



CITY OF SANTA BARBARA

PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: July 27, 2016

TO: Parks and Recreation Commission

FROM: Creeks Division, Parks and Recreation Department

SUBJECT: Creeks Education And Outreach Program Update

RECOMMENDATION: That the Commission receive an update on the Creeks Division's Education and Outreach efforts.

DISCUSSION:

Background

The overall objectives of the Creeks Division education and outreach programs are to increase awareness of the causes of, and actions to help prevent, water pollution, foster community stewardship of our local creeks, watershed, and ocean, and communicate the efforts of the Creeks Division to the residents of Santa Barbara.

Outreach efforts are guided by the Creeks Division's Public Education Plan, as well as the City's Storm Water Management Program or General Permit, which outlines measurable goals that must be met each year including youth education, event participation, and media campaigns.

In order to evaluate the effectiveness of outreach efforts, the Creeks Division has conducted three Public Opinion Surveys (in 2002, 2008, and 2013) to gauge the community's awareness of water quality issues, recall of Creeks Division messaging, and willingness to change behaviors in order to protect local creek and ocean water quality. In 2016, an online survey focused on outreach was conducted, and another large scale telephone survey will likely be conducted in 2018 to measure changes in awareness over time.

Youth Watershed Education

Creek Kids Series and Watershed Resource Center Field Trips

The Creeks Division contracts with Explore Ecology to provide youth watershed education to students in kindergarten through 12th grade in the City of Santa Barbara. The Creek Kids series consists of two in-class presentations, a field trip to a local creek, and a visit to the Watershed Resource Center at Arroyo Burro Beach where students

participate in a beach clean-up. The students learn about watersheds, creeks, marine debris, sources of creek and ocean water pollution, and what they can do to help improve local water quality. In Fiscal Year 2016, over 3,800 students participated in youth watershed programs through Explore Ecology.

Parks and Recreation Programs

The Creeks Division collaborates with the Parks and Recreation Department to provide educational opportunities to participants in the popular Nature Camp program. During the summer of 2015, campers visited Mission Creek at the Caltrans Channel, where they learned about the fish passage projects and conducted creek clean-ups.

Community Events

Community events provide great opportunities to talk to community members one-on-one and are an important component of the Creeks Division's outreach efforts. In addition to events that are hosted by the Creeks Division, staff provides information at the Earth Day Festival, the Harbor & Seafood Festival, and many other events each year. Various informational brochures, flyers, activity books, and water quality enforcement magnets are distributed at each event, and new posters and display materials are produced as needed. At each event, visitors are invited to take a "Clean Creeks Pledge" and make a personal commitment to adopt behaviors that will help protect local water quality.

Creek Week

The Creeks Division partners with the County of Santa Barbara, City of Goleta, City of Carpinteria, and University of California, Santa Barbara each year to organize Creek Week, a full week of events celebrating our local creeks and watersheds. During the 2015 event, over 1,000 community members participated in 18 events hosted by various local groups and organizations. This year will mark the 17th annual Creek Week celebration, which will kick off with Coastal Cleanup Day on Saturday, September 17, 2016. Interested community members and organizations are invited to visit sb creekweek.com or follow us at facebook.com/sbcreekweek to learn more and get involved in this year's event.

Volunteer Events

The Creeks Division works with various local schools and organizations to plan volunteer creek and beach clean-ups, native planting days, storm drain marking events, and field trips. Over the past several months staff has partnered with St. Andrew's Presbyterian Church members, Santa Barbara Channelkeeper, and student and staff from Cate, Hollister and Laguna Blanca Schools.

Creek Crew

In March of this year, the Creeks Division implemented a new Creek Crew volunteer program, offering a service event each month. Thus far we have hosted a native planting at Stevens Park, a clean-up of Mission Creek at the Upper Caltrans Channel, and a clean-up of East Beach.

Looking Good Santa Barbara

Since 2009, the Creeks Division has participated in the Trash and Recycling Division's Looking Good Santa Barbara community clean-up. This year's event is scheduled for Saturday, October 15, and the Creeks Division will host a creek clean-up and storm drain marking effort as part of the event. Interested community members can learn more by visiting LookingGoodSB.com.

Adopt-a-Beach

The Creeks Division administers the California Coastal Commission's Adopt-a-Beach Program at beaches in the City of Santa Barbara. Current beach adoption groups include Santa Barbara Channelkeeper (West Beach), Santa Barbara Urban Creeks Council (East Beach at Mission Lagoon), Starbucks Coffee (Arroyo Burro Beach), the US Coast Guard Marine Safety Detachment Santa Barbara (Leadbetter Beach), and RightScale (East Beach at Sycamore Creek).

Advertising

Television Public Service Announcements

The Creeks Division works closely with City TV staff to produce award-winning television public service announcements, which are aired in English and Spanish on local Cox Media television stations, Univision, and KEYT reaching over 100,000 viewers each month. A new series of PSAs featuring a superhero called "Creekman" are currently being produced and will begin airing soon. All PSAs are also available for viewing online at sbcreeks.com and youtube.com/sbcreeksddivision.

Radio Public Service Announcements

The Creeks Division works with local Rincon Broadcasting stations to produce and air radio PSAs each year, reaching over 50,000 listeners per month on both English and Spanish-language stations. New PSAs will be produced this month that tie into the Creekman television campaign.

Print Advertising

The Creeks Division runs print advertisements in the *Independent* and *Food & Home Magazine* promoting Certified Clean Water Businesses. The full Creek Week schedule and associated ads are run in the *Independent*, *Voice Magazine*, and *Coastal View News* each year. Public meeting notices and other event promotions are printed in various local publications as needed. The Creeks Division also frequently includes

advertisements and brief articles in the City's Water Billing Insert that is sent out to over 25,000 City water customers every other month.

MTD Bus Advertising

The Creeks Division runs advertisements on the interiors and exteriors of Metropolitan Transit District buses each year, in a partnership with the County of Santa Barbara Project Clean Water and the City of Goleta. New ads featuring Creekman were installed on the exteriors of 12 buses and the interiors of the full fleet earlier this month.

Inside Santa Barbara

The Creeks Division works with City TV staff to produce segments for their television magazine program "Inside Santa Barbara" every other month. Recent segments have included information on preparation for the rainy season (January 2016), storm water quality monitoring (March 2016), and the General Permit (June 2016). The next episode will feature the annual Creek Week event. All Inside Santa Barbara segments are available for viewing online at sbcreeks.com.

Community-Based Social Marketing

The City's General Permit requires that the City undertake a Community-Based Social Marketing (CSBM) project. While traditional media aims to provide information and increase awareness to inspire behavior change, CBSM is focused on measurable behavior change. The City partnered with the County and the Cities of Carpinteria, Goleta, Lompoc, Buellton, Solvang, Santa Maria, and Guadalupe to conduct a CBSM campaign targeting pet waste in 2015. S. Groner Associates, Inc. (SGA) developed the "Close the Poop Loop" campaign, which was piloted at a target location in each jurisdiction. While the campaign was very successful in engaging the public, there were mixed results on reducing the volume of unattended pet waste at each pilot area. Staff is working with the partnering jurisdictions to determine how to best move forward with and expand the campaign.

Internet and Social Media

SBCreeks.com

The Creeks Division's website, sbcreeks.com, received over 6,600 visits during Fiscal Year 2016. Information on various projects and programs is provided online, as well as Creeks Advisory Committee meeting notices and videos, a video library of PSAs and programs, a full list of Certified Clean Creeks Businesses, and much more. Reports and studies produced by and for the Creeks Division are posted, and a page is dedicated to science project ideas and resources for students. The Creeks Division also manages sbcreekweek.com to provide a central location for the community to find information about Creek Week activities.

E-News

The Creeks Division sends out a monthly email newsletter to over 800 subscribers, which includes project and program updates, Clean Water Business announcements, and information on upcoming events and volunteer opportunities. Interested community members can sign up for the newsletter and view past issues at sbcreeks.com. Updates and news items are also included in the City Administrator's weekly City News In Brief email newsletter, which is sent out to over 1,200 community members and over 1,000 City employees.

Internet Advertising

The Creeks Division has expanded online advertising over the past few years, placing ads on noozhawk.com, independent.com, keyt.com, wkpmr.com, and edhat.com. We also run several online ads promoting our annual Creek Week event.

Social Media

At the time of this report, the Creeks Division's Facebook page has 470 "Likes" or followers. Anyone is welcome to view the page, follow, and interact with the Creeks Division at facebook.com/SBCreeks. There is also a Facebook page dedicated to the annual Creek Week event with 380 followers, which can be viewed at facebook.com/SBCreekWeek. A new page was setup last month for Creekman at facebook.com/SBCreekman.

The Creeks Division's social media outreach also includes Instagram (instagram.com/sbcreeks) and Twitter (twitter.com/sbcreeks). We also work with City TV to upload all video programs and PSAs to our YouTube channel at youtube.com/sbcreeksdivision.

#PicItUpSB

Last year the Creeks Division developed a social media based anti-litter campaign with the help of Youth CineMedia, #PicItUpSB. The campaign asks social media users on Facebook, Twitter, and Instagram to post photos of litter tagged with #picitypsb, then pick up the litter and toss it in the trash. As more community members participate, photos will be randomly selected each week to win a shirt or hat featuring the campaign imagery. Visit picitypsb.com to learn more and to see photos from participants.

PROJECT AND PROGRAM OUTREACH

Clean Water Business Program

Since 2007, the Creeks Division has certified 209 local businesses who have committed to implementing best practices to help keep our creeks and ocean clean. Certified Clean Creeks Businesses are promoted online at sbcreeks.com, in the Creeks Division's monthly e-News and the City's quarterly Business newsletter, as well as in print ads in the *Independent* and *Food & Home Magazine*, and on social media. Once a business

is inspected and certified by staff, they receive a certificate signed by the Mayor and the Creeks Division Manager and a decal to place in their window or on their vehicle identifying them as a certified business.

The voluntary program is promoted through postcard mailings, direct contact with targeted business segments, enforcement actions, and at community events. The program is currently open to restaurants, automotive businesses, mobile washers, and contractors, with tentative plans to expand to retail businesses and hotels in the coming years.

Capital Project Outreach and Interpretive Signage

With the installation of large-scale capital projects come many community meetings, project tours, and presentations. In the early design phase, the Creeks Division provides presentations to various stakeholder groups and holds public meetings to seek community input; project tours are often provided during and after construction for the community. Upon completion of capital projects, the Creeks Division often installs interpretive signage to inform the public of what was done, and why.

Creek Bridge Signs

In 2004, the Creeks Division began installing creek signs on pedestrian and vehicle bridges throughout the City. The signs include illustrations of a steelhead (Mission Creek), a heron (Arroyo Burro), a sycamore leaf (Sycamore Creek), and a message indicating that the creeks flow to the ocean. By making community members aware of the creeks as they walk or drive over them, staff hopes to foster a sense of value, connection, and stewardship toward our local creeks.

Storm Drain Markers

Storm drain markers are found on storm drain inlets throughout the City, serving as a visual reminder to the community that storm drains flow directly to our creeks and the ocean. Since early 2013 we have been working with volunteers to replace the old plastic markers with new stainless steel markers throughout the City.

PREPARED BY: Liz Smith, Creeks Outreach Coordinator

SUBMITTED BY: Cameron Benson, Creeks Restoration/Clean Water Manager

APPROVED BY: Jill E. Zachary, Parks and Recreation Director