



*Ventura Countywide  
Stormwater Quality  
Management Program*

2022-2023  
Permit Year

Ventura Countywide Stormwater Quality  
Management Program Annual Report

Attachment B – Countywide PIPP Report



Camarillo  
County of Ventura  
Fillmore  
Moorpark  
Ojai  
Oxnard  
Port Hueneme  
Santa Paula  
Simi Valley  
Thousand Oaks  
Ventura

Ventura County Watershed Protection District

December 15, 2023

VENTURA COUNTY STORMWATER  
QUALITY MANAGEMENT  
PROGRAM  
ANNUAL REPORT  
2022-2023



# 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, 2022, through June 30, 2023. It outlines the activities and successes of the 2022/23 contract year, and recommendations for the 2023-2024 partnership year.

2022/23 plans and activities were less impacted by the COVID-19 pandemic than previous years but saw ongoing changes in social media landscapes. 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.

Please note: with the execution of the new Agreement in 2022, Sagent’s hourly rates increased. For the 2022-2023 contract year, the annual budget remained the same. During the 22-23 year, the Board of Supervisors approved an increased annual budget for the 2023-2024 contract year.

The Spring 2023 paid media campaign overdelivered by over 1.3 million impressions, with over \$12,000 in added value coverage.

# 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 goals of the outreach program are:

1. To increase the knowledge and understanding of the storm drain system, the adverse impacts of stormwater pollution on receiving waters, and potential solutions to mitigate the impacts.
2. To change incorrect waste disposal and stormwater pollution behaviors.
3. To involve and engage Ventura County communities in mitigating the impacts of 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 22-23 Plan included the following objectives:

- Build and sustain public awareness of watershed, watershed stewardship, and protection practices.
- Call attention to key pollutants of concern (POC’s).
- Engage community members and youth through social media, website engagement, partner-building, virtual classroom Eco-Hero youth programs, and community events as evolving COVID-19 restrictions allow.
- Be relevant to Ventura County’s diverse populations with targeted and language-appropriate outreach.
- Demonstrate positive behaviors while changing negative behaviors.
- Achieve a minimum of 5 million impressions per year to the general public related to stormwater quality.
- Track impressions, key performance indicators, and outreach efforts 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 2022-2023 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
- Strategic Consultation and Project Management
- Reporting

To maximize budget and leverage existing assets, VCSQMP elected to continue running the “Every Litter Bit Matters” campaign messaging from the previous year, with some supporting assets from “Yours to Enjoy, Yours to Protect”. Both resources continued to be utilized as a way 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 and 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 and through virtual school presentations under a separate Eco-Hero contract. A customized “What in the Watershed?” Bingo Card activity was developed and promoted through multiple channels, giving students, teachers and parents an opportunity to identify key aspects of the watershed in an age-appropriate manner.

The plan included a paid media buy to deliver over five million impressions, including a representative sample of Spanish language dominant audiences in the 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.

## TOP LINE MEDIA RESULTS

The 2023 campaign delivered more than 5.3 million total impressions through radio, outdoor and digital tactics. Radio and digital ads delivered 40% added value, and the total campaign delivered over 8,500 clicks to the website.

The paid media plan utilized 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        | 656                 | 656                   | 1,230,400           | 1,230,400             | \$7,095.00         | \$2,928.00         | \$10,023.00        |
| Outdoor      | 11                  | 11                    | NA                  | NA                    | \$3,545.00         | \$0.00             | \$3,545.00         |
| Digital      | NA                  | NA                    | 2,857,500           | 4,162,138             | \$23,905.00        | \$9,552.00         | \$33,457.00        |
| <b>Total</b> | <b>667</b>          | <b>667</b>            | <b>4,087,900</b>    | <b>5,392,538</b>      | <b>\$34,545.00</b> | <b>\$12,480.00</b> | <b>\$47,025.00</b> |

## DELIVERABLES

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

# OUTREACH AND PARTNERSHIPS

With few COVID-19 restrictions in place, VCSQMP was able to better target outreach to a youth demographic. As part of the 22-23 Communications Plan, VCSQMP developed “What in the Watershed?” Bingo, a Ventura County-specific bingo game customized to elementary and high school youth.

Two (2) versions of the bingo card were created, tailoring bingo terms and activities to each age group. Elementary schoolers could take a walk with their parent(s), teachers and/or homeschool group leader while identifying key aspects of the watershed and learning about correct pollution prevention behaviors.

High schoolers typically have more independence and mobility than elementary schoolers, so their bingo card gave them an option to take a hike in a local watershed, neighborhood, or other location. The high school version also required youth to identify key aspects of the watershed but requested that they engage in pollution prevention activities: for example, safety picking up several pieces of trash out of a storm drain rather than simply identifying the drain.

To promote the Bingo Card, Sagent ran a \$200 paid social media ad, targeted to teachers in Ventura County, which delivered 49,755 impressions and 1,849 link clicks (6.2B). Additionally, Sagent conducted email outreach via PeachJar and direct emails to school district teachers and administrators. A flyer was developed for digital distribution, providing information about the Bingo Cards in English and Spanish.

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 and promoted the “What in the Watershed?” Bingo activity.
- 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.

## **BUDGET**

- Proposed Budget: \$3000
- Actual Expenditure: \$2,164

## **RECOMMENDATIONS FOR NEXT YEAR**

- Continue to utilize Every Litter Bit Matters and Enjoy and Protect campaign assets for 23-24 Paid Media Campaign.
- Continue working with established and new partners to expand messaging on social media.
- Continue to promote the Bingo Card with youth and adults to encourage age-appropriate watershed protection education.



- Continue to focus on community activities including volunteerism, Earth Day and Coastal Cleanup efforts.
- Implement video-first content strategies to bolster social media presence.
- Explore automated (AI) content interaction tools.



# MATERIALS AND CREATIVE DEVELOPMENT

For the 2022-23 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 developed “What in the Watershed?” Bingo, a Ventura County-specific bingo game customized to elementary and high school youth (6.2B; 6.2D).

Two (2) versions of the bingo card were created, tailoring bingo terms and activities to each age group. Elementary schoolers could take a walk with their parent(s), teachers and/or homeschool group leader while identifying key aspects of the watershed and learning about correct pollution prevention behaviors. Actions included:

- Find a storm drain near you.
- Can you find a pet waste station near you?
- Pick up three (3) pieces of litter to keep Ventura County clean.

High schoolers typically have more independence and mobility than elementary schoolers, so their bingo card gave them an option to take a hike in a local watershed, neighborhood, or other location. Their Bingo squares and accompanying activities were more advanced than the elementary school version, including:

- Find out how watersheds work by watching our video [linked to the 2021 Watershed Animation]
- Identify three (3) native plants in your neighborhood.
- Report illegal dumping.

A digital promotion flyer was developed in English and Spanish to promote the Bingo activity. See Attachments (Page 11) to view.

To increase social media engagement, VCSQMP expanded social media creative efforts to Reels. In the proposed Communications Plan, the PIPP Committee was rallied to provide local video to the contractor. To pivot and ensure that video content was still being developed, the contractor utilized Capcut templates to produce monthly, generally humorous videos to piggyback on trending memes. The use of Capcut reduces the amount of labor time necessary for video content.

## DELIVERABLES

- Every Litter Bit Matters media assets – Digital Ads (English and Spanish)
  - Digital: 320x50, 300x250, 160x600, 450x500, 728x90
  - Eblast
  - Social Media (Facebook and Instagram)
  - Bus Side Ad
- Elementary and High School-targeted “What in the Watershed?” Bingo Activities

- Promotional digital flyer.
- Monthly Capcut Reels for use on social media.

#### **BUDGET**

- Proposed Budget: \$15,000
- Actual Expenditure: \$7,000

#### **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; develop a sticker campaign to promote VCSQMP branding.

# WEBSITE ANALYSIS & IMPROVEMENTS

The VCSQMP “Community for a Clean Watershed” website ([www.cleanwatershed.org](http://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).

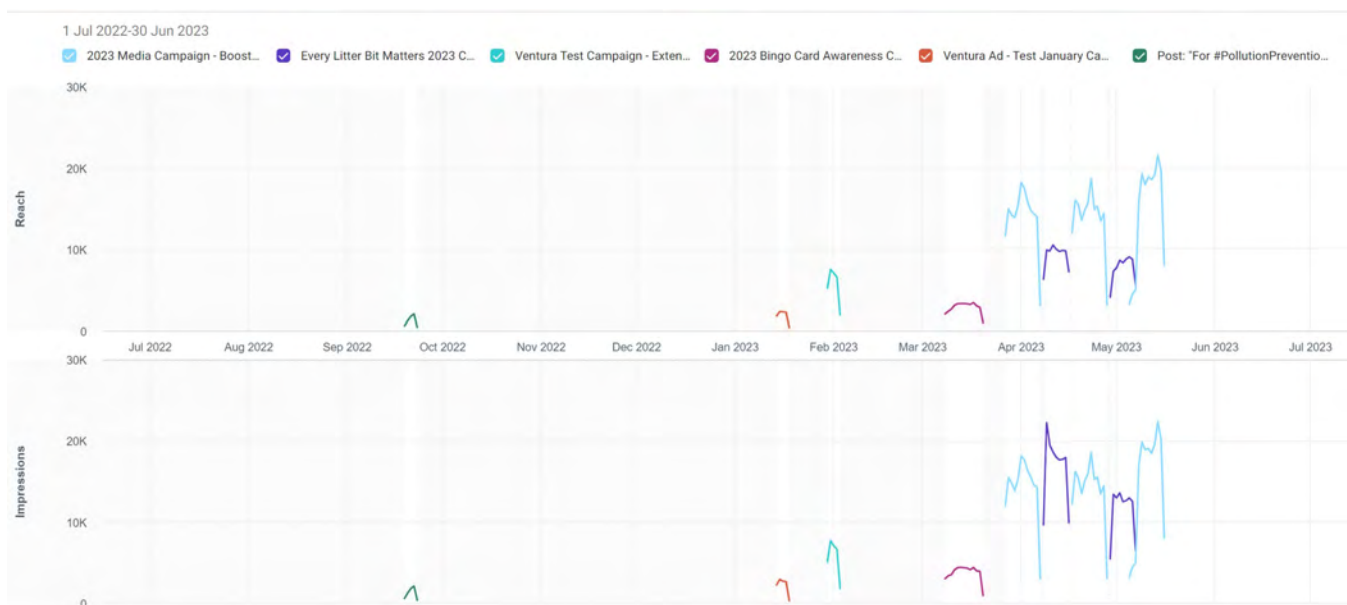
Website content is updated, and analytics are monitored to direct improvements. Overall, during permit year 2022-23, there were 21,723 unique visitors to the website –up 151% from last fiscal year. There was a total of 26,511 website sessions (up 155%), and 72,655 pageviews (up 189%). While it is standard to see bounce rate increase as visits increase, CleanWatershed.org saw a 65% reduction in bounces this fiscal year – demonstrating our marketing efforts are reaching target audiences better and content on the website is engaging for users.

After observing the success of the Kids’ Corner page, Sagent added new “What in the Watershed?” Bingo cards to the page for elementary school children as well as high school youth.

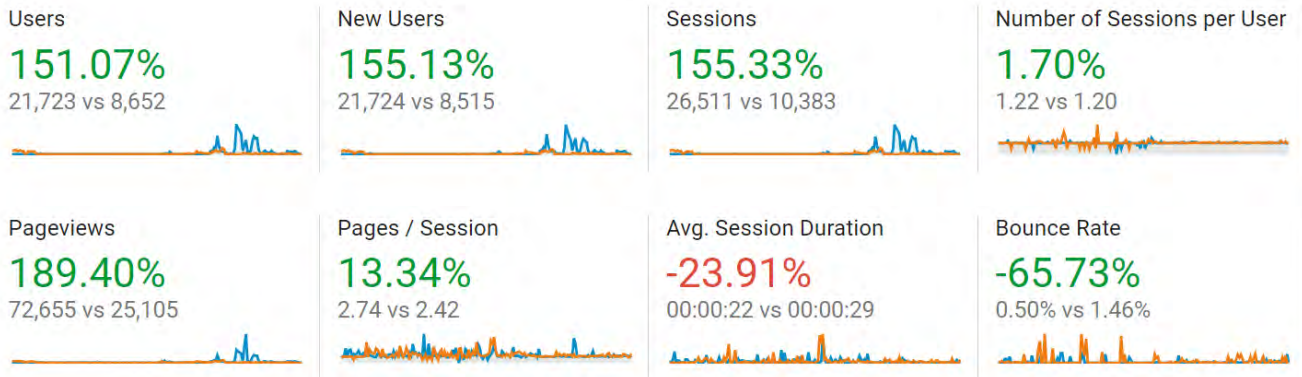
## WEBSITE ANALYTICS

While in the past, Sagent has leveraged a Google Data Studio dashboard to track analytics, Google has recently converted all analytics measurements leading to a temporary pivot in how Sagent has collected and analyzed tracking information.

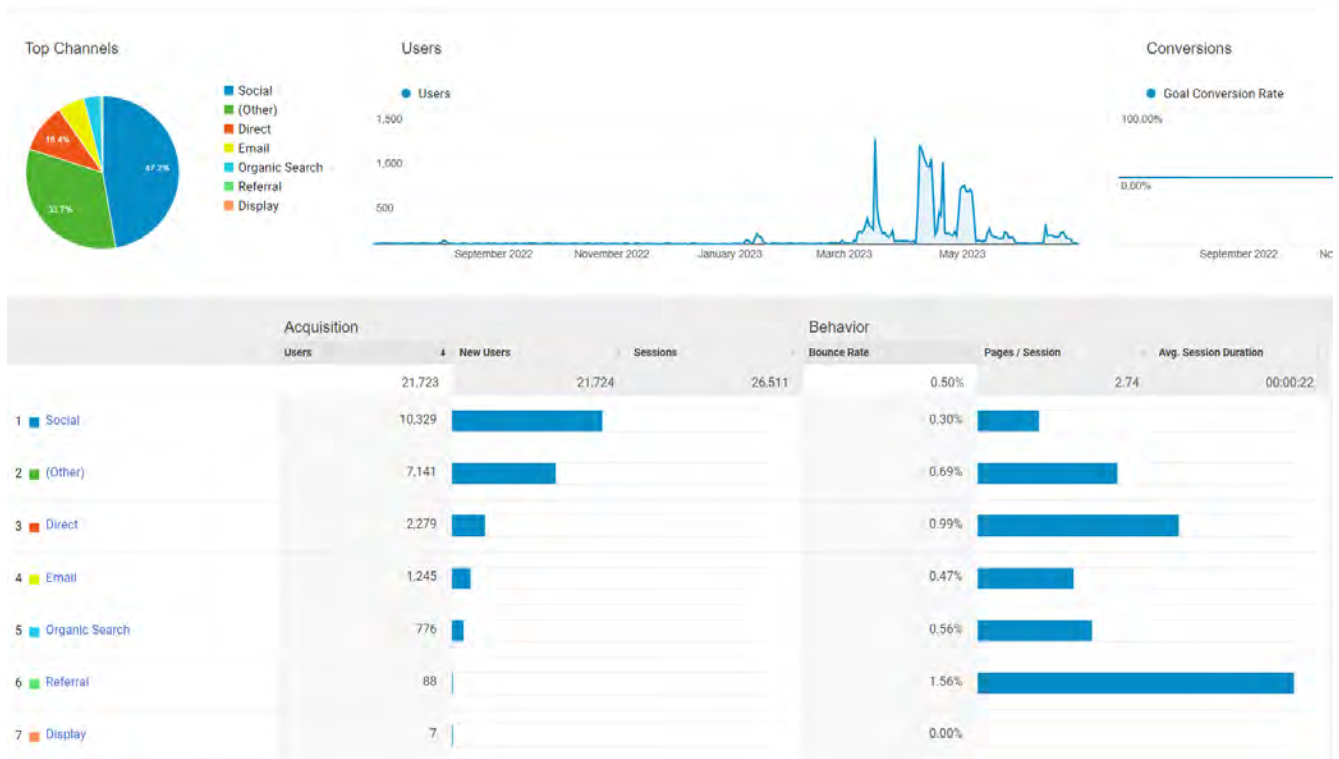
**Paid media plays a key role in driving website traffic as illustrated below.**



In 2022 – 23, Sagent was able to address publication issues with paid social media, resulting in much higher paid engagement than the previous fiscal year. Below are the website analytics which reflect the success.



**Acquisition Overview:** Paid media drives traffic to the site.



|                  | Acquisition |           |          | Behavior    |                 |                       |
|------------------|-------------|-----------|----------|-------------|-----------------|-----------------------|
|                  | Users       | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| Total            | 21,723      | 21,724    | 26,511   | 0.50%       | 2.74            | 00:00:22              |
| 1 Social         | 10,329      |           |          | 0.30%       |                 |                       |
| 2 (Other)        | 7,141       |           |          | 0.69%       |                 |                       |
| 3 Direct         | 2,279       |           |          | 0.99%       |                 |                       |
| 4 Email          | 1,245       |           |          | 0.47%       |                 |                       |
| 5 Organic Search | 776         |           |          | 0.56%       |                 |                       |
| 6 Referral       | 88          |           |          | 1.56%       |                 |                       |
| 7 Display        | 7           |           |          | 0.00%       |                 |                       |

| Campaign                     | Acquisition                              |  |  | Behavior                                     |   |  |
|------------------------------|--|--|--|--|---|--|
|                              | Users                                    | New Users                                | Sessions                                 | Bounce Rate                                  | Pages / Session                           | Avg. Session Duration                              |
|                              | 18,326<br>% of Total: 84.36%<br>(21,723) | 18,289<br>% of Total: 84.19%<br>(21,724) | 22,638<br>% of Total: 85.39%<br>(26,511) | 0.43%<br>Avg for View:<br>0.50%<br>(-14.59%) | 2.69<br>Avg for View:<br>2.74<br>(-1.75%) | 00:00:14<br>Avg for View:<br>00:00:22<br>(-33.52%) |
| 1. ventura2023               | 10,000 (53.76%)                          | 9,786 (53.51%)                           | 13,375 (59.08%)                          | 0.28%  | 3.07                                      | 00:00:17   |
| 2. everylitterbitmatters2023 | 7,113 (38.24%)                           | 7,030 (38.44%)                           | 7,509 (33.17%)                           | 0.68%  | 2.15                                      | 00:00:13   |
| 3. venturabingo2023          | 1,449 (7.79%)                            | 1,439 (7.87%)                            | 1,705 (7.53%)                            | 0.47%  | 2.08                                      | 00:00:02   |

Social media channels and some classroom applications rank highest in outside **Referral Sources**:

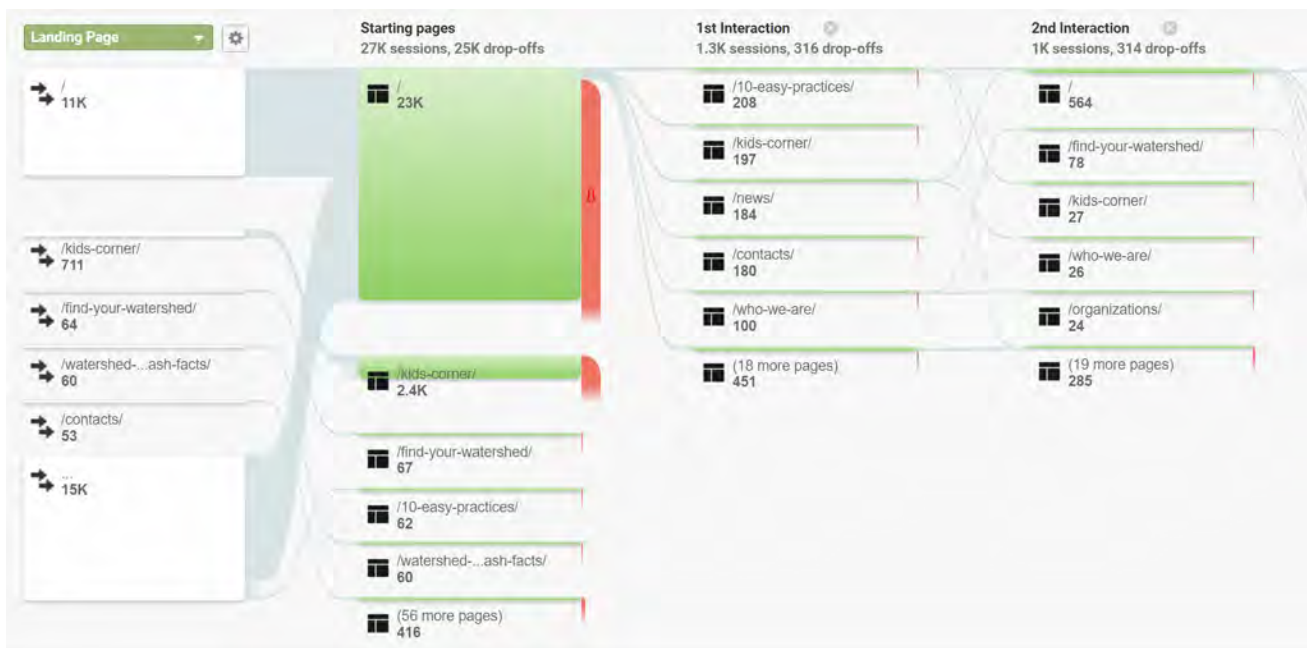
| Source   | Acquisition                          |                                      |                                      | Behavior                                  |                                       |   |
|--|--------------------------------------|--------------------------------------|--------------------------------------|---|---------------------------------------|---|
|  | Users                                | New Users                            | Sessions                             | Bounce Rate                               | Pages / Session                       | Avg. Session Duration                           |
|  | 411<br>% of Total: 1.89%<br>(21,723) | 402<br>% of Total: 1.85%<br>(21,724) | 465<br>% of Total: 1.75%<br>(26,511) | 1.29%<br>Avg for View:<br>0.50% (157.20%) | 2.83<br>Avg for View:<br>2.74 (3.35%) | 00:00:47<br>Avg for View:<br>00:00:22 (116.69%) |
| 1. <a href="#">facebook.com</a>                  | 171 (41.40%)                         | 171 (42.54%)                         | 171 (36.77%)                         | 0.00%                                     | 2.00                                  | <00:00:01                                       |
| 2. <a href="#">m.facebook.com</a>                | 95 (23.00%)                          | 95 (23.63%)                          | 99 (21.29%)                          | 0.00%                                     | 2.51                                  | 00:00:08  |
| 3. <a href="#">l.facebook.com</a>                | 39 (9.44%)                           | 38 (9.45%)                           | 42 (9.03%)                           | 2.38%                                     | 3.31                                  | 00:00:47  |
| 4. <a href="#">venturacountygardening.com</a>    | 15 (3.63%)                           | 15 (3.73%)                           | 17 (3.66%)                           | 0.00%                                     | 3.76                                  | 00:00:22  |
| 5. <a href="#">lm.facebook.com</a>               | 14 (3.39%)                           | 14 (3.48%)                           | 15 (3.23%)                           | 20.00%                                    | 3.33                                  | 00:00:12  |
| 6. <a href="#">classroom.google.com</a>          | 12 (2.91%)                           | 12 (2.99%)                           | 15 (3.23%)                           | 0.00%                                     | 3.33                                  | 00:03:09  |
| 7. <a href="#">cityofventura.ca.gov</a>          | 11 (2.66%)                           | 10 (2.49%)                           | 14 (3.01%)                           | 0.00%                                     | 2.57                                  | 00:00:05  |
| 8. <a href="#">vcpublishworks.org</a>            | 10 (2.42%)                           | 10 (2.49%)                           | 11 (2.37%)                           | 0.00%                                     | 2.73                                  | 00:01:05  |
| 9. <a href="#">linktr.ee</a>                     | 8 (1.94%)                            | 8 (1.99%)                            | 8 (1.72%)                            | 0.00%                                     | 3.25                                  | 00:00:36  |
| 10. <a href="#">statics.teams.cdn.office.net</a> | 5 (1.21%)                            | 2 (0.50%)                            | 30 (6.45%)                           | 0.00%                                     | 5.93                                  | 00:06:13  |

The **top-ranked pages** on the website for the 7/1/22-6/30/23 period were:

- |                      |                        |
|----------------------|------------------------|
| 1. Home Page         | 6. Enjoy and Protect   |
| 2. Kids' Corner      | 7. Find Your Watershed |
| 3. 10 Easy Practices | 8. Who We Are          |
| 4. Contacts          | 9. Organizations       |
| 5. News              | 10. Brochures          |

**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.



## DELIVERABLES

- Fixed paid media channels
- Updated the site metadata to improve search engine ranking.
- Optimized the site for mobile and tablet viewing.
- Updated pages for ADA compliance
- Tested and repaired broken links.
- Include new BINGO cards on the Kids' Corner page.
- Track website analytics and provide a report every two months.

## BUDGET

- Proposed Budget: \$2,000
- Actual Expenditure: \$1,000

## RECOMMENDATIONS FOR NEXT YEAR

- Research motivations behind visits to the Kids Corner page and capitalize on opportunities to deliver more content for that userbase.
- Budget more funds for paid social media to drive more traffic to the website.
- 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 2022. 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 address 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 our strategy from 2022, Sagent maintained a light-hearted approach to its content – utilizing memes and more engagement-oriented content that performed very well throughout the year. Starting in 2023, Sagent deployed more video content in the form of Reels to adjust to the new video-first algorithms of Facebook and Instagram.

### **Content**

To ensure that post content included each of the important topics identified by the PIPP Committee, Sagent produced an annual social media content strategy and monthly themes for the Committee’s review and approval.

In addition to social media calendars, Sagent prepared two (2) videos per month – one repost recommendation from another account and one new, generally humorous video utilizing Capcut templates to piggyback on trending memes. Reposting relevant videos and creating new ones from Capcut templates not only reduces labor time, but also reduces dependence on PIPP committee members to deliver content to the Sagent team – a strategy that is being adjusted from 2022-2023 due to limited involvement from PIPP.

Sagent monitored the Facebook and Instagram pages and bimonthly analytics to guide content development.

### **Paid Social Media**

In the second part of the 2022-23 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%<sup>1</sup>).

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



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

## Facebook

Community for a Clean Watershed had 4,389 page followers as of June 30, 2023, keeping Ventura County residents and youth 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 -1%, while Instagram increased 18%. 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, photos 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 22/23 period, 84 posts were shared with 18,917 engagements – 20 less posts than the last report and 77% higher engagement.

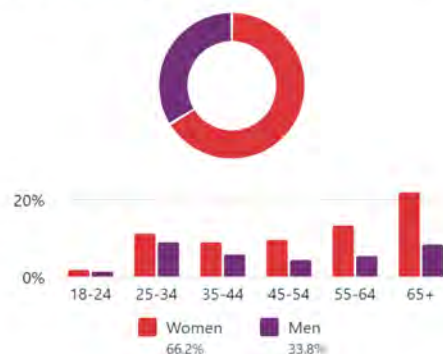
### AT-A-GLANCE FACEBOOK METRICS FROM JULY 2022 THROUGH JUNE 2023

| Likes | Post Likes | Shares | Fans  | Posts | Engagement | Total Reach |
|-------|------------|--------|-------|-------|------------|-------------|
| 4,433 | 203        | 59     | 4,389 | 84    | 18,917     | 288,674     |

Facebook followers ⓘ

4,389

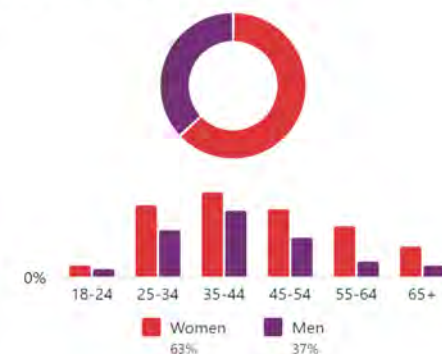
Age & gender ⓘ



Instagram followers ⓘ

423

Age & gender ⓘ



Facebook Fans as of 6/30/22

Facebook Fans as of 6/30/23

| City                  | Fans |
|-----------------------|------|
| Ventura, CA, US       | 800  |
| Oxnard, CA, US        | 723  |
| Los Angeles, CA, US   | 323  |
| Simi Valley, CA, US   | 228  |
| Thousand Oaks, CA, US | 204  |
| Camarillo, CA, US     | 203  |
| Santa Paula, CA, US   | 140  |
| Santa Clarita, CA, US | 124  |
| Ojai, CA, US          | 105  |
| Moorpark, CA, US      | 77   |
| Port Hueneme, CA, US  | 72   |
| Fillmore, CA, US      | 67   |
| Oak View, CA, US      | 37   |
| Santa Barbara, CA, US | 34   |

| City              | Fans |
|-------------------|------|
| Ventura, CA       | 774  |
| Oxnard, CA        | 704  |
| Los Angeles, CA   | 329  |
| Simi Valley, CA   | 223  |
| Camarillo, CA     | 202  |
| Thousand Oaks, CA | 192  |
| Santa Paula, CA   | 135  |
| Santa Clarita, CA | 115  |
| Ojai, CA          | 103  |
| Moorpark, CA      | 75   |
| Fillmore, CA      | 68   |
| Port Hueneme, CA  | 68   |
| Oak View, CA      | 32   |
| Santa Barbara, CA | 31   |

Highest Performing Facebook and Instagram Posts by Reach

Facebook

Instagram



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, and like Facebook, primarily female. Like all of CCW’s social media, Instagram posts are meant to encourage audiences

to learn more about Ventura County watersheds, pollutants of concern, and proper behaviors for preventing stormwater pollution. The new trend is toward Instagram Reels, short-form videos that appear in a separate tab of Instagram’s interface.

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, 86 posts were published. As of June 30, 2022, @cleanwatershed Instagram account had 423 followers – up 17% from the last report. As mentioned previously, this reflects Sagent’s strategy to build more content catered to the Instagram userbase.

In the 2022-23 fiscal year, the Program’s Instagram content saw a massive increase in organic reach – up more than 1,100% 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.



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

#### **DELIVERABLES**

- Create monthly social media calendars and scheduled posts.
- Develop posts to highlight permittee or community special events (rain barrel distribution events, local clean ups, classes/webinars, etc.)
- Track and measure analytics and provide a report every two months.

#### **BUDGET**

- Proposed Budget: \$15,500
- Actual Expenditure: \$12,100

#### **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
- Reallocate some labor funds for organic posts into additional paid posts

# PAID MEDIA

To meet the NPDES permit requirements for outreach, the VCSQMP strives to deliver a minimum of 5 million impressions per year to general public education related to stormwater quality. Sagent maximized a relatively small budget and developed a media plan to deliver impressions using multiple tactics: digital, radio, and outdoor ads in English and Spanish to increase awareness and opportunity for behavior change in Ventura County related to stormwater (6.2A, 6.2B; 6.2D; 6.2F).

## **SPRING PAID MEDIA CAMPAIGN**

The media plan was negotiated with the goal of maximizing target reach and frequency on a limited budget; inflation contributed to higher media costs while the 22-23 media budget remained the same. Attention was paid to geographical distribution throughout Ventura County as well as adequate coverage of the Hispanic market (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 2019 U.S. Census Quick Facts, persons of Hispanic or Latino origin were estimated to make up 43.2% of the Ventura County population. An estimated 10.7% of residents speak a language other than English at home according to the 2019 American Community Survey (ACS). 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 2022/23 campaign. With significant digital ad over-delivery, Spanish-language paid media delivered higher CTRs than English on both display and mobile ad messenger.

# 2023 APPROVED SPRING PAID MEDIA PLAN



Ventura County Community for a Clean Watershed  
Spring 2023

3/13/22 - 6/25/22  
\$38,000



| Media Partner             | Ad Size                                     | Creative Asset   | Targeting   | March | April | May | June | Total Cost | Added Value | Total Value | Spots / Units | Estimated Impressions |                 |                |                 |            |                  |   |    |    |    |         |     |         |    |   |  |
|---------------------------|---|--|---|-------|-------|-----|------|------------|-------------|-------------|---------------|-----------------------|-----------------|----------------|-----------------|------------|------------------|---|----|----|----|---------|-----|---------|----|---|--|
| Outdoor                   |   |  |   | 27    | 8     | 13  | 20   | 27         | 3           | 10          | 17            | 24                    | 1               | 8              | 15              | 22         | 29               | 5 | 12 | 19 | 26 | \$3,545 | \$0 | \$3,545 | 11 | 0 |  |
| Gold Coast Transit Rogers | 30" x 88"                                   | Queen Bus Ad<br>Bus Ad production                              | Ventura County  |       |       |     |      |            |             |             |               |                       | \$3,085         | \$0            | \$3,085         | 11         | NA               |   |    |    |    |         |     |         |    |   |  |
| Radio                     |   |  |   |       |       |     |      |            |             |             |               |                       | \$7,285         | \$2,926        | \$10,213        | 656        | 1,230,400        |   |    |    |    |         |     |         |    |   |  |
| Gold Coast Broadcasting   | :15   | :15 English Radio<br>:15 Spanish Radio                         | Ventura County  |       |       |     |      |            |             |             |               |                       | \$4,050         | \$2,440        | \$6,490         | 380        | 818,400          |   |    |    |    |         |     |         |    |   |  |
| Lazer Broadcasting        | :15   | :15 Spanish Radio<br>Streaming Spanish Radio                   | Spanish Speaking Residents in Ventura County                                  |       |       |     |      |            |             |             |               |                       | \$3,045         | \$288          | \$3,333         | 92         | 570,000          |   |    |    |    |         |     |         |    |   |  |
| Digital                   |   |  |   |       |       |     |      |            |             |             |               |                       | \$23,905        | \$4,884        | \$28,789        | 6          | 2,657,500        |   |    |    |    |         |     |         |    |   |  |
| Excitant                  | 320x50, 300x250, 728x90                     | English Display<br>Spanish Display                             | Adults 18+ in Ventura County<br>Spanish speaking adults 18+ in Ventura County |       |       |     |      |            |             |             |               |                       | \$7,550         | \$1,510        | \$9,060         |            | 1,100,000        |   |    |    |    |         |     |         |    |   |  |
| Excitant                  | Custom                                      | Eblast   | Adults 18+ in Ventura County  |       |       |     |      |            |             |             |               |                       | \$5,400         | \$1,080        | \$6,480         |            | 775,000          |   |    |    |    |         |     |         |    |   |  |
| Excitant                  | Custom                                      | Eblast   | Adults 18+ in Ventura County  |       |       |     |      |            |             |             |               |                       | \$1,750         | \$350          | \$2,100         |            | 87,500           |   |    |    |    |         |     |         |    |   |  |
| ViaMedia                  | 160 Characters, logo, and background colors | Mobile Ad Messenger - English<br>Mobile Ad Messenger - Spanish | Adults 18+, Homeowners/Residents  |       |       |     |      |            |             |             |               |                       | \$5,400         | \$952          | \$6,352         |            | 540,000          |   |    |    |    |         |     |         |    |   |  |
| ViaMedia                  | 160 Characters, logo, and background colors | Mobile Ad Messenger - English<br>Mobile Ad Messenger - Spanish | Adults 18+, Homeowners/Residents  |       |       |     |      |            |             |             |               |                       | \$3,625         | \$972          | \$4,597         |            | 359,000          |   |    |    |    |         |     |         |    |   |  |
| Lazer Broadcasting        | Facebook Social ads                         | Spanish Social Posts   | Spanish Speaking Residents in Ventura County                                  |       |       |     |      |            |             |             |               |                       | \$180           | \$0            | \$180           | 6          | NA               |   |    |    |    |         |     |         |    |   |  |
| Social                    |   |  |   |       |       |     |      |            |             |             |               |                       | \$3,265         | \$0            | \$3,265         |            | 0                |   |    |    |    |         |     |         |    |   |  |
| Sagent                    | NA  | Social Posts   | Ventura County  |       |       |     |      |            |             |             |               |                       | \$3,265         | \$0            | \$3,265         |            | NA               |   |    |    |    |         |     |         |    |   |  |
| <b>Total Media</b>        |   |  |   |       |       |     |      |            |             |             |               |                       | <b>\$38,000</b> | <b>\$7,792</b> | <b>\$45,792</b> | <b>673</b> | <b>9,067,900</b> |   |    |    |    |         |     |         |    |   |  |

  
11/9/2022  
Client Authorization \_\_\_\_\_ Date \_\_\_\_\_

## Media Plan Outreach Strategy

A flighted campaign ran from March 13 to June 25, 2023.

The spring campaign included 15-second radio ads in English and Spanish, digital ads in English and Spanish, and out-of-home bus ads. Sagent negotiated bonus ads with media partners to deliver an additional \$12,480 in added value.

For the 2022-23 program year, the Community for Clean Watershed spring outreach campaign delivered over **5,392,538 million impressions**, exceeding the planned impressions. Of the 5.3 million impressions, 62.5% were General Market; 37.5% were Hispanic. 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        | 656                 | 656                   | 1,230,400           | 1,230,400             | \$7,095.00         | \$2,928.00         | \$10,023.00        |
| Outdoor      | 11                  | 11                    | NA                  | NA                    | \$3,545.00         | \$0.00             | \$3,545.00         |
| Digital      | NA                  | NA                    | 2,857,500           | 4,162,138             | \$23,905.00        | \$9,552.00         | \$33,457.00        |
| <b>Total</b> | <b>667</b>          | <b>667</b>            | <b>4,087,900</b>    | <b>5,392,538</b>      | <b>\$34,545.00</b> | <b>\$12,480.00</b> | <b>\$47,025.00</b> |

### 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 (53%) on their tactics.

| Vendor             | Asset                         | Planned Impressions | Delivered Impressions | Clicks       | CTR %        | Total Cost         | Added Value       | Total Value        |
|--------------------|-------------------------------|---------------------|-----------------------|--------------|--------------|--------------------|-------------------|--------------------|
| Excitant           | English Display               | 1,100,000           | 1,974,602             | 3,654        | 0.19%        | \$7,550.00         | \$5,999.00        | \$13,549.00        |
| Excitant           | Spanish Display               | 775,000             | 1,033,594             | 2,278        | 0.22%        | \$5,400.00         | \$1,799.00        | \$7,199.00         |
| Excitant           | Eblast                        | 87,500              | 90,000                | 1,404        | 1.56%        | \$1,750.00         | \$50.00           | \$1,800.00         |
| Viamedia           | Mobile Ad Messenger - English | 540,000             | 636,535               | 716          | 0.11%        | \$5,400.00         | \$965.00          | \$6,365.00         |
| Viamedia           | Mobile Ad Messenger - Spanish | 355,000             | 427,407               | 833          | 0.19%        | \$3,625.00         | \$739.00          | \$4,364.00         |
| Lazer Broadcasting | Spanish Social Posts          | NA                  | NA                    | NA           | NA           | \$180.00           | \$0.00            | \$180.00           |
| <b>Total</b>       |                               | <b>2,857,500</b>    | <b>4,162,138</b>      | <b>8,885</b> | <b>0.21%</b> | <b>\$23,905.00</b> | <b>\$9,552.00</b> | <b>\$33,457.00</b> |



## RADIO

15-second English and Spanish radio spots focused on litter ran on KLJR, KCAQ, KFYV, KOCP, KVTA, KKZZ. 41% added value was delivered from rate savings, bonus spots, spot production, and streaming radio.

| Vendor                  | Assets                        | Planned Spots/Units | Delivered Spots/Units | Planned Impressions | Delivered Impressions | Total Cost        | Added Value       | Total Value        |
|-------------------------|-------------------------------|---------------------|-----------------------|---------------------|-----------------------|-------------------|-------------------|--------------------|
| Gold Coast Broadcasting | :15 English and Spanish Radio | 472                 | 472                   | 660,400             | 660,400               | \$4,050.00        | \$2,440.00        | \$6,490.00         |
| Lazer Broadcasting      | :15 Spanish Radio             | 92                  | 92                    | 570,000             | 570,000               | \$3,045.00        | \$288.00          | \$3,333.00         |
| Lazer Broadcasting      | Streaming Spanish Radio       | 92                  | 92                    | NA                  | NA                    | \$0.00            | \$200.00          | \$200.00           |
| <b>Total</b>            |                               | <b>656</b>          | <b>656</b>            | <b>1,230,400</b>    | <b>1,230,400</b>      | <b>\$7,095.00</b> | <b>\$2,928.00</b> | <b>\$10,023.00</b> |

## OUTDOOR

For outdoor placements, bus ads ran the “Every Litter Bit Matters” message. A total of 11 bus ads ran for a 4-week period delivering VCSQMP messaging to Ojai, Oxnard, Port Hueneme, Ventura and the County of Ventura.

| Vendor             | Assets            | Planned Spots/Units | Delivered Spots/Units | Planned Impressions | Delivered Impressions | Total Cost        | Added Value | Total Value       |
|--------------------|-------------------|---------------------|-----------------------|---------------------|-----------------------|-------------------|-------------|-------------------|
| Gold Coast Transit | Queen Bus Ad      | 11                  | 11                    | NA                  | NA                    | \$3,085.00        | \$0         | \$3,085.00        |
| Rogers Media       | Bus Ad Production | NA                  | NA                    | NA                  | NA                    | \$460.00          | \$0         | \$460.00          |
| <b>Total</b>       |                   | <b>11</b>           | <b>11</b>             | <b>NA</b>           | <b>NA</b>             | <b>\$3,545.00</b> | <b>\$0</b>  | <b>\$3,545.00</b> |

There were significant spikes in social media page views and website traffic during the paid media window. As a result, we are recommending running a flighted campaign for the 2023/24 campaign year.

## DELIVERABLES

- Create a multichannel paid media plan for \$38,000.
- Negotiate added value to over-deliver planned impressions.
- Planned 4,087,900 total impressions through Paid Media; Delivered 5,392,538 total impressions.

## BUDGET

- Proposed Budget including Labor: \$50,000
- Media Budget: \$38,000 (Net)
- Actual Media Expenditure: \$49,625.50

## RECOMMENDATIONS FOR NEXT YEAR

- Continue a flighted strategy for the 23-24 media campaign, with a larger campaign budget.
- Utilize transit shelters as part of the out-of-home buy.
- Consider streaming radio options.
- Consider sponsorship opportunities with Little League or local soccer teams.



# ATTACHMENTS

## 22-23 CAMPAIGN MATERIALS - ENGLISH

**EVERY LITTER BIT MATTERS**  
WATERSHEDS - YOURS TO ENJOY, YOURS TO PROTECT  
[www.cleanwatershed.org](http://www.cleanwatershed.org)



**EVERY LITTER BIT MATTERS**  
WATERSHEDS - YOURS TO ENJOY, YOURS TO PROTECT  
[www.cleanwatershed.org](http://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



[www.cleanwatershed.org](http://www.cleanwatershed.org)



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



[www.cleanwatershed.org](http://www.cleanwatershed.org)

# EVERY LITTER BIT MATTERS

WATERSHEDS - YOURS TO ENJOY, YOURS TO PROTECT



[www.cleanwatershed.org](http://www.cleanwatershed.org)

# EVERY LITTER BIT MATTERS

WATERSHEDS - YOURS TO ENJOY, YOURS TO PROTECT



[www.cleanwatershed.org](http://www.cleanwatershed.org)

22-23 CAMPAIGN MATERIALS - SPANISH

**CADA PIEZA DE BASURA IMPORTA**

LA CUENCAS HIDROGRÁFICAS: TUYAS PARA DISFRUTAR, TUYAS PARA PROTEGER

[www.cleanwatershed.org](http://www.cleanwatershed.org)



**CADA PIEZA DE BASURA IMPORTA**

LA CUENCAS HIDROGRÁFICAS: TUYAS PARA DISFRUTAR, TUYAS PARA PROTEGER

[www.cleanwatershed.org](http://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



[www.cleanwatershed.org](http://www.cleanwatershed.org)



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



[www.cleanwatershed.org](http://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



# ELEMENTARY SCHOOL BINGO CARD



|              |             |                   |                    |
|--------------|-------------|-------------------|--------------------|
| Puddle       | Storm Drain | Piece of Trash    | Watershed          |
| Native Plant | Rain Garden | Body of Water     | Native Animal      |
| Nature Trail | Ladybug     | Pet Waste Station | Single-Use Plastic |
| Fish         | Trash Can   | Compost Bin       | Rain Barrel        |

|                                     |                    |             |                         |
|-------------------------------------|--------------------|-------------|-------------------------|
| Pet Waste Station                   | Native Plant       | Ladybug     | Piece of Trash          |
| Nature Trail                        | Single-Use Plastic | Stormwater  | Puddle                  |
| Storm Drain                         | Trash Can          | Watershed   | Reusable Bag or Bottles |
| "No Dumping" or "No Littering" Sign | Native Animal      | Rain Garden | Find a Fish             |

**How to play:** With a parent or teacher, pick a bingo card and find the items on the card during a walk or hike! Once you've gotten a bingo, take a photo and share with us on by Facebook or Instagram @CleanWatershed.

**Storm Drain:** Storm drains carry excess water from our streets to our creeks, streams, rivers, and eventually lead to the ocean. Water in the storm drains isn't cleaned before it goes to the creeks, streams and rivers, so trash and other items on the road can end up in our waterways if they're close to storm drain! Find a storm drain near you.

**Piece of Trash:** Picking up trash is important for the watershed because it helps to keep the water clean. Trash travels into waterways when rain carries it from the land into rivers, lakes, and oceans through a process called stormwater runoff. If you see trash near you, pick it up and dispose of it properly.

**Ladybug:** Ladybugs are a beneficial bug for gardens! They eat aphids, which are small insects that damage plants.

**Stormwater:** Stormwater is rain that falls in our County and travels into the storm drain system. Stormwater collects trash and other pollutants as it travels, so you can help keep our waters clean by keeping our County clean!

**Watershed:** Watersheds are areas of land where water from rain and melting snow drains downhill into creeks, streams, and rivers. Do you know which watershed you live in?

**Native Plant:** Native plants are good for gardens and watersheds because they love the local weather and soil. This means they need less water, fertilizer, and pesticides to live happily. Can you find a native plant near you?

**Fish:** How clean the water in the watershed is directly impacts the fish that live there. If the water is polluted, the fish can get sick.

**Rain Garden:** A garden with native plants that dips into the ground is called a "rain garden" because it soaks up rain better than a normal garden. Can you find a rain garden in your neighborhood?

**Puddle:** Puddles play an important role in a watershed because they are where water first accumulates and begins to flow downhill. Can you find any puddles on your walk?

**Body of Water:** An area that stormwater runs into is called a "body of water" and can be a creek, river, or lake. Do you have any bodies of water nearby?

**Pet Waste Station:** A pet waste station is a great place to pick up a dog poop bag and dispose of dog poop, which can pollute our waters. Can you find a pet waste station near you?

**Trash Can:** Trash cans help to keep a watershed clean by preventing trash from entering the water. Take a picture of all the trash cans you see.

**Native Animal:** There are many types of animals that live in Ventura County like deer, rabbits, squirrels, and opossums. These animals rely on clean watersheds for healthy water, food, and air.

**Nature Trail:** Pack your snacks! Nature trails let people enjoy the natural beauty of Ventura County. If you're on a nature trail, pick up three (3) pieces of litter to keep it clean.

**Single-Use Plastic:** Single-use plastics are things like water bottles, fast food wrappers or cutlery that are only meant to be used one time. These items often end up as litter. Do you see any single-use plastic litter in your area? If so, can you safely pick it up and dispose of it? Remember to "Pack-In, Pack-out" your trash.

**Compost Bin:** Compost bins help to keep the water clean and free of pollutants. Composting also helps to create nutrient-rich soil, which is good for plants.

**Reusable Bags or Bottles:** Using reusable bags or bottles means fewer plastic bags and bottles that can end up as litter in our watersheds. Plastic is very bad for waterways and can hurt plants and animals that live there.

**Rain Barrel:** Rain barrels help protect our water because they reduce the amount of rain that runs off a building's roof and into the storm drain system. Look for one in someone's front yard!

**"No Dumping" or "No Littering" Sign:** Illegal dumping is bad for our environment and can be very costly to clean up. Let's keep our communities clean! Can you find a "Report Illegal Dumping" sign?



**Yours to Enjoy,  
Yours to Protect!**

For more information on ways to protect our watershed, visit [www.cleanwatershed.org](http://www.cleanwatershed.org).

# HIGH SCHOOL BINGO CARD



|              |                   |                   |                    |
|--------------|-------------------|-------------------|--------------------|
| Berm         | Storm Drain Inlet | Piece of Trash    | Watershed          |
| Native Plant | Rain Garden       | Body of Water     | Native Animal      |
| Nature Trail | Ladybug           | Pet Waste Station | Single-Use Plastic |
| Fish         | Trash Can         | Compost Bin       | Rain Barrel        |

|                                     |                    |             |                         |
|-------------------------------------|--------------------|-------------|-------------------------|
| Pet Waste Station                   | Native Plant       | Ladybug     | Piece of Trash          |
| Nature Trail                        | Single-Use Plastic | Stormwater  | Berm                    |
| Storm Drain Inlet                   | Trash Can          | Watershed   | Reusable Bag or Bottles |
| "No Dumping" or "No Littering" Sign | Native Animal      | Rain Garden | Fish                    |

**How to play:** Plan a walk or hike in Ventura County! On your walk, find (at least) four of the items on the card and take photos of your finding. Once you've found four items, share with us on Facebook or Instagram @CleanWatershed.

**Storm Drain Inlet:** A storm drain is a pipe that carries rainwater and other surface water from streets, parking lots, and sidewalks to a nearby waterway. Water in the storm drain isn't cleaned before it flows to a nearby waterway, so trash and other items that flow into the storm drain can end up polluting our water.

**Piece of Trash:** Picking up trash is important for the watershed because it helps to keep the water clean. Trash travels into waterways when rain carries it from the land into rivers, lakes, and oceans through a process called stormwater runoff. If you see trash near you, pick it up and dispose of it properly.

**Ladybug:** Ladybugs are a beneficial bug for gardens! They eat aphids, which are small insects that damage plants.

**Stormwater:** Stormwater is rain that falls and travels into the storm drain system. Stormwater collects trash and other pollutants as it travels, so you can help keep our waters clean by keeping our County clean!

**Watershed:** Watersheds are areas of land where water from rain and melting snow drains downhill over open space and urban areas into creeks, streams, and rivers. Find out how watersheds work by watching our video here.



Click or Scan

**Native Plant:** Native plants are beneficial for gardens and watersheds because they are adapted to the local climate and soil conditions. This means they require less water, fertilizer, and pesticides to thrive. Identify three (3) native plants in your neighborhood.

**Fish:** Fish are impacted by the health of their watershed in several ways. The quality of the water in the watershed directly impacts the fish that live there. If the water is polluted, the fish will be as well.

**Rain Garden:** A rain garden is a depression in the ground with deep-rooted native plants, designed to absorb rainwater that would otherwise run off impermeable surfaces (roofs and driveways). Rain gardens improve water quality by filtering pollutants. They also reduce flooding, erosion, and provide habitats for beneficial insects and wildlife. Find a rain garden in your neighborhood.

**Berm:** A river berm is a raised ridge of earth or sand built along the edge of a river. To protect watersheds and prevent litter from accumulating on river berms, remember to pick up any litter you see along rivers or creeks!

**Body of Water:** An area that stormwater runs into is called a "body of water" and can be a creek, river, or lake. What is your nearest body of water?

**Pet Waste Station:** A pet waste station is a great place to pick up a dog poop bag and dispose of dog poop. Pick up your pet's waste with a dog poop bag, and then throw it away in a nearby trash can. Can you find a pet waste station near you?

**Trash Can:** Trash cans help to keep a watershed clean by preventing litter and other debris from entering the water. If you see litter or debris in the street, pick it up and dispose of it properly.

**Native Ventura County Animal:** There are many types of animals that live in Ventura County. Some of the most common are deer, rabbits, squirrels, and opossums. These animals rely on clean watersheds for drinking water, healthy air, and plant growth.

**Nature Trail:** Hit the trails! Nature trails are good for the watershed because they allow people to enjoy the natural beauty of the area while also providing a way to help conserve the environment. If you're on a nature trail, pick up three (3) pieces of litter to keep it clean.

**Single-Use Plastic:** Single-use plastics are things like water bottles, fast food wrappers or cutlery that are only meant to be used one time. These items often end up as litter. Find and dispose of any single-use plastic litter in your area.

**Compost Bin:** Compost is great for the watershed because it helps to keep the water clean and free of pollutants. When compost is added to the soil, it helps to absorb and filter out pollutants that could otherwise end up in the water. Use compost instead of fertilizers to protect your plants' longevity and our water quality.

**Reusable Bags or Bottles:** When you use a reusable bag or bottle, you are helping to reduce the amount of plastic that ends up in the watershed. Plastic is a major pollutant of waterways and can cause serious harm to the plants and animals that live there. What types of reusable containers do you typically use?

**Rain Barrel:** Rain barrels are good for the watershed because they help to keep stormwater runoff from flowing into waterways. This helps reduce the amount of pollution that makes it into our waterways. Take a photo of a rain barrel near you.

**"No Dumping" or "No Littering" Sign:** Report illegal dumping. Illegal dumping is bad for our environment and can be very costly to clean up. Let's keep our communities clean!



**Yours to Enjoy,  
Yours to Protect!**

For more information on ways to prevent stormwater pollution and protect our watershed, visit [www.cleanwatershed.org](http://www.cleanwatershed.org).





# CLEAN UP BINGO



Get ready for some **fun** and **educational** activities with Ventura County Community for a Clean Watershed's Bingo Cards for elementary and high school students!

These Bingo cards are a fantastic way to let our kids know about the importance of protecting our local waters from common stormwater pollutants while having a blast.



## HOW TO PLAY:

- 1 Download the appropriate Bingo Card for your age group at <https://www.cleanwatershed.org/kids-corner/>.
- 2 Choose a local **watershed**, **park**, or **neighborhood** to explore with your friends and family.
- 3 Cross off Bingo squares as you complete the activities and learn about how to protect the environment. Take pictures of your findings and submit them to [@cleanwatershed](#) on [FB](#) or [IG](#) for a chance to be featured on our pages.

For any questions or concerns, please don't hesitate to reach out to us at [david.laak@ventura.org](mailto:david.laak@ventura.org). Thank you for supporting Ventura County's Community for a Clean Watershed!





# BINGO PROMOTIONAL FLYER – SPANISH

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

## BINGO DE LIMPIEZA

¡Prepárate para algunas actividades **divertidas y educativas** con las tarjetas de bingo de la Comunidad para Cuencas Limpias del Condado de Ventura para estudiantes de primaria y preparatoria!

Estas tarjetas de bingo son una forma fantástica de informar a nuestros niños sobre la importancia de proteger nuestras aguas locales de los contaminantes comunes de las aguas pluviales mientras se divierten.

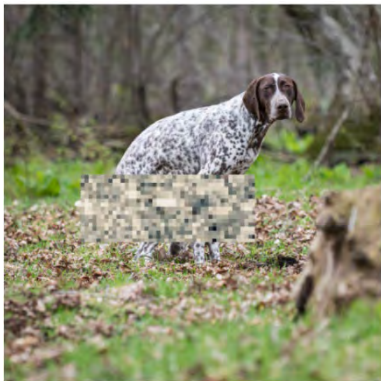
## CÓMO JUGAR:

- 1 Descarga la tarjeta de bingo adecuada para tu grupo de edad en <https://www.cleanwatershed.org/kids-corner/>.
- 2 Elige una cuenca, parque o vecindario local para explorar con tus amigos y familiares.
- 3 Marca los cuadros de bingo a medida que completes las actividades y aprendas a proteger el medio ambiente. Toma fotografías de tus hallazgos y envíalas a @cleanwatershed en Facebook o Instagram para tener la oportunidad de aparecer en nuestras páginas.

Para cualquier pregunta o inquietud, no dudes en comunicarte con nosotros a [david.laak@ventura.org](mailto:david.laak@ventura.org).  
¡Gracias por apoyar a la Comunidad para Cuencas Limpias del condado de Ventura!



ORGANIC SOCIAL MEDIA CONTENT EXAMPLES



## SOCIAL MEDIA

### SOCIAL MEDIA CONTENT TOPICS LIST

| TOPICS   | CONTENT   |
|--|---|
| <p><b>General Stormwater Messages</b></p>              | <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:<br/> <i>Cuyama River Watershed, Ventura River Watershed, Santa Clara River Watershed, Calleguas Creek Watershed, Ventura River, Santa Clara River, Malibu Creek, Calleguas Creek, Bays &amp; Estuaries, All empty into the Pacific Ocean</i></p> |
| <p><b>Main POCs &amp; Proper Behaviors</b></p>         | <p>Litter/Trash &amp; Proper Disposal – “Fun Facts”, proper behavior, campaign creative</p> <p>Pet Waste &amp; 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>  |
| <p><b>Highlight Work of PIPP Committee Members</b></p> | <p>Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Simi Valley, Santa Paula, Thousand Oaks, Ventura</p>  |
| <p><b>Beauty of Ventura &amp; Stormwater</b></p>       | <p>“Beautiful Best-Kept Secret” – Hills, Beaches, Wine</p>  |
| <p><b>Connect Stormwater to Outdoor Recreation</b></p> | <p>Surfing, Hiking, Fishing, Cycling</p> <p>Horseback Riding, Bird Watching</p> <p>Scuba and Snorkeling</p> <p>Wineries</p>   |
| <p><b>Connect Stormwater to Water Conservation</b></p> | <p>Ocean-Friendly Landscaping</p> <p>Reducing Grass</p> <p>DIY</p> <p>Additional Rebates for Water Conservation</p> <p><a href="http://venturacountygardening.com/">http://venturacountygardening.com/</a></p>  |
| <p><b>Rain Posts</b></p>                               | <p>First Flush</p> <p>Highlight stormwater pollution when rains, as needed</p>  |
| <p><b>EcoTourism Social Campaign</b></p>               | <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>  |
| <p><b>Sustainable Green Businesses</b></p>             | <p>Agriculture, Local Businesses</p> <p>Highlight Green Business Incentives</p>   |
| <p><b>Events</b></p>                                   | <p>Highlight events by the PIPP Committee.</p>  |