

Coastal Impact Assistance Program Supplemental Allocation Request

- Project – Education to Reduce Water Pollution in Coastal Areas
- Recipient – Public Works, Project Clean Water
- Original CIAP Allocation - \$72,000
- Additional allocation request - \$32,000



PROJECT

CLEAN WATER

Project Description

- Tier 1 Project
- Expanded education program with messages that address water pollution
- Targeted groups include children and non-English speakers
- Outreach includes radio, bus and theater ads
- Updated displays at the Watershed Resource Center
- Improved web site



PROJECT

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Approved Project Budget

Outreach Material (radio, bus, theater ads, brochures)	\$23,400
Retrofit Purchases	\$10,000
Web Redesign	\$15,000
WRC Displays	\$23,600
Total	\$72,000



PROJECT

CLEAN WATER

Supplemental Project Budget

WRC Displays	\$17,000
Spanish language TV Spots	\$ 4,000
Outreach Material (additional year)	\$ 6,000
Staff Coordination	\$ 5,000
Total	\$32,000



PROJECT

CLEAN WATER

Bus Advertisements



**IT ALL FLOWS
TO THE OCEAN**
TODO FLUYE AL OCÉANO

1-877-OUR OCEAN
sbcreeks.com

Funded in part by hotel visitors through Measure B



**MAKE THE
CONNECTION**



TRASH



STORM DRAIN



OCEAN



FOR HEALTHY CREEKS AND BEACHES, KEEP TRASH OUT OF THE STREETS AND STORM DRAINS!

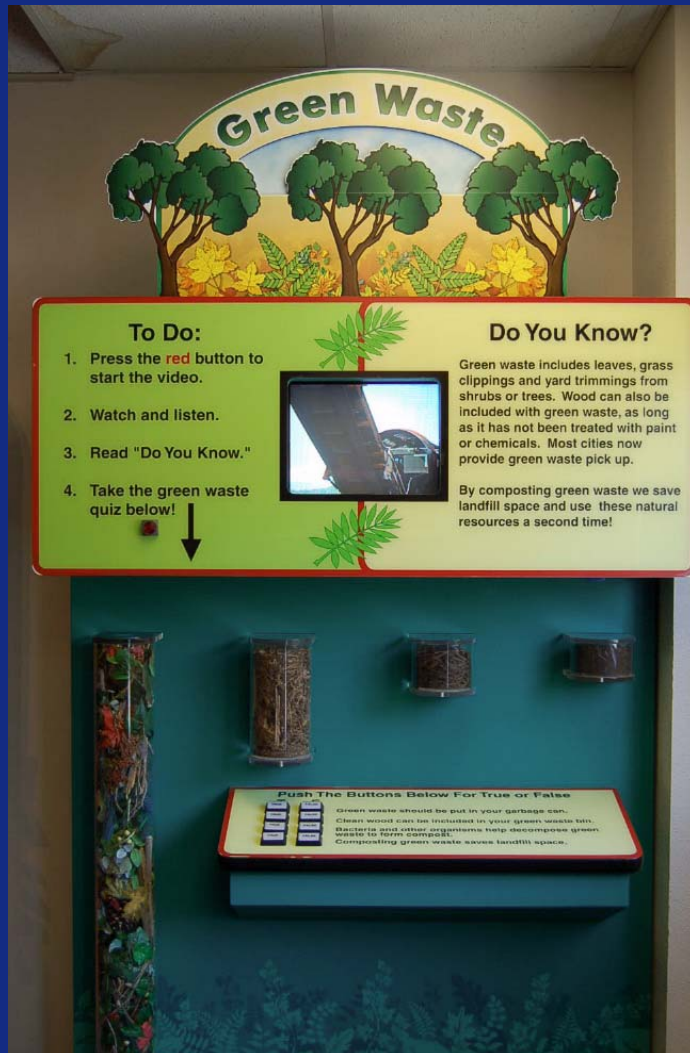
sbcreeks.com 1-877-OUR-OCEAN

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Outdated WRC Displays

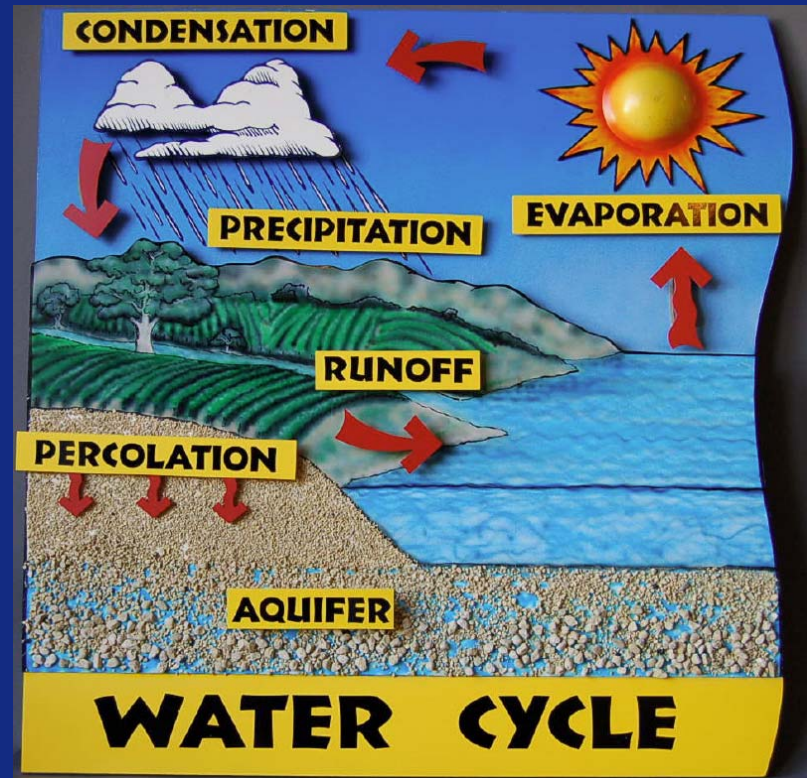


Updated Display Samples



Updated Display Samples

Santa Maria Discovery Museum



Thank You



PROJECT

CLEAN WATER