

Attachment 3
2023-24 Street Sweeping Education Outreach
Campaign At a Glance

| Community Touch points (Approximate) | |
|---|---------------|
| Event | People |
| 2023-Closter Park | 100 |
| 2023-La Paz Park/Alisal | 100 |
| 2023-Ciclovia | 500 |
| 2024-150th Celebration | 100 |
| 2024-Closter Park/Door-to-Door Knocking in Alisal | 79 |
| Total | 879 |

**Touch point means total visitors to a booth/table that were engaged by City staff and Consultant*

| Social Media Engagement Rate | Percent |
|-------------------------------------|----------------|
| 2023 | 2.57% |
| 2024 | 3.40% |

**Industry benchmark is generally between 1.07% - 2.0%*

| Social Media Impressions | No. |
|---------------------------------|------------|
| 2023-24 Impressions | 302,898 |

| Clean Water Salinas Website (Google Analytics - 2023) |
|--|
| 1,700% increase in overall visitors |
| 1,600% increase in new users |
| 820% increase in visitors to the Street Sweeping page |
| 99% of visitors are "new visitors" |
| Average time on page is nearly 3 minutes. Industry benchmark is 52 seconds |
| Clean Water Salinas Website (Google Analytics - Jan-July 2024) |
| 814 total website users |
| 802 website users are new users |
| 3,600 page views (includes multiple page visits by same user) |
| 1,300 page sessions (when a user lands on the page for the first time) |
| 1,100 page scrolls (meaning a user scrolled down at least 50% of page) |

| Contact Info Collected via Paper Sign Up Sheets | |
|--|-----------------|
| Event | Sign Ups |
| 2023-Closter Park | 12 |
| 2023-La Paz Park/Alisal* | 40 |
| 2023-Ciclovia | 115 |
| 2024-150th Celebration | 25 |
| 2024-Closter Park/D-2 | 45 |
| Total | 237 |

**La Paz Park/Alisal clean up had 40 volunteers/community members engaged*

| Collateral |
|---|
| 50+ social media posts (videos, graphics) |
| Public Service Announcement (PSA) Video |
| Flyers, door hangers |
| Key program messaging |
| Blog posts (Waterway Wednesday) |
| Annual/monthly reports for grant compliance |

| Earned Media |
|---|
| 25 direct media pitches |
| KSBW feature highlighting June 2023 kickoff event |
| KION feature highlighting June 2023 kickoff event |
| 2 Univision features of Clean Water Salinas at Ciclovia |