityofsantacruz.com/government/city-departments/public-works/environmental-compliance/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 FY2018-2019, 41 businesses became either certified or recertified (required every 4 years). There are currently 190 certified businesses in the City. An additional 59 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: 935 gals of hazardous waste reduction, 38,991 gals of grease recycled and 3.6 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. 60 businesses). The website also includes a training video and a pledge. This permit year, an outreach letter was sent to all local mobile/pressure washers in March 2019.