



STORM DRAINS CONNECT

STREETS



CREEKS

OURS TO PROTECT

August 15, 2019

**Santa Rosa Board of Public Utilities**

Presented by Nick Sudano

# Regional Partnership

LEARN MORE ABOUT STORM WATER AND THE CREEKS IN YOUR AREA:



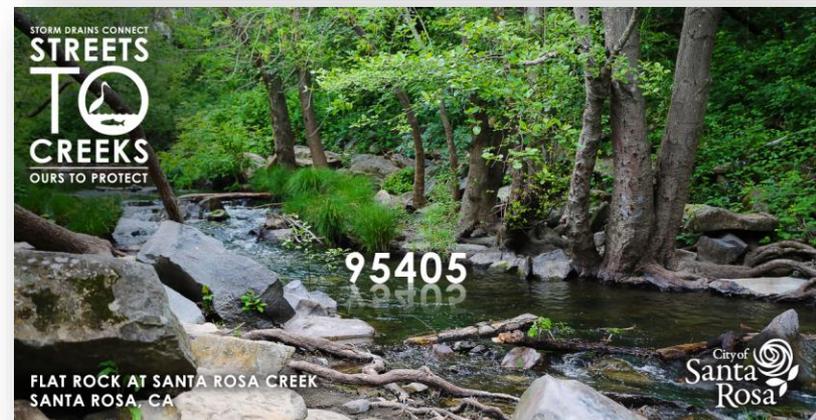
# CAMPAIGN OBJECTIVES

- Build Brand Awareness
- Change Behavior
- Take Action



# CAMPAIGN GOAL

Create an  
emotional  
connection  
with our  
creeks.



# ACTION AREAS



**SIMPLE CHANGES MAKE A BIG IMPACT.**

StreetsToCreeks.org

# MAGNIFYING OUR MESSAGE

\$60k regional multi-media marketing campaign

- August 2019 – November 2019
- English and Spanish
- Print Advertising
- Local and Digital Radio
- Movie Theater Advertising
- Outdoor Signage and Billboards
- Social Media



# StreetsToCreeks.org

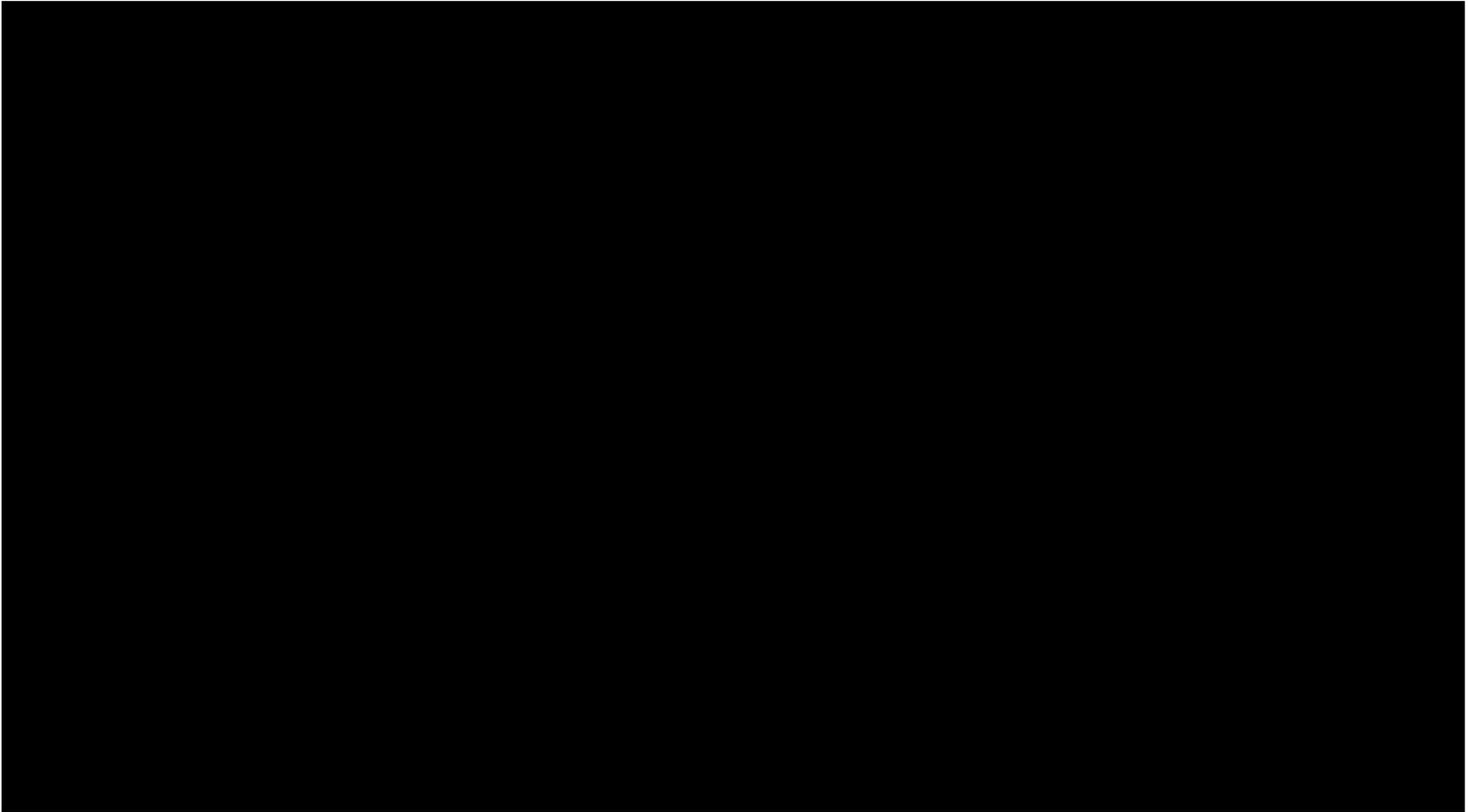


## STORM DRAINS CONNECT STREETS TO CREEKS

It's simple really, but a fact that most of our community is either unaware of or hasn't thought of. The Storm Drains you see in our streets, go directly into our creeks and then flow into the Russian River.

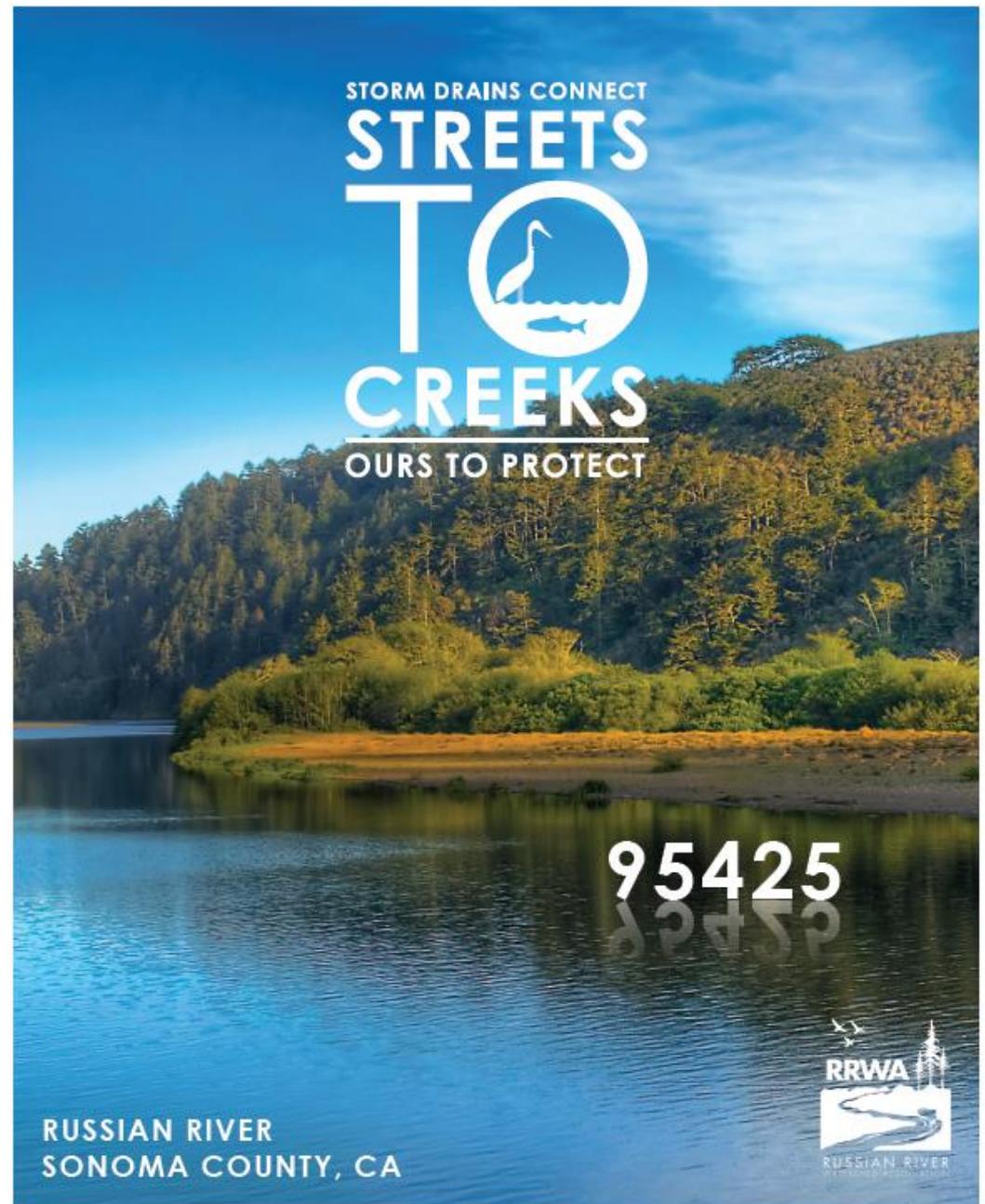
If you take a moment to think that through you'll understand the implications. That small piece of trash that has been sitting in the gutter, the remaining fertilizer lingering in the flower beds, the bacteria and pathogens from forgotten pet waste, with the addition of water all of these

# Streets to Creeks Video



# MEASURING SUCCESS

- Reach & Frequency
- Website Visitors
- Social Engagement
- Creek Stewardship





**Santa Rosa Water**  
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Do you know what happens to water that runs down the street and into your neighborhood's storm drain? It goes directly into our creeks, that flow into the Russian River, ultimately making its way to the Pacific Ocean. Learn simple things you can do to help keep our creeks and rivers clean at [StreetsToCreeks.org](https://StreetsToCreeks.org) #OursToProtect #StreetsToCreeks

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