

2023-25 Street Sweeping Education Outreach Campaign At a Glance

Time Period Covered: (01/10/2023 - 03/31/2025)

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
2024-El Grito (2-Day Event)	1100
2024-Ciclovia	250
Total	2229

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

Social Media Engagement Rate (industry avg 1.10-3.0%)	Percent
2023	2.57%
2024	3.51%
2025	5.20%

Social Media Impressions	No.
2023-25 Impressions	341,631

Clean Water Salinas Website (Google Analytics - 2023)
1,700% increase in overall visitors
820% increase in visitors to the Street Sweeping page
99% of visitors are "new visitors"
Clean Water Salinas Website (Google Analytics - 2024)
1,281 total website users
766 website users (~60%) came from social media posts (ranked #1)
5,948 page views on cleanwatersalinas.com
The street sweeping web page was the second most visited (1st is the homepage)
Clean Water Salinas Website (Google Analytics - 2025)
907 total website users
2,638 page views on cleanwatersalinas.com
Street sweeping web page is the top visited page (homepage is ranked 2nd)

Contact Info Collected via Digital/Analog 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
2024-El Grito (2-Day Event)	30
2024-Ciclovia	59
Total	326

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

Collateral
70+ social media posts (videos, graphics)
Public Service Announcement (PSA) 30/60 second video
Flyers, door hangers, postcard, direct mailer
Digital media kit and sample key messaging
Strategic campaign plans (for each phase) and FAQs
12 blog posts for 2024 (Waterway Wednesday)
Regular newsletter for GovDelivery for 2025

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

Data Collection
Annual/monthly reports for grant compliance
Captured and catalogued over 100 community members feedback at in-person events and via social media.