Caltrans Stormwater Public Education Campaign

Working together to

“Protect Every Drop”
Background

Why this is important to Caltrans

This outreach campaign contributes to Caltrans’ goals of:

Safety and Health – This campaign works towards stopping pollution at its source, resulting in healthier communities.
This outreach campaign contributes to Caltrans’ goals of:

- **Stewardship and Efficiency** – The approach of changing public behavior is the most cost efficient way to stop pollution at the source before the pollutant is released into the environment. Additionally, the campaign is designed to use cost effective outreach methods through media added value, social media, and partnership development.
Background

This outreach campaign contributes to Caltrans’ goals of:

Sustainability, Livability and Economy – By reducing pollutants that impact California’s streams, rivers and lakes this campaign benefits everyone and works to improve the environment.
Background

This outreach campaign contributes to Caltrans’ Agency goals of:

**System Performance** – A Steering Committee composed of key stakeholders provide expertise and guidance to the campaign.
This outreach campaign contributes to Caltrans’ Agency goals of:

- **Organizational Excellence** – This educational campaign communicates directly to the public via social media communication, one-on-one meetings and events, and other media outreach channels.
Background

Caltrans’ commitment to protecting water quality

Caltrans’ Stormwater campaign is dedicated to the education of California's citizens, to enhance the knowledge of the community to keep our highways, thus our waterways, clean.
Goals

- Educate Californians about the sources and pathways of stormwater pollution
- Change behaviors and habits of the traveling public to reduce stormwater pollution
- Partnering with local, regional and statewide agencies for adoption of the campaign message
Caltrans Campaign Challenge

Translate “Don’t Pollute California Waters” into a new branded title and pollution prevention campaign with positive messaging focusing on more than just trash.

Educating the public on the connection between the highway and California waters.
Conducted 4 focus groups
- LA
- Oakland
Quantitative online study - 3 waves
- Baseline February 2016
- Mid-way June 2017 (Results will be available late July)
- Final June 2018
Research Highlights

Baseline

- (84%) believe there is a connection between highway pollution and the quality of water. Virtually all of these motorists say that knowing this encourages them to maintain their vehicle properly and not litter or cause pollution on highways.

- The primary action taken as a result of understanding the connection between roadway pollution and water quality is to avoid littering (30%), followed distantly by making sure there are no leaking fluids (14%).

- There is a strong association between recall of advertising about clean highways and clean waterways and the seriousness that Californians place on pollution to water bodies in and around their area.
19% report having intentionally discarded something on the side of the highway.

Nearly 19% believe that it is inevitable that something will accidentally fall out of their vehicle onto the roadway.

A noteworthy portion of the motoring population

- pulls over for their dog and fails to pick up its waste on the side of the highway
- haul things without making absolutely certain to secure the load.

Higher income respondents admitted to illegal dumping more often than lower income.

The strength with which the public already makes the connection between clean highways and clean waterways suggests that the campaign’s “heart” visuals connecting highways and waterways will be readily understood.
Research Highlights

Mid-Wave Study (May 2017)

- Overwhelmingly (84%), Californians continue to believe there is a connection between highway pollution and the quality of water.
- Virtually all of these motorists (95%) continue to say that knowing this encourages them to maintain their vehicle properly and not litter or cause pollution on highways.
- The primary action continues to be not littering (41% vs. 39% pre-campaign), followed distantly by making sure there are no leaking fluids (12% vs. 14%).
Recent rains and reprieve from the drought-like conditions of 2015-16 has led to substantially relaxed attitudes toward water quality.

The more serious an issue the water supply is considered, the more likely the campaign and its messages are to be recalled, believed, and acted upon. Thus, the perception of greater water quantity has worsened the public’s attention to water quality, setting the campaign back at a disadvantage.

For example, recall of the campaign is much higher (49% vs. 27%) among those who consider inadequate water supply a very serious threat, recall of a plethora of taglines and messages in the campaign is about twice as high among those who consider inadequate water supply a very serious threat, and engagement in desired behaviors is often substantially higher among this group as well.
About the Campaign

Main Campaign Elements:
- Campaign branding
- Website
- Media Relations/Earned Media
- Social Media
- Public Outreach
- Paid Media
- Partnerships
- Research
- Campaign Creative Artwork
7 Key Behaviors

Campaign focus is on 7 key behaviors:

- Wipe off brake dust build-up on rims and wheels
- Keep vehicles clean to prevent residue from washing off
- Reduce fluid leaks with regular vehicle maintenance
- Properly dispose of trash and recycling (cigs)
- Tarp and secure trash, vegetation and other loads
- Keep tires properly inflated to prevent wear
- Avoid pesticides and fertilizers when rain is forecast
Caltrans has worked to develop brand new creative that will be used across California in paid media, social media and outreach events.
March – June 2016

MEDIA FLIGHT 1
Hearts

Northern California

Southern California
Nor Cal Billboards

Protect Every Drop
Clean Water Starts With Clean Highways.
ProtectEveryDrop.com

Proteja Cada Gota
Agua Limpia Empieza con Autopistas Limpias.
ProtectEveryDrop.com
So Cal Billboards

Protect Every Drop
Clean Water Starts With Clean Highways.
ProtectEveryDrop.com

Proteja Cada Gota
Agua Limpia Empieza con Autopistas Limpias.
ProtectEveryDrop.com
Nor Cal Mall Signs & Posters

Protect Every Drop

Streams, rivers, lakes and the ocean—We Californians love our water! But, did you know when it rains, pollutants like trash, auto fluids and grime get washed off our vehicles onto our highways and end up in our waterways? Do your part by keeping your vehicle clean...inside and out. Protect what you love. Protect every drop. And remember...

Clean Water Starts With Clean Highways.

ProtectEveryDrop.com

Proteja Cada Gota

Arroyos, ríos, lagos, y el océano—¡Nos encanta nuestra agua en California! ¿Pero sabía que cuando llueve, contaminantes como basura, líquidos del auto y mugre se lavan de nuestros autos y caen a las autopistas, terminando en nuestra agua? Haga su parte y mantenga su auto limpio...dentro y por fuera. Protege lo que amas. Proteja cada gota. Y recuerda...

Agua Limpia Empieza con Autopistas Limpias.

ProtectEveryDrop.com
Protect Every Drop

Streams, rivers, lakes and the ocean — We Californians love our water! But, did you know when it rains, pollutants like trash, auto fluids and grime get washed off our vehicles onto our highways and end up in our waterways? Do your part by keeping your vehicle clean...inside and out. Protect what you love. Protect every drop. And remember...

Clean Water Starts With Clean Highways.

ProtectEveryDrop.com

Proteja Cada Gota

Arroyos, ríos, lagos, y el océano — ¡Nos encanta nuestra agua en California! ¿Pero sabía que cuando llueve, contaminantes como basura, líquidos del auto y mugre se lavan de nuestros autos y caen a las autopistas, terminando en nuestra agua? Haga su parte y mantenga su auto limpio...dentro y por fuera. Protege lo que amas. Proteja cada gota. Y recuerda...

Agua Limpia Empezamos con Autopistas Limpias.

ProtectEveryDrop.com
So Cal Web Banners

Protect Every Drop
Clean Water Starts With Clean Highways.
Learn More

Proteja Cada Gota
Agua Limpia Empieza con Autopistas Limpias.
:30 Radio Spots
Key Actions Infographic

Key Actions to Prevent Highway Pollution

- Avoid pesticides and fertilizers when rain and wind is forecast
- Wipe off brake dust build-up on tire rims and wheel wells
- Keep your vehicle clean to prevent residue from washing off when it rains
- Reduce fluid leaks with regular vehicle maintenance
- Properly dispose of trash and recycling
- Tarp and tie down trash, vegetation and other loads to keep items secure
- Keep your tires properly inflated to prevent wear and tear

Don't toss or dump your cigarette butts on any highway or roadway.

Rain on our highways flows into storm drains, bringing pollutants with it. Storm drains lead to our waterways.

Dumping items such as tires, appliances, or furniture on the side of the road or highway is illegal.

Pick up and properly dispose of pet waste.

ProtectEveryDrop.com
Stormwater Runoff

Stormwater runoff is water from rain, melted snow, ice, and water from sprinklers. It all flows on the ground's surface and ends up in storm drains. As the stormwater runoff makes its way into storm drains, the water collects trash, debris, oil and other pollutants. Eventually the stormwater makes its way to our streams, lakes, rivers, and/or the ocean.

Runoff Infographic

ProtectEveryDrop.com
Behavior Focused Creative

Check Your Vehicle For Fluid Leaks
Clean Water Starts With Clean Highways.

ProtectEveryDrop.com

Properly Dispose of Your Cigarettes
Clean Water Starts With Clean Highways.

ProtectEveryDrop.com
Behavior Focused Creative

Properly Dispose of Pet Waste
Clean Water Starts With Clean Highways.
ProtectEveryDrop.com

Don’t Leave Your Load Behind
Clean Water Starts With Clean Highways.
ProtectEveryDrop.com
Behavior Focused Creative

Trash Your Trash
Clean Water Starts With Clean Highways.
ProtectEveryDrop.com

Recycle Your Recyclables
Clean Water Starts With Clean Highways.
ProtectEveryDrop.com
:15 Radio Spots

Behavior Specific Spots

- Cigarette Butts
- Inflate Tires
- Fix Leaks
- Pet Waste
- Secure Loads
- Trash/Litter
March – June 2017

MEDIA FLIGHT 3
Behavior Focused Creative

Monitor Your Tire Pressure
Clean Water Starts With Clean Highways.
ProtectEveryDrop.com

Use Eco-friendly Pesticides
Clean Water Starts With Clean Highways.
ProtectEveryDrop.com
Tips Flyers

**Simp To Reduce Stormwater Runoff:**
Streams, rivers, lakes love their water! But pollutants like trash, oil, and street grime can wash off in rain and end up in our waterways, helping pollution.

- **Properly:**
  - Keep your yard clean and free of leaves, trash, and debris.
  - Install a rain barrel to collect rainwater for later use.

- **Maintain:**
  - Regularly check and maintain your septic system to avoid leaks.
  - Use rainwater from your rain barrel for landscape watering.

- **Swing by:**
  - Visit your local waste management facility to learn how to reduce your stormwater impact.
  - Join a local group or club to share knowledge about stormwater reduction.

- **When hard are properly:**
  - Properly dispose of your waste, including household hazardous waste.
  - Organize a neighborhood clean-up event to help reduce stormwater runoff.

**Agua Limpia Empieza con la Cuidado de tu Casa:**
Arroyos, ríos, lagos, y el agua de nuestra casa son muy importantes para la vida. No contamina los arroyos, ríos, y lagos con el aceite, trigo, o basura en exceso.

- **Llantas correctas:**
  - Mantenga las llantas en buen estado para evitar fugas de aceite.

- **Garabatos:**
  - Elimine los garabatos en la puerta de su casa para evitar que entren en el auto.

- **Visite un lavadero:**
  - Visite un lavadero en su ciudad para evitar la contaminación del agua.

**Prostoye socratiatlivnie:**
Калифорнии любят свои реки, озера и океаны! Не старайтесь загрязнять их, охраняйте их, выживайте, чтобы ваша вода оставалась чистой.

- **Начинайте по улице:**
  - Умение выбросить отходы в правильное место.

- **Проверьте все утюг:**
  - Проверьте все утюг, чтобы убедиться, что он работает правильно.

- **Заверните в мешок:**
  - Заверните в мешок отходы для правильного утилизации.

**Nhung Cách Đơn giản Để Giảm Ô nhiễm Nước mặn:**
Sự, sông, hồ và biển—người dân California yêu quý nguồn nước của mình! Hãy bảo vệ bể bơi, bể nước, và bể nước. Hãy bảo vệ bể bơi, bể nước và bảo vệ bể nước.

- **Lớp xe được bom dạng:**
  - bể nước trong nhà.

- **Bão dừng phương tiện:**
  - bể nước trong nhà.

**Clean Water Starts with You:**
Do your part by making your home a cleaner place for water. Protect Every Drop.

- **Agua Limpia Empieza con la Cuidado de tu Casa:**
  - Visite un lavadero en su ciudad para evitar la contaminación del agua.

- **Prostoye socratiatlivnie:**
  - Начинайте по улице.

- **Nhung Cách Đơn giản Để Giảm Ô nhiễm Nước mặn:**
  - Lớp xe được bom dạng.

**외부 망치에 각각 정확한 사용:**
비로 인해 마을을 더럽혀지지 않도록 하십시오.

- **Clean Water Starts with You:**
  - Do your part by making your home a cleaner place for water. Protect Every Drop.
Pledge Stickers

“Protect Every Drop” is Caltrans’ Stormwater Public Education Campaign to encourage you and every Californian to help improve water quality by keeping pollutants off our highways and out of our storm drains to keep California waterways clean.

ProtectEveryDrop.com

Clean waterways start with clean storm drains.
Clean storm drains start with clean highways.
Clean highways start with me.

I commit to doing my part to keep our water clean. I pledge to:
1. Wipe off brake dust build-up on my rims and wheels
2. Keep my vehicles clean to prevent residue from washing off when it rains
3. Reduce fluid leaks with regular vehicle maintenance
4. Properly dispose of my trash and recycling
5. Tarp and tie down my trash, vegetation and other loads to keep items secure
6. Keep my tires properly inflated to prevent wear and improve mileage
7. Avoid using pesticides and fertilizers when rain is forecast

Signature ____________________________
Other Signage

Please Properly Dispose of Your Pet Waste

ProtectEveryDrop.com
Media Markets 2015-2017

**Tier 1 Markets**
- San Francisco/North Coast
- Los Angeles (including Riverside/San Bernardino)
- San Diego
- Sacramento

**Tier 2 Markets:**
- Fresno
- Chico
- Monterey
- Eureka
- Bakersfield
Paid Media

1\textsuperscript{st} Flight (Branding)  
Feb 29 – Jun 26 2016

2\textsuperscript{nd} Flight (70% Behaviors/30% Branding)  
Jul 18 – Sept 12 2016

3\textsuperscript{rd} Flight (70% Behaviors/30% Branding)  
Mar 6 – Jun 26 2017
PRT Media

**Media:***
- Radio (on-air and RDS)
- Billboards
- Mall signs
- Comcast SportsNet
- Statewide digital online media including
  - Web banner ads
  - Streaming Radio
  - Pre Roll Video

**Estimated Total Impressions:**
723,021,356
Earned Media

Focus:
- Secure free, “earned media,” to support the overall “Protect Every Drop” stormwater campaign
- Working with local districts

Core Activities:
- Develop media messages and media kit materials
- Conduct/support ongoing media outreach efforts with local Caltrans districts year-round identifying seasonal topics, announcing partnerships, supporting outreach events, monitoring the media
Caltrans District 3 – 5/25/2017
Tarp Your Load Press Event

**Location:** Hwy 20 in Marysville (North of Sacramento) with Yuba River in the background

**Partners:** Yuba-Sutter Recology & Local CHP

**Media Coverage of interview and demonstration:** CBS, NBC, FOX affiliate, Sac Bee, MV Appeal Democrat (local paper)

**Support:** Draft: Media Advisory, Press Release, Social Media, Media Pitching, Talking Points
Caltrans District 12 – 6/29/2017
Tarp Your Load Press Event

**Timing/Angle:** In advance of 4th of July holiday weekend. Most popular weekend at the beach

**Location:** Huntington Beach

**Partners:** State Parks and Coastal Commission

**Visuals:** Tarp vehicle demonstration, Branded outreach booth, trash collected by Caltrans Maintenance, Pacific Coast Highway and Ocean

**Media Relations Support:** talking points, press materials, social media messaging

**Media Coverage:** OC Register, ABC, FOX and NBC Affiliates
Social Media Program

- Leverage Caltrans existing social media platforms (Facebook and Twitter @CaltransHQ)
- Increase stormwater pollution message awareness
- Complement and enhance the other aspects of the campaign including media (CBS advertising)
- Integrate social media content with project partners
Social Media Program
Analytics

- **121,329 Facebook impressions** (likes/reactions, shares, comments) between November 2016 – June 2016 (FY 1)
- **122,584 Twitter engagements** (hashtag clicks, detail expands, retweets, URL clicks, likes, replies) between November 2016 – June 2017 (FY 1)
- **288,248 Facebook impressions** (likes/reactions, shares, comments) between July 2016 – June 2017 (FY 2)
- **204,098 Twitter engagements** (hashtag clicks, detail expands, retweets, URL clicks, likes, replies) between July 2016 – June 2017 (FY 2)
**Social Media Infographics**

**A CLEAN CAR GOES FAR -**

**WASH YOUR CAR TO KEEP OUR WATERWAYS CLEAN & PROTECT WATER QUALITY**

**PROTECT OUR WATER**
Pollutants from storm drains make their way to our waterways, including streams, rivers, lakes & the ocean.

**SPOT THE SPOTS**
Dirty vehicles carry pollutants.

**WHEN IT RAINS**
Rain washes pollutants off your vehicle & onto roadways. These pollutants go into storm drains & flow into waterways.

**WASH GRIME AWAY**
Washing your car regularly at a facility that recycles water helps reduce pollutants from entering the storm drain and ultimately our waterways.

**WASH, PROTECT, REPEAT**
Do your part to reduce pollution & protect water quality.

[Website: www.protecteverydrop.com]

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**ILLEGAL DUMPING IS RUBBISH**

Properly dump your garbage to reduce California's stormwater pollution. 5 easy tips to reduce pollutants.

**APPLIANCES**
When illegally dumped, appliances can release toxins that get washed away with rain and end up in our water bodies, polluting our water.

**TIP 1:** Donate or recycle appliances.
**TIP 2:** Properly dispose at your local dump.

**FURNITURE**
When dumped on the side of the roadway, furniture not only causes a safety hazard, but can also breakdown and get into local water bodies, causing pollution.

**TIP 3:** Contact local waste management for bulky pick-up or locate a dump for drop-off.

**VEGETATION**
Improperly dumped vegetation can flow to waterways, creating an imbalance of nitrates in water and thus harm aquatic life.

**TIP 4:** Use a green waste bin or consider composting biodegradable waste.
**TIP 5:** Contact local waste management for bulk pick-up.

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**METAL MATTERS IN STORMWATER POLLUTION**

Heavy Metal Pollution is More Common Than You Think

**APPLIANCES**
- Clean waterways start with clean storm drains.
- Clean storm drains start with clean highways.
- Clean highways start with you.

**DID YOU KNOW?**
- Heavy metals add to stormwater pollution by entering our waterways via stormwater runoff. They can cause a variety of negative effects on our health and the environment.
- Vehicle tires and brakes are a source of heavy metal pollution.
- Road and highway runoff flow into storm drains often leaching directly to waterways.

**COMMON METALS IN HIGHWAY RUNOFF**
- Lead, leaded gasoline, lubricating oils and grease
- Zinc, tire wear, motor oil and grease
- Copper, brakes and engine wear

**REDUCE POLLUTION AT THE SOURCE**
Take steps to reduce stormwater pollution by heavy metals:
- Protect the quality of your vehicle and our water.
- Well-maintained vehicles pollute less: even a small leak of oil antifreeze or other toxic auto fluids can find their way into a storm drain.
- Consider alternative transportation. Exercise your commuting options by carpooling, using public transportation or riding a bicycle. Fewer vehicles on California’s highways and roadways reduce pollution that can flow into storm drains.

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[Website: www.protecteverydrop.com]
Government Partners

Caltrans is Proud to Partner with the Following Organizations

As a key partner in the Caltrans Stormwater campaign, the California Stormwater Quality Association (CASQA) is dedicated to the advancement of stormwater quality management through collaboration, education, guidance, regulatory review, and scientific assessment. They are helping to guide and spread the Caltrans Stormwater conservation message as they continue to implement and maintain effective stormwater quality management programs throughout California. Visit their website for more information.

The California Water Boards comprises ten separate boards charged to preserve, enhance, and restore the quality of California’s water resources and drinking water for the protection of the environment, public health, and all beneficial uses. The State Water Resources Control Board and the nine Regional Water Quality Control Boards have a seat at the campaign’s steering committee providing guidance to the Protect Every Drop campaign. Visit their website to learn more.

Monterey Regional Stormwater & Education Alliance (Monterey SEA). This regional program aims to meet Clean Water Act requirements for urban runoff, protect public health and enhance environmental quality of watersheds and beaches. In concert with the Caltrans Stormwater campaign, Monterey SEA works to educate the general public and targeted audiences about stormwater as well as the specific behaviors they can implement to protect water quality.

East Bay Regional Park District: The East Bay Regional Park District (EBRPD) is a system of beautiful public parks and trails in Alameda and Contra Costa counties east of San Francisco, established in 1934. The system comprises of 120,000 acres with 65 parks including over 1,200 miles of trails for hiking, biking, horseback riding and nature learning. In addition to its support of the Caltrans Stormwater campaign, the District aims to preserve the heritage of natural and cultural resources, open spaces, parks and trails for the enjoyment and healthy recreation of generations to come. To find out what’s happening in the parks or to become a volunteer, visit their website.

Tri-Valley Creeks: As a program working to promote healthy Tri-Valley creeks through active community participation and education, Tri-Valley Creeks is proud to join Caltrans in their stormwater awareness efforts. Their Adopt a Creek Spot program encourages residents and businesses to adopt a creek spot and help improve water quality and aquatic habitat in neighborhood creeks. To learn more about the Adopt a Creek Spot program and to get involved, visit their website.

The Sacramento Stormwater Quality Partnership (SSQP) is a program made of Sacramento County and it's incorporated cities to educate and inform the public about urban runoff pollution, encourage public participation in community clean-up events, work with businesses to encourage pollution prevention, require construction and development projects that reduce erosion, pollution, and include pollution control.
Since March 2016 – 92,654 page visits
Almost 80% of visitors access the site on a mobile device
Most visitors visit the Public Toolkit Page
Top downloads:
  #1 – Key Actions Infographic (300+ downloads)
  #2 - Runoff Infographic (200+ downloads)
  #3 – 15 second radio ad (100+ downloads)
  #4 - English/Spanish Tip Cards (80+ downloads)
32,703 click thrus via digital paid media (1 flight)
Partnerships

**Businesses:**
- CBS: Media outlet in 6 key markets in CA
- Outfront Media Inc.: US leader in Out-of-Home advertising
- Adopt A Beach
- Recology

**Non-profits:**
- Sacramento Splash
- Marin Clean Highways
- Save the Bay – Bay Day

And others!
Partnerships

Government agencies:
- Sacramento Stormwater Quality Partnership
- State Parks
- Contra Costa Clean Water Program
- County of Santa Cruz
- County of Monterey
- DMV
- Fresno Metropolitan Flood Control District
- Tahoe Regional Planning Agency
Sacramento Stormwater Quality Partnership

- Adopted the campaign
- Made minor refinements in tagline
- Media placement in high littered areas within the County
Contra Costa Clean Water Program

- Adopting campaign
- Made minor refinements in tagline
- Messages to be customized to fit their local needs
- Direction being recommended in plan is:
Adopt A Beach

- 75 Trash barrels wrapped from April 15 - Sept. 30, 2016
- 80 Trash barrels wrapped from April 15 - Sept. 30, 2017

Dockweiler State Beach in Playa del Ray, Zuma Beach in Malibu, Venice Beach, Hermosa Beach, Will Rogers Beach, Manhattan Beach with an average of 572,090 daily visitors.
Tarp Your Load
Partnership with CHP and Marin Clean Highways

Tips Flyer

Why You Should Secure Your Load
- Tarp and tie down trash, vegetation and other loads to keep items secure.
- Litter and debris that falls out of truck beds is unsightly, can cause accidents and often ends up in local waterways. This threatens our environment and endangers marine life.
- It's the law — California Vehicle Code 23114(c) and 23115(a) require loads to be properly secured.

Tips for Securing Your Load
- Put lighter weight items at the bottom
- Use tarps, bungee cords, netting straps or ropes
- Tie larger items directly to your vehicle
- Don't overload your vehicle

Clean Water Starts With Clean Highways.
ProtectEveryDrop.com

Vinyl Banner

Please Properly Secure and Tarp Your Load
ProtectEveryDrop.com
Tarp Your Load
Partnership with CHP, Marin County, Marin Regional Waste Management District & Marin Clean Highways

Event: 2 Litter Events Tarp Events (May and June 2016)

Tarp and Tip Card Giveaways: 500+
Statewide Outreach Events

Outreach efforts include:

- Large Venue Events (5 per year) including on-site activation activities
- One-on-One Outreach (50 van hits per year)
- EcoMedia Community Events (1 per year)
- 2016 Coastal Clean Up with East Bay Regional Park District (Nor Cal)
Large Venue Events

2016 Event Examples

Manhattan Beach Annual Earth Day Celebration
- April 30, 2016
- Attendance: 7,000+

Bay Area Live 105’s BFD 2016
- June 6, 2016
- Attendance: 25,000+

San Diego’s Ocean Beach Street Fair & Chili Cook off
- June 25, 2016
- Attendance: 50,000
Large Venue Events

- **Vallejo Pista Sa Nayon (Filipino) Festival**
  - June 3, 2017
  - Attendance: 15,000+

- **Pet-A-Palooza (Sacramento)**
  - April 22, 2017
  - Attendance: 5,000-9,000

- **Eat, See, Hear (Los Angeles)**
  - Various date throughout May and June 2017
  - Attendance: 1,000 people per night
One-on-One Events

- Local “van hits” radio street team events
- Minimum of 50 events per year (3 years total)
- 200+ van hit events so far between March 2016 and today reaching over 800,000+ people statewide
EcoMedia

- A non-profit associated with CBS that focuses on improvement projects in communities across California
- Partners with other nonprofit organizations

For this campaign:
- 2 events total during the contract
- 2016 was a coastal clean-up event at Crab Cove in Alameda
  2017 project is building a living stream at an Environmental Charter School in Inglewood
- Partnership Includes: Research the nonprofit organizations, manage the event, manage custom engagement for Caltrans including recognition, PR, social media and video production
Looking Ahead 2017-2018 FY

In the works

- Enhancing the website to make more user friendly
- Activity book for elementary school aged children
- Expanding partnerships to include more agencies, businesses, statewide but working to expand to Southern California and local agencies
- Continue paid media placement
- Continue social media messaging
- Continued outreach events/opportunities
Looking Ahead 2017-2018 FY

Continue outreach efforts to include:

- 5 Large Venue Events including on-site activation activities
  - Bay Day with Save the Bay – October 2017
  - 50 One-on-One Outreach (van hits)
  - Swimmable CA Day (Sacramento) July 25, 2017
- Community Events through EcoMedia
  - 2017 Building Living Stream with Environmental Charter School (So Cal)
  - Ribbon Cutting in the Fall
How You Can Help
Participate If You Can!

- Flexible campaign
- Caltrans offering current campaign materials to agencies at no cost
- Messaging opportunities
- Collateral sharing
- Event opportunities
- Aligned outreach opportunities
- Can customize media for local use

Contact Monica Simonson at Sagent
  - monica@sagentmarketing.com
  - 916-359-8316
Thank you!

Don’t forget....
Please fill out and return your form!