

STORM WATER ANNUAL REPORT

ATTACHMENT



Community Based Social Marketing Summary Report

Community Based Social Marketing

Summary Report

FY2015-2016

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 accordance with General Permit requirement E.7.a.

CBSM Training Class

Also 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 success, the project was repeated this permit year, FY15-16, and was extended to several San Lorenzo River volunteer cleanup events where an alternative reusable produce bags was 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 July 29, 2015; November 18, 2015; April 20, 2016; May 11, 2016 and June 8, 2016. 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.



- An average of 200 pledges was taken at each event. 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, in total, approximately 1,000 people took the pledge to reuse produce bags and reduce waste.
- SOS posting on their Facebook page and Instagram account:
 - Highlights Post on 7/29/2015- Reach of over 250 fans, 1 engagement
 - Post on 11/18/15- Reach of over 60 fans, 2 engagements
 - Post on 4/20/2016- Reach of over 75 engagements
 - Post on 5/11/2016- Reach of over 67 engagements
 - Post on 6/7/2016- Reach of over 60 engagements
- 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.

West Cliff Drive Surveys

In FY15-16, the City funded Save Our Shores (SOS) to conduct surveys of people and bike riders that were walking on or using West Cliff Drive. The surveys were conducted over three days and at different times of day in hopes of surveying different people. The surveys consisted of questions on what people thought of the cigarette butt containers, "Bait Tanks," and the "There is no Poop Fairy" signs on West Cliff Drive. Questions included whether people thought these were effective at changing behaviors. A total of 68 survey responses were collected for the cigarette butt "Bait Tanks" containers, and 62 survey responses were collected for the dog waste “Poop Fairy” signage.



Countywide Bus Ads: Anti-Litter Campaign “Just Splash, Take Your Trash!”

In summer 2015, the City partnered with the County of Santa Cruz and Surfrider Santa Cruz to conduct an anti-litter campaign on local transit buses. The ads included a photo of a turtle (taken by Amber Jones of Surfrider) along with a message developed by the group “Just Splash, Take Your Trash!” The ads ran on four transit buses during the summer months and Surfrider also submitted corresponding PSAs to local radio stations.



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 from January 2016-June 2016. The TV stations were: FOX-KCBA, CBS-KION, KMUV (Spanish) and CW-NION. There were a total of 877 PSAs aired with a total of 1,9115,100 gross impressions. The PSAs were on the following topics: marine debris, pet waste, storm drains, and "fowl" water (spot shows urban runoff sources). Results of the public education iPad surveys conducted in FY13-14 confirmed 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.

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 program includes landscape signs for properties that qualify for the recognition. The City contributes support to this program and storm water staff participated in program development meetings. The comprehensive program 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.

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, 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.

Santa Cruz Beach Trolley Anti-Litter Advertising

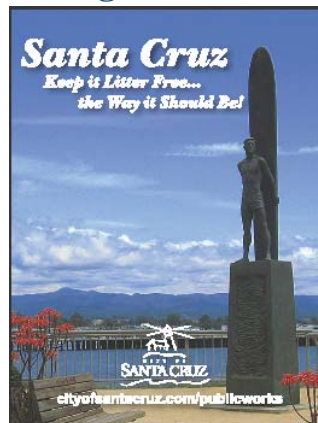
In summer 2016, June through August, City Storm Water and Recycling staff combined efforts to place an anti-litter/clean beaches ad, similar to an electronic billboard, inside the Santa Cruz Beach Trolley. The Beach Trolley runs from Downtown Santa Cruz to the Monterey Bay National Marine Sanctuary Exploration Center which is located near Cowell and Main Beaches, and the Municipal Wharf. The original graphic was drawn by a Santa Cruz school student who won the annual City Recycling poster contest. The goal was to educate and encourage both tourists and residents visiting the



beaches not to litter. The large electronic ad was situated near the front of the trolley and thus highly visible.

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

In spring 2016, City Storm Water and Recycling staff also 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 2016. The goal was 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.



In general, 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 80 vehicle service facilities in the City, 69 businesses qualified for the 2016 recognition equaling 86%. Of the 275 food service facilities in the City, 208 businesses qualified for the 2016 recognition equaling 76%. Recognition letters were sent to COBs on May 2, 2016. The City ran large ads in two local newspapers during the week of May 8, 2016. An online banner ad ran on one local newspaper website from May 8-May 22, 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 FY2015-2016, 38 businesses became either certified or recertified (required every 3 years). There are currently 158 certified businesses in the City. An additional 60 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 annually the certified businesses in the City account for 520 gals of hazardous waste reduction, nearly 35,000 gals of grease recycled, and nearly 4.5 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. 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 (currently approx. 105 businesses). The website also includes a training video and a pledge. EI also sent a notice to area mobile washers announcing the new website.