

VENTURA COUNTYWIDE
STORMWATER QUALITY
MANAGEMENT PROGRAM
ANNUAL REPORT
2023-2024



OVERVIEW

The mission of the Ventura Countywide Stormwater Quality Management Program (VCSQMP) is to “Preserve, protect, and enhance surface water resources within Ventura County for the protection of human health and continued enjoyment of multiple beneficial uses.” The goal is to work as a countywide team with public agencies, private enterprises, the environmental community, and the public to implement Clean Water Act requirements locally, balancing the actions taken with social and economic constraints. The Program’s vision of the future is a thriving community, supportive of the integrative management, protection, and sustainable use of stormwater resources.

The VCSQMP includes the Cities of Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Simi Valley, Santa Paula, Thousand Oaks, Ventura, the County of Ventura, and the Ventura County Watershed Protection District. These partners work together under the Ventura Countywide National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) permit, issued by the Los Angeles Regional Water Quality Control Board, and adopted by the State Water Resources Control Board under the Clean Water Act.

This Annual Report covers July 1, 2023, through June 30, 2024. It outlines the activities and successes of the 2023/23 contract year, and recommendations for the 2024-2024 partnership year.

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GOALS AND OBJECTIVES

Public outreach, including education and building awareness, are critical components of the Program plan to support water quality pollution concerns and encourage people to take action.

The three core goals of the outreach program are to:

1. Raise awareness about stormwater pollution's impact on water bodies and promote mitigation solutions.
2. Encourage behavior changes in waste disposal and stormwater pollution generation.
3. Engage Ventura County communities, including youth, in mitigating stormwater pollution.

The Permittees identified elements crucial to establishing a successful outreach campaign, which include:

- Watershed Awareness.
- Identification of general and specific goals of the program.
- Identification of target audiences and key messages for those audiences.
- Consistent messaging using a unified brand name.
- Development of a watershed-based outreach program.
- Development of a model public education/public participation strategy for localization at the Permittee level.
- Development and implementation of a school-aged children education outreach program.
- Public Awareness Surveys to measure success and determine needs.

In support of the Permittee' goals, the adopted 2023-2024 Plan included the following objectives:

- Promote watershed awareness and stewardship.
- Identify pollutants of concern.
- Engage the community and youth through social media, website, initiatives, and events.
- Tailor outreach to diverse populations with language-appropriate messaging.
- Encourage positive behavior change.
- Aim for 5 million annual public impressions related to stormwater quality, with at least 2.5 million through various media channels.
- Monitor attitude and behavior changes.
- Track impressions and outreach for reporting.

IMPLEMENTATION STRATEGIES

EXECUTIVE SUMMARY

Sagent meets annually with the Public Information and Participation Program Subcommittee to identify outreach priorities, pollutants of concern, and key messages to inform the annual Communications and Outreach Plan.

The 2023-2024 Plan was presented in following sections:

- Overview, Goals and Objectives
- Communities and Target Audiences
- Outreach and Partnerships
- Materials and Creative Development
- Website Analysis and Recommendations
- Social Media Content Development, Execution and Monitoring
- Paid Media Recommendation Summary
- Strategic Consultation and Project Management
- Effectiveness Evaluation
- Reporting

To maximize budget and leverage existing assets, VCSQMP elected to continue running the “Every Litter Bit Matters” campaign messaging from the previous two years, with some supporting assets from “Yours to Enjoy, Yours to Protect”. Both resources continued to be utilized to promote the beauty of the watersheds, something that past awareness surveys have shown resonates with residents. Litter continues to be a blight on California. Increased outdoor recreation and littering in a post-COVID landscape demonstrated the need for ongoing anti-litter messaging.

Outreach was conducted to youth through paid social media. A customized “What in the Watershed?” Bingo Card activity was enhanced through new Spanish assets—enabling new young audiences to engage with the content. To bolster youth-focused efforts, holographic die-cut stickers were developed and distributed throughout Ventura County at various publicly accessible locations.

The plan included a paid media buy aiming to deliver more than five million impressions, including a representative sample of Spanish language dominant audiences in Ventura County.

Enhancements continued to be made to the website to optimize it for mobile and tablet viewing and improve its SEO rank in addition to updating content.

Facebook's transition to Meta continued and brought with it shifting targets for optimizing and delivering content (organically and in paid campaigns). The impact of inflation seeped into the marketing sector and the costs of paid media placements continued to increase.

The Spring 2024 paid media campaign overdelivered by over 952,000 impressions, with more than \$18,000 in added value coverage.

TOP LINE MEDIA RESULTS

The 2024 campaign delivered more than 6.3 million total impressions through radio, outdoor and digital tactics. These combined tactics delivered nearly 40% added value (over 952,000 bonus impressions), and the total campaign delivered more than 6,700 clicks to the website.

The paid media plan continued to utilize the “Every Litter Bit Matters” campaign creative—focused on litter.

Medium	Planned Spots/Units	Delivered Spots/Units	Planned Impressions	Delivered Impressions	Total Cost	Added Value	Total Value
Radio	864	864	1,053,600	1,152,544	\$12,900	\$3,302	\$16,202
Sponsorship	13	19	NA	96	\$1,365	\$2,694	\$4,059
Outdoor	25	25	2,429,531	3,120,969	\$16,575	\$7,961	\$24,536
Digital	NA	NA	1,930,400	2,092,560	\$15,800	\$4,133	\$19,933
Total	902	908	5,413,531	6,366,169	\$46,640	\$18,090	\$64,730

DELIVERABLES

- Present *Annual Public Outreach & Communications Plan* to the PIPP Committee for feedback and approval.

OUTREACH AND PARTNERSHIPS

As part of the 23-24 Communications Plan, VCSQMP continued its outreach to schools for the “What in the Watershed?” Bingo, a Ventura County-specific bingo game customized to youth. In addition to the English versions, Sagent prepared Spanish versions of both elementary and high school bingo cards for students, families and teachers.

To continue the bingo card paid outreach from the 2022-2023 fiscal year, Sagent directly contacted 19 school districts across Ventura County. Conejo Valley Unified School District and Ojai Valley Unified School District were very receptive to receiving materials. In total, 24 schools received flyers. In addition, VCSQMP hand-delivered 492 English flyers and 50 Spanish flyers to students at Mira Monte Elementary School in Ojai, California (6.2B).

In addition to continued bingo card outreach, Sagent developed four (4) unique die-cut stickers to be dispersed to local, public organizations at key points throughout the contract year to foster a "collect them all" engagement style and promote awareness of Community for a Clean Watershed.

Sagent researched and connected with local libraries, museums, universities, and community centers from December 2023 to February 2024, and twelve (12) unique locations were eager to participate in the sticker initiative. The following organization agreed to partner with the Ventura County for a Clean Watershed in handing out branded stickers to their visitors in an effort to spread awareness for Community for a Clean Watershed and promote environment-friendly messaging:

- E.P. Foster Library
- Albert H. Soliz Library
- Avenue Library
- Moorpark City Library
- Museum of Ventura
- Agricultural Museum of Ventura
- Ventura College
- Oxnard College
- California State University of Channel Islands
- Boys & Girls Club of Greater Ventura
- Boys & Girls club of Simi Valley
- Thousand Oaks Community Center

After connecting and partnering with these organizations, Sagent identified key dates throughout the contract year to release each sticker. Sagent strategically focused on 4-5 of the previously mentioned locations for each release, ensuring county-wide coverage, maximum reach and ample sticker quantity per rollout. See section Materials and Creative Development for creative details regarding the sticker design process (6.2B; 6.2D).

As of June 30, 2024, two (2) out of the four (4) stickers have been released, in which each release was accompanied by a social media ad and a website pop-up, directing people to each of the 4-5 locations with stickers. For the first round of stickers, released on April 22, 2024, Sagent conducted an A/B test on social media to gauge which social media ad style (graphic or photo-style) would perform best. The A/B test revealed marginal (1.2%) preference for the graphic-style social ads (6.2F) based on reach. Given this result, Sagent utilized the graphic-style social media ad for the following sticker release on June 22, 2024, and will continue this strategy for the remaining two releases. The graphic-style website pop-up will continue to run for each sticker release, as impressions were significant for the first two releases at 9,306 and 2,582 impressions, respectively. The higher number of impressions for the first pop-

up can be attributed to the simultaneous running of the Clean Watershed Spring 2024 campaign (see Attachments for website pop-up creative).

Separately, we supported the promotion of activities surrounding Earth Day, Coastal Cleanups and other sponsored events of the PIPP Committee members and community through our social media channels (6.2A; 6.2D).

DELIVERABLES

- Developed Spanish translations of and distributed “What in the Watershed?” bingo cards (6.2D).
- Encouraged individual and family volunteerism efforts surrounding trash removal and neighborhood/coastal cleanups, with a focus on Earth Day and Coastal Cleanups and other community events (6.2A; 6.2D).
- Developed four (4) unique die-cut stickers and began dispersing at key points throughout the contract year to local, public organizations, such as libraries, museums, universities, and community centers.

BUDGET

- Proposed Budget: \$3,000
- Actual Expenditure: \$5,068.29

RECOMMENDATIONS FOR NEXT YEAR

- Continue to utilize Every Litter Bit Matters and Enjoy and Protect campaign assets for 24-25 Paid Media Campaign.
- Continue working with established and new partners to expand messaging on social media.
- Continue to focus on community activities including volunteerism, Earth Day and Coastal Cleanup efforts.
- Implement video-first content strategies to bolster social media presence.
- Continue developing die-cut stickers, focusing on central “hang-outs” for youth and young adults.

MATERIALS AND CREATIVE DEVELOPMENT

For the 2023-24 year, VCSQMP maximized existing creative for the paid media campaign. “Every Litter Bit Matters” and “Enjoy and Protect” continued to be utilized, with slight adaptations for specific media tactics (6.2B).

VCSQMP translated the “What in the Watershed?” bingo cards for Spanish-speaking audiences.

Sagent utilized AI software to conceptualize several designs for the Ventura County Clean Watershed sticker campaign. Sagent presented these concepts to the PIPP committee and, upon agreement on top 4 designs, passed them along to an in-house graphic designer to refine creating—resulting in four (4) unique die-cut stickers to be released at key points throughout the contract year. This fostered a "collect them all" approach to promote awareness of Community for a Clean Watershed.

The designs depicted animals local to Ventura County performing an action beneficial to the watershed (such as disposing of litter or recycling) to raise awareness on watershed-friendly practices in an endearing manner. The final designs included a duck carrying a full recycling bin, a whale carrying a bucket of discarded straws, a seagull with a bag of recyclables, and a frog with a recycle bin and a backpack (6.2A; 6.2B). Each of the stickers were accompanied by the Clean Watershed "Enjoy & Protect" slogan, as well as the CleanWatershed.org URL to direct the key target demographic to learn more.

To enhance the design of the stickers, Sagent selected a holographic-border format in the final stages of ordering with the vendor Sticker App Inc. See Attachments for final sticker designs.

Long Form Video

In addition to stickers, VCSQMP embarked on a comprehensive initiative to develop long form video aimed at educating and engaging the community about stormwater pollution and watershed protection. This idea was conceived with several key objectives in mind:

- Needed to be "evergreen" for long-term relevance.
- Based on a single concept that could be expanded.
- Over 1:30 in length with the potential to be adapted into shorter formats for social media (Reels).
- Aligned with VCSQMP’s existing brand messages.

The initial phase involved creating a video concept board to guide the direction of the video series. The concepts were divided into two main themes:

1. System-Focused: Illustrating how pollutants travel through the watershed.
2. Behavior-Focused: Demonstrating proper behaviors to mitigate environmental impact.

After presenting these concepts at the February PIPP meeting, the "Follow the Flow" concept was selected. This series follows various types of waste from residential areas through Ventura County’s waterways,

showcasing the impact of human activity on local waterways. Each episode would feature a different type of journey pollution can take through Ventura County's watersheds (6.2A; 6.2B).

Upon approval of the concept, Sagent developed a detailed storyboard, selecting a coffee cup as the main character to symbolize common waste items. This relatable object would visually narrate the story of pollution. To ensure high-quality production, Sagent collaborated with local videographer Matthew Perez, who filmed the necessary footage based on the storyboard.

The narration of these videos utilized the AI tool ElevenLabs, providing flexibility in voice and script adjustments. This allowed for a consistent and professional delivery throughout the series.

Post-production involved internal editing, color grading, and adding subtitles to enhance accessibility. The final edits were reviewed by the PIPP, who approved the videos without any further changes in June 2024.

The first finalized video, stored alongside all raw assets on a dedicated external hard drive, is set to be published on Ventura's YouTube channel in the 2024-2025 fiscal year. This initiative will support ongoing outreach efforts by providing engaging, educational content that can be easily accessed and shared across various digital platforms, including Instagram Reels and YouTube Shorts (6.2D).

In the final year of the contract, Sagent will work with VCSQMP to decide whether to create a new long form video or repurpose existing footage across media channels.

DELIVERABLES (6.2D)

- Every Litter Bit Matters media assets – Digital Ads (English and Spanish)
 - Outdoor: Billboards, Convenience Store Ads
 - Radio: English and Spanish
 - Digital Ads: Eblast, Mobile Ad Messenger, Display Ads, Social Posts
 - Sponsorship: Spanish radio spot, on-air with DJ and spokesperson, DJ endorsement, social media engagement
- Spanish Elementary and High School-targeted "What in the Watershed?" Bingo Activities
- Four (4) die-cut stickers
- Monthly CapCut Reels for use on social media
- Long form "Follow the Flow" video

BUDGET

- Proposed Budget: \$22,000
- Actual Expenditure: \$16,263.82

RECOMMENDATIONS FOR NEXT YEAR

- Resize branded sub-campaign elements focused on the single Pollutant of Concern (Trash/Litter)
- Engage youth by expanding the development and use of videos on social media
- Continue developing new die-cut stickers to promote VCSQMP branding
- Modify long-form video "The Journey of a Cup" for various paid media outlets in 2025 media campaign

WEBSITE ANALYSIS & IMPROVEMENTS

The VCSQMP “Community for a Clean Watershed” website (www.cleanwatershed.org) is the online representation of the Program, its partners, and resources for public engagement and education regarding watershed protection actions (6.2D). The key areas of focus included SEO improvements, additions to the Kids' Corner page, partner resources, and overall site visual identity and mobile enhancement.

Website content was updated as needed and analytics were monitored to direct improvements. Overall, during permit year 2023-24, there were an estimated 16.7k active users –up 90.8% from last fiscal year, and a total of 17,429 website sessions. While it is standard to see engagement decrease as total visits increase, CleanWatershed.org still saw a 76.7% increase in engagement – demonstrating marketing efforts are reaching target audiences more and content on the website is resonating for visitors (6.2F).

WEBSITE AUDIT

Sagent conducted a website audit in January 2024 to determine areas for improvement on the Cleanwatershed.org website. Following the audit, Sagent enhanced the user experience and engagement on the "Community for a Clean Watershed" website by incorporating fresh content, interactive elements, and improving search engine visibility, while continuing to monitor and analyze website performance. Through Google Analytics and Looker Studio, ongoing website monitoring took place throughout the 2023-2024 fiscal year (6.2E; 6.2F).

SEO IMPROVEMENTS

Regular analyses of Search Console keyword searches were performed to align website content with common online queries. This ensured that the website remained relevant and easily discoverable by users searching for information related to stormwater management and watershed protection (6.2G).

SITE VISUAL IDENTITY AND MOBILE ENHANCEMENT

To modernize the website’s appearance and enhance user engagement, several visual and structural updates were made. A looping banner video was added to the home page, creating a dynamic and modern look that captures visitors' attention immediately.

The content on popular pages was reworked to fit new content blocks, improving readability and user experience. This restructuring ensured that information was presented in a more organized and visually appealing manner. Additionally, banners across the site were replaced to maintain consistency and provide a refreshed visual identity, contributing to a cohesive and engaging user experience.

ADDITIONS TO THE KIDS' CORNER PAGE

The Kids' Corner page underwent several updates to make it more engaging and educational for young visitors. Two (2) new games were created through Sporcle: "Can you name every watershed in Ventura County?" and

"Can you name the top 20 watershed pollutants in Ventura County?" These interactive games were both linked and embedded directly on the page, providing a fresh, fun and educational experience.

In addition to these new games, old and outdated content was removed to keep the page current and relevant. New content from other watershed protection agencies across the country was added, including popular games like "Watershed Agent" and "Rock your Watershed!" These additions helped to broaden the educational scope of the Kids' Corner page and increase engagement from web traffic.

To further enhance the appeal of the games, new graphics were developed to mimic the appearance of mobile apps. This visual update encourages more youth to click links to games, making them more engaging than simple text hyperlinks (6.2B).

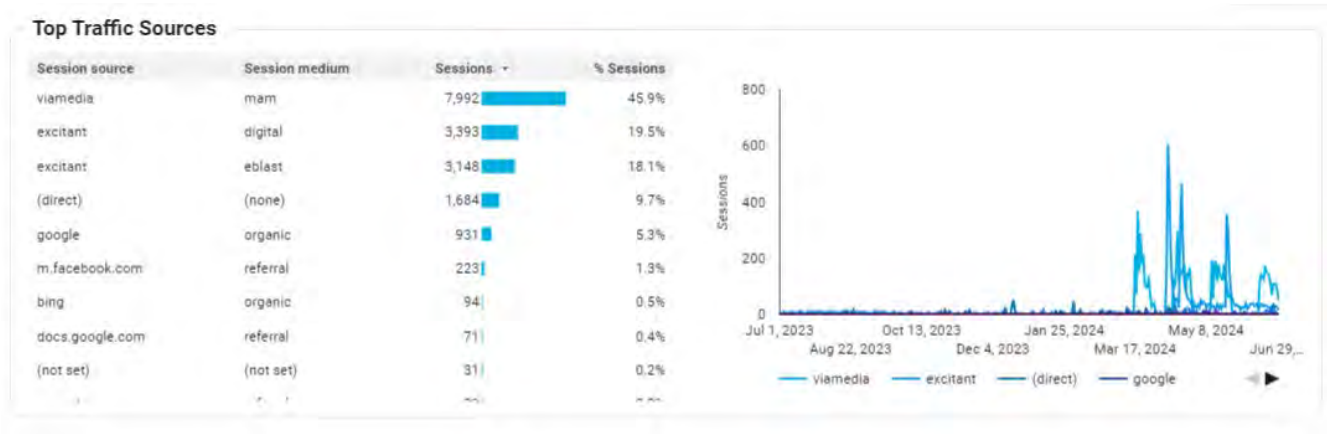
PARTNER RESOURCES

A new portal was developed for the Public Information and Participation Program (PIPP) members, allowing them to easily upload and download content through a password-protected link. This portal optimized asset management and improved accessibility for partners, streamlining the sharing and updating of resources.

WEBSITE ANALYTICS

During the 2023-2024 fiscal year, Sagent utilized the new Google Analytics 4 and Looker Studio platforms to create regular analytics reports.

Acquisition Overview: Paid media plays a key role in driving website traffic as illustrated below.



Paid social: In 2023-24, Sagent adjusted the paid social media strategy to focus efforts on a more targeted value-based approach, which decreased the overall ad spend and resulted in increased reach and impressions per dollar spent. This fiscal year, each thousand users reached cost \$2.20, and each impression cost \$2.00. In the 2022-23 fiscal year, these rates were \$9.50 and \$3.20 respectively (6.2D).

Social media channels and some .gov sites rank highest in outside **Referral Sources:**

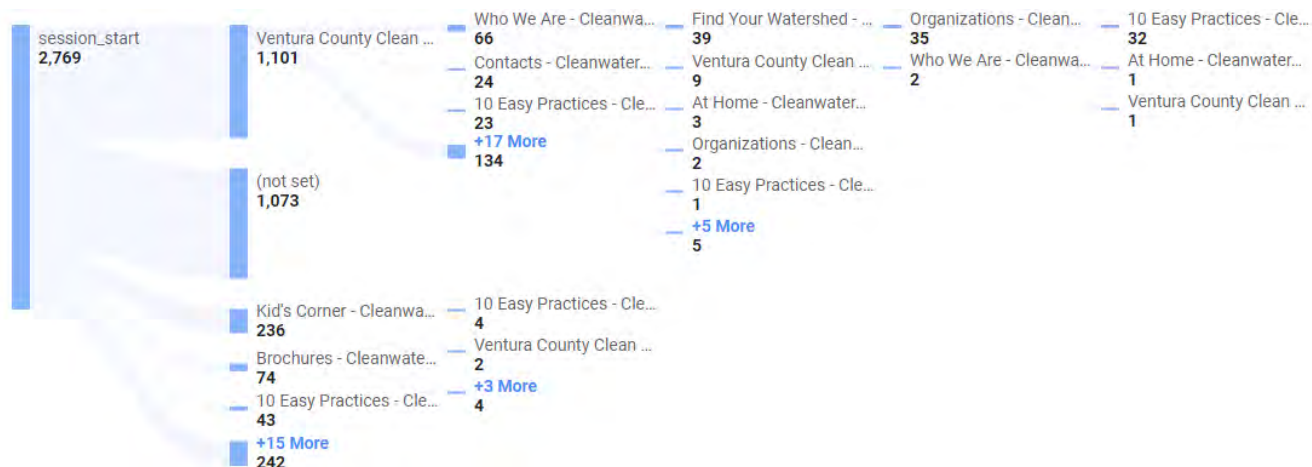
Session source	Session medium	Sessions	% Sessions
google	organic	931	5.3%
m.facebook.com	referral	223	1.3%
bing	organic	94	0.5%
docs.google.com	referral	71	0.4%
(not set)	(not set)	31	0.2%
oxnard.gov	referral	28	0.2%
yahoo	organic	27	0.2%
cityofventura.ca.gov	referral	25	0.1%
l.facebook.com	referral	24	0.1%
lms.fcps.edu	referral	22	0.1%

The **top-ranked pages** on the website for the 7/1/23-6/30/24 period were:

1. Home Page
2. Kid's Corner
3. Brochures
4. Watershed Trash Facts
5. At Home
6. 10 Easy Practices
7. Contacts
8. Who We Are
9. Enjoy and Protect
10. Educational Links

Website Behavior Flow

The following graphically illustrates how traffic to the website flows - calling attention to the page view data above with most site traffic concentrated on a few pages (6.2E).



DELIVERABLES

- Conduct an overall website audit.
- Revamp Kids Corner page, including the introduction of web-embedded quizzes.
- Enhance search engine optimization.
- Revitalize site visual identity and mobile user experience.
- Produce a portal for PIPP

BUDGET

- Proposed Budget: \$4,500
- Actual Expenditure: \$3,767.75

RECOMMENDATIONS FOR NEXT YEAR

- Continue to research motivations behind visits to the Kids Corner page and capitalize on opportunities to deliver more content for that audience
- Budget more funds for paid social media to drive more traffic to the website or specific web pages
- Freshen 10 Easy Practices and include more buttons to move users through the site further

SOCIAL MEDIA

The social media strategy was presented as part of the *Annual Public Outreach & Communications Plan* in September 2023. Sagent continued its strategy of utilizing Facebook and Instagram.

SOCIAL MEDIA CONTENT & ANALYTICS

Sagent created monthly Facebook and Instagram content calendars with videos, images, posts, and stories. Topics addressed general messages about stormwater, main pollutants of concern (POCs) and proper behaviors, highlighting the work of the PIPP Committee member cities, rain/stormwater posts, and key events (6.2C; 6.2D). We also included fun and related topics on living eco-friendly lifestyles, the beauty of Ventura, native plants and gardens, and wildlife to encourage engagement and sharing of our posts to increase our reach.

Continuing on the strategy set in place during the 2022-2023 fiscal year, Sagent maintained a light-hearted approach to its content. Video-editing tools like CapCut were utilized to quickly create humorous, meme-based videos that aligned with social media trends, which resonated with one of our key target audiences: young men, 18-34, who are most likely to litter. However, based on PIPP feedback in January 2024 and concerns about trendy videos resonating with a general-market audience, Sagent pivoted to develop video content with a more serious tone, utilizing a mix of in-house and stock video with text overlay.

Content

On a monthly basis, Sagent prepared videos, informational and humorous, utilizing CapCut templates to piggyback on trending memes and Canva to promote proper watershed behaviors with original content. To accompany the original video content, Sagent recommended reposts from like-minded accounts. Reposts not only reduce labor time – they also capitalize on already successful content in the name of public awareness.

Meme-style videos performed extremely well, with the top three (3) posts combined receiving 136 interactions, reaching 2582, and gaining 2634 impressions. In comparison, the top three (3) original video posts combined received 17 interactions, reached 1099, and had 104 impressions. Prioritizing meme-style content not only boosted engagement, but it was also highly popular with the younger demographic, which was a key target demographic in the communications plan (6.2B).

However, VCSQMP's PIPP committee expressed a desire to shift targeting priorities to focus on the older homeowners' demographic, as this demographic most directly impacts program funding requests and could be less enthusiastic about the tonal shift. Following this feedback, Sagent adjusted the social strategy to discontinue meme-style content and prioritize informational video content to cater to this demographic (6.2B).

To add value to informational videos, generally comprised of stock videos, Sagent granted PIPP committee members access to a password-protected SharePoint portal where they could submit original video content and images local to Ventura County. Following this initiative, one committee member submitted videos of Calleguas Creek, stormwater sampling, pH meter calibrations, and images of catch basin cleanouts. In the next fiscal year, Sagent hopes to receive additional content from PIPP to best resonate with Ventura County's residence and continue collecting authentic, regional content for social media.

Paid Social Media

In the second part of the 2023-24 fiscal year, Sagent successfully adjusted to the new advertising requirements from Facebook and Instagram. In total, Sagent was able to run \$3,251.26 worth of paid social media advertisements, 77% higher budget than last fiscal year.

With the paid media spend, published ads resulted in 875,920 impressions (+118%) and 16,412 actions (-5%). Actions were lower this period because our paid social campaign goal prioritized impressions over conversations. Even with a lower click total, the click-through-rate of 1.98% is still much than Facebook's average click-through rate across all industries (0.9%¹).

Campaign name	Results	Reach ↓	Impressions	Link clicks	CTR (all)	Cost per result
2023 Media Campaign - Boosted Posts	254,144 Reach	254,144	518,705	679	0.20%	\$4.76 Per 1,000 people rea...
Every Litter Bit Matters 2023 Campaign (Ma...	13,294 Link Clicks	28,736	255,210	13,294	5.24%	\$0.09 Link click
Ventura Test Campaign - Extending Learnin...	28,308 Reach	28,308	28,724	5	0.18%	\$1.77 Per 1,000 people rea...
2023 Bingo Card Awareness Campaign	1,849 Link Clicks	8,954	49,755	1,849	3.74%	\$0.11 Link click
Post: "For #PollutionPreventionWeek, see h...	39 Link Clicks	4,881	6,409	39	1.22%	\$0.77 Link click
Ventura Ad - Test January Campaign	403 Link Clicks	4,859	11,135	403	3.66%	\$0.10 Link click
Post: "Can you identify this #NativePlant? ...	132 Link Clicks	2,932	3,889	132	11.16%	\$0.23 Link click
Post: "Over 267 species of marine animals a...	11 Link Clicks	1,830	2,093	11	2.44%	\$0.63 Link click
Total results 8/8 rows displayed	— Multiple conversions	291,905 Accounts Centre accounts	875,920 Total	16,412 Total	1.98% Per Impressions	— Multiple conversions

Facebook

Community for a Clean Watershed had 4,365 page followers as of June 30, 2024, keeping Ventura County residents engaged during periods when there is no paid outreach while adding a social element year-round. The total number of Facebook fans decreased slightly by -.5%, while Instagram increased 5%. This reflects Sagent's strategy to build more content catered to the Instagram userbase.

To maintain awareness of stormwater between media campaigns, the CCW Facebook page shares general messages year-round about stormwater, videos of positive behaviors, highlighting the beauty of Ventura County, information about local events for Earth Day and/or Coastal Clean-up Day, and interesting watershed and water facts while directing visitors to the CCW website and other key resources. Over the 23/24 period, 57 posts were shared – 14 more posts than the last report (6.2D).

FACEBOOK METRICS (JULY 2023 - JUNE 2024)

Organic results:

¹ <https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

Followers	Posts	Likes	Share	Engagement	Reach	Impressions
4,365	57	38	19	71	3,332	3,572

Paid results:

Posts	Shares	Engagement	Reach	Impressions	CTR
3	1	327	271,366	295,381	.125%

Paid Sticker Promotion Ads*:



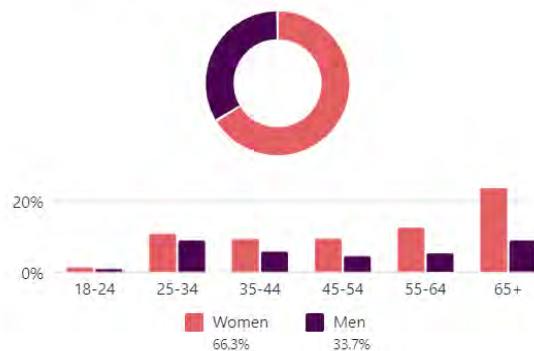
*See Attachments for complete list of paid social media creative.

Demographic of followers on Facebook and Instagram:

Facebook followers ⓘ

4,365

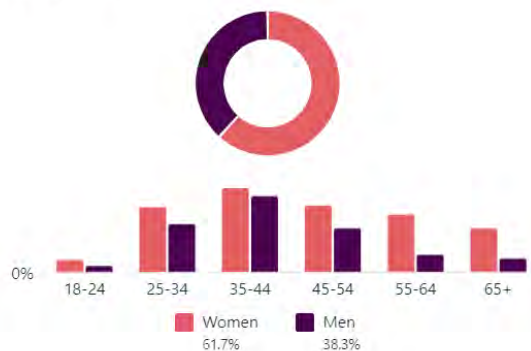
Age & gender ⓘ



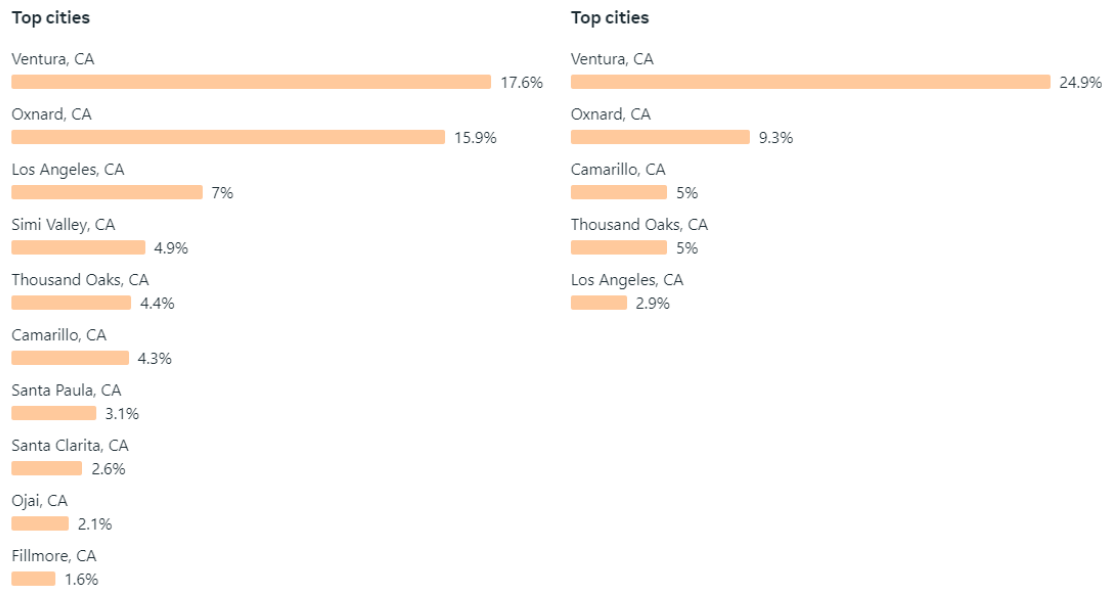
Instagram followers ⓘ

442

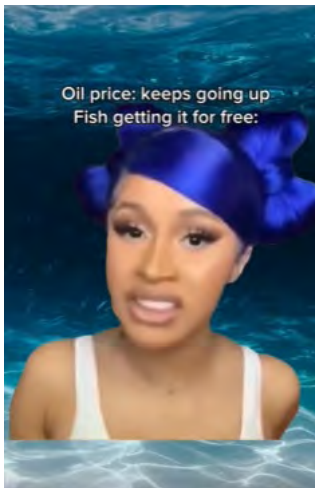
Age & gender ⓘ



Top city origins of Facebook and Instagram followers:



Highest Performing Facebook and Instagram Posts by Reach



Screenshot from video: <https://www.facebook.com/reel/897247115327364>

The above post received the highest reach across both Instagram and Facebook, reaching 1,194 and 301 users respectively.

Instagram

The Program launched an Instagram account, @cleanwatershed, in January 2020 to reach new social media audiences. The Program's Instagram audience is younger than Facebook, primarily 25-44 years old. However, like Facebook, VCSQMP's audience on the platform is primarily female. The goal of Instagram as a tactic is to educate audiences about Ventura County watersheds, pollutants of concern, and proper behaviors for preventing stormwater pollution. An emerging competitor to TikTok – Instagram Reels – was a large focus of Sagent's efforts in the 2023-24 year. These are short-form videos that appear in a separate tab of Instagram's interface. Reels are unique because they are served outside of an account's existing follower base, opening the door to new impressions.

Instagram does not allow links in its posts. To support clicks through to the website, Sagent maintained a Linktree on Instagram – a simple tool that allows for the addition of multiple links in the CCW Instagram Bio.

Over the period, 57 posts were published. As of June 30, 2024, @cleanwatershed Instagram account had 444 followers – up 5% from the last report. As mentioned previously, this reflects Sagent's strategy to build more content catered to the Instagram userbase.

In the 2023-24 fiscal year, the Program's Instagram content saw an increase in organic reach – up 100% from the previous report. Since Reach is bolstered through engagement and algorithm preference, this is a strong indication that content posted during this reporting period is very successful (6.2E; 6.2F).

Organic results:

Followers	Posts	Likes	Shares	Engagement	Reach	Impressions
442	55	314	18	329	5,830	6,103

Paid results:

Posts	Shares	Engagement	Reach	Impressions	CTR
3	1	327	271,366	295,381	.125%

FY 23-24 Paid Reach and Impressions:

Throughout the 23-24 fiscal year, the @cleanwatershed Instagram and Facebook accounts garnered 295,381 impressions and reached 171,366 users. Compared to the previous fiscal year, impressions and reach decreased 66.3% and 45.1% respectively. These results can be accounted for by the significant decrease in ad spend in the 23-24 fiscal year, which was only \$600.00, compared to \$2,767.03 from the previous fiscal year – nearly five times the ad spend. These results demonstrate Sagent's increased efficiency in terms of spending on social ads. This fiscal year, each thousand users reached cost \$2.20, and each impression cost \$2.00. In the 2022-23 fiscal year, these rates were \$9.50 and \$3.20 respectively (6.2D).

Note: Reach is different from impressions, which may include multiple views of your posts by the same people.

Platform Expansion and Reactivation

In the 2023-2024 fiscal year, VCSQMP planned to reactivate the @CleanWatershed YouTube channel as a significant part of its strategy to expand social media presence and engagement. However, due to the inability to access the previous YouTube account, these plans were postponed. Instead, Sagent, in collaboration with VCSQMP, will create a new, refreshed YouTube channel at the beginning of the 2024-2025 fiscal year.

The new YouTube channel will serve as a hub for long-form video content, including educational videos and storytelling pieces that illustrate the importance of stormwater management and watershed protection. Additionally, shorter segments from these long-form videos will be adapted into YouTube Shorts, providing bite-sized, engaging content that aligns with current social media trends.

Growth Target Results

In the 2023-2024 fiscal year, the @cleanwatershed Instagram account gained 47 followers, equaling a 5% increase and hitting the followership growth goal set forth in the communications plan. The Facebook page experienced a slight decrease in followers, by about half a percent, which reflects Sagent's goal to focus efforts towards creating Instagram-oriented content. Instagram is a top platform for young adults, ages 25-44 years, which is a key target demographic for the Clean Watershed program (6.2B; 6.2F).

However, with the PIPP Committee's input, Sagent will adjust content to focus targeting on any priority groups for County initiatives (including the older homeowners' demographic) which will likely lead to an increase in followers of the Facebook account over the next fiscal year.

DELIVERABLES

- Create monthly social media calendars and scheduled posts
- Develop posts to highlight permittee or community special events
- Track and measure analytics and provide a report every two months

BUDGET

- Proposed Budget: \$4,500
- Actual Expenditure: \$11,527.25

RECOMMENDATIONS FOR NEXT YEAR

- Continue to engage with partners through "liking" and sharing social content
- Due to the shift from Facebook and Instagram to a video-first algorithm, adjust social media approach to almost all video content
 - Reserve static posts for event reminders or alerts
- Create new YouTube channel and re-evaluate social media strategy to include YouTube Shorts
- Reallocate some labor funds for organic posts into additional paid posts

PAID MEDIA

Even though it is no longer a formal requirement through the NPDES permit, Sagent continues to strive to meet at least 5 million impressions per year to educate the general public about stormwater quality. When the contract agreement with VCSQMP was signed, Sagent anticipated paid media expenses to increase over time. As a result, Year 2 accommodated an increased paid media budget by 23%. This increase allowed the development of a media plan that maximized impressions using a mix of digital, radio, and outdoor ads in both English and Spanish. This multi-faceted approach aims to increase awareness and promote behavior change in Ventura County regarding stormwater management (6.2A, 6.2B; 6.2D; 6.2F).

2024 SPRING PAID MEDIA CAMPAIGN

The media plan was carefully negotiated to maximize target reach and frequency within a limited budget, even as inflation led to higher media costs. Over the past few years, Sagent has tracked significant increases in website traffic during paid media flights. This insight informed the decision to extend the media campaign into multiple flights, optimizing the budget and minimizing message fatigue.

Geographical distribution across Ventura County was a key consideration, ensuring broad coverage, including adequate outreach to the Hispanic market. By strategically placing ads in high-traffic areas and on popular platforms, the campaign effectively reached diverse audiences throughout the county.

By continuing to employ this multi-channel approach, VCSQMP aims to maintain and potentially exceed its goal of 5 million impressions annually, fostering greater public awareness and encouraging proactive behaviors to protect and enhance stormwater quality in Ventura County (6.2A).

Inclusivity

The Permit requires the Principal Permittee to develop and implement a strategy to educate ethnic communities through culturally effective methods. According to the 2022 U.S. Census Quick Facts, persons of Hispanic or Latino origin were estimated to make up 43.6% of the Ventura County population. An estimated 38.6% of residents speak a language other than English at home according to the U.S. Census Bureau. While the Hispanic population is significant in Ventura County, only 4.62% of the entire population speaks limited English according to the same 2019 ACS. This suggests that while Spanish-language creative is important to include in our outreach, the majority of the Hispanic population can still be reached with English-language creative.

To reach the Hispanic community in Ventura County, Spanish-language elements including radio and digital ads were utilized in the spring 2023-24 campaign. With significant digital ad over-delivery, Spanish-language paid media delivered higher CTRs than English on both display and mobile ad messenger.

2024 APPROVED SPRING PAID MEDIA PLAN



Ventura County Community for a Clean Water: Timing: 3/18/24-6/30/24
Ventura Spring 2024 Budget: \$46,750



Media Partner	Creative Asset	Targeting	March			April			May			June			July			Total Cost	Added Value	Total Value	Spots / Units	Estimated Impressions								
Outdoor			26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	\$16,575	\$2,000	\$18,575	25	3,057,500	
Delta Media	Poster (Billboards)	Ventura County, Camarillo, Oxnard, Santa Paula																								\$14,250	\$2,000	\$16,250	10	2,600,000
	Convenience Store Ads	Camarillo, Santa Paula, Oxnard, Simi Valley, Sanata Paula, Ventura																								\$2,325	\$0	\$2,325	15	457,500
Radio																										\$12,567	\$1,750	\$14,317	858	1,053,600
Gold Coast Broadcasting	English Radio Spot	General Market, Ventura County																								\$3,264	\$0	\$3,264	192	727,200
																										\$4,233	\$0	\$4,233	186	
Lazer Broadcasting	Spanish Radio Spot	Spanish Speakers, Ventura County																								\$0	\$1,100	\$1,100	216	
																										\$2,760	\$0	\$2,760	72	172,800
																										\$2,310	\$0	\$2,310	42	117,600
																										\$0	\$450	\$450	18	36,000
																											\$0	\$200	\$200	132
Digital																										\$16,030	\$3,000	\$19,030	6	1,930,400
Viamedia	Mobile Ad Messenger	English Speakers, Homeowners/residents, Ventura County																								\$3,400	\$600	\$4,000		400,000
		Spanish Speakers, Homeowners/residents, Ventura County																								\$2,300	\$400	\$2,700		282,400
Excitant	English Display	English Speakers, Homeowners/residents, Ventura County																								\$4,200	\$840	\$5,040		603,000
	Spanish Display	Spanish Speakers, Homeowners/residents, Ventura County																								\$3,800	\$760	\$4,560		545,000
	E-mail	Ventura County																								\$2,000	\$400	\$2,400		100,000
Lazer Broadcasting	Social Posts	Spanish Speakers, Ventura County																								\$330	\$0	\$330	6	NA
Sponsorship			26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	\$1,575	\$0	\$1,575	0	0	
Lazer Broadcasting	Earth Day Sponsorship	Oxnard																								\$1,575		\$1,575		NA
Total Media																										\$46,747	\$6,750	\$53,497	889	6,041,500

Media Plan Outreach Strategy

A flighted campaign ran from March 18 to June 30, 2024.

The spring campaign included 15-second radio ads in English and Spanish, digital ads in English and Spanish, a sponsorship through Lazer Broadcasting and out-of-home bus ads. Sagent negotiated bonus ads with media partners to deliver an additional \$18,090 in added value.

For the 2023-24 program year, the Community for Clean Watershed spring outreach campaign delivered **6,366,169 impressions**, exceeding the planned impressions by nearly **1 million**. The total impressions break down as follows:

Medium	Planned Spots/Units	Delivered Spots/Units	Planned Impressions	Delivered Impressions	Total Cost	Added Value	Total Value
Radio	864	864	1,053,600	1,152,544	\$12,900	\$3,302	\$16,202
Sponsorship	13	19	NA	96	\$1,365	\$2,694	\$4,059
Outdoor	25	25	2,429,531	3,120,969	\$16,575	\$7,961	\$24,536
Digital	NA	NA	1,930,400	2,092,560	\$15,800	\$4,133	\$19,933
Total	902	908	5,413,531	6,366,169	\$46,640	\$18,090	\$64,730

DIGITAL

The English and Spanish digital and video ads were targeted to Ventura County and optimized for engagement and website visits. Excitant delivered the most added value (31%) on their tactics.

Vendor	Medium	Planned Impressions	Delivered Impressions	Clicks	CTR	Total Cost	Added Value	Total Value
Viamedia	English Mobile Ad Messenger	400,000	401,200	1,808	0.45%	\$3,400	\$610	\$4,010
	Spanish Mobile Ad Messenger	282,400	283,296	1,043	0.37%	\$2,400	\$408	\$2,808
Excitant	English Display	603,000	703,398	922	0.13%	\$4,200	\$1,539	\$5,739
	Spanish Display	545,000	604,666	962	0.16%	\$3,800	\$1,176	\$4,976
	E-mail	100,000	100,000	2,025	2.03%	\$2,000	\$400	\$2,400
Total		1,930,400	2,092,560	6,760	3.13%	\$15,800	\$4,133	\$19,933

RADIO

15-second English and Spanish radio spots focused on litter ran on KLJR, KCAQ, KFYV, KOCP, and KVTM. 25% added value was delivered from rate savings, bonus spots, spot production, and streaming radio.

Vendor	Medium	Planned Spots/Units	Delivered Spots/Units	Planned Impressions	Delivered Impressions	Total Cost	Added Value	Total Value
Gold Coast Broadcasting	:15 Radio Spot	192	192	248,400	266,400	\$3,265	\$101	\$3,366
	:30 Radio Spot	186	186	240,600	258,600	\$4,235	\$317	\$4,552
	:15/:30 Radio Spots Added Value	216	216	238,200	264,000	\$0	\$1,219	\$1,219
Lazer Broadcasting	:15 Spanish Radio Spot	72	72	172,800	184,800	\$2,760	\$192	\$2,952
	:30 Spanish Radio Spot	42	42	117,600	121,800	\$2,310	\$83	\$2,393
		18	18	36,000	49,800	\$0	\$990	\$990
	:15/:30 Spanish Streaming	132	132	NA	6,667	\$0	\$200	\$200
	Social Posts	6	6	NA	477	\$330	\$200	\$530
		864	864	1,053,600	1,152,544	\$12,900	\$3,302	\$16,202

OUTDOOR

For outdoor placements, bus ads ran the “Every Litter Bit Matters” message. 10 posters and 15 convenience store ads for a total of 25 ads ran for a 4-week period delivering VCSQMP messaging throughout the Greater County of Ventura.

Vendor	Medium	Planned Spots/Units	Delivered Spots/Units	Planned Impressions	Delivered Impressions	Total Cost	Added Value	Total Value
Delta Media	Posters	10	10	1,972,031	2,647,130	\$14,250	\$6,878	\$21,128
	Convenience Store Ads	15	15	457,500	473,839	\$2,325	\$1,083	\$3,408
Total		25	25	2,429,531	3,120,969	\$16,575	\$7,961	\$24,536

There were significant spikes in social media page views and website traffic during the paid media window. As a result, we are recommending continuing to run a flighted campaign for the 2024/25 campaign year.

DELIVERABLES

- Create a multichannel paid media plan for \$46,750.
- Negotiate added value to over-deliver planned impressions.
- Planned 5,413,531 total impressions through Paid Media; Delivered 6,366,169 total impressions.

BUDGET

- Proposed Budget including Labor: \$55,000
- Media Budget: \$46,750 (Net)
- Actual Media Expenditure: \$58,135.18

RECOMMENDATIONS FOR NEXT YEAR

- Continue a flighted strategy for the 24-25 media campaign, with a larger campaign budget
- Research additional out-of-home options to drive
- Consider additional streaming radio options

ATTACHMENTS

24-25 CAMPAIGN MATERIALS - ENGLISH

EVERY LITTER BIT MATTERS
WATERSHEDS - YOURS TO ENJOY, YOURS TO PROTECT
www.cleanwatershed.org



EVERY LITTER BIT MATTERS
WATERSHEDS - YOURS TO ENJOY, YOURS TO PROTECT
www.cleanwatershed.org



EVERY LITTER BIT MATTERS

WATERSHEDS - YOURS TO ENJOY, YOURS TO PROTECT



**VENTURA COUNTY'S
COMMUNITY FOR A
CLEAN WATERSHED**



www.cleanwatershed.org

EVERY LITTER BIT MATTERS

WATERSHEDS - YOURS TO ENJOY, YOURS TO PROTECT



EVERY LITTER BIT MATTERS

WATERSHEDS - YOURS TO ENJOY, YOURS TO PROTECT



24-25 CAMPAIGN MATERIALS - SPANISH

CADA PIEZA DE BASURA IMPORTA

LA CUENCAS HIDROGRÁFICAS: TUYAS PARA DISFRUTAR, TUYAS PARA PROTEGER

www.cleanwatershed.org



CADA PIEZA DE BASURA IMPORTA

LA CUENCAS HIDROGRÁFICAS: TUYAS PARA DISFRUTAR, TUYAS PARA PROTEGER

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CADA PIEZA DE BASURA IMPORTA

LA CUENCAS HIDROGRÁFICAS: TUYAS PARA DISFRUTAR, TUYAS PARA PROTEGER



CADA PIEZA DE BASURA IMPORTA

LA CUENCAS HIDROGRÁFICAS:
TUYAS PARA DISFRUTAR, TUYAS PARA PROTEGER



**VENTURA COUNTY'S
COMMUNITY FOR A
CLEAN WATERSHED**



www.cleanwatershed.org

CADA PIEZA DE BASURA IMPORTA

LA CUENCAS HIDROGRÁFICAS: TUYAS PARA DISFRUTAR, TUYAS PARA PROTEGER



CADA PIEZA DE BASURA IMPORTA

LA CUENCAS HIDROGRÁFICAS:
TUYAS PARA DISFRUTAR, TUYAS PARA PROTEGER



SPANISH ELEMENTARY SCHOOL BINGO CARD



Charcos	Drenaje Pluvial	Pieza de Basura	Cuenca Hidrográfica	Estación de Residuos de Mascotas	Planta Nativa	Mariquita	Pieza de Basura
Planta Nativa	Jardín de Lluvia	Cuerpo de Agua	Animal Nativo	Sendero Natural	Plástico de Un Solo Uso	Aguas Pluviales	Charcos
Sendero Natural	Mariquita	Estación de Residuos de Mascotas	Plástico de Un Solo Uso	Drenaje Pluvial	Botes de basura	Cuenca Hidrográfica	Bolsas o Botellas Reutilizables
Peces	Botes de basura	Contenedor de Abono	Barril de Lluvia	Letrero de "Prohibido Tirar Basura" o "Prohibido Arrojar Basura"	Animal Nativo	Jardín de Lluvia	Peces

Cómo jugar: ¡Con un padre o maestro elige una tarjeta de bingo y encuentra los artículos en la tarjeta durante un paseo o caminata! Una vez que hayas completado un bingo, toma una foto y compártela con nosotros en Facebook o Instagram @CleanWatershed.

Drenaje Pluvial: Los drenajes pluviales llevan el exceso de agua de nuestras calles hacia nuestros arroyos, ríos y eventualmente conducen al océano. El agua en los drenajes pluviales no se limpia antes de ir a los arroyos y ríos, así que la basura y otros objetos en la calle pueden terminar en nuestras vías de agua si están cerca de un drenaje pluvial. Encuentra un drenaje pluvial cerca de ti.

Pieza de Basura: Recoger basura es importante para la cuenca hidrográfica porque ayuda a mantener el agua limpia. La basura viaja a las vías de agua cuando la lluvia la lleva desde la tierra a los ríos, lagos y el océano a través de un proceso llamado escorrentía pluvial. Si ves basura cerca de ti, recógela y deséchala correctamente.

Mariquita: ¡Las mariquitas son un insecto beneficioso para los jardines! Comen áfidos, que son pequeños insectos que dañan las plantas.

Aguas Pluviales: Las aguas pluviales son lluvias que caen en nuestro condado y viajan al sistema de drenaje pluvial. Las aguas pluviales recogen basura y otros contaminantes a medida que viajan, ¡así que puedes ayudar a mantener nuestras aguas limpias manteniendo limpio nuestro condado!

Cuenca Hidrográfica: Las cuencas hidrográficas son áreas de tierra donde el agua de lluvia y la nieve derretida drenan cuesta abajo hacia los arroyos y ríos. ¿Sabes en qué cuenca hidrográfica vives?

Planta Nativa: Las plantas nativas son buenas para jardines y cuencas hidrográficas porque les gusta el clima y suelo local. Esto significa que necesitan menos agua, fertilizantes y pesticidas para vivir felizmente. ¿Puedes encontrar una planta nativa cerca de ti?

Peces: La limpieza del agua de la cuenca hidrográfica afecta directamente a los peces que viven allí. Si el agua está contaminada, los peces pueden enfermarse.

Jardín de Lluvia: Un jardín con plantas nativas que se hunde en el suelo se llama "jardín de lluvia" porque absorbe mejor la lluvia que un jardín normal. ¿Puedes encontrar un jardín de lluvia en tu vecindario?

Charcos: Los charcos juegan un papel importante en una cuenca hidrográfica porque son donde el agua se acumula por primera vez y comienza a fluir cuesta abajo. ¿Puedes encontrar charcos en tu caminata?

Cuerpo de Agua: Un área a la que fluyen las aguas pluviales se llama "cuerpo de agua" y puede ser un arroyo, río o lago. ¿Tienes cuerpos de agua cerca de ti?

Estación de Residuos de Mascotas: Una estación de residuos de mascotas es un excelente lugar para recoger una bolsa para excremento de perro y deshacerse del excremento de perro. ¡Lo cual puede contaminar nuestras aguas. ¿Puedes encontrar una estación de residuos de mascotas cerca de ti?

Botes de basura: Los botes de basura ayudan a mantener limpia una cuenca hidrográfica al prevenir que la basura entre al agua. Toma una foto de todos los botes de basura que veas.

Animal Nativo: Hay muchos tipos de animales que viven en el Condado de Ventura como venados, conejos, ardillas y tlacuaches. Estos animales dependen de cuencas hidrográficas limpias para tener agua, comida y aire saludables.

Sendero Natural: ¡Prepara tus bocadillos! Los senderos naturales permiten a las personas disfrutar de la belleza natural del Condado de Ventura. Si estás en un sendero natural, recoge tres [3] piezas de basura para mantenerlo limpio.

Plástico de Un Solo Uso: Los plásticos de un solo uso son cosas como botellas de agua, envolturas de comida rápida

o cubiertos que solo están destinados a ser utilizados una vez. Estos artículos a menudo terminan como basura. ¿Ves algún residuo de plástico de un solo uso en tu área? Si es así, ¿puedes recogerlo de forma segura y deshacerte de él? Recuerda "Empacar al Entrar, Empacar al Salir" tu basura.

Contenedor de Abono: Los contenedores de abono ayudan a mantener el agua limpia y libre de contaminantes. Abonar también ayuda a crear suelo rico en nutrientes, que es bueno para las plantas.

Bolsas o Botellas Reutilizables: Usar bolsas o botellas reutilizables significa menos bolsas de plástico y botellas que pueden terminar como basura en nuestras cuencas hidrográficas. El plástico es muy malo para las vías fluviales y puede dañar a las plantas y animales que viven allí.

Barril de Lluvia: Los barriles de lluvia ayudan a proteger nuestra agua porque reducen la cantidad de lluvia que escurre del techo de un edificio y entra al sistema de drenaje pluvial. ¡Busca uno en el jardín de alguien!

Letrero de "Prohibido Tirar Basura" o "Prohibido Arrojar Basura": La descarga ilegal de basura es mala para nuestro medio ambiente y puede ser muy costosa de limpiar. ¡Mantengamos limpias nuestras comunidades! ¿Puedes encontrar un letrero de "Denunciar la Descarga Ilegal"?



¡Tuyas para Disfrutar, Tuyas para Proteger!

Para más información sobre cómo proteger nuestra cuenca hidrográfica, visita www.cleanwatershed.org.

SPANISH HIGH SCHOOL BINGO CARD



Berma	Entrada de Drenaje Pluvial	Pieza de Basura	Cuenca Hidrográfica	Estación de Residuos de Mascotas	Planta Nativa	Mariquita	Pieza de Basura
Planta Nativa	Jardín de Lluvia	Cuerpo de Agua	Animal Nativo	Sendero Natural	Plástico de Un Solo Uso	Aguas Pluviales	Berma
Sendero Natural	Mariquita	Estación de Residuos de Mascotas	Plástico de Un Solo Uso	Entrada de Drenaje Pluvial	Botes de basura	Cuenca Hidrográfica	Bolsas o Botellas Reutilizables
Peces	Botes de basura	Contenedor de Abono	Barril de Lluvia	Letrero de "Prohibido Tirar Basura" o "Prohibido Arrojar Basura"	Animal Nativo	Jardín de Lluvia	Peces

Cómo Jugar: ¡Planea un paseo o caminata en el Condado de Ventura! En tu caminata encuentra (al menos) cuatro de los artículos en la tarjeta y toma fotos de tu hallazgo. Una vez que hayas encontrado cuatro artículos, compártelos con nosotros en Facebook o Instagram @CleanWatershed.

Entrada de Drenaje Pluvial: Un drenaje pluvial es una tubería que lleva el agua de lluvia y otra agua superficial desde calles, estacionamientos y aceras hacia una vía de agua cercana. El agua en el drenaje pluvial no se limpia antes de fluir hacia una vía de agua cercana, por lo que la basura y otros objetos que fluyen hacia el drenaje pluvial pueden terminar contaminando nuestra agua.

Pieza de Basura: Recoger basura es importante para la cuenca hidrográfica porque ayuda a mantener el agua limpia. La basura viaja a las vías de agua cuando la lluvia la lleva desde la tierra hacia los ríos, lagos y océanos a través de un proceso llamado escorrentía pluvial. Si ves basura cerca de ti, recógela y deséchala correctamente.

Mariquita: ¡Las mariquitas son un insecto beneficioso para los jardines! Comen áfidos, que son pequeños insectos que dañan las plantas.

Aguas Pluviales: Las aguas pluviales son lluvias que caen y viajan al sistema de drenaje pluvial. Las aguas pluviales recogen basura y otros contaminantes a medida que viajan, así que puedes ayudar a mantener nuestras aguas limpias manteniendo limpio nuestro condado!

Cuenca Hidrográfica: Las cuencas hidrográficas son áreas de tierra donde el agua de lluvia y la nieve derretida drenan cuesta abajo hacia los arroyos y ríos. Descubre cómo funcionan las cuencas hidrográficas viendo nuestro video aquí.



Click o Escanea

Planta Nativa: Las plantas nativas son beneficiosas para jardines y cuencas hidrográficas porque están adaptadas al clima y condiciones del suelo local. Esto significa que requieren menos agua, fertilizante y pesticidas para prosperar. Identifica tres (3) plantas nativas en tu vecindario.

Peces: Los peces se ven afectados por la salud de su cuenca hidrográfica de varias maneras. La calidad del agua en la cuenca hidrográfica impacta directamente a los peces que viven allí. Si el agua está contaminada, los peces también lo estarán.

Jardín de Lluvia: Un jardín de lluvia es una depresión en el suelo con plantas nativas de raíces profundas. Está diseñado para absorber el agua de lluvia que de otro modo escurriría de superficies impermeables (techos y entradas de vehículos). Los jardines de lluvia mejoran la calidad del agua al filtrar contaminantes. También reducen la inundación, la erosión y proporcionan hábitat para insectos beneficiosos y vida silvestre. Encuentra un jardín de lluvia en tu vecindario.

Berma: Una berma de río es un montículo elevado de tierra o arena construido a lo largo del borde de un río. Para proteger las cuencas hidrográficas y prevenir la acumulación de basura en las bermas de río, recuerda recoger cualquier basura que veas a lo largo de ríos o arroyos.

Cuerpo de Agua: Un área a la que fluyen las aguas pluviales se llama "cuerpo de agua" y puede ser un arroyo, río o lago. ¿Cuál es tu cuerpo de agua más cercano?

Estación de Residuos de Mascotas: Una estación de residuos de mascotas es un excelente lugar para recoger una bolsa para excremento de perro y desechar el excremento de perro. Recoge los residuos de tu mascota con una bolsa de excremento de perro y luego tírala en un bote de basura cercano. Toma una foto de una estación de residuos de mascotas cerca de ti.

Botes de basura: Los botes de basura ayudan a mantener limpia una cuenca hidrográfica al prevenir que la basura y otros desechos entren al agua. Si ves basura o desechos en la calle, recógela y deséchala correctamente.

Animal Nativo del Condado de Ventura: Hay muchos tipos de animales que viven en el Condado de Ventura. Algunos de los más comunes son venados, conejos, ardillas y tlacuaches. Estos animales dependen de cuencas hidrográficas limpias para beber agua, aire saludable y crecimiento de plantas.

Sendero Natural: ¡Explora los senderos! Los senderos naturales son buenos para la cuenca hidrográfica porque permiten a las personas disfrutar de la belleza natural de la zona mientras también proporcionan una manera de ayudar a conservar el medio ambiente. Si estás en un sendero natural, recoge tres (3) piezas de basura para mantenerlo limpio.

Plástico de Un Solo Uso: Los plásticos de un solo uso son cosas como botellas de agua, envolturas de comida rápida o cubiertos que solo están destinados a usarse una vez. Estos artículos a menudo terminan como basura. Encuentra y desecha cualquier basura de plástico de un solo uso en tu área.

Contenedor de Abono: El abono es excelente para la cuenca hidrográfica porque ayuda a mantener el agua limpia y libre de contaminantes. Cuando se agrega abono al suelo, ayuda a absorber y filtrar contaminantes que de otro modo terminarían en el agua. Usa abono en lugar de fertilizantes para proteger la longevidad de tus plantas y nuestra calidad del agua.

Bolsas o Botellas Reutilizables: Cuando usas una bolsa o botella reutilizable, estás ayudando a reducir la cantidad de plástico que termina en la cuenca hidrográfica. El plástico es un gran contaminante de las vías fluviales y puede causar daño grave a las plantas y animales que viven allí. ¿Qué tipos de contenedores reutilizables sueles utilizar?

Barril de Lluvia: Los barriles de lluvia son buenos para la cuenca hidrográfica porque ayudan a mantener el escurrimiento pluvial alejado de las vías acuáticas. Esto ayuda a reducir la cantidad de contaminación que llega a nuestras vías de agua. Toma una foto de un barril de lluvia cerca de ti.

Letrero de "Prohibido Tirar Basura" o "Prohibido Arrojar Basura": Tenemos que denunciar el vertido ilegal de basura. El vertido ilegal es malo para nuestro medio ambiente y puede ser muy costoso de limpiar. ¡Mantengamos limpias nuestras comunidades! ¿Puedes encontrar un letrero de "Denunciar Vertido Ilegal"?



¡Tuyas para Disfrutar, Tuyas para Proteger!

Para obtener más información sobre formas de prevenir la contaminación por aguas pluviales y proteger nuestra cuenca hidrográfica, visita www.cleanwatershed.org.

STICKERS



Paid Sticker Promotion Ads


Round #1 A/B Test:

FREE Stickers!

Round #1

Apr. 12

Enjoy PROTECT



CleanWatershed.org

Feed the Frog

?

Coming Soon!

?

Coming Soon!


?

Coming Soon!

Swipe for locations!


Sticker Locations

Round #1




Avenue Library

606 N Ventura Ave., Ventura, CA 93001




E.P. Foster Library

651 E Main St., Ventura, CA 93001




Museum of Ventura

100 E Main St., Santa Paula, CA 93060



Oxnard College


4000 S Rose Ave., Oxnard, CA 93033



CSU Channel Islands

1 University Dr., CA 93012


Sticker of the Month!



SWIPE FOR LOCATIONS!


Sticker Locations

Round #1




Avenue Library

606 N Ventura Ave., Ventura, CA 93001




E.P. Foster Library

651 E Main St., Ventura, CA 93001




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Oxnard College

4000 S Rose Ave., Oxnard, CA 93033



CSU Channel Islands

1 University Dr., CA 93012


Round #2 Graphic:

FREE Stickers!

Round #2

Apr. 12

Enjoy PROTECT




CleanWatershed.org

Feed the Frog

Jun. 20

Enjoy PROTECT



CleanWatershed.org

Sarah the Seagull

?

Coming Soon!


?

Coming Soon!

Swipe for locations!


Sticker Locations

Round #2




Albert H. Soliz Library

2820 Jourdan St., Oxnard, CA 93036




Moorpark City Library

1 University Dr., CA 93012




Boys & Girls Club of Greater Ventura

1929 Johnson Dr., Ventura, CA 93003



Boys & Girls Club of Simi Valley

2850 Lemon Dr., Simi Valley, CA 92063



Agricultural Museum

926 Railroad Ave., Santa Paula, CA 93060

WEBSITE POP-UPS

GRAB A **FREE** STICKER!

Go to any participating location after 4/22 for a free* sticker:

- Avenue Library
- E.P. Foster Library
- Museum of Ventura
- Oxnard College - Library Learning Resource Center, Job and Career Center
- CSU Channel Islands
- Thousand Oaks Community Center



*Limit one (1) per person. Available while supplies last.



GRAB A **FREE** STICKER!

Go to any participating location after 6/20 for a free* sticker:

- Albert H. Soliz Library
- Boys & Girls Club of Greater Ventura
- Agricultural Museum
- Moorpark City Library
- Boys & Girls Club of Simi Valley



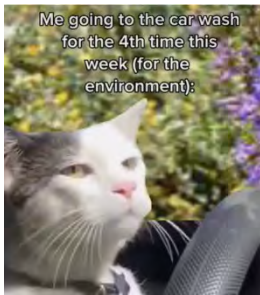
*Limit one (1) per person. Available while supplies last.



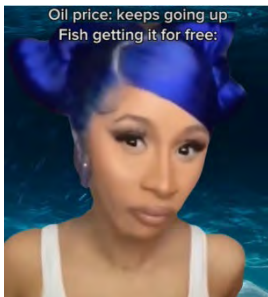
ORGANIC SOCIAL MEDIA CONTENT EXAMPLES



Screenshot from video: <https://www.facebook.com/reel/979269923355672>



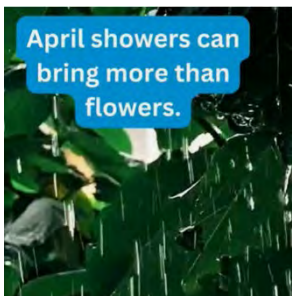
Screenshot from video: <https://www.facebook.com/reel/2033739487000969>



Screenshot from video: <https://www.facebook.com/reel/735365648051936>



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Screenshot from video: <https://www.facebook.com/reel/757857649747051>

SOCIAL MEDIA

SOCIAL MEDIA CONTENT TOPICS LIST (6.2C)

TOPICS	CONTENT
General Stormwater Messages	<p>“Yours to Enjoy. Yours to Protect.”</p> <p>What is stormwater? What is a watershed? What is runoff?</p> <p>Stormwater and Storm Drains</p> <p>Information about Ventura County Watersheds, Water Ways and Water Bodies: <i>Cuyama River Watershed, Ventura River Watershed, Santa Clara River Watershed, Calleguas Creek Watershed, Ventura River, Santa Clara River, Malibu Creek, Calleguas Creek, Bays & Estuaries, All empty into the Pacific Ocean</i></p>
Main POCs & Proper Behaviors	<p>Litter/Trash & Proper Disposal – “Fun Facts”, proper behavior, campaign creative</p> <p>Pet Waste & Proper Disposal – “Fun Facts”, proper behavior, campaign creative</p> <p>Yard Chemicals – “Fun Facts”, proper behavior, campaign creative</p> <p>Pesticides and Agriculture</p> <p>Accidental vs. Intentional Littering</p>
Highlight Work of PIPP Committee Members	Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Simi Valley, Santa Paula, Thousand Oaks, Ventura
Beauty of Ventura & Stormwater	“Beautiful Best-Kept Secret” – Hills, Beaches, Wine
Connect Stormwater to Outdoor Recreation	<p>Surfing, Hiking, Fishing, Cycling</p> <p>Horseback Riding, Bird Watching</p> <p>Scuba and Snorkeling</p> <p>Wineries</p>
Connect Stormwater to Water Conservation	<p>Ocean-Friendly Landscaping</p> <p>Reducing Grass</p> <p>DIY</p> <p>Additional Rebates for Water Conservation http://venturacountygardening.com/</p>
Rain Posts	<p>First Flush</p> <p>Highlight stormwater pollution when rains, as needed</p>
EcoTourism Social Campaign	<p>EcoTourism in your own back yard</p> <p>Focus on Eco-Friendly businesses and activities in Ventura County</p> <p>Consider turning this into a social contest with EcoTourism prizes</p>
Sustainable Green Businesses	<p>Agriculture, Local Businesses</p> <p>Highlight Green Business Incentives</p>
Events	Highlight events by the PIPP Committee.