



VENTURA COUNTY STORMWATER QUALITY MANAGEMENT PROGRAM

Annual Report 2024 - 2025





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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, 2024, through June 30, 2025. It outlines the activities and successes of the 2024/25 contract year.





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:

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 2024-2025 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 2024-2025 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 three 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 and the general Ventura County audience through paid social media. To bolster youth-focused efforts, a second set of four (4) 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.

The Spring 2025 paid media campaign overdelivered by more than 5,777,000 impressions, with nearly \$14,000 in added value coverage.



TOP LINE MEDIA RESULTS

The spring 2025 campaign delivered more than 25 million total impressions through radio, outdoor, digital and social tactics. These combined tactics delivered nearly 25% added value (more than 5,777,000 bonus impressions).

The 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
Outdoor	38	62	13,394,512	19,195,063	\$24,672	\$8,728	\$33,400
Radio	360	756	954,000	783,000	\$12,007	\$2,423	\$14,430
Digital	NA	NA	1,837,503	1,985,600	\$15,245	\$2,796	\$18,041
Social	NA	NA	NA	3,292,773	\$3,570	\$0	\$3,570
Total	398	818	16,186,015	25,256,436	\$55,494	\$13,947	\$69,441

DELIVERABLES

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



OUTREACH AND PARTNERSHIPS

As part of the 2024–2025 Communications Plan, Sagent developed four (4) new, uniquely designed die-cut stickers to be distributed through local public organizations at strategic points throughout the year. The campaign maintained its popular "collect them all" format and aimed to further amplify awareness of the Community for a Clean Watershed brand.

Following the strong performance of the 2023–2024 sticker campaign—in which nearly all distributed stickers were quickly claimed—Sagent refined the strategy to enhance marketing effectiveness and increase community engagement. Key improvements included:

1. **Expanded advertising budget.** In FY 2023–2024, each sticker release was supported by a \$200 paid ad spend, totaling \$800. For 2024–2025, the budget was increased by 50%, allocating \$300 per release and raising the total outreach investment to \$1,200. This allowed for broader digital reach and stronger visibility for each sticker wave.

2. **Enhanced partner education.** A key learning from the prior year was the occasional disconnect between sticker shipment contacts and those responsible for in-person distribution. To address this, Sagent introduced a “partner letter” insert at the top of each sticker package. The insert included clear display instructions and educational talking points, empowering partners to both distribute the stickers effectively and convey key watershed protection messages.
- **Improved Display Materials.** In the initial campaign, sticker visibility varied widely across locations. For 2024–2025, Sagent significantly improved presentation by supplying acrylic sign holders with custom inserts and dedicated sticker compartments. This consistent, eye-catching display helped increase foot traffic engagement (6.2B).
3. **Stronger Integration with VCSQMP Messaging.** Each sign display included a QR code linked to a landing page on CleanWatershed.org. The QR code was tracking-enabled and accessible only through campaign channels, making it a valuable data point for engagement (6.2D). The landing page became the fourth most visited page on the site during the fiscal year, generating over 1,100 unique views.

Sagent researched and connected with local libraries, museums, universities, and community centers from December 2024 to February 2025, and fourteen (14) 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 to spread awareness for Community for a Clean Watershed and promote environment-friendly messaging:

- | | |
|--|--|
| 1. E.P. Foster Library | 9. Boys & Girls club of Simi Valley |
| 2. Museum of Ventura | 10. Moorpark City Library |
| 3. Ventura College | 11. The Robert J. Lagomarsino Visitor Center
at Channel Islands National Park |
| 4. Boys & Girls Club of Greater Ventura | 12. Ventura County Coast |
| 5. Thousand Oaks Community Center | 13. Avenue Library |
| 6. County of Ventura Parks Department | 14. Visit Ventura |
| 7. Albert H. Soliz Library | |
| 8. California State University of Channel
Islands | |

After connecting and partnering with these organizations, Sagent identified key dates throughout the contract year to release each sticker. Sagent strategically focused on seven (7) 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 design process (6.2B; 6.2D).

As of June 30, 2025, two (2) out of the four (4) stickers have been released, in which each release was accompanied by a social media ad, directing people to each of the locations with stickers.

Separately, Sagent supported the promotion of activities surrounding major annual occurrences such as Earth Day, Coastal Cleanup Day and other sponsored events of the PIPP Committee members and community through our social media channels (6.2A; 6.2D).

DELIVERABLES

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) new unique die-cut stickers and began dispersing at key points to local, public organizations, such as libraries, museums, universities, and community centers.

BUDGET

Proposed Budget: \$8,000*

Actual Expenditure: \$3,498.69**

**Based on 24/25 Communications Plan, which covers November 1, 2024 – October 31, 2025.*

***Expenditure between July 1, 2024 - June 30, 2025.*



MATERIALS AND CREATIVE DEVELOPMENT

For the 2024-25 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).

Sagent utilized generative 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 deer with a hiking backpack, a dog with a tied up bag of poop, a pelican with a recycling bin, and a dolphin recycling bin (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 Optimization and Adaptation

Building on the long-form video produced in the 2023–2024 fiscal year (“Follow the Flow”), the 2024–2025 campaign focused on maximizing its utility by tailoring the content for broader public consumption and paid media deployment. While the original video—running over three minutes in length—served as a foundational educational tool, its reach was limited by its format. Throughout much of the year, the full-length video was primarily housed on Ventura County’s Clean Watershed YouTube channel and was not heavily promoted due to its length and lack of alignment with social media and advertising standards.

In response, Sagent prioritized editing the original footage into two shorter, high-impact formats: a 15-second and a 30-second version. These adapted clips were strategically crafted to maintain the narrative and educational intent of the original piece while aligning with the attention span and technical requirements of digital advertising platforms. Both versions were incorporated into the 2025 Spring Paid Media Campaign and aired across social media, web display, and streaming platforms, reaching new audiences with concise, visually engaging messages (6.2C; 6.2D).

Feedback from the 2023–2024 cycle also informed visual improvements in this year's rollout. PIPP committee members noted that the coloration of the original video could be enhanced to better capture viewer attention and reflect the vibrancy of Ventura County's landscape. As a result, Sagent re-engaged Matthew Perez, the original videographer, to revisit and enhance the selected clips. His work in 2024–2025 involved regrading footage to improve color balance, contrast, and visual cohesion across all short-form versions.

By adapting and optimizing existing assets rather than creating new ones from scratch, VCSQMP demonstrated a cost-effective and strategic approach to media development, while continuing to meet MS4 permit outreach and education goals (6.2A; 6.2B; 6.2C; 6.2D).

DELIVERABLES (6.2D)

- Every Litter Bit Matters media assets – Digital ads (English and Spanish)
 - Outdoor: College posters/standees, window graphics, bus ads, transit shelters
 - Radio: English and Spanish
 - Digital Ads: E-blast, Mobile Ad Messenger, Display ads, social Posts
 - :15- and :30-second “Journey of a Cup” YouTube ads
- Four (4) die-cut stickers
- Monthly social media static content
- Monthly social media short-form vertical videos

BUDGET

Proposed Budget: \$16,000*

Actual Expenditure: \$16,085.65**

**Based on 24/25 Communications Plan, which covers November 1, 2024 – October 31, 2025.*

***Expenditure between July 1, 2024 - June 30, 2025.*



WEBSITE ANALYSIS & IMPROVEMENTS

The VCSQMP “Community for a Clean Watershed” website (cleanwatershed.org) serves as the Program’s central digital platform, offering public-facing resources, partner tools, and educational content to support stormwater awareness and watershed protection

(6.2D). In 2024–2025, efforts focused on improving search engine optimization (SEO), expanding the Kids’ Corner section, enhancing mobile responsiveness, and refining the site’s visual identity. Partner resource pages were also updated to improve usability and access to campaign materials.

Website content was refreshed based on user analytics and performance trends. Over the course of the permit year, CleanWatershed.org attracted approximately 10,000 active users and recorded a total of 10,450 sessions. Pageviews reached 40,561, with users spending an average of one minute per session. consistent with prior years, indicating sustained engagement with site content (6.2E; 6.2F).

CONTENT REFRESH

Back in January 2024, Sagent conducted an audit to determine areas for improvement on the Cleanwatershed.org website. Sagent continued to enhance the site with recommendations from that audit, including new content and SEO updates. Through Google Analytics and Looker Studio, ongoing website monitoring took place throughout the 2024-2025 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).

ADDITIONS TO THE KIDS' CORNER PAGE

In the previous fiscal year, Sagent created new games on the Kids’ Corner page through Sporcle. This year, to compliment those newer online games, Sagent created another game in the form of a personality quiz called “Which Ventura County Animal Are You?”. The game is powered by a WordPress plugin now owned in perpetuity by VCSQMP – opening the door to endless similarly styled games in the future (6.B).

PARTNER RESOURCES



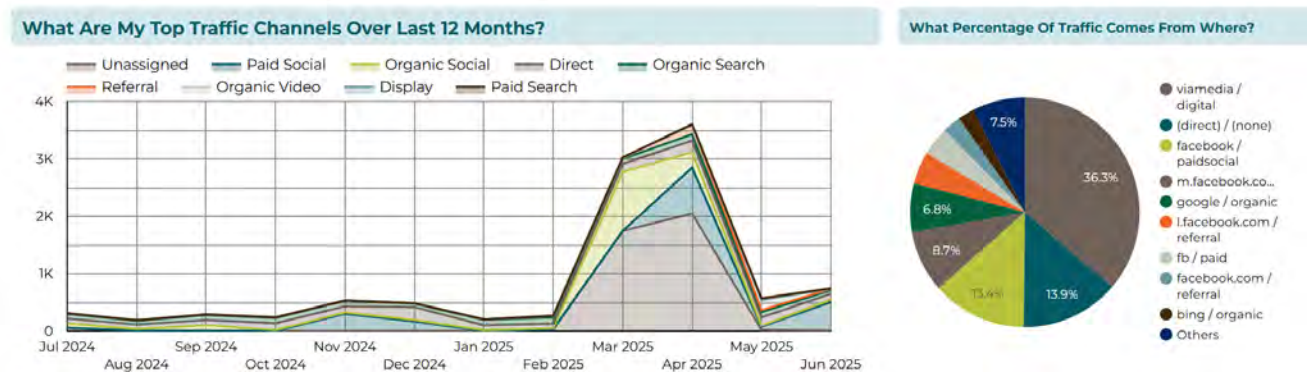
In 24-25, Sagent maintained the portal developed for the Public Information and Participation Program (PIPP) members, allowing them to easily upload and download content through a password-protected link. This portal optimized asset management and improved accessibility for partners, streamlining the sharing and updating of resources.

WEBSITE ANALYTICS



During the 2024-2025 fiscal year, Sagent continued to utilize Google Analytics 4 (GA4) and Looker Studio platforms to build regular analytics reports.

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



Paid Social: Back in the 23/24 fiscal year, Sagent adjusted the paid social media strategy to focus efforts solely on value-based options – such as the introduction of the sticker campaign. This year, Sagent increased paid social budget to \$5,000 to blend a mix of engagement-based ads with impression-based ads. This new mix resulted in nearly 3.8 million impressions, 5,900 clicks and a very effective \$1.31 cost per thousand users reached (CPM).

To compare these results against previous periods, 23/24 showed an average CPM of \$2.20. In 22/24 this number was \$3.20. These metrics strongly indicate a continuously improving paid social strategy over course of the contract (6.2D).

Campaign name	Impressions	Amount spent	Clicks (all)	CPC (cost per link click)
2025 Spring Campaign - PO-1381	3,292,773	\$3,570.00	3,459	\$1.15
PO-1405: 2025 Sticker Campaign	168,010	\$599.69	1,542	\$0.48
First Flush 2024 Campaign (PO-1345)	86,808	\$399.88	651	\$0.66
Ventura 2024 Sticker Promotion - Wave 3	124,944	\$200.00	133	\$1.50
Ventura 2024 Sticker Promotion - Wave 4	120,988	\$199.98	148	\$1.37
Total results 5 / 5 rows displayed	3,793,523 Total	\$4,969.55 Total spent	5,933 Total	\$0.95 Per Action

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 by views for the 7/1/24-6/30/25 period were:

1. Home Page
2. Kid's Corner
3. Stickers
4. First Flush
5. Find Your Watershed
6. 10 Easy Practices
7. Brochures
8. Who We Are
9. Contacts
10. Watershed Links Games



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

- Continue revamping Kids Corner page, including more web-embedded quizzes.
- Enhance search engine optimization.
- Revitalize site visual identity and mobile user experience.
- Maintain a “Partner Portal” for PIPP

BUDGET

- Proposed Budget: \$12,000*
- Actual Expenditure: \$2,979.25**

**Based on 24/25 Communications Plan, which covers November 1, 2024 – October 31, 2025.*

***Expenditure between July 1, 2024 - June 30, 2025.*



SOCIAL MEDIA

The social media strategy was presented as part of the Annual Public Outreach & Communications Plan in September 2025. Sagent continued its strategy of utilizing Facebook and Instagram while also bolstering its participation on YouTube.

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 (6.2E).

Continuing the strategy set in place during the 2023-24 fiscal year, Sagent maintained a soft but serious tone, utilizing a mix of in-house and stock video with text overlay. Some humorous posts, more aligned with the 2022-23 social strategy, were inserted to test audience reactions on seldom occasions.

CONTENT



Each month, Sagent developed a mix of original video content—both educational and lighthearted—using Canva to promote responsible watershed behaviors in a format designed for social media engagement. To supplement this original content, Sagent also recommended reposting high-performing material from like-minded environmental accounts. These curated reposts not only reduced production time but also leveraged existing content with proven public appeal to extend campaign reach.

To encourage more locally resonant storytelling, Sagent continued providing PIPP committee members with access to a password-protected SharePoint portal for submitting original photos and video footage from across Ventura County. Although the portal remained active throughout the 2024–2025 fiscal year, no new submissions were received. Recognizing the importance of authentic, community-sourced visuals, VCSQMP will continue to promote this resource and encourage greater participation from committee members.

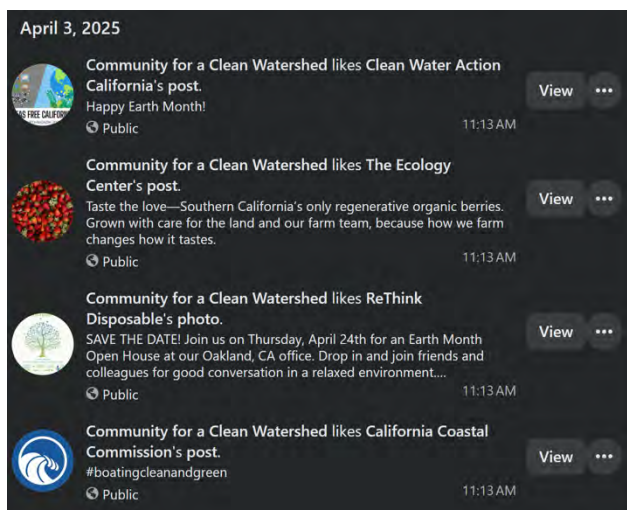
Short-form video continued to serve as a central content pillar, particularly for Instagram Reels and Facebook Stories, which consistently perform well with younger audiences. Monthly themes and

seasonal observances such as Earth Day, Coastal Cleanup Day, and Back to School—guided the editorial calendar and helped drive timely engagement. Spanish-language content was also incorporated throughout the year to ensure accessibility and inclusivity for Ventura County’s diverse population.

ENGAGEMENT

In 2024-25, Sagent began more heavily utilizing its social media budget for social media community management. Through direct access to VCSQMP’s Facebook and Instagram profiles, Sagent engaged users and posts in a manner that was aligned with brand values to leverage another avenue to build presence in these platform communities. Sample engagement activity is available below for reference.

FACEBOOK



INSTAGRAM



PAID SOCIAL MEDIA

Due to the continued success in reach, impressions, and conversions through paid social media in years passed, Sagent made a formal recommendation to continue increasing its budget allocation for this tactic to \$5,000 (up 53% from the 23-24).

In addition to Sagent’s budget allocation, Sagent also returned massively successful campaigns based on the prior response from free die-cut stickers in the previous fiscal year. 2024-25 included the second two waves of sticker releases from the first round of stickers, as well as the first two waves of sticker releases from the 2025 set. Sagent also ran a small campaign informing Ventura County residents about

the hazards of the “First Flush”. When compiling results from all campaigns, published ads resulted in 3,793,525 impressions (+333%) and 5,933 clicks. The cost per action averaged to \$0.95, crushing the Facebook Ad benchmark of \$18.68 (6.2D).¹

Campaign name	Impressions	Amount spent	Clicks (all)	CPC (cost per link click)
2025 Spring Campaign - PO-1381	3,292,773	\$3,570.00	3,459	\$1.15
PO-1405: 2025 Sticker Campaign	168,010	\$599.69	1,542	\$0.48
First Flush 2024 Campaign (PO-1345)	86,808	\$399.88	651	\$0.66
Ventura 2024 Sticker Promotion - Wave 3	124,944	\$200.00	133	\$1.50
Ventura 2024 Sticker Promotion - Wave 4	120,988	\$199.98	148	\$1.37
Total results 5 / 5 rows displayed	3,793,523 Total	\$4,969.55 Total spent	5,933 Total	\$0.95 Per Action

FACEBOOK

Community for a Clean Watershed had 4,301 page followers as of June 30, 2025, 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 continued to decrease slightly by -.5%, while Instagram increased 6.1%. This reflects Sagent’s strategy to build more content catered to the Instagram userbase.

To maintain awareness of stormwater between media campaigns, the Community for a Clean Watershed (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 24/25 period, 49 posts were shared – 8 fewer posts than the last report (6.2D).

Organic Results:

Followers	Posts	Reactions	Comments	Reach
4,301	49	28	2	2,957

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

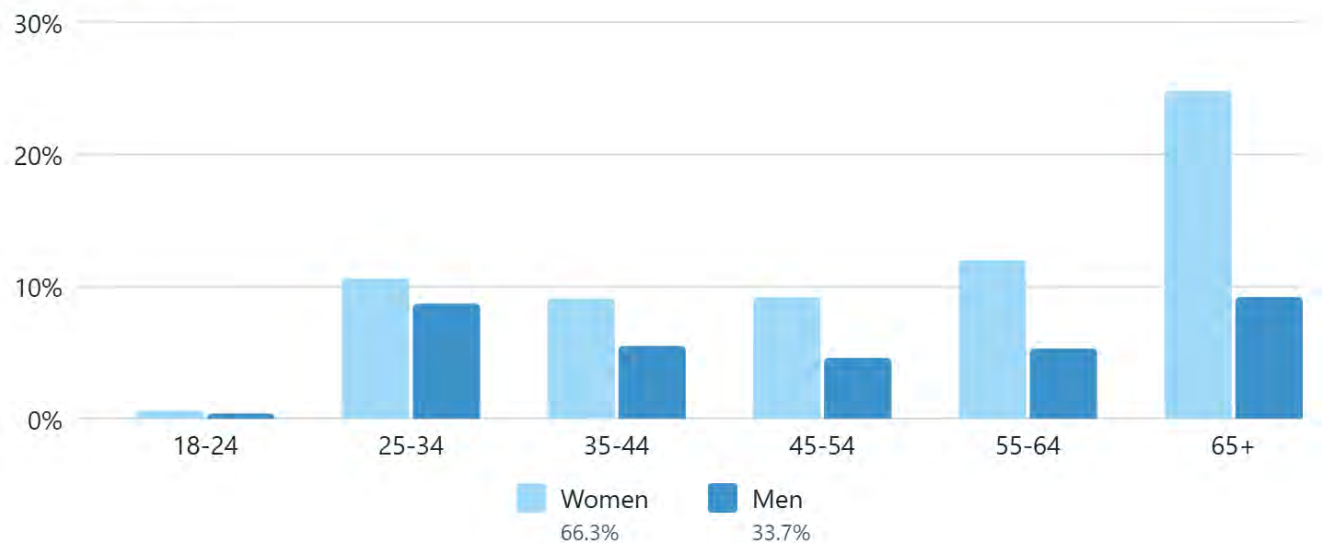
Paid Sticker Promotion Ads*



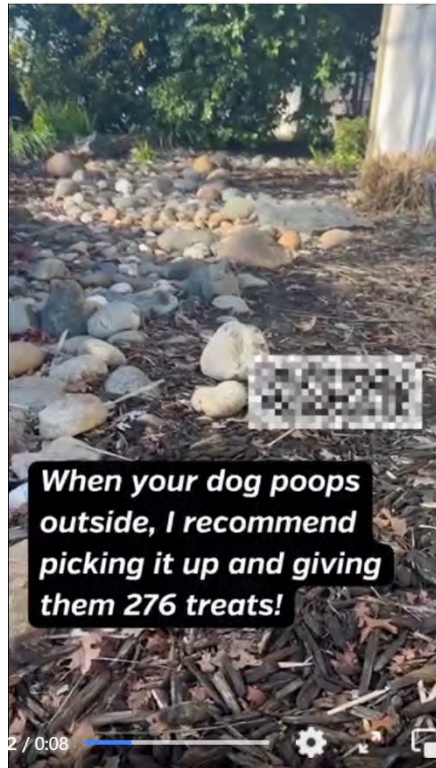
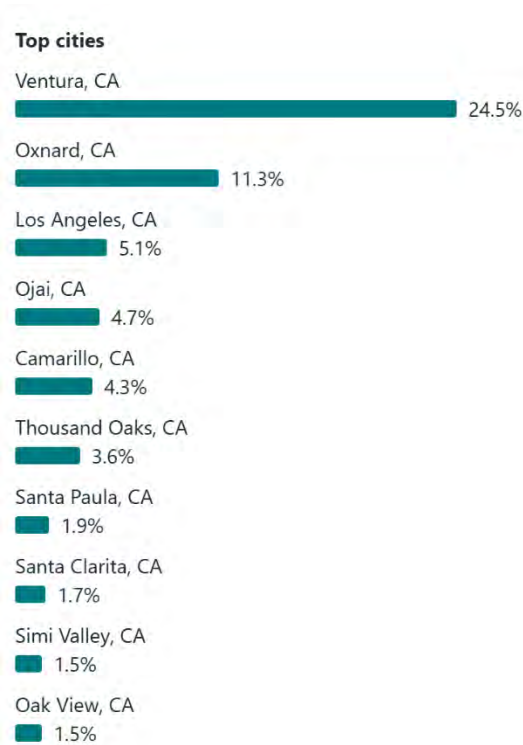
*See Attachments for complete list of paid social media creative.

Demographic of followers on Facebook:

Age & gender ⓘ



Top city origins of Facebook and Instagram followers:



The highest performing post by Reach was published on Thursday, January 30, 2025 with 424 views and 295 unique viewers reached.

A preview of the post is available above.

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 – continued to be a large focus of Sagent's efforts in the 2024-25 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, 49 posts were published. As of June 30, 2025, @cleanwatershed Instagram account had 469 followers – up 6% from the last report. As mentioned previously, this reflects Sagent’s strategy to build more content catered to the Instagram userbase.

In 23/24, Sagent reported on VCSQMP’s huge boost in organic reach. In the 2024-25 fiscal year, the Program’s Instagram content saw a dip in this area– down 41% from the previous report. Engagement totals also decrease 49% (6.2E; 6.2F). Compared to content posted in 23/24, content posted this period was generally more informative, but also more organically generated (less stock photos/videos). It is apparent from these metrics that the previous approach – more humorous, light-hearted content with an edge outperformed informative posts, albeit also considering 8 fewer posts than the last year.

Screenshot from top Instagram post.



Organic Results*:

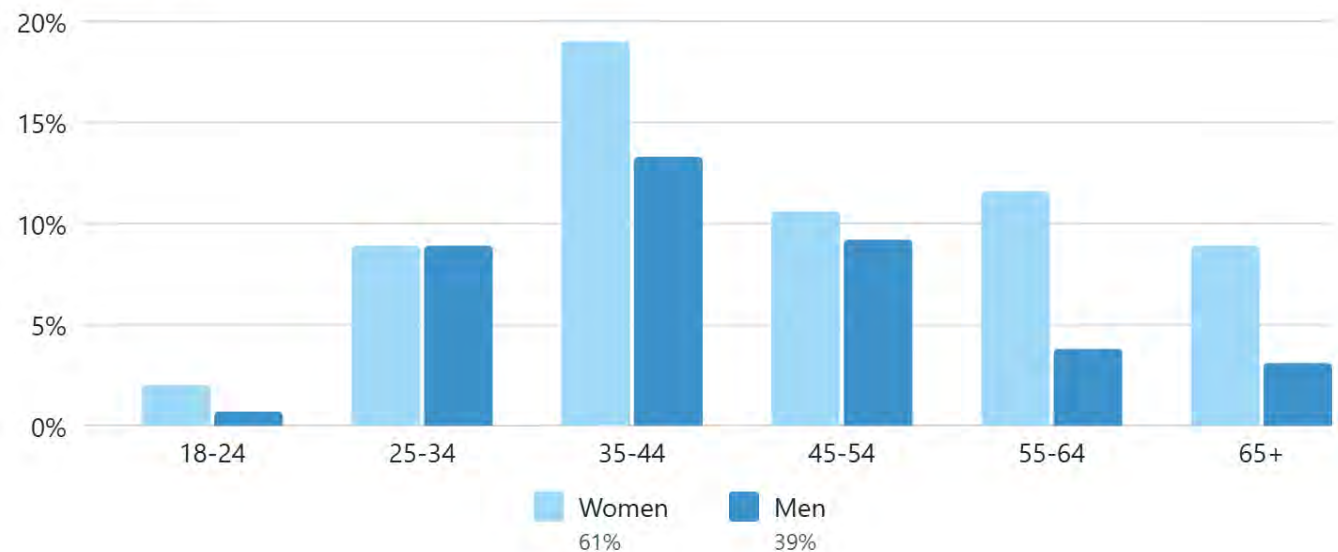
Followers	Posts	Engagement	Reach
442	47	168	3,427

**Organic Likes, Organic Shares and Organic Impressions summaries have been depreciated as of 2025.*

The highest performing post by Reach was published on Thursday, September 26, 2024 with 527 views and 355 unique viewers reached. A preview of the post is available below.

Demographic of followers on Instagram:

Age & gender ⓘ



YOUTUBE

In 2024-25, Sagent started a new YouTube channel on behalf of VCSQMP due to the inability to access the previously created account, @CleanWatershed. The new channel, @VCCleanWatershed, was opened in July 2024 and the newly produced video “Journey of a Cup” was posted shortly after.

Sagent immediately began utilizing the new channel for more than just housing campaign-related videos. Vertical-form videos designed for Facebook and Instagram Reels were cross-posted onto YouTube’s own short-form video sub-platform, Shorts.

In the fiscal year, YouTube garnered VCSQMP **5,008 views** and **62 likes** on cross-posted Shorts. The channel also gained a net 11 subscribers.

Top Shorts

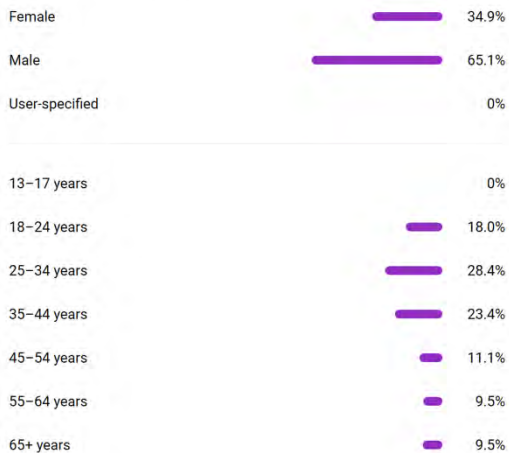
Of all content viewers, the demographic breakdown of the YouTube-based audience heavily skewed

Content		⊕	Stayed to watch	Views ↓ ▲	
Duration	Publish date				
<input type="checkbox"/> Total			32.6%	5,008	
<input type="checkbox"/> 0:08	Recommendations from a puppy		58.6%	603	12.0%
<input type="checkbox"/> 0:27	Banana Peel HACK!		32.2%	561	11.2%
<input type="checkbox"/> 0:24	Car maintenance and kitty litter		42.4%	545	10.9%
<input type="checkbox"/> 0:31	Your Month, Your Watershed Animal!		29.6%	515	10.3%
<input type="checkbox"/> 0:39	Yard cleanup that protects our watersheds		45.1%	514	10.3%

towards younger males—proving a very labor-efficient tactic to get in front of traditionally less compliant groups. Below is a complete breakdown of viewership by age and gender.

Age and gender

Views · Jul 1, 2024 – Jun 30, 2025



Growth Target Results

In the 2024-2025 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).

Sagent's strategic move to cross post on YouTube has also bolstered impressions/views among key target audiences, with more than 5,000 organic views coming largely from males under 34 years old (6.2B; 6.2F).

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
- Shared library of video content

BUDGET

- Proposed Budget: \$22,000*
- Actual Expenditure: \$19,645.41**

**Based on 24/25 Communications Plan, which covers November 1, 2024 – October 31, 2025.*

***Expenditure between July 1, 2024 - June 30, 2025.*



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. To align with Year 3 budget increases, Sagent increased total paid media budget by 9% (including media team labor). This approach 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).

2025 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 of 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 2024-25 campaign.

2025 APPROVED SPRING PAID MEDIA PLAN

 VENTURA COUNTY TRANSIT PARTNERS				Timing: 3/3/2025 - 5/25/2025 Budget: \$55,498																											
Ventura 2025 Media Buy "Yours to Enjoy - Yours to Protect"																															
Media Partner	Ad Size	Creative Asset	Targeting	February				March				April				May				Total Cost	Added Value	Total Value	Spots / Units	Estimated Impressions							
Outdoor				27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	\$25,859	\$8,728	\$34,587	56	13,394,512						
CovertlyPro		Transit ads	Ventura County - Gold Coast Transit routes																		\$6,872	\$3,128	\$10,000	18	NA						
Rogers Media	Kings, Queens, Tails	Ad Production																				\$1,187	\$0	\$1,187	18						
Clear Channel Outdoor	67"x46"	Transit Shelters	Ventura County: Simi Valley and Oxnard*																		\$7,000	\$2,000	\$9,000	16	4,970,512						
Place Based Media	24"x36", 11"x17"	High School Posters/Standees	Ventura County: Ventura, Camarillo, Santa Paula, Moorpark, Oxnard																		\$10,800	\$0	\$10,800	18							
		Added Value Available Bonus Media - Display Stands with Take Ones and /or Window Graphics **																				\$0	\$3,600	\$3,600	4	8,424,000					
Radio																					\$12,007	\$2,243	\$14,250	750	927,600						
Gold Coast Broadcasting	:15 and :30 English Radio spots	:15 and :30 English radio Spots	Ventura County: KCAQ- FM, KFYV-FM, KOCP- FM, KVTA-AM																		\$8,007	\$0	\$8,007	390	840,800						
		Added Value English Radio Spots																			\$0	\$1,413	\$1,413	114							
Lazer Broadcasting	:15 and :30 Spanish spots or copy	:15 and :30 Spanish Radio spots	Ventura County: KJUR- FM - La Mejor 96.7																		\$4,000	\$0	\$4,000	114							
		Added Value Spanish Radio spots																			\$0	\$630	\$630	18	286,800						
		Streaming radio spots																			\$0	\$200	\$200	114							
Digital																					\$15,245	\$2,796	\$18,041	-	1,837,503						
ViaMedia	320x50, 300x250, 728x90	English Digital Display	Ventura County, Adults 18+, English Speakers																		\$7,245	\$0	\$7,245		904,494						
		Added Value English Digital Display																			\$0	\$1,279	\$1,279		159,676						
		Spanish Digital Display	Ventura County, Adults 18+, Spanish Speakers																		\$3,500	\$0	\$3,500		402,299						
		Added Value Spanish Digital Display																			\$0	\$817	\$817		71,034						
Excitant	:15 MP4 video , 4:3 or 16:9 aspect ratio , 640x480/1280x720	:15 Preroll and YT Video	Ventura County, Adults 18+																		\$4,500	\$900	\$5,400		300,000						
Social																					\$3,570	\$0	\$3,570	-	-						
Sagent	Social Posts	Paid Social	Ventura County - Adults 18+																		\$3,570	\$0	\$3,570								
Total Media																					\$56,651	\$13,767	\$70,448	806	16,159,615						

MEDIA PLAN OUTREACH STRATEGY

A flighted campaign ran from March 3 to May 25, 2025. The spring execution included out-of-home placements such as transit ads and shelters as well as posters at local high schools. 15- and 30-second spots made up the composition of the radio buy – including English and Spanish through traditional broadcast and streaming mediums. For digital placements, Sagent deployed a healthy mix of digital display (English and Spanish), as well as 15-second preroll video and boosted YouTube content. Sagent negotiated bonus ads with media partners to deliver an additional \$13,947 in added value.

For the 2024-25 program year, the Community for Clean Watershed spring outreach campaign delivered a massive **25,256,436 impressions, exceeding results of 2023-24 by nearly 300%** (6,366,169). The total impressions break down as follows:

Medium	Planned Spots/Units	Delivered Spots/Units	Planned Impressions	Delivered Impressions	Total Cost	Added Value	Total Value
Outdoor	38	62	13,394,512	19,195,063	\$24,672	\$8,728	\$33,400
Radio	360	756	954,000	783,000	\$12,007	\$2,423	\$14,430
Digital	NA	NA	1,837,503	1,985,600	\$15,245	\$2,796	\$18,041
Social	NA	NA	NA	3,292,773	\$3,570	\$0	\$3,570
Total	396	818	16,186,015	25,256,436	\$55,494	\$13,947	\$69,441



DIGITAL

The English and Spanish digital and video ads were targeted to Ventura County and optimized for engagement and website visits.

Vendor	Asset	Planned Impressions	Delivered Impressions	Clicks	CTR	Total Cost	Added Value	Total Value
Viamedia	English Digital Display	904,494	1,065,473	520	0.05%	\$7,245	\$0	\$7,245
	Added Value English Digital Display	159,676				\$0	\$1,279	\$1,279
	Spanish Digital Display	402,299	473,326	170	0.04%	\$3,500	\$0	\$3,500
	Added Value Spanish Digital Display	71,034				\$0	\$617	\$617
Excitant	:15 Preroll and YouTube Video	300,000	446,801	363	0.08%	\$4,500	\$900	\$5,400
Total		1,837,503	1,985,600	1,053	0.05%	\$15,245	\$2,796	\$18,041



RADIO

15-second English and Spanish radio spots focused on litter ran on KCAQ-FM, KFYV-FM, KOCP-FM, KVTA-AM and KLJR-FM – La Mejor 96.7. 20% added value was delivered from rate savings, bonus spots, spot production, and streaming radio.

Vendor	Asset	Planned Spots/Units	Delivered Spots/Units	Planned Impressions	Delivered Impressions	Total Cost	Added Value	Total Value
Gold Coast Broadcasting	:15 and :30 English radio Spots	390	510	640,800	492,600	\$8,007	\$0	\$8,007
	Added Value English Radio Spots	114				\$0	\$1,413	\$1,413
Lazer Broadcasting	:15 and :30 Spanish Radio spots	114	114	286,800	233,400	\$4,000	\$0	\$4,000
	Added Value Spanish Radio spots	18	18		30,600	\$0	\$810	\$810
	Streaming radio spots	114	114	26,400	26,400	\$0	\$200	\$200
Total		750	756	954,000	783,000	\$12,007	\$2,423	\$14,430



OUTDOOR

For outdoor placements, bus ads and transit shelters ran the “Every Litter Bit Matters” message. Additionally, 28 high school posters/standees ran during the campaign at schools spread across Ventura County.

Vendor	Asset	Planned Spots/Units	Delivered Spots/Units	Planned Impression	Delivered Impressions	Total Cost	Added Value	Total Value
Coverly Pro	Transit ads	18	18	NA	399,960	\$6,872	\$3,128	\$10,000
Clear Channel Outdoor	Transit Shelters	16	16	4,970,512	5,691,103	\$7,000	\$2,000	\$9,000
Place based Media	High School Posters/Standees	4	28	8,424,000	13,104,000	\$10,800	\$3,600	\$14,400
Total		38	62	13,394,512	19,195,063	\$24,672	\$8,728	\$33,400

DELIVERABLES

- Create a multichannel paid media plan for \$55,494.
- Negotiate added value to over-deliver planned impressions.
- Planned 16,186,015 total impressions through Paid Media; Delivered 25,256,436 total impressions.

BUDGET

- Proposed Budget Including Labor: \$60,000*
- Media Budget: \$55,494**
- Actual Fiscal Year Media Expenditure: \$65,765.14***

**Based on 24/25 Communications Plan, which covers November 1, 2024 – October 31, 2025.*

***For 2025 paid media campaign.*

****Expenditure between July 1, 2024 - June 30, 2025. Reflecting partial spending on 2024 and 2025 campaigns.*

ATTACHMENTS

24-25 CAMPAIGN MATERIALS - ENGLISH

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



VENTURA COUNTY'S
COMMUNITY FOR A
CLEAN WATERSHED

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



VENTURA COUNTY'S
COMMUNITY FOR A
CLEAN WATERSHED



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



www.cleanwatershed.org

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

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



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TUYAS PARA DISFRUTAR, TUYAS PARA PROTEGER



www.cleanwatershed.org

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



www.cleanwatershed.org

VIDEO / COMMERCIAL



STICKERS



STICKER IN-BOX PARTNER LETTERS

Dear Partner,

Thank you for being a valued part of our stormwater education campaign! We're excited to include your location as a distribution site for a new, limited-edition sticker series. These characters are designed to connect with the community and spark conversations about how everyday choices impact the health of our watersheds.

Inside this box, you'll find:

1. Two sets of die-cut stickers for public distribution
2. An acrylic display with a printed insert

What You Need to Do

Your site is part of **Group 1**, and you've received:

Name	Sticker	Date to be Placed Out
Dawn the Deer		Tuesday, April 22
Diego the Dog		Wednesday, July 30

On the first listed date, please:

- Place the acrylic display in a visible location
- Begin offering the first sticker by placing in the front acrylic pouch
- Then, on the next listed date, simply replace with the second sticker in the same display area.

We truly appreciate your support in helping us bring stormwater awareness to life in a fun, accessible way. If you have any questions or need more materials, feel free to reach out to:

Josh Whitney
Email: josh@sagentmarketing.com

Warmly,

Ventura County Stormwater Quality Partnership



Dear Partner,

Thank you for being a valued part of our stormwater education campaign! We're excited to include your location as a distribution site for a new, limited-edition sticker series. These characters are designed to connect with the community and spark conversations about how everyday choices impact the health of our watersheds.

Inside this box, you'll find:

1. Two sets of die-cut stickers for public distribution
2. An acrylic display with a printed insert

What You Need to Do

Your site is part of **Group 2**, and you've received:

Name	Sticker	Date to be Placed Out
Danny the Dolphin		Friday, June 20
Penny the Pelican		Saturday, September 20 (Friday, September 19 if closed 9/20)

On the first listed date, please:

- Place the acrylic display in a visible location
- Begin offering the first sticker by placing in the front acrylic pouch
- Then, on the next listed date, simply replace with the second sticker in the same display area.

We truly appreciate your support in helping us bring stormwater awareness to life in a fun, accessible way. If you have any questions or need more materials, feel free to reach out to:

Josh Whitney
Email: josh@sagentmarketing.com

Warmly,

Ventura County Stormwater Quality Partnership



STICKER WEBPAGE

HOLOGRAPHIC STICKERS



Danny the Dolphin

Danny the Dolphin is smooth, sleek, and just a little bit sassy. He's the unofficial mascot of Ventura County's coastline—flipping through waves, chasing fish, and charming boaters without even trying. But Danny's got a problem, and it's not just seagulls trying to steal his lunch—it's stormwater pollution. All that gunk from inland—lawn clippings, car oil, pet waste, fast food containers—makes its way through storm drains and straight into Danny's surf zone. One minute he's riding a wave, the

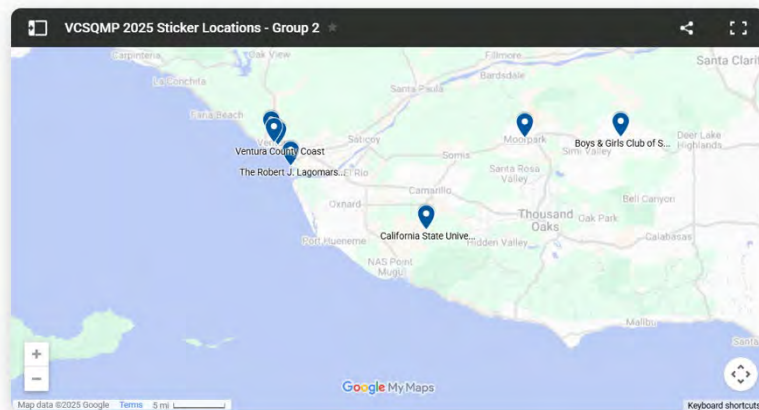
next he's dodging a soggy burrito wrapper. Dolphins like Danny rely on clean water to thrive, and stormwater runoff can turn his ocean into a junk drawer. Let's keep our streets clean—so Danny can stay fabulous and fish-focused.

COMING SOON
Reveals on July 30, 2025



Down the Deer

LOCATIONS



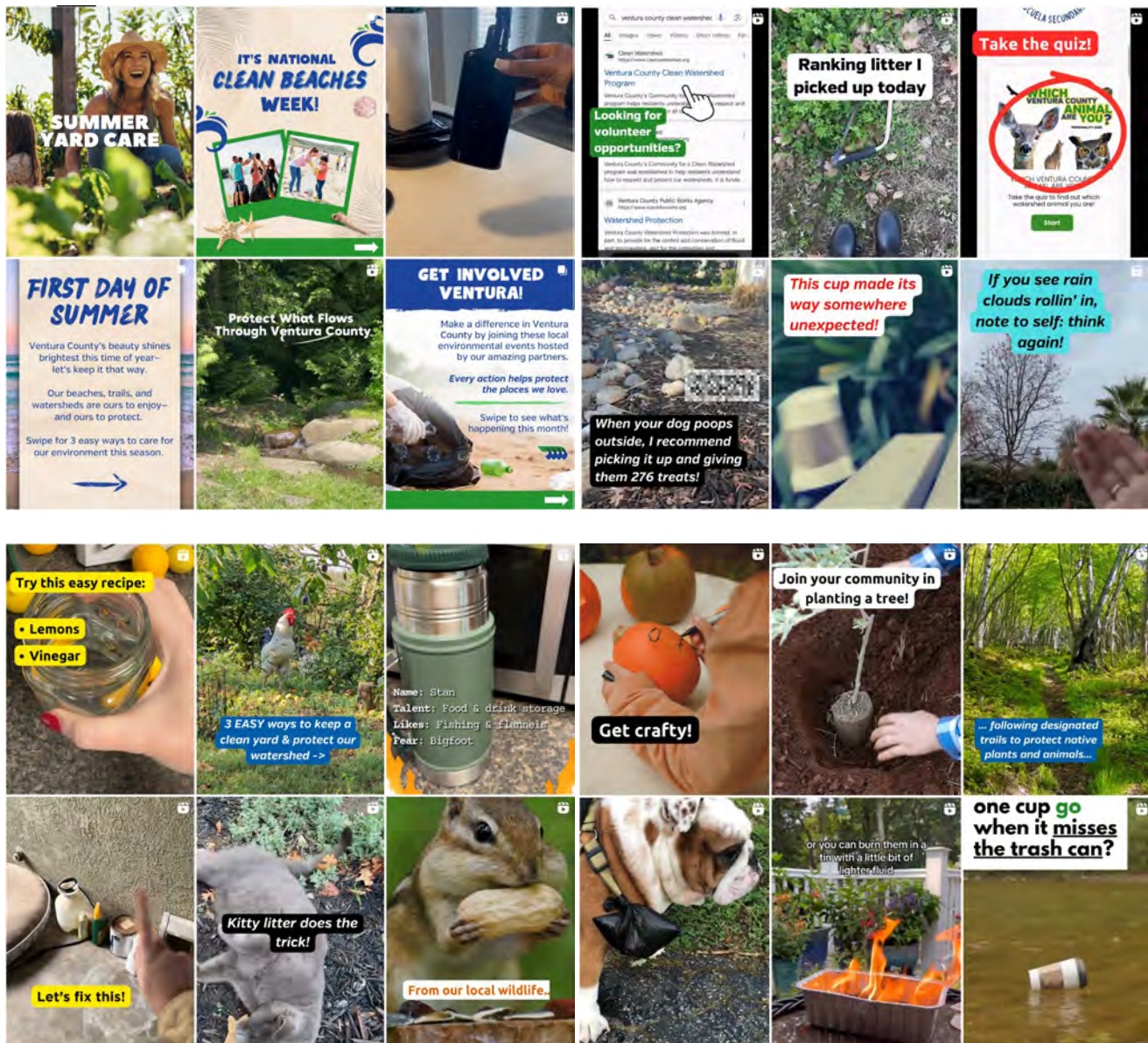
PAID STICKER PROMOTION ADS



STICKER STAND DISPLAY



ORGANIC SOCIAL MEDIA CONTENT EXAMPLES



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</p> <p>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.