

PUBLIC **VENTURA COUNTY** **WORKS**

Santa Clara River Levee (SCR-1) Media Outreach Results August 2021



Watershed Protection SCR-1 Recap Overview

(June 28-July 27, 2021)



2,494

**Social Media
Users Reached**



3,141

Web Link Clicks

(Social Media and Digital
Ads link clicks to webpage)



\$10,060

**Paid Advertising
Equivalency (PAE)**



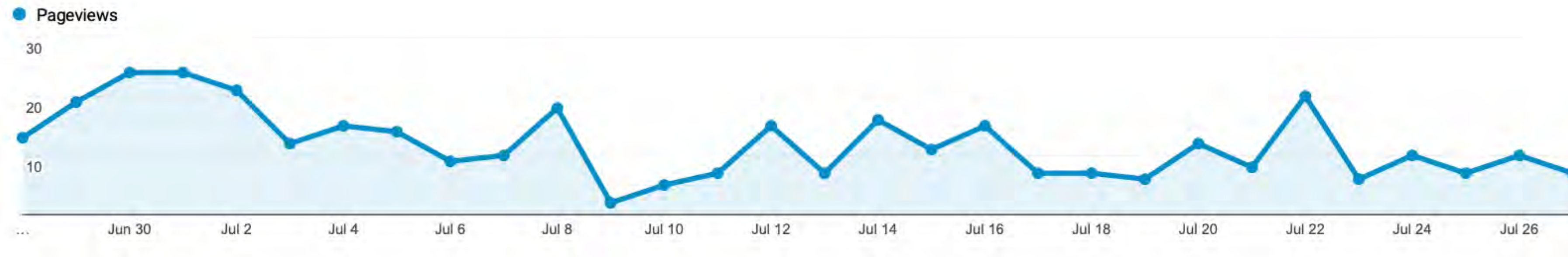
823,157

Total Impressions


(Social Media, Press,
Print, and Digital Ads.)



Webpage Overview (June 28 – July 27, 2021)



357
Page Views

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	357 % of Total: 1.32% (26,980)	303 % of Total: 1.38% (21,914)	00:02:39 Avg for View: 00:02:14 (18.09%)	261 % of Total: 1.64% (15,887)	53.03% Avg for View: 55.14% (-3.82%)	61.62% Avg for View: 58.88% (4.65%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /wp/santa-clara-river/santaclarariverlevee/ 	357 (100.00%)	303 (100.00%)	00:02:39	261 (100.00%)	53.03%	61.62%	\$0.00 (0.00%)

The table above shows the number of times the webpage vcpublishworks.org/wp/santa-clara-river/santaclarariverlevee/ was visited and where the pageviews were acquired from.

The majority of pageviews were directed from the CM+GeoAlgo campaign, the boost post running on Facebook or through direct search, which can be attributed to print ads in the VC Star.



Radio Campaign

A total of 264x 60-second spots ran Mon Jun 28th through Sun July 18th. Included on-air and streaming spots and N/C PSAs on Spanish and English stations:

- KXLM 102.9-FM Radio Lazer
- KLJR 96.7 La Mejor
- KOXR 910AM/102.1FM La Mexicana.
- KHAY 100.7 Country
- KBBY 95.1-FM a
- KRUZ classic 103.3
- KVEN 1450-AM
- KVYB 106.3 The Vibe
- Khay.com streaming

Garnering approx. 361,400 impressions P18+ with added value \$7,690.

361,400

Radio
Impressions

\$7,690

Radio added
value



Print Ad Campaign

- VC Star 4x 1/4-page color ads ran Wed 6/30, Sun 7/4, Wed 7/14 and Sun 7/18

Garnering approx. 116,000 readership impressions.

consortium
MEDIA + PUBLIC RELATIONS

JUNE/JULY 2021

VCPWA Watershed Protection - Public Outreach media plan for SCR-1

KXLM 29 X

KXLM psa 19 X

N/C

KHAY 43 X

Cumulus PSAs 54 X

Streaming 81 X

KLJR psa 19 X

N/C

KOXR psa 19 X

N/C

48 X

178 X

38 X

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Spots 284 X

Print ads 4 X

Digital 60,240 impressions

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
21-Jun-21	22-Jun-21	23-Jun-21	24-Jun-21	25-Jun-21	26-Jun-21	27-Jun-21
28-Jun-21	29-Jun-21	30-Jun-21	1-Jul-21	2-Jul-21	3-Jul-21	4-Jul-21
USA Today Network / VC Star digital campaign (ROS 300x250/320x50 plus Paramount ads plus billboard ads) ----- >>>			VC Star 1/4-pg COLOR ad		VC Star 1/4-pg COLOR ad	
KHAY 6a-7p 4 X Cumulus PSAs 18 X KHAY streaming 27 X KHAY banners ----- >>>	KHAY 6a-7p 4 X KHAY KBBY KRUIZ KVEN KVVYB N/C PSAs Mon-Sun 12a-12a ----- >>> KXLM 6a-7p 4 X KXLM psa 2 X KLJR psa 6a-12: 9 X KOXR psa 6a-12: 9 X	KHAY 6a-7p 4 X KXLM 6a-7p 4 X KXLM psa 1 X N/C	KHAY 6a-7p 4 X KXLM 6a-7p 3 X KXLM psa 2 X N/C	KHAY 6a-7p 4 X KXLM 6a-7p 4 X KXLM psa 1 X N/C	KXLM psa 1 X N/C	KXLM psa 2 X N/C
5-Jul-21	6-Jul-21	7-Jul-21	8-Jul-21	9-Jul-21	10-Jul-21	11-Jul-21
USA Today Network / VC Star digital campaign (Paramount ads plus billboard ads) ----- >>>			KHAY 6a-7p 3 X		KHAY 6a-7p 4 X	
KHAY bta 10 X Cumulus PSAs 18 X KHAY streaming 27 X KHAY banners ----- >>>	KHAY bta 10 X KHAY KBBY KRUIZ KVEN KVVYB N/C PSAs Mon-Sun 12a-12a ----- >>> KXLM 6a-7p 4 X KXLM psa 1 X N/C	KXLM 6a-7p 3 X KXLM psa 2 X N/C	KXLM 6a-7p 3 X KXLM psa 1 X N/C	KXLM 6a-7p 4 X KXLM psa 1 X N/C	KXLM psa 1 X N/C	KXLM psa 2 X N/C
KXLM psa 2 X KLJR psa 6a-12a 10 X KOXR psa 6a-12: 10 X	KXLM 6a-7p 4 X KXLM psa 1 X N/C	KXLM 6a-7p 3 X KXLM psa 2 X N/C	KXLM 6a-7p 3 X KXLM psa 1 X N/C	KXLM 6a-7p 4 X KXLM psa 1 X N/C	KXLM psa 1 X N/C	KXLM psa 2 X N/C
12-Jul-21	13-Jul-21	14-Jul-21	15-Jul-21	16-Jul-21	17-Jul-21	18-Jul-21
USA Today Network / VC Star digital campaign (ROS 300x250/320x50 plus Paramount ads plus billboard ads) ----- >>>			VC Star 1/4-pg COLOR ad		VC Star 1/4-pg COLOR ad	
Cumulus PSAs 18 X KHAY streaming 27 X KHAY banners ----- >>>	KHAY KBBY KRUIZ KVEN KVVYB N/C PSAs Mon-Sun 12a-12a ----- >>> KXLM 6a-7p 4 X KXLM psa 1 X N/C					
19-Jul-21	20-Jul-21	21-Jul-21	22-Jul-21	23-Jul-21	24-Jul-21	25-Jul-21
VC Star digital campaign (billboard ads) through 7/21 ----- >>>						

116,000

Readership Impressions

\$2,200

Print/digital savings

Bristol Rd

SANTA CLARA RIVER

232

N. Rose Ave

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WORKS

The Ventura County Public Works Agency – Watershed Protection (Watershed Protection or VCPWA – WP) is soliciting input from interested persons and agencies regarding the scope and content of the Santa Clara River Levee Improvements Upstream of Highway 101 (SCR-1) Project Environmental Impact Report (EIR). In accordance with the California Environmental Quality Act (CEQA), VCPWA – WP requests: 1) review of the project description provided in the detailed Notice of Preparation (NOP), and 2) comments on the proposed Project and environmental issues. The EIR analyses will inform the VCPWA – WP when considering approval of the SCR-1 Project (also referred to as proposed Project) and other Responsible and Trustee Agencies to support their discretionary actions related to the proposed Project.

Background. The proposed Project involves structural improvements to the existing SCR-1 levee to correct deficiencies identified by the U.S. Army Corps of Engineers (USACE) and achieve compliance with Federal Emergency Management Agency (FEMA) levee certification requirements, thereby increasing the level of protection to residents and businesses in the City of Oxnard located within the one percent annual chance (also known as the 100-year) flood zone. The proposed Project will be designed to accommodate a future bikeway, and, if stakeholder funding and regulatory approvals permit, incorporate public education features. The proposed Project objectives include constructing new, upgrading existing, and maintaining all levee structures to provide continuous flood protection; achieving compliance with FEMA certification requirements; accommodating a future bikeway consistent with the City of Oxnard Santa Clara River Trail Master Plan; and incorporating watershed health public education features if feasible. Based on initial biological and cultural surveys and a preliminary assessment of potential impacts, VCPWA – WP has determined that preparation of an EIR is warranted to evaluate the proposed Project. The EIR will provide a complete, objective analysis of the proposed Project design for the SCR-1 Project.

VCPWA – WP invites you and other interested persons and organizations to submit comments on the scope and content of the environmental information to be included in the EIR. Please focus your scoping comments on the issues to be considered, including environmental concerns, feasible ways in which impacts may be minimized (mitigation measures), and potential alternatives to the proposed Project. Comments must be postmarked by July 27, 2021:

SUBMITTAL BY MAIL
Ventura County Public Works Agency - Watershed Protection
Attn: SCR-1 Project
800 S. Victoria Ave., #1600
Ventura, CA 93009
Contact: Angela Bonfiglio Allen
(805) 477-7175

SUBMITTAL BY E-MAIL
SCR1info@ventura.org
Please remember to include your name and return address in the email message.

Learn More:
VCPUBLICWORKS.ORG/WP/SANTA-CLARA-RIVER/
SANTACLARARIVERLEVEE/

Consortium Media + Public Relations

05

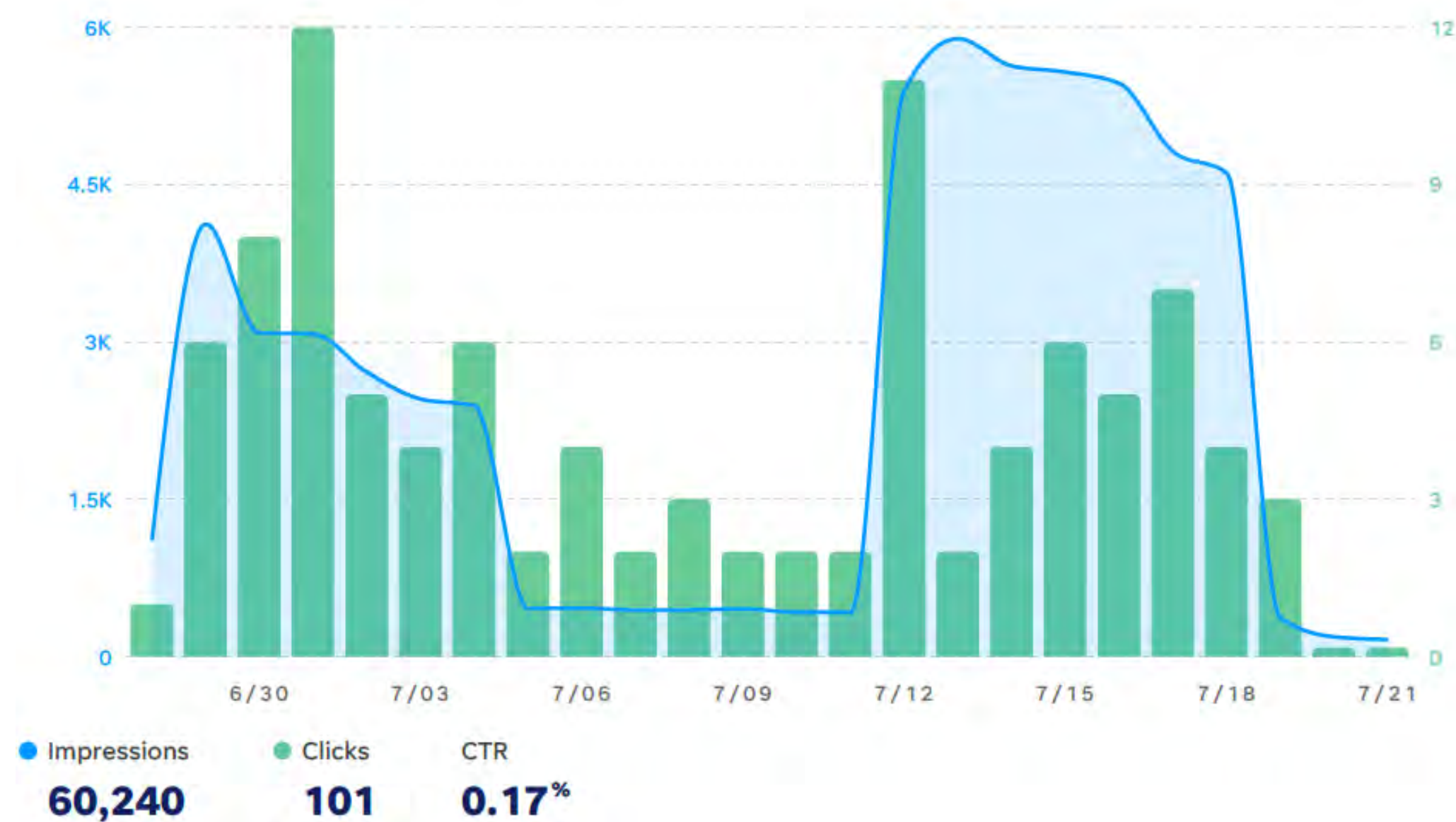


Digital Campaign

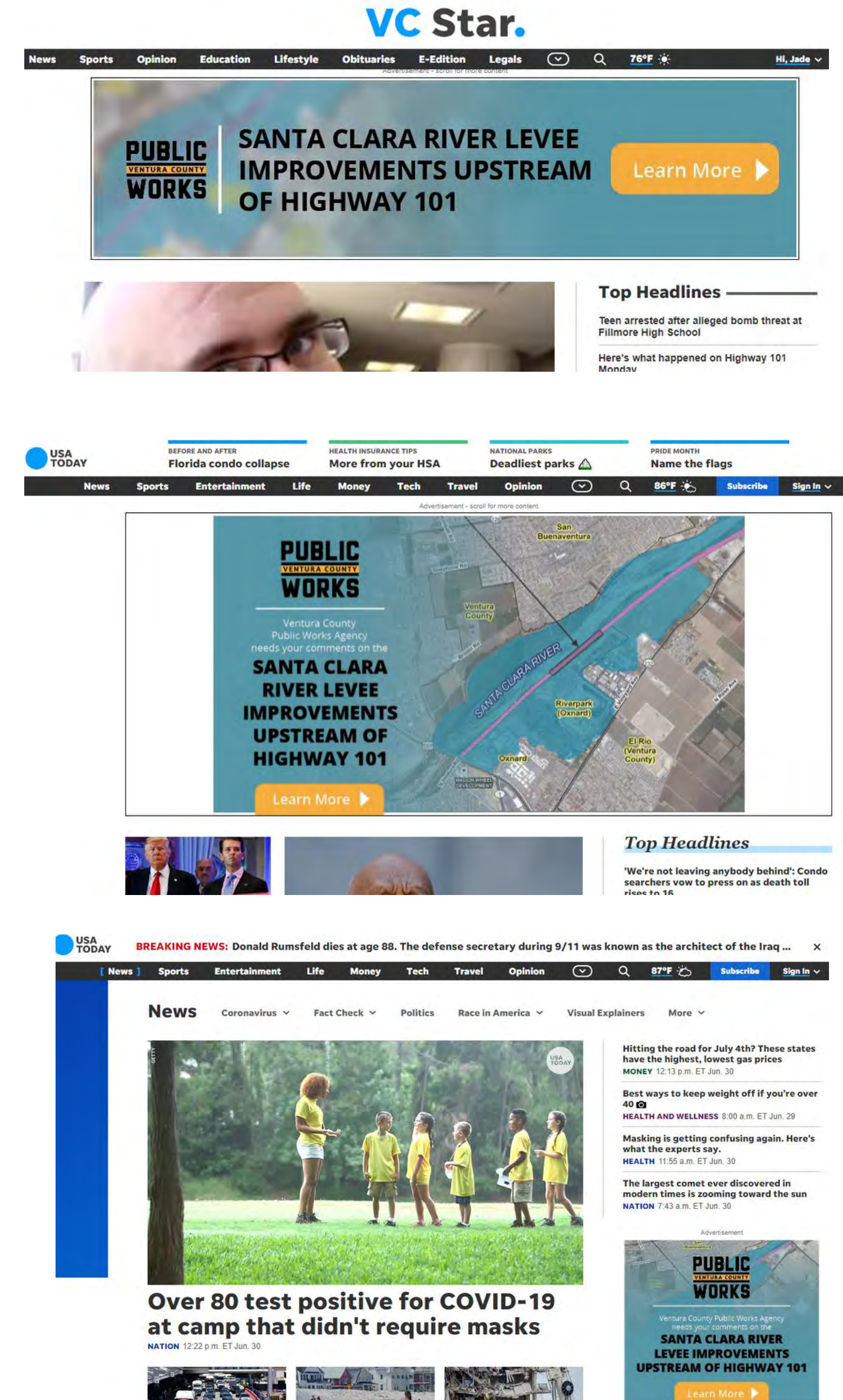
USA Today Network

- Digital banner ads targeting zip codes 93036, 93004, 93030, 93003 for 3.5 weeks (Mon June 28th through Wed July 21st). The USA Today network includes VCstar.com, USAToday.com, and all other news sites within the network that are being accessed by someone within the targeted zip codes.
- Banner ad sizes 1180x664, 640x768, 970x250, 300x250 and 320x50.

Campaign garnered 60,240 impressions with 101 click-throughs.



60,240
Ad Impressions





Social Media Recap

The Santa Clara River Levee (SCR-1)
Social Media post received:

- **2,494 users Reached**
- **4,658 Impressions**
- **255 Engagements**
- **205 Link Clicks**

PUBLIC WORKS Ventura County Public Works Agency
Published by Sprout Social · July 15 at 7:00 AM · 🌐

Let's talk about the Santa Clara River Levee (SCR-1) Rehabilitation Project — Join us at the upcoming Riverpark Neighborhood Council monthly meeting on Thursday, July 15 at 7 p.m. VCPWA Watershed Protection staff will be on hand to answer any lingering questions about how the improvements will protect Ventura County's residents, students, workers, and infrastructure. Click the links below for the Riverpark Neighborhood Council's meeting agenda and SCR-1 CEQA -project presentation to learn more!

Go to <https://bit.ly/36D7h1C> for the meeting agenda.
SCR-1 Project Presentation: <https://bit.ly/36D7h1C>
Zoom link: <https://bit.ly/3yWkXRm>



499 People Reached 15 Engagements ↑ +1.0x Average Distribution Score **Boost Post**

👍 4 1 Share



VCPWA SCR-1 CM GEO ALGO™

June 30th- July 26, 2021

The following report shows the latest **Facebook** ad campaign metrics for the VCPWA SCR-1 Campaign focused on specific zip codes. **Traffic Volume** garnered **2,835 link clicks** with the average cost per result at **\$0.46**. This ad campaign **reached approximately 56,643** users and garnered **194,109 impressions**.

Ad	Link Clicks	Impressions	Reach	CPR
Image 1	2,232	153,908	39,634	\$0.46
Image 2	526	32,172	13,373	\$0.43
Image 3	77	8,029	3,636	\$0.56
Total:	2,835	194,109	56,643	\$0.46

Link Clicks: The number of clicks on links within the ad that led to advertiser-specified destinations, on or off Facebook.
Impressions: The number of times your ad was on a screen, one person could have multiple impressions for a single piece of content.
Reach: The number of people who saw your ad at least once.
CPR (Cost Per Result): The average cost per result from your ads.

Image 1



Image 2



Image 3



VCPWA Public Relations Recap

The following slides are examples of the Press that ran over the course of the SCR-1 campaign.





Press Articles

Amigos805

Bringing cultures together by sharing information

Bilingual report — Ventura County Public Works Agency Seeks Community Input for Upcoming Flood Protection Project
by Community Contributor • July 13, 2021

Interested parties and persons are invited to submit feedback regarding environmental concerns, mitigation measures, and potential alternatives to the proposed Project



Courtesy photo.

VENTURA COUNTY — Ventura County Public Works Agency Watershed Protection (VCPWA-WP) is soliciting input from the community regarding the scope and content of the Santa Clara River Levee Improvements Upstream of Highway 101 (SCR-1) Project Environmental Impact Report (EIR).

The project would consist of improvements to the existing SCR-1 levee to meet Federal Emergency Management Agency (FEMA) levee certification criteria. The improvements would provide adequate flood protection to structures and roadways while increasing the level of protection to residents and businesses in the northern portion of the City of Oxnard located within the one percent annual chance flood zone.

Project Objectives Include:

CITIZENS Journal

Real News for Ventura County
**** www.citizensjournal.us ****

Ventura County Public Works Agency Seeks Community Input for Upcoming Flood Protection Project

Interested parties and persons are invited to submit feedback regarding environmental concerns, mitigation measures, and potential alternatives to the proposed Project.

Added by Douglas Batistic on July 13, 2021.

(VENTURA COUNTY, Calif.) — July 13, 2021 — Ventura County Public Works Agency Watershed Protection (VCPWA-WP) is soliciting input from the community regarding the scope and content of the Santa Clara River Levee Improvements Upstream of Highway 101 (SCR-1) Project Environmental Impact Report (EIR).

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Project Objectives Include:

- Construct new as well as upgrade and maintain existing SCR-1 structures to provide continuous, cost-effective flood protection to properties in the City of Oxnard that would otherwise require flood insurance under the National Flood Insurance Program.

NEWSBREAK

Ventura County Public Works Agency Seeks Community Input for Upcoming Flood Protection Project

(VENTURA COUNTY, Calif.) — July 13, 2021 — Ventura County Public Works Agency Watershed Protection (VCPWA-WP) is soliciting input from the community regarding the scope and content of the Santa Clara River Levee Improvements Upstream of Highway 101 (SCR-1) Project Environmental Impact Report (EIR).

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Project Objectives Include:

- Construct new as well as upgrade and maintain existing SCR-1 structures to provide continuous, cost-effective flood protection to properties in the City of Oxnard that would otherwise require flood insurance under the National Flood Insurance Program.
- Achieve compliance with FEMA levee certification requirements through the implementation of structural improvements to the SCR-1 levee system.
- Design flood protection structures that accommodate a future bikeway in support of the City of Oxnard Santa Clara River Trail Master Plan.
- Incorporate watershed health public education features, in coordination with the Rio School District and other interested parties, if deemed feasible and funding becomes available.

VCPWA-WP invites the community and other interested persons and organizations to submit comments on the scope and content of the environmental information to be included in the EIR.

Please focus scoping comments on the issues to be considered, including environmental concerns, feasible ways in which impacts may be minimized (mitigation measures), and potential alternatives to the proposed Project that meet the primary flood protection objective.

Comments and feedback may be submitted via mail addressed to Ventura County Public Works Agency - Watershed Protection, Attn: SCR-1 Project, 800 S. Victoria Ave., #1600, Ventura, CA 93009 or via e-mail at SCR1info@ventura.org, no later than July 27, 2021.

For current project information, please refer to the SCR-1 Project website page <https://www.vcpwpublicworks.org/wp/santa-clara-river/santaclaranriverlevee/>

VC Star.

Ventura County Public Works Agency Seeks Community Input for Upcoming Flood Protection Project

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The Californer

Ventura County Public Works Agency Seeks Community Input For Upcoming Flood Protection Project

The Californer/10145126

VENTURA, Calif. - Californer — Ventura County Public Works Agency Watershed Protection (VCPWA-WP) is soliciting input from the community regarding the scope and content of the Santa Clara River Levee Improvements Upstream of Highway 101 (SCR-1) Project Environmental Impact Report (EIR).

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<https://californer.com/dca/ventura-county-public-works-agency-seeks-community-input-for-upcoming-flood-protection-project-californer-10145126>

Patch Moorpark, CA

PUBLIC WORKS

VCPWA Seeks Community Input for Upcoming Flood Protection Project

Interested parties and persons are invited to submit feedback regarding environmental concerns and potential alternatives to the project

Posted Fri, Jul 2, 2021 at 10:54 am

Ventura County Public Works Agency Watershed Protection (VCPWA-WP) is soliciting input from the community regarding the scope and content of the Santa Clara River Levee Improvements Upstream of Highway 101 (SCR-1) Project Environmental Impact Report (EIR).

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PAE and Press Impressions

Publication	PAE	Impressions
Amigos 805 (Spanish and English), 7.15.21	\$2,100	56,750
Citizens Journal 7.15.21	\$1,960	20,000
Moorpark Patch, 7.2.21	\$1,000	2,000
The Califormer 7.15.21	\$1,000	2,000
EtradeWire, 7.15.21	\$1,000	2,000
Newsbreak 7.15.21	\$1,000	1,000
Evensi, 7.15.21	\$1,000	1,000
PR Log, 7.9.21	\$500	1,000
PR Sync, 7.9.21	\$500	1,000

TOTAL

PAE

\$10,060

IMPRESSIONS

86,750

*Paid Advertising Equivalency (PAE) is Consortium Media’s method of assigning value to earned media secured for our clients. Earned media consists of press articles and other public relations pieces such as corporate moves, reviews, brand alignments, charity drives and recommendations made in publications or on media platforms not owned by the client or Consortium Media. Such press or public relations pieces are extremely valuable because (1) editorial content cannot be purchased and (2) they carry the implied endorsement of the publication in which they are included

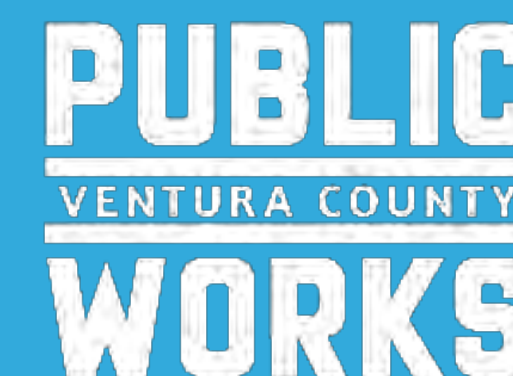


What We Do for You

At Consortium Media, we revolutionize people's perception of your company, social issues, and brand cultures for positive change.

The core of our mission stems from using our 5 Pillars of Marketing Success to precisely target desired and precise demographics for all ages, a passion for helping youth, and utilizing our CM+ new Innovations that help us better build all brands better.

Consortium Media works closely with the Ventura County Public Works Agency to **increase public information and education** around the agency's important work as well as continue to build awareness and teamwork throughout the agency's 5 departments.





Thank You



1300 Eastman Ave.
Ventura, CA 93003



Phone: 805 654 1564



consortium-media.com



consortium

MEDIA + PUBLIC RELATIONS

A Brand Development Agency | 5 Pillars of Marketing Success®