

# **Creek Restoration and Water Quality Improvement Program**

## **PUBLIC EDUCATION PLAN 2010**

### **Prepared for the City of Santa Barbara Creeks Program**

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***Original 2002 Public Education Plan Prepared by O'Rorke, Inc.***  
***2010 Update Prepared by the City of Santa Barbara Creeks Division***

<b>TABLE OF CONTENTS</b>
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I. Introduction .....	1
A. Measure B.....	1
B. Initial Community Perception.....	1
C. 2002 Public Awareness Survey .....	2
D. 2002 Public Education Plan.....	2
E. 2008 Follow-Up Public Opinion Survey .....	2
F. 2010 Public Education Plan Update.....	3
II. Santa Barbara .....	4
A. Demographic Description.....	4
B. Media Market.....	4
C. Past and Existing Public Education Programs.....	5
III. 2002 Public Education Plan.....	7
A. General Observations .....	7
B. Goals .....	7
C. Target Groups .....	7
D. Themes.....	10
IV. 2008 Public Opinion Survey.....	18
V. 2010 Public Education Plan.....	19
A. Goals.....	19
B. Outreach & Education Programs .....	21
C. Media Approaches .....	38
D. Media Campaigns.....	43
E. Material Development.....	49
VI. Evaluation Methodology.....	51
Appendices	
A. Summary of 2002 Public Awareness Survey Findings.....	54
B. Summary of 2002 Focused Discussions with Community .....	57
C. Summary of 2008 Survey Results.....	66
D. Creek Restoration/Water Quality Improvement Program Goals .....	69
E. Benefits of Proposed Media .....	70
F. Santa Barbara Media List .....	72
G. Past and Existing Public Education Programs .....	78



## I. INTRODUCTION

### A. Measure B

In November 2000, voters in the City of Santa Barbara approved Measure B (70% yes), an increase in the Transient Occupancy Tax (TOT) rate from 10% to 12% effective January 2001. Under the terms of the measure, all proceeds from the tax increase are restricted to use in the newly created Creeks Restoration and Water Quality Improvement Program, which focuses on restoring the city's creeks to a healthy state, providing the community with opportunities to enjoy the creeks, and cleaning up the water so residents can swim at local beaches.<sup>1</sup>

### B. Initial Community Perception of Measure B

A 2002 editorial in the *Santa Barbara News-Press*<sup>2</sup> refers to Measure B as “voters showing their commitment to creek restoration.” Newspaper coverage presented several opinions about how to best spend Measure B funds, and there were regular reviews of City programs that address the problem, including significant coverage on the City's “Clean Sweep” street sweeping program (in both the *Santa Barbara News-Press* and the *Independent*).

Perhaps the most clearly representative piece of coverage was an April 2002 special Earth Day edition of the *Santa Barbara News-Press* that featured guest articles by several community and environmental activists and government officials. Comments ranged from pointing out the high incidence of beach closures, the fact that activity in the watersheds affects creeks and the ocean, that all Santa Barbarans bear some share of the responsibility for water quality, and the ease with which water quality problems can be solved.

A May 2002 editorial in the *Santa Barbara News-Press*<sup>3</sup> suggested a “call to action” for City officials:

Government agencies must partner with community groups and schools to see that more residents and business owners understand the seriousness of dog waste, lawn runoff and other kinds of pollutions. Beyond mere understanding of the problem, though, people need to know how to prevent pollution from getting into storm drains.

The community - as evidenced by their vote on Measure B - favors stewardship of creeks and the ocean. But news coverage takes a relatively simplified view of this complex undertaking stories frequently do not reflect the trade-offs involved in administering the program.

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<sup>1</sup> Additional information about Measure B is available at [www.sbcreeks.com](http://www.sbcreeks.com) or by calling the Creeks Division at (805) 897-2658.

<sup>2</sup> Unknown (editorial) (February 23, 2002). Caring for our creeks. *Santa Barbara News-Press*, editorial page.

<sup>3</sup> Unknown (editorial) (May 22, 2002). Grades mixed in Pollution 101. *Santa Barbara News-Press*, editorial page.

### **C. 2002 Public Awareness Survey**

In April 2002, Goodwin Simon Strategic Research (GSSR) conducted a telephone survey of residents and businesses to help inform “a public education campaign designed to increase awareness of the causes and consequences of storm water pollution and to reduce pollution-causing behaviors.” The survey found that residents were “well informed on key facts related to storm water pollution,” were “ready to learn more about specific steps they can take to reduce pollution,” and “express relatively high levels of concern about creek and ocean pollution.”

Pollution of creeks and storm drains was identified as less of a problem than beach/ocean pollution. Eighty-nine percent of residents were willing to make some type of change to keep creeks and beaches free of pollution. Other primary conclusions from the 2002 survey are as follows:

- Individuals who are both highly concerned and highly informed are likely to be receptive to behavior change.
- Highly concerned but uninformed individuals would benefit from more targeted information.
- Individuals expressing low concern on the issue, both high and low informed, need more compelling messages on the ramifications of their lack of concern.
- Viewed from a different matrix “mix,” there are core groups of individuals who are very motivated on the issue but report having inadequate information on how to make change.

### **D. 2002 Public Education Plan**

In 2002, the City of Santa Barbara commissioned O’Rorke, Inc. to develop a comprehensive Public Education Plan to raise awareness of water quality issues in local creeks and oceanfront and to promote behavior change among individuals and business.

O’Rorke reviewed a wide range of information provided by city staff and partner organizations. This information-gathering stage was followed by intensive one-on-one interviews and small group meetings conducted by O’Rorke that included representatives from the environmental community, the business community, the Latino community, local government, and environmental education. Goals and objectives were crafted based on information collected and an analysis of the public awareness survey; O’Rorke then identified target audiences, developed messages and campaigns for reaching them, and recommended evaluation strategies and sample budgets.

### **E. 2008 Follow-Up Public Opinion Survey**

In 2008, the Creeks Division commissioned Goodwin Simon Victoria Research (GSVR) to conduct a follow-up public awareness telephone survey to gauge community awareness of causes of storm water pollution, and to track changes in behavior and success of outreach efforts based on goals established in the 2002 Public Education Plan. The 2008 survey was stratified to ensure a statistically significant sample of Spanish speakers was included, in order to effectively evaluate Spanish-language outreach programs.

## **F. 2010 Public Education Plan Update**

This updated Public Education Plan builds upon the foundation of past efforts by the City, the County, and numerous other organizations. Utilizing key findings from the 2008 Survey, as well as input from the Creeks Advisory Committee's Education and Outreach Subcommittee and Creeks Division staff, this revision reflects the current status of the Education and Outreach Program, and identifies updated outreach goals and strategies.

## II. SANTA BARBARA

### A. Demographic Description

The City of Santa Barbara covers 23 square miles with 3.4 linear miles of city-owned beaches. The City's population grew 7.9% from 1990 to 2000 to a current population of just over 90,000 residents; 74% are classified as white and 35% as "Hispanic or Latino," indicating the effect of multiple-race designations on the census form. There are 35,605 households roughly split between "family" and "non-family" with an average household size of 2.47 residents. Approximately 45% of the population is between the ages of 25 to 54 years old, 24% under the age of 19, and about 50% over the age of 35, with an overall median age of 34. Gender is evenly divided.<sup>4</sup>

The two largest employers in the area are University of California, Santa Barbara, and Santa Barbara County with several other government entities, including the City, representing the clear majority of the ten largest employers in the area. Retail trade is the largest employer in the service industry in terms of both number of businesses (655) and total number of employees (7,589); food service and accommodation businesses employ the second highest number of employees (7,570); professional, scientific and technical services have the second highest number of businesses (520).<sup>5</sup>

### B. Media Market

Many Santa Barbara broadcast stations straddle three designated market areas, or DMAs: Santa Barbara, San Luis Obispo and the much larger Los Angeles (many stations have good reach in Ventura County, for example). KEYT-TV has very strong audience numbers in southern Santa Barbara County, including the city of Santa Barbara, as well as Ventura County, which might help in reaching business owners, commuters, etc. KCOY-TV is another option although KEYT's local news dominates its coverage area. KSBY-6 - the NBC affiliate - also has a solid Santa Barbara audience, but media must be purchased for the entire market area, which is based out of San Luis Obispo.

Cable television in Santa Barbara County is provided by Cox Cable. Advertising rates are inexpensive and Cox provides a non-profit match. Subscriber numbers are healthy, so this is an efficient media choice for outreach campaigns. All major cable networks are available. Both Telemundo and Univision have local Spanish language television stations.

There are many radio stations in the area, including several Spanish language stations, but the signals/coverage areas vary widely, so radio campaigns should to be targeted to specific audiences.

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<sup>4</sup> U.S. Census Department

<sup>5</sup> *Adopted 2001-2003 Financial Plan and Fiscal Year 2002 Operating & Capital Budget, Volume I, Appendices, Demographic.*

There are two daily local newspapers, the *Santa Barbara News-Press*, and *The Daily Sound*, and one weekly paper, the *Independent*. Spanish language newspaper *El Mexicano* is published every other week by the *Santa Barbara News-Press*. Lifestyle magazine *Food & Home* is published quarterly. *DEEP* and *Blue Edge* are free surf magazines. Online community news websites include [www.edhat.com](http://www.edhat.com) and [www.noozhawk.com](http://www.noozhawk.com).

The only signage available in Santa Barbara is provided on buses by the Metropolitan Transit District (MTD).

From 2003 - 2010, the Creeks Division has broadcast clean creek messages through a variety of these outlets, including radio, television, print, and bus advertisements.

### **C. Past and Existing Public Education Programs**

The Creeks Division's Public Education Plan was established to build upon the foundation of past efforts by the City, the County, and numerous community-based organizations. A sampling of some of the significant past participants includes County Project Clean Water, the Community Environmental Council, the Santa Barbara Museum of Natural History, the Santa Barbara Zoo, Growing Solutions, the Santa Barbara Audubon Society, Surfrider Foundation, Santa Barbara ChannelKeeper, the Urban Creeks Council, Channel Islands National Marine Sanctuary, Agua Pura Leadership Institute, Santa Barbara Maritime Museum, Santa Barbara School District, the City Parks and Recreation Department, and the Housing Authority City of Santa Barbara (HACSB) Department of Resident Services.

The existence of so many programs presents benefits and challenges. While much good work is being done to educate people about water quality, these efforts can create redundancy and, therefore, a cluttered marketplace. Many of these established programs had an expectation when Measure B passed that the funds would go to support their existing programs.

Although the City had done some work prior to 2002 to convey the message that people can change their behavior to reduce water pollution, efforts had been limited by resources. Execution suffered from lack of access to social marketing experience and service providers.

As a result, the range of people reached by the City's advertising efforts as of 2002 was spotty at best. Latino outreach had been the subject of considerable criticism because it was culturally inappropriate. Some efforts focused too much on "preaching to the converted," which does not significantly reduce pollution. City advertising materials were often developed in an ad hoc manner, borrowed from other materials, and lacking a uniform approach.

Further, although past advertising programs produced promising behavior changes in the area of toxic pollutants (such as residents cutting back on pesticide use and refraining from dumping used motor oil down storm drains), these types of gains achieved through advertising are only temporary without a sustained marketing effort.

Public education with a social marketing emphasis is extremely effective when implemented correctly - an approach that has proven successful in campaigns targeted at smoking, drunk

driving, recycling, drug use, safe sex, and a variety of other social issues. The key to success is a sustained presence with consistent and focused messages targeted at those the program is most trying to reach, across a multitude of media and information sources. This is particularly crucial when the “product” being marketed is a change in behavior or lifestyle - unlike traditional product marketing, social marketing campaigns must be more targeted and strategic in their approach to people who are dealing with the complexities of everyday life with its bombardment of messages.

### III. 2002 EDUCATION PLAN

#### A. General Observations

It is essential that the public education plan avoid placing blame or identifying and prioritizing the biggest contributors to poor water quality. In order for the education effort to remain positive - a desirable quality - the plan needs to convey the sense that “we all own a significant piece of this problem, and we are all part of, and benefit from, the solution.”

The plan must be not only focused and systematic, but also visual. Most of those interviewed agreed that it would be beneficial if they could see some type of steady progress taking place - whether it was to help establish credibility, build on existing goodwill, or generate excitement about the program. However, the City should be realistic in setting public expectation and not over promise results.

Although it would be nice to think that the public education program, and the other restoration and clean-up efforts, could result in perfectly clean beaches, there are too many factors beyond the control of the City to make such a sweeping statement. The coastline of Santa Barbara obviously cannot be separated from beaches of surrounding communities - all contribute to bacteria levels along the coast. Furthermore, even if Santa Barbara residents dramatically curb their polluting behavior, they still cannot remove pollutants dumped into their creeks from County-regulated property above the City limits.

#### B. Goals

The following goals were developed by O’Rorke for the 2002 public education plan, using the GSSR survey data as a baseline. These goals were selected because their success could be measured through follow-up surveys once the public education plan was implemented.

- Goal 1:** Increase public awareness of storm water pollution causes.
- Goal 2:** Increase understanding of role of storm drains.
- Goal 3:** Increase the percentage of those who express willingness to change behavior to reduce pollution.
- Goal 4:** Increase the percentage of those who actually make a permanent change in behavior to reduce pollution.
- Goal 5:** Reinvigorate/maintain good will toward the Creeks Program to ensure continued community support for water quality education efforts.

#### C. Target Groups

Ideally, this plan would have unlimited resources to reach all members of the community with messages that resonate with them. However, limited budgets require targeting smaller segments

of the larger population - those that present the greatest need or opportunity for success, or have the largest impact - in an effort to make the plan not only effective but cost-effective.

The exact origins of water pollution cannot always be specifically pinpointed. Nevertheless, studies have shown that contaminant sources for water pollution result from many human activities shared among all Santa Barbara residents, workers, and businesses. All own a significant piece of this problem, and all are part of, and benefit from, the solution.

Business audiences are included because they need to change their operations voluntarily or face mandatory measures that could be more costly and burdensome in the long run.

The rationale for residents is based on opportunity: some people simply will not change their behavior, no matter what strategy or approach is employed. Focusing efforts on them would be a waste. Audience segmentation and targeting are critical to this plan.

Based on the results of O'Rourke focused discussions and the GSSR survey, O'Rourke recommended targeting the following groups in the public education plan (see chart beginning on next page):

TARGET GROUP	Audience Segment	Description/Role
SMALL BUSINESSES	<ul style="list-style-type: none"> <li>▪ Landscape &amp; gardening services/property management firms</li> </ul>	<ul style="list-style-type: none"> <li>▪ Landscapers and gardeners - and the property managers that hire them - can affect water quality from planning for erosion control to refraining from the use of toxic pesticides and blowing clippings into gutters and streets.</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Hotels</li> </ul>	<ul style="list-style-type: none"> <li>▪ Hotels can reduce water pollution through waste management and grounds keeping practices, including avoiding hosing down facilities or parking lots.</li> </ul>
INDIVIDUALS	<ul style="list-style-type: none"> <li>▪ Women <ul style="list-style-type: none"> <li>○ Caucasians</li> <li>○ Latinas</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Potential polluting activities include improper used motor oil disposal, use of toxic gardening products and fertilizers, hosing down impervious surfaces, sweeping waste into gutters, and car washing, among others. Proper disposal of animal waste is also an issue.</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Children</li> </ul>	<ul style="list-style-type: none"> <li>▪ While not necessarily polluters per se, children can influence adults around them and will grow into adults with the potential to pollute.</li> </ul>
PARTNERS	<ul style="list-style-type: none"> <li>▪ Environmental <ul style="list-style-type: none"> <li>○ Advocates</li> <li>○ Educators</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Environmental advocates and educators need to be aware of one another's activities as well as the City's.</li> </ul>

## **D. Themes**

The overall purpose of a social marketing-based public education plan is to raise awareness, influence attitudes and values, and change behavior. To effectively achieve all of these shifts, it is important to understand the factors that could motivate the various market segments targeted by the plan and then craft messages that address them.

These themes reflect the major findings of the 2002 focused discussions - that different benefits will motivate different people to change water-polluting behavior, placing blame is not a productive way to approach public education, and there is a strong sense of civic pride and uniqueness among Santa Barbarans, particularly community leaders, the affluent, and business owners.

The following “themes” are the broad perceptions that we are trying to establish in the minds of targeted constituencies. They address the conclusions that various audience segments will draw when exposed to the motivating messages (tables begin on following page).

**Primary:** Clean water is better for everyone.

**Secondary:** We all own the problem—we all own the solutions.

**Tertiary:** We are unique in Santa Barbara.

**PRIMARY THEME: CLEAN WATER IS BETTER FOR EVERYONE.**

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<b>Market Segment</b>	<b>Messages</b>	<b>Strategies</b>
Women	Less-polluted water means healthier kids.	Advertising Public relations Community-based outreach
Children	If the water is cleaner, it's safer for you to play in. Dirty water is gross. Less pollution will preserve natural habitats and be safer for plants and animals.	Education, school-based Education, enrichment-based Community events Library outreach
Large Business, Municipal	Water pollution is harmful to our City in many ways. It's our responsibility to set a standard for other organizations.	Public relations (internal) Education (training)
Large Construction	Avoid unnecessary regulation.	Community outreach Direct mail
Small Business	Protecting water quality will reduce the number of beach closures. Fewer beach closures are better for business. Avoid unnecessary regulation.	Advertising Community outreach Direct mail
Partners/Environmental	Less pollution will preserve natural habitats.	Email/web communications Direct mail Reports/presentations

**SECONDARY THEME: WE ALL OWN THE PROBLEM - WE ALL OWN THE SOLUTIONS.**

<b>Market Segment</b>	<b>Messages</b>	<b>Strategies</b>
Women	Even substances that we think of as “natural” contribute to bacterial water pollution. You need to clean up after your animals. Doing your part is easy - we’re not asking for much.	Advertising Neighborhood-based outreach
Children	Even substances that we think of as “natural” contribute to bacterial water pollution. You need to clean up after your animals. Doing your part is easy - we’re not asking for much.	Education, school-based Education, enrichment-based Community events Library outreach
Large Business, Municipal	We need to be accountable, too.	Public relations (internal) Education (training)
Large Construction	Small changes can make a big difference. We want to help you make a difference.	Community outreach Direct mail
Small Business	Small changes can make a big difference. We want to help you make a difference. Customers will appreciate that you’re doing your part.	Advertising Community outreach Direct mail
Partners/Environmental	We need to work together to protect water quality.	Email/web communications Direct mail Reports/presentations

**TERTIARY THEME: WE ARE UNIQUE IN SANTA BARBARA.**

<b>Market Segment</b>	<b>Messages</b>	<b>Strategies</b>
Women	We care more about our community here in Santa Barbara. Teach your kids why caring about your community is important.	Advertising Neighborhood-based outreach
Children	You're lucky to grow up in a place that cares about the natural environment. Let's keep protecting it.	Education, school-based Education, enrichment-based Community events Library outreach Church outreach
Large Business, Municipal	City employees are an important part of what makes us special.	Public relations (internal)
Small Business	Clean water is a critical part of what makes Santa Barbara a tourist attraction - do your part to make sure it stays that way.	Advertising Public relations (external) Business ambassadors
Partners/Environmental	The city supports your efforts to maintain our natural environment.	Email/web communications Direct mail Reports/presentations

### **E. Strategies**

As one interviewee in the focused discussion phase pointed out, "It took us awhile to get into this condition; it will take us awhile to get out if it." It will also take more than one method.

A successful public education plan must incorporate a variety of strategies and methods. Ideally, all of these strategies will support one another; for example, community outreach activities may also be the subject of newspaper outreach. Targeted audiences will be exposed to campaign messages multiple times in multiple places. Reinforcing messages with great frequency increases the likelihood that the program will attain its goals.

The 2002 plan recommended three elements: Community Outreach, Media Outreach, and Radio/Television/Print Media.

In 2003, the Creeks Division hired an Outreach Coordinator, who works closely with the Creeks Program Manager on all aspects of the program. The Outreach Coordinator occasionally works with contracted graphic designers, and collaborates with other organizations to produce outreach

materials. The Outreach Coordinator also works with a Spanish language consultant when appropriate.

The following tagline is normally applied to all outreach methods: *Paid for by hotel visitors through Measure B*. TV seconds are precious, so the message should be delivered as text on the screen versus voice. Radio must be voice and print, text. Coops should be identified as such and programs and services partially supported through Measure B funds must also reflect the shared support.

### ***Community Outreach Element***

Santa Barbara residents are exposed to many messages about community issues, which can make for a crowded marketplace. This kind of information overload makes it easier for people to ignore messages when they are delivered in a passive way - over the television, on the radio, etc. While these types of outreach are important, the public education effort must reach out to people where they are - at home, at church, at community events, at school, etc. - to ensure that the message penetrates. In addition to being more active, community outreach is more effective for building trust, because it takes advantage of sources of information that are already known and trusted. Messages are also more personally relevant when received in one's own community.

The recommended **Community Outreach** programs in order of importance were:

#### **First-Priority Programs – Implement in Years 1 and 2**

##### *a. New Programs to Initiate*

- Tactic 1a. Clean Water Business Program
- Tactic 1b. Clean Water Business Employee Training Program
- Tactic 2a. Neighborhood-Based Outreach Program
- Tactic 2b. Enrichment-Based Education
- Tactic 3. Creek Signage

##### *b. Existing Programs to Continue/Improve*

- Tactic 1. Elementary Education Program

#### **Second-Priority Programs – Implement After Initial Start-Up (Years 3 and 4)**

- Tactic 1. Health Partnership
- Tactic 2. Continuing Education Program
- Tactic 3. Business Ambassadors
- Tactic 4. Teen Community Service

Tactic 5. Clean Water Badge

Tactic 6. School Photo Partnership

### ***Media Outreach Element***

The goal of media outreach is getting key messages and information in the news, told correctly, through either reactive or proactive media opportunities. Reactive opportunities involve responding to requests from media outlets that are working on a relevant story; proactive opportunities are initiated by organizations in three main ways: 1) through relationships with members of the local media; and, 2) by creating news (and associated events, press releases, etc.), or by piggy backing on existing news (finding “pegs” or “hooks” in other news that is already happening). In all cases, journalists need resources, information, and ideas for stories that are relevant and resonate with the local community.

Furthermore, media outreach is an important complement to a paid media campaign, effectively reinforcing messages. Editorial coverage often has more credibility in the eyes of the public and can foster higher message retention than traditional paid media alone, especially among certain audiences - combined they can deliver more powerful results. Media outreach also allows for more complex “stories” addressing the broader scope of an issue - in this case the complex and interrelated nature of water quality issues in Santa Barbara.

In addition, with limited print and broadcast opportunities (due to both the local media market and a prudent public education budget), obtaining the support of local media at the start will facilitate reporting and outreach that furthers the education program goals. It will be important to “hit early and hard” in this public education campaign, generating news at the start, to demonstrate a vibrant, active and aggressive program as well as show good stewardship of Measure B funds. Media stories - in local publications, TV and radio - resonate with city residents and represent a community voice that can build a sense of civic awareness and emphasize the importance of these issues.

The following tactical recommendations for **Media Outreach** were presented in order of importance:

Tactic 1: Electronic Press Kit

Tactic 2: Spokesperson Training

Tactic 3: Ongoing Media Relations

Tactic 4: Editorial Board Meetings

Tactic 5: “Expert-in-the-Field” Database

Tactic 6: Issues Response: Editorial submissions

### ***Paid Media Outreach Element (Radio/Television/Print)***

For **Paid Media**, O’Rorke recommended a heavy mix of television and radio placements, complemented by selected print placement. The recommended campaigns, in priority order, were:

1. *Take Care of the Children* Campaign, utilizing Spanish-language television and radio to reach 20-45 year-old Latinas.
2. *Clean Water = Smart Business* Campaign, a print campaign targeting business owners.
3. *Mother* Campaign, utilizing cable television and newspaper advertisements to target 30-49 year-old Caucasian women.
4. *Smart Water* Campaign - utilizing television, radio and print - to reach 18-29 year-old Caucasian women.

Utilizing broadcast and print media can greatly increase the success of a social marketing campaign. This is largely because paid media outreach offers something no other outreach component can: guaranteed reach and frequency (“reach” is the total number of people, in hundreds, exposed to the message one or more times; “frequency” refers to the number of times a given member of the target audience is exposed to the message). Another advantage is complete control over messages - for example, reporters cannot take something out of context.

Effective paid media outreach requires specific information about actual ratings, circulation numbers and reach area. For this campaign, O’Rorke identified a few target audiences: young Caucasian women, Caucasian women ages 30-49, the Latino community (Latinas in particular), and local businesses. Each of these audiences requires its own distinct messages and methods of reach. For example, although music radio will be an important component of outreach aimed at young women, the mix will not include news radio. Given the extent of the information to impart to each audience through paid media outreach, O’Rorke recommended a heavy mix of television and radio placements, complemented by selected print placement.

Whenever possible and as appropriate, the Creeks Program should seek free media opportunities - such as City TV staff and *Inside Santa Barbara* - in both message production and distribution. Movie theater preview slides are also a cost-effective method to reach a captive audience and space may be donated. Age- and content-appropriate movies and messages should be created and selected.

O’Rorke also recommended beginning with a strong burst of frequency, followed by maintenance over the long term; research shows that behavior change generated by advertising often regresses when ad frequency is curtailed.

Placement of radio, television and print ads requires an up-front investment for creative production, but good advertising consultants can help control costs over the life of a campaign. This requires carefully planning ahead and developing creative - such as footage or photos - that may be edited or otherwise adapted throughout the course of the campaign, rather than having to begin from scratch each time a new ad needs to be rolled out.

#### IV. 2008 PUBLIC OPINION SURVEY

The 2008 public awareness telephone survey was intended to explore the progress the City has made in reaching the five goals set by the 2002 Public Education Plan. While the survey showed strong progress in interest in changing behaviors to improve water quality, it did not show an increase in awareness of how the storm drain system works. Little progress was seen in awareness that individuals are the largest source of pollution of creeks and the ocean.

GSVR suggested that the City focus in the following three areas in future communications:

- First, expanding the proportion of residents who “make the connection” that the actions they do at home can create – or prevent – pollution of creeks and the beach.
- Second, expanding the proportion of residents who understand that the polluted water that flows into their gutter is not treated. These two goals go hand in hand.
- Third, concentrating on asking residents to make one or two behavioral change that meet two criteria: that they are important in terms of reducing pollutants, and that people are very willing to do it. Examples may include cleaning up litter and reducing the use of pesticides in home gardens.

As was the case in the past, outreach efforts are especially needed in minority communities and among the less educated and less affluent residents. It was encouraging to see that among less affluent and non-white respondents who reported receiving materials on storm water pollution, there were higher proportions who said they would change their lifestyle, compared to Caucasians and more affluent respondents.

Finally, the survey suggested two barriers that outreach can address:

- First, we see that lack of time is a major barrier to action to reduce storm water pollution. Outreach should stress that small changes that require little or no time can make a big difference.
- Second, the survey showed that many residents (36%) believe that cleaning up storm water pollution is something that “government should take care of.” Helping people understand their role and responsibility both in causing the problem and in solving it will be vitally important. This can and should be done in a positive way, giving people incentive and positive motivation to alter their behavior.

## V. 2010 PUBLIC EDUCATION PLAN

### A. Goals

In 2010, the original goals were updated to reflect the current status of the Education and Outreach Program, taking into account key findings from the 2008 survey. The success of the public education plan can be measured by the achievement of these goals. **Note:** *From 2010 onward, the Creeks Division aims to shift emphasis from raising awareness of water quality issues to measuring actual behavior change.*

**Goal 1:** Increase public awareness of storm water pollution causes.

- Measurable gains in percentage of residents who say that runoff from washing cars is a serious problem. (2002 Survey: 32%; 2008 Survey: 53%)
- Measurable gains in percentage of residents who say that dog waste is a serious problem. (2002 Survey: 44%; 2008 Survey: 63%)
- Maintain or raise percentage of residents who say that pesticides and fertilizers are a serious problem. (2002 Survey: 75%; 2008 Survey: 80%)
- Measurable gains in percentage of residents who say that trash is a serious problem. (New goal in 2010)
- Increase percentage of elementary school students who can correctly identify two or more sources of water pollution.

**Goal 2:** Increase understanding of role of storm drains.

- Increase percentage of residents who understand that water in storm drains is not treated before being discharged into creeks and the ocean.
- Increase the percentage of elementary school students who understand that water in storm drains is not treated before being discharged into creeks and the ocean.

**Goal 3:** Increase the percentage of those who express willingness to change behavior to reduce pollution.

- Measurable gains in percentage of those who say they are aware of what they personally can do to prevent storm drain pollution. (2002 Survey: 52%; 2008 Survey did not include a question that directly matched the 2002 Survey).
- Measurable gains in percentage of those who express a willingness to make significant lifestyle changes to reduce pollution. (2002 Survey: 54%; 2008 Survey varied by behavior – willing to sweep driveway rather than hose increased from 36% in 2002 to 42% in 2008; willing to use non-polluting alternatives to pesticides and fertilizers increased from 36% to 42%; willing to pick up trash in front of the home increased from 41% to 46%; willing to pick up their dog's waste increased

from 22% to 31%; willing to fix their car immediately upon seeing oil leaks increased from 46% to 56%).

- Goal 4:** Increase the percentage of residents and businesses who actually make a permanent change in behavior to reduce pollution.
- Increase percentage of those who say they have made a significant lifestyle change in the last year to reduce pollution. (No 2002 baseline; 2008 Survey: 44%)
  - Increase total number of businesses using best management practices to reduce water pollution by 20 businesses per year, as measured by participation in the Clean Water Business Program.
- Goal 5:** Increase community participation in water quality improvement and creek restoration efforts.
- Increase number of people participating in youth watershed education, creek clean-ups or stewardship events, community forums, and Creek Week events.
  - Increase the percentage of the population who express an understanding of the purpose of creek restoration projects. (No baseline.)

## **B. Outreach & Education Programs**

### *Existing Programs to Continue/Expand*

#### **Program 1: Elementary Education Program**

Education has proven to be very effective for long-term change.

Target Audience: Children

Current Status: Since 2004, the City has worked closely with Art From Scrap (formerly under the umbrella of the Community Environmental Council, and now an independent non-profit) to provide a 3-part Creek Kids Series, consisting of in-class watershed instruction as well as a field trip to a local restoration site and the Watershed Resource Center. The 2010 Education Goal is to conduct 160 presentations and reach 3,000 students annually. County Project Clean Water also contracts with Art From Scrap to conduct lessons throughout other cities and unincorporated areas within Santa Barbara County.

Potential Expansion & Future Direction: Ensure that watershed education programs are coordinated, so that schools and teachers are not confronted with multiple requests from multiple organizations with multiple books of curricula.

Create a one-stop shop for water-quality education that taps into the resources of the many community organizations involved with the issue. Provide a single point of access - one phone number (possibly toll-free) and one website with a calendar - where teachers can go for information and assistance.

Continue to provide support and lists of ideas/resources for science projects.

Anticipated Results: Children and their families will be more aware of water pollution causes and prevention techniques.

Children and families will exhibit behavior change over time.

## Program 2: Enrichment -Based Youth Education

It is important to instill in children from an early age the importance of clean creek and ocean water, while supporting hands-on learning experiences and community service opportunities including creek clean-ups, native planting days, and restoration.

Target Audience: Children

Current Status: The Creeks Division is working to involve youth in creeks education and enrichment projects, by partnering with the Housing Authority's "Splash 2 Trash" program, Youth CineMedia's "Clean Water Media Lab" project focusing on multi-media creek projects and hands-on clean-ups, and "Speak for the Creeks," a youth art and poetry program.

For several years, the Creeks Division has partnered with MERITO (Multicultural Education for Resource Issues Threatening Oceans), a bilingual watershed education program of the Channel Islands National Marine Sanctuary, to offer hands-on restoration opportunities at local creeks.

In 2009, the Creeks Division worked with over 200 students at Adams Elementary School as part of a restoration project on their campus, offering opportunities for planting and restoration.

The Creeks Division participates in the City's Youth Apprentice Program, sponsoring youth to work on creek restoration projects during the summers of 2007 and 2008, with another project planned for the summer of 2010.

The Creeks Division has also worked with the City Parks and Recreation Department's RAP (Recreation Afterschool Program) and A-OK! (Afterschool Opportunities for Kids) programs to provide education and restoration activities.

Additional restoration opportunities are coordinated by request throughout the year.

Potential Expansion & Future Direction:

Continue programs like *Speak for the Creeks* and seek new partnerships like *Youth CineMedia* and the Housing Authority's youth programming.

Increase collaboration with community-based organizations, especially those rooted in the Latino community.

Continue to coordinate with local schools and colleges to solicit

volunteers for neighborhood stewardship programs.

Continue working with the Youth Apprentice Program.

Create public displays showcasing photography, art, poetry, and/or video projects from works produced by youth via Youth CineMedia or Speak for the Creeks (i.e. Central Library display case during Creek Week). Continue supporting Youth CineMedia's presentation of creek videos at the Santa Barbara International Film Festival.

Incorporate enrichment programs into the City's community centers.

Anticipated Results:

Through hands-on activities and service-learning, children and their families will be more aware of water pollution causes and prevention techniques.

Children and families will exhibit behavior change over time.

### **Program 3: Clean Water Business Program**

A large percentage of residents have said that they would be more likely to patronize business establishments identified as clean water businesses. Many business representatives felt such a voluntary approach was appealing because it provided an incentive (in the form of more potential customers) in addition to positive recognition of their businesses.

Target Audience:	Restaurants  Automotive Businesses  Mobile Washers  Other businesses that have the potential to contribute to water quality pollution.
Current Status:	<p>The Creeks Division initiated the Clean Water Business Program in 2004. As of February 2010, there were 30 certified auto repair businesses, 42 restaurants, and 9 mobile washing businesses.</p> <p>In 2008, the Creeks Division launched a pilot Business Assistance Program, providing up to \$1,000 to purchase clean water equipment for Certified Businesses.</p> <p>In 2010, the Creeks Division became a sponsor of the Countywide Green Gardener Program, in which gardeners take a 15-week bilingual course covering resource efficient and pollution prevention landscape maintenance practices.</p>
Potential Expansion & Future Direction:	<p>Add one to two new business sectors per year as feasible.</p> <p>Increase distribution of Spanish language outreach materials.</p> <p>Recruit model participants to act as Business Ambassadors and represent and promote the program within their industry.</p> <p>Schedule regular reports to local business organizations. Incorporate visual demonstrations of best management practices.</p> <p>Work with Clean Water Businesses to create coupons and discounts as incentives for the public. Coupons could be included in a Clean Creeks Club program for residents.</p> <p>Develop culturally appropriate employee training program, featuring field-specific modules (focusing on visuals) for local businesses to use with their employees. Make on-site presentations to employees as</p>

requested.

Provide annual incentives for which employers can apply to reward outstanding employees. Encourage employer-provided incentives.

Expand promotion of participating businesses through print, radio, website, and e-news.

Anticipated Results:

Businesses voluntarily adopt clean-water best management practices identified for their specific industry or field (e.g., recapturing water used to hose off impervious surfaces), leading to a reduction of negative impacts on water quality.

#### **Program 4: Creek Stewardship Program**

Community stewardship projects involve neighbors and volunteers in trash clean-up, non-native plant removal, and planting of native plants and trees at designated stewardship sites in Santa Barbara.

Target Audience: General Community, Schools, Businesses

Current Status: The Creeks Stewardship program has linked neighbors and volunteers with Sycamore Creek (2 locations), Old Mission Creek at Bohnett Park, Mission Creek at Vernon Road, and at Oak Park, San Roque Creek at Stevens Park, and Mesa Creek at the Arroyo Burro Estuary.

The Creeks Division serves as Beach Manager for the California Coastal Commission's Adopt-a-Beach program, overseeing the adoption and clean-up of West Beach, East Beach, and Leadbetter Beach.

The Creeks Division has worked with students to provide volunteer clean-up and restoration/planting opportunities to help teens complete required community service hours.

Potential Expansion & Future Direction: Work with the Creeks Restoration Planner to identify additional stewardship sites and maintenance needs for existing sites.

Continue to offer stewardship opportunities and expand collaboration with residents, community-based organizations, businesses, churches, schools, after-school programs, etc.

Anticipated Results: Through hands-on experiences, residents will understand the benefits of clean and healthy creeks and become stewards of their local creeks.

## **Program 5: Creek Signage**

People crossing creek bridges will gain awareness of the local creeks and watersheds and can identify them by name.

Target Audience: Creek passersby

Current Status: Creek signs have been installed at bridges throughout the Mission, Arroyo Burro, and Sycamore Creek Watersheds.

Potential Expansion & Future Direction: Consider placing Watershed Signs (potentially including watershed maps) at various locations including along trails and at trailheads.

Explore the possibility of increasing enforcement of anti-litter laws and signage to reduce the amount of trash in creeks.

With available budget, explore possibility of expanding Mutt Mitt station program.

Anticipated Results: Raise awareness among general public about local creeks and watersheds.

## **Program 6: Creek Tree Program**

Creek side property owners can participate in restoring riparian canopy.

Target Audience: Creek side property owners.

Current Status: In 2008, the Creeks Division initiated a pilot Creek Tree Program to plant native trees at homes bordering creeks within the City of Santa Barbara. For approved projects up to \$1,000 the Creeks Division will provide all funds for the tree planting, including irrigation. For projects up to \$5,000 property owners are asked to contribute up to \$1,000 of the total project cost.

Potential Expansion & Future Direction: Continue to promote the program to creek side property owners via the website, e-news, community events, and direct mailings.

Anticipated Results: The goal is to create a native tree canopy and restore wildlife habitat along local creeks, as well as building a sense of creek stewardship among creek side property owners.

## **Program 7: Neighborhood-Based Outreach Program & Social Marketing**

Utilize social marketing strategies on a neighborhood level, focusing on behavior change related to a specific pollutant. Leverage the power of community expectations and social norms to reinforce water quality commitments. This community features large extended families and networks of friends who are relied on as sources of important information. The program should tap into these networks by recruiting community members to help spread the word about water quality. Having the message come in the home of a trusted friend or relative increases the credibility of the message, and builds a sense of “we’re doing this together.” Turning the events into fun or social events makes them more attractive to potential attendees.

Target Audience: Women, Latino Community, General Public

Current Status: While this program has not been formally implemented, the Creeks Stewardship program has linked neighbors with local creeks in several locations throughout the City.

The Creeks Division also participates in numerous community events across Santa Barbara providing information about preventing water pollution.

Potential Expansion & Future Direction:

Identify a neighborhood for a Community Based Social Marketing pilot project focusing on a specific pollutant/activity (i.e. car washing, pet waste, fertilizer, trash). Conduct pre and post observation studies or surveys. Implement a neighborhood based campaign utilizing pledges, visual commitments, incentives, etc. Consider working with UCSB’s Bren School or Gevirtz School, or Santa Barbara City College students to assist in developing the project.

Initiate a “Creek Watchers” program for residents to report illegal dumping of trash or pollutants into streets, storm drains, and creeks. Increase overall awareness that dumping or discharge of pollutants is illegal. Utilize bilingual door hangers to let residents know that specific pollutants have been found in their local storm drain or creek.

Work with community-based organizations and churches to develop a neighborhood-based outreach program targeted at women in their homes or places they regularly go. Provide information on causes of water pollution, and its health effects, especially on children. Explain clearly how even small changes can preserve water quality, and provide tools women can use in their own homes. Tap into roles as family caretakers and emphasize the value of personal responsibility in water protection. At the same time, provide a fun and social environment in which this education can take place.

Increase and expand distribution of translated promotional materials i.e. poster for doctors' offices, Laundromats, HACSB properties, garden centers, pet stores, etc.

Participate in at least one primarily Latino community event each year.

Identify community leaders to help raise awareness about preventing water pollution, incorporating incentives.

Identify neighborhood leaders to host house parties where women can get information on how to reduce water-polluting activities at home; incorporate promotional incentives; participate in "adopt-a-creek" programs or stewardship initiatives, linking neighborhoods with the creeks that run through them.

Anticipated Results:

Children and their families will be more aware of water pollution causes and prevention techniques.

Children and families will make commitments to adopt clean water habits.

## **Program 8: Business Ambassadors**

Recruit model local business representatives to act as Business Ambassadors and represent the Clean Water Business program within their industry. Encourage businesses to help promote good water quality habits by putting up posters and providing literature to their customers. Encourage participation of businesses and their employees in the Creek Stewardship Program.

Target Audience: Small and large business

Current Status: This program has not formally been implemented.

Potential Expansion & Future Direction: Identify model participants in the Clean Water Business Program to represent and promote the program to the business community.

Encourage participation in Creek Stewardship Program.

Create a Business Ambassadors packet to be mailed to local businesses including a poster and Clean Water newsletter focusing on what businesses can do to protect water quality.

Anticipated Results: Business owners will be more supportive of the Creeks Program when they know more about the progress being made.

Businesses will voluntarily adopt clean-water best management practices.

## Program 9: Continuing Education Program

Santa Barbara has a number of self-sufficiency and job training programs that encourage bankable skills. Since some of these professionals are potential polluters, they should be taught as early as possible about best management practices for their professions. Certification may be offered and used to boost credentials - another selling point for the professional.

Target Audience:            Landscaping firms  
   Gardening services  
   Auto repair shops  
   Construction\*  
   Culinary programs  
   Homeowners

*\* Link to policy initiatives to promote water-friendly land-use and development permit processes.*

Current Status:            The Creeks Division has provided training to landscape and construction design firms, and City staff, regarding the City's Storm Water Best Management Practices (BMP) Guidance Manual, produced in 2008.

As of 2010, the Creeks Division is a sponsor of the City and County Green Gardener Program, which provides training and certification in resource efficient and pollution prevention landscape maintenance practices.

Potential Expansion & Future Direction:      Potential Partners: Adult education programs, Santa Barbara City College, Master Gardeners Program, City and County of Santa Barbara Green Gardener Certification Program, Housing Authority City of Santa Barbara

Research best practices for reducing impact on water quality for various occupations.

Solicit information on new technologies, products, and services that can assist businesses in adopting less polluting practices.

Develop training modules for appropriate businesses and conduct free trainings with incentives for participation.

Develop materials/presentations for homeowners related to protecting

water quality including native planting, rain barrels, rain gardens, erosion control, pollution prevention, etc.

Anticipated Results:

Businesses, employees, and homeowners will voluntarily adopt clean-water best management practices.

## **Program 10: Water Drop Patch/Shirt**

The U.S. Environmental Protection Agency and Girl Scouts of America have partnered to develop a “Water Drop Patch” that girls can earn through hands-on watershed activities. Based on this model, develop activities and coordinate with local youth programs through which a wide range of youth can participate in watershed activities to earn a Clean Water Patch or t-shirt.

Target Audience: Children and adolescents

Current Status: This program has not been formally implemented. However, the Creeks Division has worked with one local Scout to arrange a successful volunteer event for his Eagle Scout project.

Potential Expansion & Future Direction: Partners: Girl Scouts, Boys and Girls Club, Big Brothers/Big Sisters, Camp Fire USA, Boy Scouts, Girls Inc.

Establish partnership with interested youth organizations.

Define criteria for earning badge or t-shirt, including options for watershed art, poetry, and hands-on restoration activities.

Identify local designer (i.e. Youth CineMedia) or organize a youth contest to design artwork for patch or t-shirt.

Anticipated Results: Children and their families will be more aware of causes and prevention of water pollution.

Children and families will exhibit behavior change over time.

## **Program 11: School Partnership**

Children and their health are a strong motivating factor for families in the Santa Barbara area. Work with the school districts or school photo companies to send clean water information home to parents encouraging clean water habits.

Target Audience:                Women, Children

Current Status:                This program has not been formally implemented. The Creeks Division has successfully worked with some schools on a project-by-project basis, such as Adams Elementary School in relation to the Bioswale Project on their campus.

Potential Expansion &  
Future Direction:            Work with school districts to identify opportunities to send home clean water information in weekly school packets.

Develop printed piece to be distributed to students and parents i.e. family Clean Water Pledge, Creek Week calendar, etc.

Anticipated Results:        Parents will be more aware of causes and prevention of water pollution, and will influence behavior change in their own families.

## **Program 12: Health Partnership**

Health effects are one of the primary motivating factors for women to change behavior to protect water quality, and doctors and other health-care providers are considered reliable sources of information. Partner with local pediatricians, health clinics, and medical centers to provide literature about the health effects of water pollution.

Target Audience:                      Women, General Community

Current Status:                        This program has not been implemented.

Potential Expansion &  
Future Direction:                      Develop brochures that look like prescriptions that are available at health-care centers.

Anticipated Results:                      Women will be more aware of causes and prevention of water pollution and will influence behavior change in their own families.

### **Program 13: Clean Creeks Club**

Create a residential program similar to the Clean Water Business Program. Focus on the neighborhood level and utilize commitments, creative visual branding, and incentives to join the program. Clean Creeks Club houses would be identifiable via stickers, lawn signage, or curb decals.

Target Audience:                   General Community

Potential Expansion & Future Direction:                   Create a Clean Creeks Club Pledge focusing on 5-10 Clean Water Behaviors that participants commit to take. Create a visual reminder of the pledge (i.e. refrigerator magnet).

Create a Clean Creek Club kit including visual signage (lawn signs, curb decals, window decals, license plate holders, etc.), water quality information, and incentives (i.e. reusable tote bag and water bottle, native plants, low-flow garden nozzles, car wash and restaurant discounts from participating Clean Water Businesses). Consider partnering with existing organizations such as the Sierra Club, Audubon Society, or the Land Trust for Santa Barbara to offer additional incentive opportunities.

Identify neighborhoods for participation and recruit households. Consider promoting program or neighborhoods in City of Santa Barbara water billing inserts.

Follow-up with participants and promote success and neighborhood-based achievements and results.

Link with a Creek Watchers program when appropriate.

Anticipated Results:                   Residents will make a strong and public commitment to adopt behaviors at home that are beneficial to water quality. The neighborhood-based program will help to reinforce these behaviors among neighbors.

## C. Media Approaches

### Media Approach 1: Electronic Press Kit

Build foundations for effective media relations through development of relevant press material. Cultivate relationships with the local media through media education and outreach. Editors and reporters are better able to report on a story if they have relevant facts and information contained in a comprehensive press kit that helps explain the many aspects of the story and shows the interrelation of issues.

Audience: Local and regional reporters.

Current Status: Electronic press releases are distributed widely to promote Creeks Division news, project updates, and community events. A comprehensive electronic press kit has not yet been developed.

Potential Expansion & Future Direction: Develop and disseminate comprehensive material with appropriate follow-up, including:

- A comprehensive press kit [backgrounder(s), overview, FAQs, basic press releases, etc.] as a resource for local editors and reporters. Broadly disseminate press material through mailings, contact with individual reporters and editors, and community events.
- An online press center of all relevant material for easy access and reference by reporters; include link to press center in all press material and other collateral.
- Identify reporters assigned to environmental issues and cultivate an ongoing relationship.

Anticipated Results: Increase the level of awareness and information local reporters and editors have on a range of water quality issues.

## Media Approach 2: Spokesperson Training

Provide training and education for key representatives, experts-in-the-field, or celebrities, likely to speak about clean water issues. Effective and authentic message delivery is best provided by well-trained spokespeople who are able to stay on message in a variety of interview situations, and reinforce the overall themes important to the issue of creek and ocean pollution.

Audience:	Spokespersons will address a variety of key community, political, environmental, business, and residential audiences.
Current Status:	The Creeks Division has developed an informal network of experts and spokespeople who can speak about water quality issues for television programs, media interviews, etc. There is potential for this network to expand and become more formalized, with training and water quality education provided to spokespeople, community leaders, and celebrities.
Potential Expansion & Future Direction:	<p>Develop a formal database of spokespersons with expertise on creek/water-related activities.</p> <p>Regularly provide spokespeople with water quality updates and news on recent developments so they are up-to-date.</p> <p>Cultivate relationships and provide education to leaders, experts, and celebrities who might be willing to promote clean water behaviors among the community.</p> <p>Consider partnering with Santa Barbara Toastmasters to encourage members to educate each other on water quality issues.</p>
Anticipated Results:	A network of experts and spokespeople can effectively promote clean water messages in media interviews and at community and grassroots levels.

### Media Approach 3: Ongoing Media Relations

Proactive media outreach helps support overall program goals and focus the spotlight on important issues, setting an agenda for coverage, framing the story, and advancing policy solutions. Framing is powerful for defining who is affected, various positions on the issue, and possible resolution, and is usually either general and issue oriented, or specific, concrete, and event oriented. Overall, communication through the media can be broadcast - stories intended for a wide, general audience, or narrowcast - specific and targeted.

Audience:	<p>Broadcast stories in the citywide press to reach all Santa Barbara residents.</p> <p>Narrowcast outreach in targeted, community and business press and newsletters to reach specific audiences (like Latino, college students, women).</p>
Current Status:	<p>The Creeks Division regularly distributes press releases to promote important projects or events, and has worked with City TV to develop several educational programs to provide more in-depth education to the community. In the future, more effort could be spent developing and pitching creative story ideas to the media.</p>
Potential Expansion & Future Direction:	<p>Overall, the media outreach program should focus on a few key areas:</p> <p><b>Making News:</b> Continue to create news opportunities through formal, strategic press releases (and press conferences), focusing on major project milestones, stewardship activities, and community events.</p> <p><b>Proactive Media Outreach:</b> Expand effort to create targeted pitches (business, lifestyle, news-related articles; calendar of creek, water, and educational program events) that address the multiple ways creek and ocean pollution impact everyday life. Possible story ideas may include: stewardship efforts, the Clean Water business Program, surprising contributors to poor water quality, community successes, and children as creek stewards.</p> <p>Continue to submit regular clean water news and updates to the city Administrator's Report and the WAVE employee newsletter.</p> <p>Continue promoting youth creek stories i.e. Youth CineMedia features in <i>The Independent</i> and at the Santa Barbara International Film Festival.</p> <p>Expand the framing of the issue to include various ways polluted water impacts individual lives and the environment: sickness from swimming in contaminated water or eating seafood from dirty</p>

waterways, importance of the local waterways for civic events, endangered steelhead fish population related to health of creeks, etc.

**Development of Educational Programming:** The Creeks Division has worked with City TV to create several in-depth water quality educational programs focusing on “Creeks Through Time,” “Creeks as Habitat,” and “What’s in the Water?” Additional programs can be developed focusing on sources of water pollution, clean water habits, and other issues or projects to feature.

Anticipated Results:

Frequent, effective communication and interaction with local media and community members that is both proactive and responsive.

Increased awareness among specific groups on the impact of pollution on their life and health.

#### **Media Approach 4: Issues Response: Editorial Submissions**

Submit OpEds (opinion editorials/guest editorials) and letters to the editor offer options to address important issues in news publications. These are generally short essay or letter style persuasive pieces from a concerned citizen or expert addressing an important or relevant topic. Editorials in local newspapers (and to some extent on local broadcast news) can have significant sway on public opinion.

Audience:	General audiences, especially those who are more civic-minded, active in the community, or political.
Current Status:	The Creeks Division occasionally submits OpEds or letters to the editor, especially related to water quality issues during Creek Week. The frequency of editorial submissions could be increased in the future.
Potential Expansion & Future Direction:	Prepare a list of potential water-related issues (El Niño, beach closures, health and water, effect of “natural” sources of pollution, individual responsibility/impact, creek and park restoration, creek history, etc.) and pair with ideal authors/experts/caring residents for OpEd and letters-to-the-editors submissions.
Anticipated Results:	Increased positive coverage on editorial page of local papers on issues related to creek and ocean pollution.

## D. Media Campaigns

### Campaign 1: “Take Care of the Children” Campaign

Children are of the utmost importance in Santa Barbara’s Latino community. By linking clean water issues with children’s health through a Spanish-language television and radio campaign, we will captivate and motivate this important audience. Targeted print ads, posters, and brochures can also be coordinated into this campaign.

Target Audience: 20 to 45 year-old Latinas

Current Status: Spanish-language television and radio ads have run consistently since 2005. Several ads have illustrated how pollution from neighborhoods ends up at the beach, where children and families play. These ads focus on specific behaviors that can improve water quality. Print ads, with the image of children playing at the beach, have also been created for *Tinta Latina Magazine* targeting this demographic.

Potential Expansion & Future Direction: Potential Partners: County of Santa Barbara, City of Goleta, and City of Carpinteria.

Continue to produce 30-second television commercials and radio advertisements featuring children encouraging clean water behaviors, to air during targeted Spanish-language programming, such as novellas and feature movies. . Television ads will air during targeted Spanish-language programming, such as novellas and feature movies. Solicit advice from community leaders, specifically Latinas, as advertising creative is developed to ensure creative is not only linguistically, but culturally, appropriate.

Develop posters, print ads, and brochures to be made available at locations and events throughout the community frequented by Latinas.

The campaign may create its own event by working with radio stations to have their van crews make appearances at key locations. Van hits allow direct interaction with the target audience in a lighthearted way, offering an opportunity to give away items that impart the campaign’s messages, and they have the added bonus of live call-ins to the disc jockeys at the station. People listening to the radio also will hear about the campaign and event, even without being on site. For Latinas, a van hit at a playground or park in a Latino neighborhood would attract attention. Other opportunities might be family-focused events or festivals (such as Cinco de Mayo).

Anticipated Results:

Latinas will make appropriate behavior changes as a way to protect their children; protecting local waters is secondary to this audience, but we will still get the same desired behavior changes.

## Campaign 2: “Clean Water = Smart Business” Campaign

Offer local businesses a chance to voluntarily adopt clean water practices and ensure compliance with City water quality regulations. Implement a print campaign acknowledging participants in the Clean Water Business Program. The campaign has several benefits: alerting residents to the positive actions businesses are taking, rewarding the participating businesses through exposure, and encouraging additional businesses to participate through the incentive of free advertising.

Target Audience: Businesses

Current Status: Advertisements are run approximately every month in *The Independent* promoting participating Clean Water Businesses. Ads are published quarterly in *Food & Home Magazine* and ASC, an automotive industry newsletter. The Clean Water Business Program is also promoted through the Creeks Division website and e-news, and certificates and window decals that restaurants and auto shops can display at their businesses, or on their vehicles for mobile washers.

Potential Expansion & Future Direction: Continue to run regular advertisements promoting the Clean Water Business Program and featuring participating businesses. Seek out appropriate publications based on the business industry i.e. restaurants, automotive, etc.

Consider promoting the program and participating businesses through movie preview slides and/or radio.

Anticipated Results: Businesses will opt to participate in a voluntary program as a way to ensure compliance with City water quality regulations.

### **Campaign 3: “Mother” Campaign**

Mothers are often the decision-makers in a family, handling household and health issues. For this reason, mothers are more in tune with messages about pesticides, health, and safety. Implement a television, radio, and print campaign focusing on women’s role as caretakers and decision-makers for the family. Ads should focus on and model specific behavior changes in and around the home for the target audience to emulate.

Audience: 30 to 49 year-old Caucasian women

Current Status: Television and radio ads have run consistently since 2005. Several ads have illustrated how pollution from neighborhoods ends up at the beach where children and families play. These ads encourage specific behaviors that can improve water quality.

Potential Expansion & Future Direction: Potential Partners: County of Santa Barbara, City of Goleta, and city of Carpinteria.

Continue to produce 30-second television spots to be aired on cable stations that reach this demographic, such as Nickelodeon, Lifetime, A&E, etc. Also create coordinated radio spots and print advertisements.

Explore cooperative promotions with media outlets and their other advertisers, such as donated space or coupons for environmentally-friendly products. Another option is van hits at local supermarkets at peak shopping times.

Anticipated Results: Mothers will begin to adopt behavior changes around the home and educate their families. Mothers will also be very likely to carry messages to their wider social circle in the community about what is acceptable and what isn’t in terms of protecting the health and vitality of local waters.

Over time, mothers will set the social standard for behavior (as it is related to water pollution) in Santa Barbara.

#### **Campaign 4: “Smart Water” Campaign**

Young women tend to be fact-oriented, and can be moved by research as well as appealing images, such as being a leader and trend-setter. Implement a television, radio, and print campaign that focuses on informed decision-making and young women’s roles as future community leaders.

Target Audience: 18 to 29 year-old Caucasian women

Current Status: Although media advertising has reached this demographic, ads have not been tailored to specifically influence young women.

Potential Expansion &Future Direction: Potential Partners: County of Santa Barbara, City of Goleta, City of Carpinteria

Produce 30-second spots to air on television and radio stations that reach the college student and young worker demographic. Place print ads in the *Independent*.

Work with television and radio stations to plan promotional or event tie-ins for higher impact. These could include van appearances or other on-air personality involvement, or perhaps tie-ins to on-air contests and quizzes.

Anticipated Results: Young women will be more aware of the causes and effects of water pollution and will modify their behavior and encourage others around them to make behavior modifications as well.

## Campaign 5: “Storm Drain Connection” Campaigns

Target Audience:	General public with focus on the Hispanic Community
Current Status:	<p>A primary goal in nearly all media outreach has been to make the connection that pollution from storm drains ends up in the ocean. Beginning in 2007, the Creeks Division has run a multi-media “<b>It All Flows to the Ocean</b>” campaign illustrating that behaviors taking place in neighborhoods have a direct impact on the ocean. Targeted behaviors include car washing, picking up pet waste, and fertilizing lawns.</p> <p>New ads featuring the tagline “<b>The Ocean Begins on Your Street</b>” will begin running in 2010, featuring visuals of people recreating (surfing, fishing) in the gutter near a storm drain to emphasize that pollution from storm drains ends up in the ocean. Corresponding radio and print advertisements will be produced, as well as Spanish language television, radio, and print ads.</p>
Potential Expansion & Future Direction:	<p>Potential Partners: County of Santa Barbara, City of Goleta, City of Carpinteria</p> <p>In developing new media campaigns, focus on quick and easy solutions and continue to address barriers to adopting clean water behaviors. Consider rebates and incentives to encourage behavior changes.</p> <p>Focus on the population most willing to make a behavior change i.e. women, non-white, less affluent residents. At the same time, focus on behaviors that people are most willing to do i.e. fixing leaky cars, picking up trash, using alternatives to pesticides, or participating in a restoration project.</p> <p>Emphasize that preventing water pollution is expected in Santa Barbara. Encourage residents to act as good neighbors and keep creeks and beaches clean and healthy.</p> <p>Consider utilizing movie preview slides in addition to radio, television, bus, and print advertising.</p>
Anticipated Results:	Residents will understand that pollution from streets and storm drains ends up in the ocean without treatment. This awareness will lead to behavior change and adoption of clean water habits.

## **E. Material Development**

All the strategies in the world will be ineffective without easy-to-use, accessible, culturally appropriate materials. These can range from brochures about complicated topics to event displays that break topics down into easily digested pieces. To this end, O'Rorke recommended the following approaches for print collateral development and event displays.

### **Material Development 1: Print Collateral Development**

Revise existing materials and develop new ones to be consistent with public education activities and media promotions. Materials should serve multiple programs, ranging from public relations to community outreach. Materials for outreach to Spanish speakers must be culturally and linguistically appropriate.

Target Audience: Variable

Current Status: The Creeks Division has worked with the County of Santa Barbara and a bilingual consultant to revise and update the "Ocean Begins on Your Street" brochure. The Creeks Division worked with a design team to create a full color community guide "Santa Barbara's Living Watersheds and Ocean," which was mailed to all City residents and is distributed at community events.

Implementation and Future Direction: Partners: Determine County, City of Goleta, and City of Carpinteria interest in participation as appropriate.

Identify pollutants of concern, create a list of clean water behaviors and associated target audiences.

Review existing materials for necessary content changes, graphic updates, and presentation changes (significantly reduce the amount of text, add graphics, alter the size and shape of the material to be more consumer-friendly and a little less "bulletin" in nature, etc.).

Contract with graphic designers for layout and production services.

Have all materials reviewed by appropriate representatives of the community.

Anticipated Results: Messages will be conveyed in an appropriate manner for each audience.

## Material Development 2: Event Displays

Community events - especially those with a neighborhood, or Santa Barbara heritage theme - are ideal places to reach residents who care about any of these themes. Develop community event displays (one English, one bilingual) to take to street fairs, farmers' markets, and other community events.

Target Audience: Women

Status: The Creeks Division tables at up to 6 community events each year, utilizing event displays and brochures to provide water quality information to the public. In 2009, Youth CineMedia was commissioned to create a stand-up Creeks Division poster highlighting the main programs. Future plans include production of a poster or banner focusing on clean water behaviors and illustrating the "storm drain connection." The Creeks Division also produces event-specific displays as needed.

Implementation and Future Direction: Continue to register for tabling opportunities at community events including events targeting the Hispanic community.

Develop an event display focusing on sources of ocean pollution and encouraging clean water behaviors (English and bilingual).

Create interactive display materials, such as providing stickers for event participants to place on the aerial photo, noting their homes, local creeks or beaches they visit, or areas that they feel need attention related to water quality pollution problems.

Anticipated Results: Women will be more aware of causes and prevention of water pollution and will influence behavior change in their own families.

## VI. EVALUATION METHODOLOGY

Most of the goals and objectives are based on the assumption that residents are well informed, concerned, and are ready to learn more about the specific steps they can take to reduce pollution. Most of the recommended methods also reflect a desire to base evaluation on actual changes over time - that is, outcomes, as opposed to outputs.

One caveat is that because there are so many educational activities taking place in Santa Barbara, it will be impossible to attribute all attitudinal and behavioral changes to this specific public education program. Evaluation should include development of an index to gauge exposure to campaign messages (message recall, etc.) and cross-tabulation of index scores with responses to questions outlined below. Ideally, there will be a high correlation between high exposure and desired outcomes.

Goal/Objective	Evaluation Method
<b>Goal 1: Increase public awareness of storm water pollution causes.</b>	
<ul style="list-style-type: none"> <li>▪ Measurable gains in percentage of residents who say that runoff from washing cars is a serious problem (2002 Survey: 32%; 2008 Survey: 53%).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey</li> </ul>
<ul style="list-style-type: none"> <li>▪ Measurable gains in percentage of residents who say that dog waste is a serious problem (2002 Survey: 44%; 2008 Survey: 63%).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey</li> <li>▪ Track number of pet waste bags distributed at Mutt Mitt stations</li> </ul>
<ul style="list-style-type: none"> <li>▪ Maintain or raise percentage of residents who say that pesticides and fertilizers are a serious problem (2002 Survey: 75%; 2008 Survey: 80%).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey</li> </ul>
<ul style="list-style-type: none"> <li>▪ Measurable gains in percentage of residents who say that trash is a serious problem (new goal in 2010).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey</li> </ul>
<ul style="list-style-type: none"> <li>▪ Increase percentage of elementary school students who can correctly identify two or more sources of water pollution.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pre- and post-education questionnaires</li> </ul>

Goal/Objective	Evaluation Method
<p><b>Goal 2: Increase understanding of role of storm drains.</b></p>	
<ul style="list-style-type: none"> <li>▪ Increase percentage of residents who understand that water in storm drains is not treated before being discharged into creeks and the ocean.</li> <li>▪ Increase percentage of elementary school students who understand that water in storm drains is not treated before being discharged into creeks and the ocean.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey</li> <li>▪ Pre- and post-education questionnaires</li> </ul>
<p><b>Goal 3: Increase the percentage of those who express willingness to change behavior to reduce pollution.</b></p>	
<ul style="list-style-type: none"> <li>▪ Measurable gains in percentage of those who say they are aware of what they personally can do to prevent storm drain pollution (2002 Survey: 52%; 2008 Survey did not include a question directly matching the 2002 Survey).</li> <li>▪ Measurable gains in percentage of those who express a willingness to make significant lifestyle changes to reduce pollution (2002 Survey: 54%; 2008 Survey varied by behavior – willing to sweep driveway rather than hose increased from 36% in 2002 to 42% in 2008; willing to use non-polluting alternatives to pesticides and fertilizers increased from 36% to 42%; willing to pick up trash in front of the home increased from 41% to 46%; willing to pick up their dog’s waste increased from 22% to 31%; willing to fix their car immediately upon seeing oil leaks increased from 46% to 56%).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey</li> <li>▪ Survey</li> </ul>

**Goal 4: Increase the percentage of residents and businesses who actually make a permanent change in behavior to reduce pollution.**

- Increase percentage of those who say they have made a significant lifestyle change in the last year to reduce pollution. (2002: No baseline; 2008 Survey: 44%)
- Increase total number of businesses using best practices management to reduce water pollution by 20 businesses per year, as measured by participation in the Clean Water Business Program.
- Survey
- Number of businesses certified as Clean Water Businesses

**Goal 5: Increase community participation in water quality improvement and creek restoration efforts.**

- Increase number of people participating in youth watershed education, creek clean-ups or stewardship events, community forums, and Creek Week events.
- Increase the percentage of the population who express an understanding of the purpose of creek restoration projects.
- Track numbers of participants
- Survey

<b>APPENDIX A: SUMMARY OF 2002 PUBLIC AWARENESS SURVEY FINDINGS</b>
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Both the Goodwin Simon Strategic Research (GSSR) survey and O’Rorke focused discussion group results showed that different demographics groups of residents and businesses had varying levels of information or concern about the causes and consequences of storm water pollution. The following tables summarize GSSR’s categories (identified in their report) of those most and least informed and concerned on specific issues. (For more complete explanation, see the complete GSSR 2002 report prepared for the City.)

*Those Most Informed and Concerned*

The following table summarizes groups that were measured “high” on this listed issue:

<b>Issue</b>	<b>Demographics</b>
Interested in learning more	<ul style="list-style-type: none"> <li>• Beach and creek visitors</li> <li>• Women, especially:               <ul style="list-style-type: none"> <li>○ Under 35</li> <li>○ College-educated</li> </ul> </li> </ul>
Willing to make lifestyle changes	<ul style="list-style-type: none"> <li>• Those most informed on storm drains</li> <li>• People who like to garden</li> <li>• Residents who own businesses</li> <li>• Women, especially college-educated</li> </ul>
Informed on the issue	<ul style="list-style-type: none"> <li>• Gardeners &amp; home repair</li> </ul>
Concerned	<ul style="list-style-type: none"> <li>• Women</li> </ul>
Interest in issue	<ul style="list-style-type: none"> <li>• Creek and beach-goers</li> </ul>
Informed on how storm drains work	<ul style="list-style-type: none"> <li>• Whites</li> <li>• Men</li> <li>• Residents over 55</li> <li>• The more affluent</li> <li>• The better-educated               <ul style="list-style-type: none"> <li>○ (especially college-educated men)</li> </ul> </li> </ul>

## Those Least Informed and Concerned

GSSR measured specific groups on a number of topics. The following table summarizes groups that were measured “high” on this listed issue:

Issue	Demographics
Informed on issues Concerned	<ul style="list-style-type: none"><li>• Latinos</li></ul>
Willing to make lifestyle changes	<ul style="list-style-type: none"><li>• Seniors</li><li>• Men</li><li>• Latinos</li></ul>
Informed on what to do to prevent pollution from going down drains	<ul style="list-style-type: none"><li>• Those least informed on how storm drains work</li><li>• Women and especially Latinas</li><li>• Seniors.</li></ul>
Informed on how storm drains work	<ul style="list-style-type: none"><li>• Latinos</li><li>• Those under 35</li><li>• Those with lower education and income levels</li><li>• Renters</li></ul>

## GSSR Recommendations for Message Development

In their survey analysis, GSSR findings suggest several recommendations to inform the development of outreach messages:

- In general, messages should move beyond basic education and information, though there is still a need to reinforce information on the connection of storm water, drains, creeks and oceans, and some groups still need “Storm Drain Pollution 101.”
- Nearly 60% of residents have “seen or heard” something in the last year about ways to prevent pollution.
- A focus on “health”—both that of the environment and of other “people and other living things”—increases not only concern but also motivation to take action.
- There are two different levels of concern for “artificial” (pesticides, oil, paint, etc.) and “natural” (leaves, grass clippings, driveway dirt, animal feces) pollutants, even though natural sources are thought to be a bigger problem by the city.
- Forty-three percent (43%) of residents responded that they don’t know what to do to change their behavior to reduce pollution; those who knew what to do identified using less toxic substances and recycling motor oil as the two most significant changes they could make.

- Residents will need to be educated on the effect on water systems of common residential activities such as washing cars and hosing driveways.
- Two statements measured as “most persuasive”:
  - *“Keeping pollution out of storm drains will help preserve the ocean environment and protect fish, dolphins, and other marine life.”*
  - *“Keeping pollution out of storm drains will help protect the health of children and adults who play in creeks or swim in the ocean, and prevent disease.”*

In general, barriers to changing behavior can be addressed by explaining the role and design of storm drains, the effect of key pollutants (especially the “natural” ones), and specific recommendations for individuals to decrease their impact on the water systems.

The finding that residents are very willing to recycle used car oil suggests that developing an oil recycle program that is heavily promoted could be effective in decreasing this problem although very few residents actually change their own oil at home. Alternatively, residents need to be told how and why dirt and clippings from around their home are considered storm drain pollutants.

<b>APPENDIX B: SUMMARY OF 2002 FOCUSED DISCUSSIONS WITH COMMUNITY</b>
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The following individuals were consulted in 2002 interviews and small-group discussions:

Creeks Advisory Committee/City Staff:

- Sheri Benninghoven
- Sharyn Main
- Eric Kelley
- Jill Zachary

Creeks Advisory Committee

Community Environmental Council:

- Karen Feeney
- Amy Findlay
- Sigrid Wright

Mayor Marty Blum

Rogger Vivar, Nuestra Ciudad

Salud Carbajal, Asst. to 1<sup>st</sup> District County Supervisor

Roger Horton, City Council

Pastor Richard Ramos

Iya Falcone, City Council

City and County Staff Members:

- Alison Jordan
- Steve Mack
- Harry Slikker
- Rob Almy
- Darcy Aston
- George Johnson
- Jeni Eddington

Environmental—Education-oriented:

- Kirsten Friar, Zoo Education Curator
- Heather Johnson, Zoo Assistant Education Curator
- Darlene Chirman, SB Audubon (and other groups)
- Karen Brooker, Growing Solutions

- Stephanie Langsdorf, Growing Solutions

Environmental—Advocacy-oriented

- Drew Bohan, ChannelKeeper
- Craig Fusaro
- Tom Phillips, Surfrider
- Shauna Bingham, Channel Islands National Marine Sanctuary

Daniel Monarres, McDonald's Supervisor

Alyssa Hummer, Women's Political Committee

City Department Heads:

- Tony Nisich, Public Works Director
- Richard C. Johns, Parks and Recreation Director
- Marcelo Lopez, Assistant to the City Administrator
- Jim Armstrong, City Administrator

Manager, Rusty's Pizza at The Lighthouse

Hotel and Lodging/Tourism:

- Daniel Hochman, El Prado Inn
- Tom Patton, Santa Barbara Ramada (President, Greater Santa Barbara Lodging Association)
- Jeanette Webber, Pepper Tree Inn
- John Indrieri, Biltmore
- Tim Bridwell, Doubletree

Gil & Marty Garcia

Antonio Velasquez and Ricardo Venegas, Parks and Recreation Community Services

Santa Barbara Youth Council Members:

- Ashley Sanchez
- Melinda Radsliff
- Yacil Garcia
- James Pinney
- Jonathan Stokes
- Autry Liggett
- Chris Westerfield

Business Organizations:

- Eric Kelley, President, Downtown Organization (Book Den)
- Marshall Rose, Executive Director, Downtown Organization

- Steve Cushman, Executive Director, SB Regional Chamber of Commerce
- Alex Rodriguez, Hispanic Chamber of Commerce
- Eloy Ortega, Hispanic Business Council
- Traci Taitt, General Manager, Paseo Nuevo/La Cumbre (commercial retail malls)

Youth Organizations:

- Tayde Wilbur, La Casa de la Raza, Program Director
- Susan Young, City Parks and Recreation Teen Programs
- Cliff Lambert, City Parks and Recreation Youth Activities
- Mike Marzolla, UC Coop Extension
- Margie Trejo, Santa Barbara Housing Authority
- Karena Jew, Pro-Youth Coalition

Councilmember Babatunde Folayemi

Steve Briones, Service Manager, Graham Chevrolet

Fred Powell, Powell Garage/ASC

Carola Nicholson

Teen participants in La Casa de la Raza After-school Program

Tony Romasanta

Karen Cooksey, Santa Barbara Unified School District

## **1. Business Community**

To broaden our perspective on how public education efforts could reach businesses and address GSSR's caution about business survey data, O'Rourke met with a wide range of business representatives in 2002: hotels, downtown merchants, auto repair shops, construction managers, and restaurants, as well as top managers at local business organizations. The messages we heard from them were fairly consistent.

### *a. Need for Credibility*

A first hurdle is that businesses currently harbor some distrust of the City because they perceive a lack of action in the Creeks Program. In their view, Measure B has generated millions of dollars, most of which is still sitting unused. To business owners used to environments where the "bottom line" often requires swift business decisions and action, the City's slower approach seems bureaucratic to the private sector.

Although the Creeks Restoration and Water Quality Improvement Program has actually undertaken some major projects, businesses either don't see them (because they are taking place in locations like Bohnett Park) or don't hear about them (because they either don't generate a lot of media attention or they are competing against a lot of other stories in a busy news context).

There is a sense among business representatives that Measure B engendered a great deal of goodwill on the part of all involved, and many feel that goodwill is drifting away. This sense is not helped by coverage in the *Santa Barbara News-Press* that focuses primarily on perceived problems and less on the good work being done, sometimes because of a lack of information on the paper's part.

The program needs to build credibility with business owners, especially business leaders, before asking for their participation. The best way to build credibility is to demonstrate with few words and a lot of visuals how effective the program has been. And although the goal of the program is to restore creeks and prevent pollution, which ultimately means lower levels of bacteria and other pollutants, the business community is more concerned with aesthetics. If it looks clean, then they will view the program as more successful.

The only exception to this is if the program can demonstrate that water pollution has a direct effect on businesses bottom line. This will be difficult because the negative impact - reduced tourism - would probably only be evident after a number of years.

#### *b. Voluntary, Incentive-Based Program*

Most of the people interviewed agreed that voluntary participation in a clean-water program would engender more results than a strictly regulatory approach - while businesses might do whatever they had to in order to comply with regulations, they are more likely to go farther without the burden of regulatory compliance.

Many interviewees endorsed a program of incentives in which businesses clearly benefit from participation, such as a program that attracts more customers to their businesses. This would apply only to those who rely on residents for business and would be less applicable to businesses such as hotels or restaurants that cater primarily to tourists.

If the public education plan were to include an incentive program (such as "clean water business" identification), the criteria for participating and earning incentives would have to be real and meaningful. For example, guidelines for restaurants would have to be published, objective, and enforced - all restaurants would have to receive an opportunity to participate.

Peer pressure could be incorporated into a voluntary and incentive-based program with model businesses acting as leaders and helping communicate with competitors.

#### *c. Potential for Regulation*

Some industries, such as restaurants and auto repair shops, lend themselves to a regulatory approach more than others. A number of interviewees felt that offering a "carrot" while making

it clear that a “stick,” was still possible would present the best chance for success with these businesses - that is, launching a voluntary compliance program with incremental, measurable goals while holding out regulation as a viable possibility would likely garner more cooperation.

An added benefit, from the perspective of businesses, is that whatever they do to participate can then be billed as “community service” or “philanthropic” contributions.

## **2. Youth/Education**

There are several target age brackets among youth and young adult audiences: young adults (18-25), teens (13-17), adolescents (11-12), and elementary students (5-10).

O’Rourke held two discussions with teens: one with members of the teen advisory council to the Parks and Recreation Department, and another with Latino participants in an after-school program. The feedback received in the two groups was very different.

### *a. Varying Degrees of Interest*

Among the advisory council members, both boys and girls were equally interested in the issue of water quality and easily grasped why the issue is an important one for the city. Among Latino teens, girls were definitely more concerned than boys. The degree of concern among both groups was somewhat dependent on the extent to which participants used the creeks or beaches, and Latino boys are significantly less likely to frequent these areas for recreational purposes. Further, the advisory council members are definitely not typical teens - these individuals are already committed to the idea of community service; others may not be so open to the program’s messages.

Historically, younger children have generally been more open to learning about public health issues, and interviewees almost unanimously endorsed reaching elementary-aged children as a way to influence their values and behavior from an early age as well as reach their parents.

### *b. Existing Programs*

A number of programs already exist to educate younger (elementary-age) children about water quality issues. The most comprehensive is Los Marineros, a 5th-grade curriculum that is implemented by the Santa Barbara Museum of Natural History. This curriculum used in virtually every 5<sup>th</sup> grade classroom in Santa Barbara.

As part of Project Clean Water, the Mountains to Sea curriculum was developed with significant input from the school district and many teachers, and it is being incorporated into the 6<sup>th</sup> grade curriculum. The school district is currently surveying teachers to determine the extent to which this curriculum is being used and their assessments of it.

The Community Environmental Council (CEC) has also developed its Creek Watchers program, which involves visits to the South Coast Watershed Resource Center (SCWRC) for children in

grades 4-8. CEC conducts teacher trainings and provides teachers with materials to use in the classroom in conjunction with visits to the SCWRC.

Two other programs of note have been implemented in Santa Barbara: Agua Pura, targeted at lower income Latino students, an educational program of the University of California, Santa Barbara Cooperative Extension, and “Splash to Trash,” a program developed by the Housing Authority City of Santa Barbara to help educate children living in its housing units.

### *c. Incentives for Participation*

For younger children, incentives are not needed if education is incorporated into the regular school curriculum.

For older youth, Santa Barbara’s school district has a community service requirement. In order to graduate from high school, all students must complete 60 hours of community service. However, simply participating in an educational program does not qualify toward completion of the requirement - students must perform some sort of service, such as being part of a creek restoration or beach clean-up project. To the extent that the public education program targets this group, staff should carefully measure outcomes to ensure that dollars expended here are being used effectively.

### *d. Methods of Reach*

The most obvious and systematic way to reach young children is through the schools, and the school district is very happy with the Mountains to Sea curriculum since it was developed with significant input from teachers and meets the state science standards for the sixth grade - a requirement for any new curriculum.

## **3. Latino Residents**

Santa Barbara is home to a large, diverse Latino population which raises a number of issues specific to any public education effort. Based on findings from the focused discussions, the Latino community in Santa Barbara is made up of several different groups including a variety of language abilities from monolingual Spanish, to bilingual, to monolingual English, and those who see themselves as bicultural.

From the perspective of non-Latinos, the Latino community has not historically been environmentally oriented. However, many within the community argue that Mexican immigrants care much more about their surroundings than perhaps native Americans, and point to small gardens and careful maintenance of yards as examples. Many older Latinos regularly sweep the street and sidewalks in front of their homes, and city staff has seen evidence of garden planting along the banks of the city’s creeks.

There is also a much greater appreciation among many Latinos for the quality of the environment in Santa Barbara, if only because it is so obvious an improvement over their origins. At the same time, the program cannot assume that Latinos will understand the controversies and issues, and

outreach should focus on desired results - changes in behavior, rather than broader understanding of water issues.

Some participants raised concerns about the perception that the Latino community is less concerned about the environment of Santa Barbara when in fact the issue is much more complex than this. These stereotypes and perceptions must be considered and addressed in order to develop key messages and strategies that will foster effective outreach to all residents of Santa Barbara including members of the Latino community. It is clear in considering both the focused-discussions and the GSSR survey data that specific messages and methods of outreach will be important in developing a public awareness and education program that effectively reaches the Latino community.

#### *a. Motivating Factors*

There was a strong consensus among representatives from the Latino community that Latinos care much more about the health of their children and grandchildren than aesthetic or strictly environmental issues. In fact, interviewees identified family, education and culture as the top values and priorities of Latino residents. Outreach efforts, programs and messages need to tap into existing values rather than attempt to establish new ones and should be related to the family and incorporate a human element.

Focusing on the politics of cleaner water as a primary message would not be the most appropriate framing for outreach to this community.

#### *b. Appropriate Outreach*

O'Rourke received overwhelming feedback that previous public education efforts have been culturally inappropriate - it is not enough to simply translate materials that have developed for English speakers or non-Latinos. Outreach should be appropriate culturally, linguistically, contextually, etc. and ideally involve members of the Latino community in further developing strategies and crafting messages.

#### *c. Take Education to Them*

Two key messages were repeated by members of the focused discussion: First, general strategies will not work for the broader Latino population if they do not consider socioeconomic status and the challenges in everyday life, from housing to job security to adequate food and medical care. Second, for outreach to be successful, it must go directly to where Latinos are: home, neighborhood and community centers, churches, ESL and citizenship classes, the Department of Motor Vehicles, public and affordable housing complexes, and public and private services that are used on a regular basis (transit, gas stations, beauty salons, Laundromats, etc.).

Outreach for this population would ideally take advantage of some of the city's many cultural and neighborhood events such as street fairs and block parties, and programs should include food, drink, music, and other upbeat activities.

At the same time, outreach should not be frivolous, and should provide realistic solutions for people. For example, making it easier for used motor oil to be picked up will be much more successful than a campaign advertising drop-off sites. Classic social marketing techniques must include messages that focus on individual benefit.

#### *d. Media Methods*

Neighborhood-based outreach can be supplemented with (not replaced by) advertising. Representatives from the Latino community were fairly consistent in recommending advertising on Telemundo and Univision television during primetime, noon and Saturday nights. To reach Latinas, advertising during the novellas (soap operas) would be effective. Some targeted advertising via cable television may also be effective.

Although its popularity has declined in recent years, radio might also be an effective medium especially on specific stations like Radio Bronco and KSPE (specifically La Musical which is reported to be popular with families) on weekday mornings. Whenever possible, the program should take advantage of any “extra” promotional opportunities that media outlets offer in conjunction with advertising buys.

#### *e. Message Delivery*

Once again, visuals are a good way to reach this audience. Dense advertising copy will be less effective than a simple explanatory message with visual, attention-grabbing impact. (This also ensures that messages are more likely to be understood by audiences with lower reading skills.)

Advertising (and other outreach) should focus on one issue or behavior at a time; it will be less effective to take a broad “clean water is important” message to this audience. Phases focusing on specific actions—not dumping trash in creeks, picking up after dogs, etc.—will be more successful, as will focusing on specific sub-target groups, such as gardeners.

The right deliverer of the message—whether it is advertising or neighborhood-based outreach—is much more important than the raw data. Education should take advantage of local celebrities and/or community leaders.

### **4. Environmental Perspective**

Many people are actively involved in environmental education and advocacy in Santa Barbara, and the dedication they exhibit is striking. For many, involvement in environmentalism and water-quality preservation is a way of life: It is a career as well as an avocation and permeates all of their activities around the clock.

#### *a. Redundancy and Sharing of Resources*

However, many groups seem wedded to their own programs without regard to the overall effect on the audience: confusion. In a marketplace where there are a lot of other issues competing for

attention, individuals are bombarded with too many messages from too many messengers. This is particularly true in the area of school education programs.

Advocacy groups tend to be more interested in partnering without an exchange of funds, while education-oriented groups are definitely concerned about retaining or expanding funding for existing programs.

However, once these issues were addressed, groups tended to agree they all could play a harmonious role. They agreed that redundancy of effort would be counter-productive to the whole program, and expressed interest in being at the table when decisions were being made.

*b. Focus on Specific Groups*

There is also a tendency to distribute blame on specific groups or community habits for the problem when there is no definitive answer as to which group is responsible for what percentage of water pollution. Education-oriented environmentalists are very focused on stewardship, despite the fact that individuals can make smaller lifestyle changes and in the aggregate make a large impact.

Environmentalists expressed a desire for policies and enforcement on clean water as well as better monitoring and evaluation mechanisms. There was universal support for youth outreach.

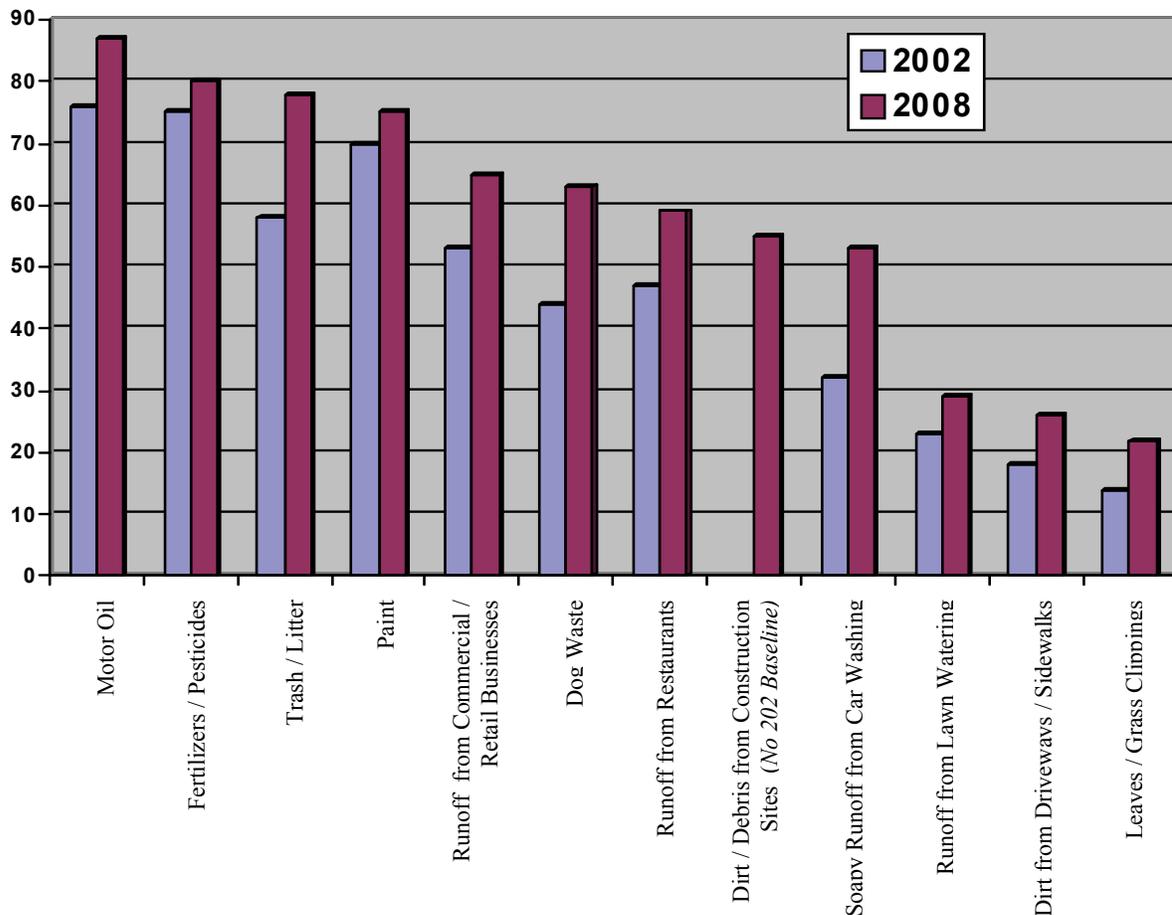
## APPENDIX C: SUMMARY OF 2008 SURVEY RESULTS

The 2002 Public Education Plan set out five goals for the City's outreach efforts to meet. The 2008 Public Awareness Telephone Survey, conducted by GSVR, was intended to explore the progress the City has made in reaching four of these five goals.

**Goal 1: Increase public understanding of storm water pollution causes.** The survey shows considerable success in reaching these goals.

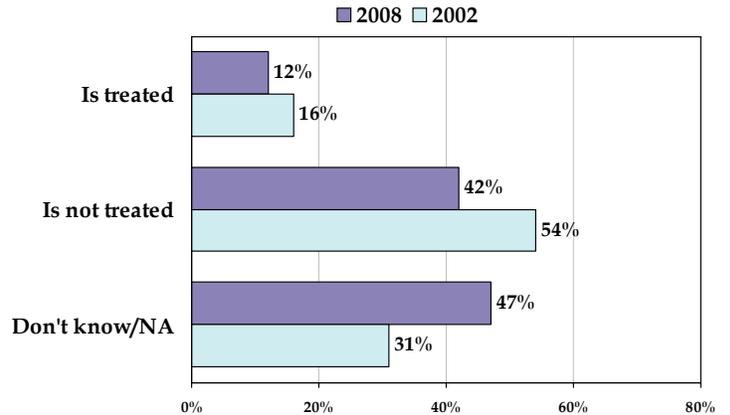
- The proportion who knew that runoff from home car washing can cause pollution in storm drains increased from 32% to 53%. This exceeded the goal of raising awareness to 42%.
- The proportion who knew that dog waste is a serious problem when it ends up in storm drains increased from 44% to 63%. This exceeded the goal of raising awareness to 54%.
- The proportion who knew that pesticides are a serious problem when they end up in storm drains rose from 75% to 80%. This was an increase that came close to meeting the goal of 85%.

**Survey:** *This item is a serious problem when it enters the storm drain.*  
(Shows percentage of respondents who answered "yes".)



**Goal 2: Increase understanding of the storm drain system.** Evidence is mixed in the success of the program in this area.

**Survey Question:** *Does storm drain water go to a sewage treatment plant before being discharged, or is it discharged into creeks or the ocean without treatment?*



- The proportion who knew that storm drain water is not treated fell from 54% to 42%. However, there was no real increase in the proportion who said incorrectly that the water is treated. Rather, there was a substantial boost in the proportion of those who were unsure. Much of this change appears to be a result of the different demographics in the 2008 sample.
- The proportion who knew that storm water and sewage go in separate pipes fell slightly from 56% to 51%. It should be noted that a change in methodology for this study compared to the 2002 study resulted in a sharp increase in the proportion of Latinos represented in the sample. As the survey shows that Latino residents tend to be somewhat less informed on storm water issues compared to Caucasians, we would expect this change in the sample demographics to reduce evidence of gains made by the City's outreach efforts.

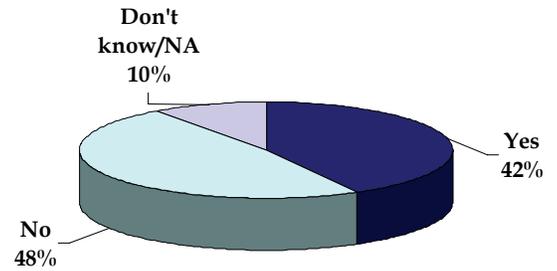
**Goal 3: Increase the percentage of those who express willingness to change behavior to reduce pollution.** The survey showed broad gains in reported interest in behavioral change. The 2008 survey did not include a question that directly matched the 2002 question cited in the plan.

- The 2008 survey showed an increase in the proportion who would sweep their driveway instead of hosing it down from 36% to 42%.
- The proportion who would use non-polluting alternatives to pesticides and fertilizers in their yards increased from 36% to 42%.
- The proportion who would pick up litter and trash in front of their homes increased from 41% to 46%.
- The proportion who would pick up their dog's waste increased from 22% to 31%.
- The proportion who would fix their car immediately if they saw oil stains under it increased from 46% to 56%.

**Goal 4: Increase the percentage who actually make a permanent change in their lifestyle to reduce pollution.** The survey finds evidence of this both for residents and local businesses.

- The residential survey found that 42% of those who saw information in the past year about pollution of storm water said they made changes in their lifestyle as a result. This includes taking cars to the car wash in stead of home washing, cleaning up trash and litter, using fewer pesticides, and using less water. These are all examples of preventing storm water pollution that were seen in public outreach materials sponsored by the City.

**Survey Question:** *As a direct result of seeing information about polluted water in storm drains entering creeks and the ocean, did you make any changes in your behavior or lifestyle?,*



- The proportion of restaurants who said they made changes in business practices to reduce storm water pollution rose from 30% to 65%. The proportion of auto repair businesses that made such changes rose from 62% to 71%.
- Residents said they believe that actions contributing to storm water pollution are unacceptable: 91% said it would bother them to see their neighbors acting in this way; and 79% said they would ask their neighbors to stop such behavior.
- Nearly three of four (71%) said they had recently seen information on preventing storm water pollution. This is a sharp increase from 59% in 2002. Of those who have seen such information, 76% said they had seen something specifically from the City of Santa Barbara. Of respondents, 86% said they recalled seeing at least one of the City’s five ads or commercials mentioned in the survey. Those who had seen the ads were far more informed about how the storm drain system works.
- The survey found relatively strong interest in actions such rebate programs to help people purchase cisterns, rain gutter improvements, and curbside hazardous waste collection.
- The survey showed a strong motivation to act, with 63% who said they visited local creeks in the past year or two, and 93% who said they visited a local beach.

**Survey Question:** *Reasons for not doing more to help stop storm drain pollution?*

	<b>Total Applies</b>	Strong Applies	Somewhat Applies	Does Not Apply	Don't Know/NA
I just don't have time	<b>50%</b>	19%	31%	48%	1%
I don't know what to do	<b>38%</b>	12%	26%	60%	1%
Government should take care of this	<b>36%</b>	14%	22%	63%	2%
It is too expensive	<b>25%</b>	7%	18%	74%	2%
It is not something that is important to me	<b>21%</b>	9%	12%	78%	1%

**APPENDIX D: CREEK RESTORATION/WATER QUALITY IMPROVEMENT GOALS**

In a series of facilitated strategic planning sessions, the Creeks Advisory Committee identified goals for the following program areas:

Program Area	Goals
Source Reduction/Pollution Prevention	<ul style="list-style-type: none"> <li>▪ Reduce and/or eliminate pollutants discharged to aquatic bodies</li> </ul>
Creek Restoration	<ul style="list-style-type: none"> <li>▪ Increase creek system and ocean quality</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Return creeks to their natural state</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Improve and restore natural habitat</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Increase biodiversity</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Lower water temperatures</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Improve and manage public access</li> </ul>
Community Stewardship	<ul style="list-style-type: none"> <li>▪ Build an ongoing community process</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Build community capacity to care for the watershed</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Change behavior and eliminate “bad practices”</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Increase awareness of the value of watershed quality</li> </ul>
Partnerships and Alliances	<ul style="list-style-type: none"> <li>▪ Develop strong working relationships with agencies and organizations in the region</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Participate in related collaborative planning efforts on a regional level</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Provide leadership on issues regarding water quality or creek restoration</li> </ul>
Resource Development	<ul style="list-style-type: none"> <li>▪ Build financial sustainability and stability for programs</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Leverage existing resources and investments</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Update and maintain funding source database</li> </ul>
Public Education	<ul style="list-style-type: none"> <li>▪ Develop education materials, process, and activities to support all program areas</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Maintain public support for the creek restoration and water quality program</li> </ul>

## APPENDIX E: BENEFITS OF PROPOSED MEDIA

### *Cable and Broadcast Television:*

Broadcast television (including major networks like ABC, CBS, NBC, Fox and their affiliates) offers the broadest reach: nationwide, 99% of homes have televisions; about 74% of those homes also subscribe to paid cable services. Cable television, in particular, will allow focused programming choices to reach key demographics for maximum effectiveness (via cable's broad array of niche networks such as MTV, VH-1, A&E, Lifetime, Comedy Central, etc.). This kind of targeting can be accomplished via media research.

Television enables messengers to show a given target audience how they can make simple, appropriate behavior changes. Television also is measured daily for effectiveness through Nielsen ratings.

Television has played a critical role in California's tobacco control efforts, targeting audience segments with appropriate messages in appropriate programming and broadcasting broader-based messages during more general audience shows. This has effectively helped to brand the state's campaign and reduce smoking.

### *Radio:*

Radio allows for a longer message (typically 60-second ads, as opposed to the usual 15-second or 30-second ads on television) and - like cable networks - often have very specific audiences: Dad likes news radio, Mom likes easy listening, and the kids prefer very youth-oriented music stations. Radio is a natural way to reach commuters who tune in for traffic and weather news during key drive times.

Radio is an excellent media to use for achieving a high frequency in a campaign. Although a niche radio station may not offer incredibly high reach, you can be guaranteed to reach the same basic group of loyal listeners with your message a few times (depending on budget). Using a combination of broadcast and cable television and radio over time creates a campaign with optimum combined reach and frequency levels - exactly what is needed to achieve behavior change.

Radio also creates a situation in which the advertiser can create a world for the audience to imagine - particularly important when talking about Santa Barbara's natural beauty or the unpleasantness of beach closures. With more people spending more time in their cars, radio clearly has its place in social marketing. Another benefit of radio is the potential for community-level outreach via event marketing, promotions, and onsite van crew appearances.

*Print:*

Print advertising in daily newspapers or well-regarded community papers is an effective route to reach informed people who are more likely to be swayed by facts and information related to the health and vibrancy of their community. Daily newspaper advertising is also an excellent way to reach the business community and politicians; plus, large-scale print ads offer an opportunity to present a large visual (one that can tie-in to a TV campaign) or room for lengthy messages.

## APPENDIX F: SANTA BARBARA MEDIA LIST

### *Print Media*

#### **Local Newspapers**

##### ***Santa Barbara News-Press***

(Daily)

P.O. Box 1359  
715 Anacapa Street  
Santa Barbara, CA 93101  
Phone: (805) 564-5200  
Fax: (805) 966-6258  
[www.newspress.com](http://www.newspress.com)

##### ***Santa Barbara Independent***

(Weekly - Thursdays)

122 West Figueroa  
Santa Barbara, CA 93101  
Phone: (805) 965-5205  
Fax: (805) 965-5518  
[www.independent.com](http://www.independent.com)

##### ***Santa Barbara Daily Sound***

(Daily Tuesday - Saturday)

411 E. Canon Perdido, Suite 2  
Santa Barbara, CA 93101  
Phone: (805) 564-6001  
Fax: (805) 962-9101  
[www.thedailysound.com](http://www.thedailysound.com)

##### ***El Mexicano de Santa Barbara (SBNP)***

(Biweekly – Every Other Wednesday)

715 Anacapa Street  
Santa Barbara, CA 93101  
Phone: (805) 884-7407  
Fax: (805) 568-5144  
[www.elmexicanosb.com](http://www.elmexicanosb.com)

##### ***Montecito Journal***

(Weekly – Tuesdays)

1122 Coast Village Circle  
Montecito, CA 93108  
Phone: (805) 565-1860  
Fax: (805) 969-6654  
[www.montecitojournal.net](http://www.montecitojournal.net)

##### ***The Daily Nexus (UCSB)***

(Daily Monday - Friday)

P.O. Box 13402  
Santa Barbara, CA 93107  
Phone: (805) 893-2691  
Fax: (805) 893-3905  
[www.dailynews.com](http://www.dailynews.com)

##### ***The Channels (SBCC)***

(Weekly – Wednesdays)

721 Cliff Drive  
Santa Barbara, CA 93109  
Phone: (805) 965-0581 x2283  
Fax: (805) 966-3242  
[www.thechannelsonline.com](http://www.thechannelsonline.com)

##### ***Coastal View News***

(Weekly – Thursdays)

4856 Carpinteria Avenue  
Carpinteria, CA 93013  
Phone: (805) 684-4428  
[www.coastalview.com](http://www.coastalview.com)

##### ***Pacific Coast Business Times***

14 E. Carrillo Street, Suite A

Santa Barbara, CA 93101  
Phone: (805) 560-6950  
Fax: (805) 560-8399  
[www.pacbiztimes.com](http://www.pacbiztimes.com)

*Print Media*

**Local Magazines**

***Santa Barbara Magazine***

25 E. De La Guerra Street  
Santa Barbara, CA 93101  
Phone: (805) 965-5999  
[www.sbmag.com](http://www.sbmag.com)

***Food & Home***

P.O. Box 20025  
Santa Barbara, CA 93120  
Phone: (805) 563-6780  
Fax: (805) 563-6790  
[www.food-home.com](http://www.food-home.com)

***805 Living***

3717 E. Thousand Oaks Blvd.  
Westlake Village, CA 91362  
Phone: (805) 413-1141  
Fax: (805) 830-1655  
[www.805living.com](http://www.805living.com)

***DEEP***

4856 Carpinteria Avenue  
Carpinteria, CA 93013  
Phone: (805) 684-4428  
Fax: (805) 684-4650  
[www.deepzine.com](http://www.deepzine.com)

***Tinta Latina***

402 E. Gutierrez Street  
Santa Barbara, CA 93101  
[www.tintalatina.net](http://www.tintalatina.net)

***Santa Barbara Family Life***

P.O. Box 4867  
Santa Barbara, CA 93140  
Phone: (805) 965-4545  
Fax: (805) 965-5445  
[www.sbfamilylife.com](http://www.sbfamilylife.com)

***CASA Magazine***

23 E. Canon Perdido  
Santa Barbara, CA 93101  
Phone: (805) 965-6448  
Fax: (805) 966-9827  
[www.casasb.com](http://www.casasb.com)

***CCM Central Coast Magazine***

391 Front Street, Suite F  
Grover Beach, CA 93433  
Phone: (805) 474-6020  
Fax: (805) 474-6021  
[www.centralcoastmag.com](http://www.centralcoastmag.com)

***Montecito Magazine***

<http://www.montecitomag.com/>

***Carpinteria Magazine***

[www.carpinteriamagazine.com](http://www.carpinteriamagazine.com)

***Edible Santa Barbara***

[www.ediblecommunities.com/santabarbara](http://www.ediblecommunities.com/santabarbara)

## *Television*

### **Local Government TV Stations**

#### **City TV-18**

##### **City of Santa Barbara**

P.O. Box 1990  
735 Anacapa Street  
Santa Barbara, CA 93101  
Phone: (805) 564-5311  
[www.citytv18.com](http://www.citytv18.com)  
[www.santabarbaraca.gov](http://www.santabarbaraca.gov)

#### **CSBTv-20**

##### **County of Santa Barbara**

105 E. Anapamu Street  
Santa Barbara, CA 93101  
Phone: (805) 568-3424  
[www.countyofsb.org](http://www.countyofsb.org)

### **Local TV Stations**

#### **KEYT-TV, Channel 3 (ABC)**

730 Miramonte Drive  
Santa Barbara, CA 93109  
Phone: (805) 882-3933  
[www.keyt.com](http://www.keyt.com)

#### **KCOY-TV, Channel 12 (CBS)**

1211 W. McCoy Lane  
Santa Maria, CA 93455  
Phone: (805) 925-1200  
[www.kcoy.com](http://www.kcoy.com)

#### **KKFX-TV, Channel 11 (FOX)**

1211 W. McCoy Lane  
Santa Maria, CA 93455  
Phone: (805) 925-1200  
[www.myfox11.com](http://www.myfox11.com)

#### **KHXC-TV, Channel 17 (SB Channels)**

Public Access  
7000 Hollister Avenue  
Goleta, CA 93117  
Phone: (800) 571-1721  
[www.sbchannels.tv](http://www.sbchannels.tv)

#### **Goleta Channel 19**

##### **City of Goleta**

130 Cremona Drive, Suite B  
Goleta, CA 93117  
Phone: (805) 961-7500  
[www.cityofgoleta.org](http://www.cityofgoleta.org)

#### **KSBY-TV, Channel 6 (NBC)**

1772 Calle Joaquin  
San Luis Obispo, CA 93405  
Phone: (805) 597-8400  
Fax: (805) 541-5142  
[www.ksby.com](http://www.ksby.com)

#### **KTAS-TV, Channel 15 (Telemundo)**

330 West Carmen Lane  
Santa Maria, CA 93458  
Phone: (805) 928-7700

#### **KPMR-TV, Channel 16 (Univision)**

3700 State Street, Suite 330  
Santa Barbara, CA 93105  
Phone: (805) 695-5111  
Fax: (805) 695-5903  
[www.kpmr-entravision.com](http://www.kpmr-entravision.com)

## Radio

### Local Radio Stations

#### **Rincon Broadcasting**

414 E. Cota Street  
Santa Barbara, CA 93101  
Phone: (805) 897-8300  
Fax: (805) 897-8430  
[www.rinconbroadcasting.com](http://www.rinconbroadcasting.com)

- **KIST-AM, 1490**  
Progressive Talk  
[www.sbprogressivetalk.com](http://www.sbprogressivetalk.com)
- **KIST-FM, 107.7 (FOX)**  
Radio Bronco (Spanish)  
[www.radiobronco.com](http://www.radiobronco.com)
- **KSBL-FM, 101.7**  
K-Lite  
[www.klite.com](http://www.klite.com)
- **KSPE-FM, 94.5**  
La Preciosa (Spanish)  
[www.santabarbara.lapreciosa.com](http://www.santabarbara.lapreciosa.com)
- **KTMS-AM, 990**  
News Talk  
[www.990am.com](http://www.990am.com)
- **KTYD-FM, 99.9**  
Quality Rock  
[www.ktyd.com](http://www.ktyd.com)

#### **KDB-FM, 93.7**

**Santa Barbara Foundation**  
Classical  
P.O. Box 91660  
Santa Barbara, CA 93190  
Fax: (805) 966-4788  
[www.kdb.com](http://www.kdb.com)

#### **Cumulus Media, Inc.**

403 E. Montecito Street  
3<sup>rd</sup> Floor, Suite A  
Santa Barbara, CA 93101  
Phone: (805) 966-1755  
Fax: (805) 560-6172  
[www.cumulus.com](http://www.cumulus.com)

- **KRUZ-FM, 97.5**  
Adult Contemporary  
[www.kruz.com](http://www.kruz.com)
- **KMGQ-FM 106.3**  
Smooth Jazz  
[www.kmgq1063.com](http://www.kmgq1063.com)

#### **KJEE-FM, 92.9**

Alternative  
302-B West Carillo Street  
Santa Barbara, CA 93101  
Phone: (805) 962-4588  
[www.kjee.com](http://www.kjee.com)

#### **KCSB-FM, 91.9**

**UCSB**  
College Radio  
P.O. Box 13401  
Santa Barbara, CA 93107  
Phone: (805) 893-3757  
[www.kcsb.org](http://www.kcsb.org)

#### **KZSB-AM, 1290**

**Santa Barbara News-Press**  
News/Talk  
715 Anacapa Street  
Santa Barbara, CA 93101  
Phone: (805) 564-5200  
Fax: (805) 966-6258  
[www.newspress.com](http://www.newspress.com)

**KSYZ-FM, 96.7**

Soft Rock  
1693 Mission Drive, Suite D202  
Solvang, CA 93463  
Phone: (805) 688-8386  
Fax: (805) 688-2271  
[www.mix96.com](http://www.mix96.com)

**Cumulus Media, Inc.**

1376 Walter Street  
Ventura, CA 93003  
Phone: (805) 642-8595  
Fax: (805) 656-5838  
[www.cumulus.com](http://www.cumulus.com)

▪ **KVYB-FM, 103.3**

Hip-Hop  
[www.1033thevibe.com](http://www.1033thevibe.com)

▪ **KHAY-FM, 100.7**

Country  
[www.khay.com](http://www.khay.com)

▪ **KVEN-AM, 1450**

Classic Rock  
[www.1450theboomer.com](http://www.1450theboomer.com)

▪ **KBBY-FM, 95.1**

Adult Contemporary  
[www.b951.com](http://www.b951.com)

**KCBX-FM, 89.5**

Public Radio  
4100 Vachell Lane  
San Luis Obispo, CA 93401  
Phone: (805) 549-8855  
[www.kcbx.org](http://www.kcbx.org)

**KUSC-FM, 88.7**

USC  
Classical  
P.O. Box 77913  
Los Angeles, CA 90007  
Phone: (213) 225-7412  
[www.kusc.org](http://www.kusc.org)

**KZER-AM, 1250**

Radio Lazer (Spanish)  
200 S. A Street, Suite 400  
Oxnard, CA 93030  
Phone: (805) 240-2070  
Fax: (805) 240-5960  
[www.radiolazer.com](http://www.radiolazer.com)

**KPFK-FM, 98.7**

News, Talk & Music  
3729 Cahuenga Blvd. West  
North Hollywood, CA 91604  
Phone: (818) 985-2711  
Fax: (805) 763-7526  
[www.kpfk.org](http://www.kpfk.org)

**KCLU-FM, 102.3**

**KCLU-AM, 1340**  
**California Lutheran University**  
NPR and Local News  
60 West Olsen Road  
Thousand Oaks, CA 91360  
[www.kclu.org](http://www.kclu.org)

**KLFF-FM, 89.9**

Contemporary Christian  
560 Higuera Street, Suite G  
San Luis Obispo, CA 93401  
Phone: (805) 541-4343  
Fax: (805) 541-91011  
[www.klife.org](http://www.klife.org)

**KCRW-FM, 106.9**

Santa Monica College/NPR  
1900 Pico Boulevard  
Santa Monica, CA 90405  
Phone: (310) 450-5183  
Fax: (310) 314-4635  
[www.kcrw.com](http://www.kcrw.com)

**KRAZ 105.9**

Country  
1693 Mission Drive, Suite D202  
Solvang, CA 93463  
Phone: (805) 688-8386  
Fax: (805) 688-2271  
[www.krazfm.com](http://www.krazfm.com)

**American General Media**

2325 Skyway Drive, Suite J  
Santa Maria, CA 93455  
Phone: (805) 922-1041  
Fax: (805) 928-3069  
[www.americangeneralmedia.com](http://www.americangeneralmedia.com)

▪ **KRQK-FM, 100.3**

La Ley (Spanish)

▪ **KBOX-FM, 104.1**

Variety Hits  
[www.1041pirateradio.com](http://www.1041pirateradio.com)

▪ **KPAT-FM, 95.7**

Hip-Hop  
[www.957thebeatfm.com](http://www.957thebeatfm.com)

**El Dorado Broadcasters**

2215 Skyway Drive  
Santa Maria, CA 93455  
Phone: (805) 925-2582  
Fax: (805) 928-1544  
[www.edbroadcasters.com](http://www.edbroadcasters.com)

▪ **KXFM-FM, 99.1**

Classic Rock  
[www.991thefox.com](http://www.991thefox.com)

▪ **KSNI-FM, 102.5**

Country  
[www.sunnycountry.com](http://www.sunnycountry.com)

▪ **KSMX-AM, 1240**

News/Talk  
[www.1240ksmx.com](http://www.1240ksmx.com)

▪ **KSMY-FM, 106.7**

El Compa (Spanish)  
[www.elcompa1067.com](http://www.elcompa1067.com)

**KIDI-FM, 105.5**

(Spanish)  
Guadalupe, CA  
Phone: (805) 928-4334

*Internet***Local News, Tourism, and Business Websites**

[www.edhat.com](http://www.edhat.com)

[www.noozhawk.com](http://www.noozhawk.com)

[www.santabarbara.com](http://www.santabarbara.com)

[www.santabarbaradowntown.com](http://www.santabarbaradowntown.com)

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

[www.sbispanicchamber.com](http://www.sbispanicchamber.com)

## **APPENDIX G: PAST AND EXISTING PUBLIC EDUCATION PROGRAMS**

This public education plan builds on the foundation built by past efforts by the City, the County, and numerous community-based organizations. A sampling - by no means a comprehensive listing - of some of the significant efforts includes the following:

- **City of Santa Barbara Creeks Division:** The Creeks Outreach Coordinator coordinates media campaigns, outreach at community events, creek stewardship activities, and the education program. The Creeks Division contracts with Art from Scrap to conduct watershed presentations for K-12 students, including the Creek Kids Series and fieldtrips to the South Coast Watershed Resource Center.
- **County Project Clean Water (PCW):** Program of Santa Barbara County's Public Works and Public Health departments. PCW has developed a number of bilingual public education materials addressing water quality issues such as dog waste, horse waste, clean-water gardening, and living near a creek. PCW contracts with Art from Scrap to provide watershed education to elementary schools within the County of Santa Barbara.
- **Community Environmental Council (CEC):** As of 2008, CEC is considered a past watershed educator. Until 2008, CEC operated the South Coast Watershed Resource Center (SCWRC) with funding from the City and County, as a focal point for water-related public education in the Santa Barbara area. CEC previously coordinated the Creek Watchers educational program. Art From Scrap, formerly under CEC's non-profit umbrella, is now the City's primary watershed educator.
- **Green Gardener Program:** City, County and program partners operate the Green Gardener Program. The program addresses topics such as reduction of non-point source pollution to creeks and the ocean and certifies individuals who complete a training class and pass a basic test; a 2-hour continuing education course is required for annual recertification. As of 2010, the Creeks Division is a Green Gardener program sponsor.
- **Santa Barbara Natural History Museum:** As of 2008, the Natural History Museum no longer offers Los Marineros, a year-long marine education program previously used in every 5th grade class in the Santa Barbara School District. The museum operates the Ty Warner Sea Center which includes educational displays about the ocean and clean water.
- **Santa Barbara Zoo:** The Santa Barbara Zoo provides a variety of educational programs for young people and is also a popular destination for special events, including the annual "El Dia del Niño," featuring Spanish music and children's activities, as well as other celebrations and events involving watershed education.
- **Growing Solutions and the Santa Barbara Audubon Society:** Growing Solutions grows native plants for use in restoration projects and conducts an Education Institute, and the Audubon Society is an active sponsor of habitat restoration efforts and has offered a grade 4-6 curriculum that focuses on education about bird habitats. Both are involved in creek restoration projects in an effort to maintain the area's natural environment.

- **The Surfrider Foundation:** The Surfrider Foundation has offered a Respect the Beach Education Module for K-12<sup>th</sup> graders. Surfrider publishes an annual national “State of the Beach” report that looks at beach access, surf zone water quality, beach erosion, beach nourishment, shoreline structures, and surfing areas as indicators of the condition of our nation’s beaches.
- **Santa Barbara Channelkeeper:** Channelkeeper is an advocacy organization with a monitoring and educational role in the community, providing interactive marine education to schools throughout Santa Barbara and northern Ventura counties, and teaching students about the importance of water quality, eelgrass beds, and kelp forests. Channelkeeper has eleven “eco-carts,” or self-contained aquarium units, which are placed in local classrooms.
- **Urban Creeks Council:** The Urban Creeks Council is a sponsor of monthly creek and lagoon clean-ups and other educational activities and events.
- **Channel Islands National Marine Sanctuary:** Since 2006, **MERITO** has been the multicultural education program for the Sanctuary (**M**ulticultural **E**ducation for **R**esource **I**ssues **T**hreatening **O**ceans). MERITO, which primarily targets the Latino community, delivers bilingual ocean conservation related services to students, teachers, adults, and families living near the Santa Barbara Channel region. Since 2006, the Creeks Division has worked in collaboration with MERITO to offer restoration opportunities along Santa Barbara creeks to local elementary students.
- **Agua Pura Leadership Institute:** Designed by the University of California’s Cooperative Extension - Santa Barbara County, Santa Barbara City College, County public health, and local Latino and environmental groups, Agua Pura involves Latino youth and youth leaders throughout Santa Barbara County in workshops, camp programs, and after-school watershed activities.
- **Santa Barbara Maritime Museum:** The Maritime Museum features exhibits, such as the Channel Islands Exhibit, which provide education about local ocean and island resources.
- **Santa Barbara School District:** An active partner in integrating clean-water curricula into their schools.
- **City Parks and Recreation Department:** Operates three community centers that offer a variety of services for youth, families, and elders in coordination with nonprofit organizations.
- **Housing Authority City of Santa Barbara (HACSB):** Acts as a broker for many community services, including advocacy and programs within the community at large in an attempt to enrich residents’ lives. A Family Support Center provides educational workshops. HACSB partners with the Police Activities League (PAL) to provide after-school programs in conjunction with the police department, a Family Opportunity Center with homework assistance, and work training for residents, and publishes a bilingual resident newspaper. HACSB operates a “Splash to Trash” program to educate young residents about water quality issues.