Community Connection

Background

The State Water Resources Control Board (SWB) adopted statewide Trash Provisions in 2015.

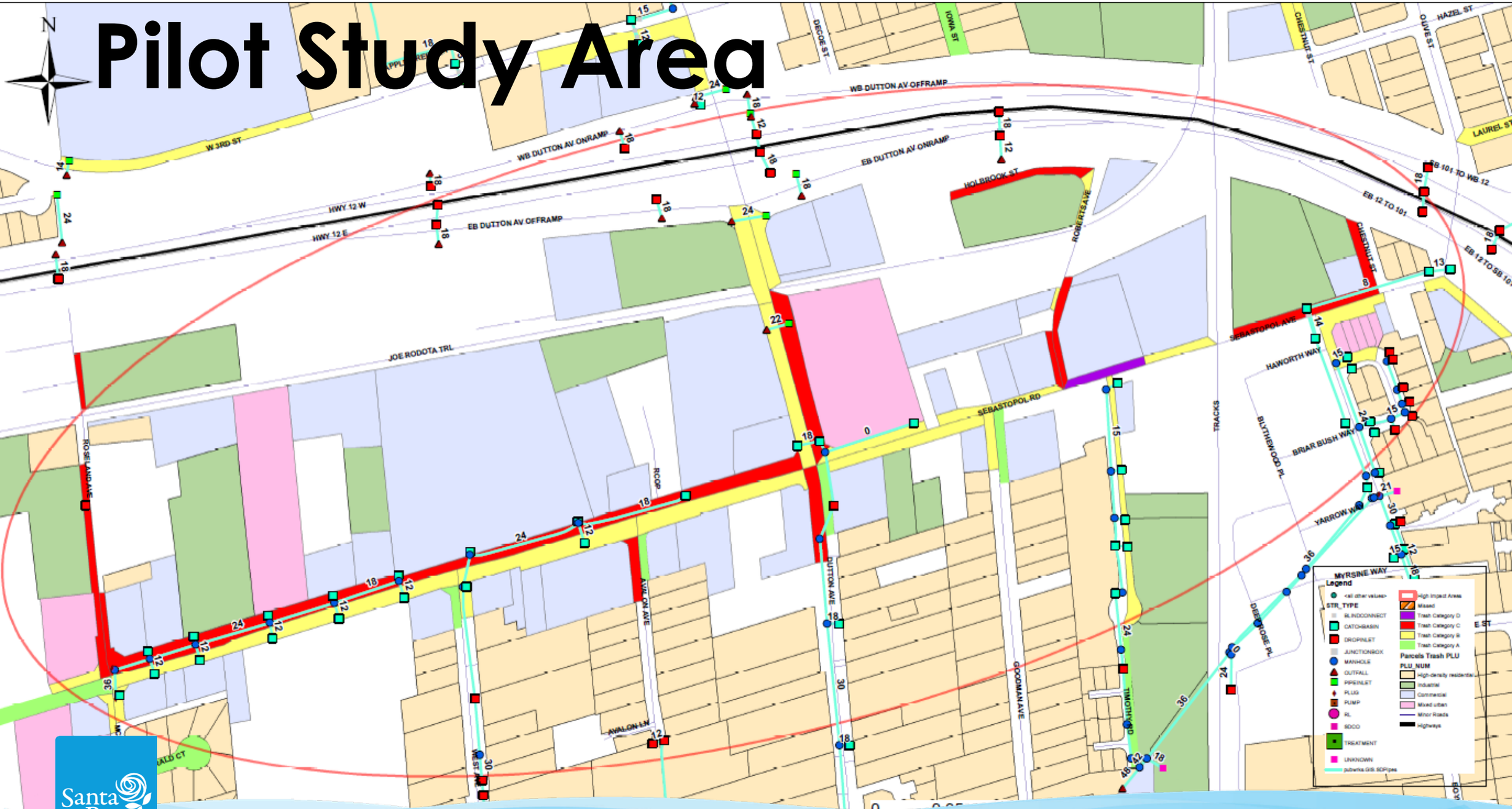
All particles 5 mm (the size of a cigarette butt) or greater shall be prevented from entering the storm drain system by 2030.

Santa Rosa WATER

Pilot Study Area

Santa Rosa WATER

Pilot Study Area



Santa Rosa WATER

Can we reduce costs associated with compliance, while investing, beautifying, and engaging our communities by

1. building awareness
2. addressing public perception
3. removing barriers

Traditional Infrastructure

Santa Rosa WATER

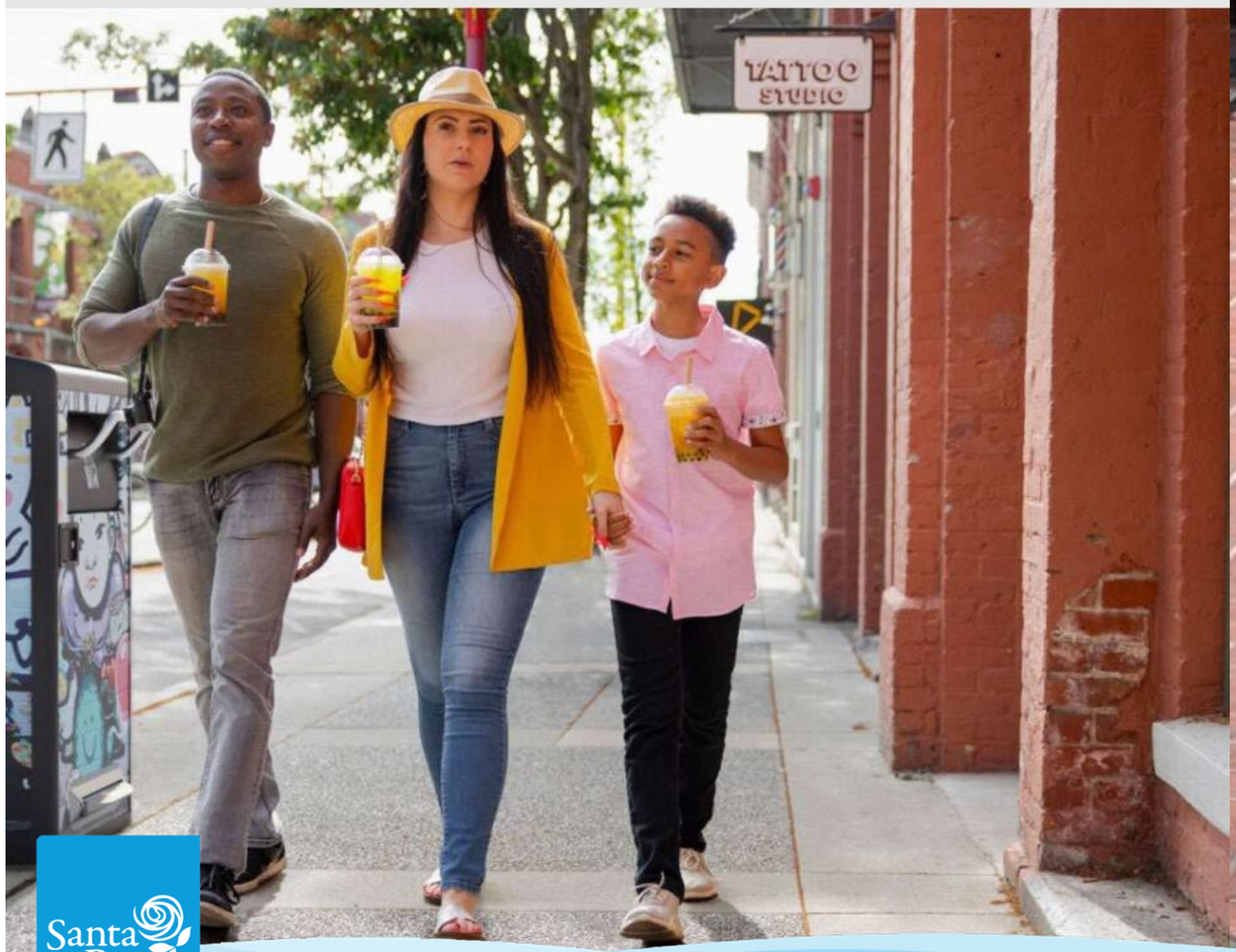
Public Perception

Maintaining a Clean Area

Santa Rosa WATER

Exploring Opportunity

Providing systems to support a clean area



Progressive Infrastructure

Santa Rosa WATER

Building Awareness

Hyper-local marketing campaign

GOAL:

Develop a campaign that elicits behavior in high priority locations

CHALLENGE:

Deliver messaging across diverse audiences, cultures and languages

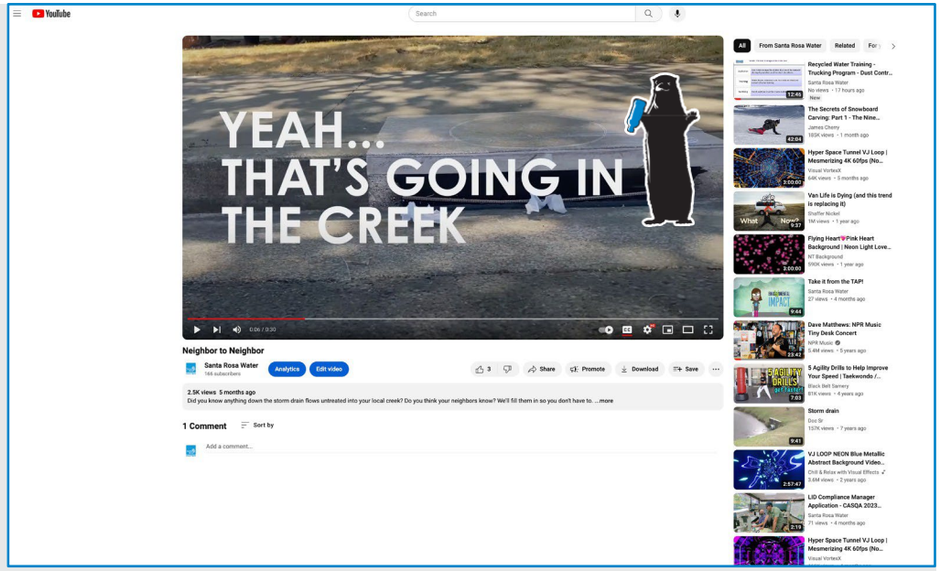
STRATEGY:

A highly recognizable visually-driven grass roots campaign

Santa Rosa WATER

Bi-lingual **street art**-inspired visual campaign to pique interest supported by traditional and digital channel outreach

Santa Rosa WATER



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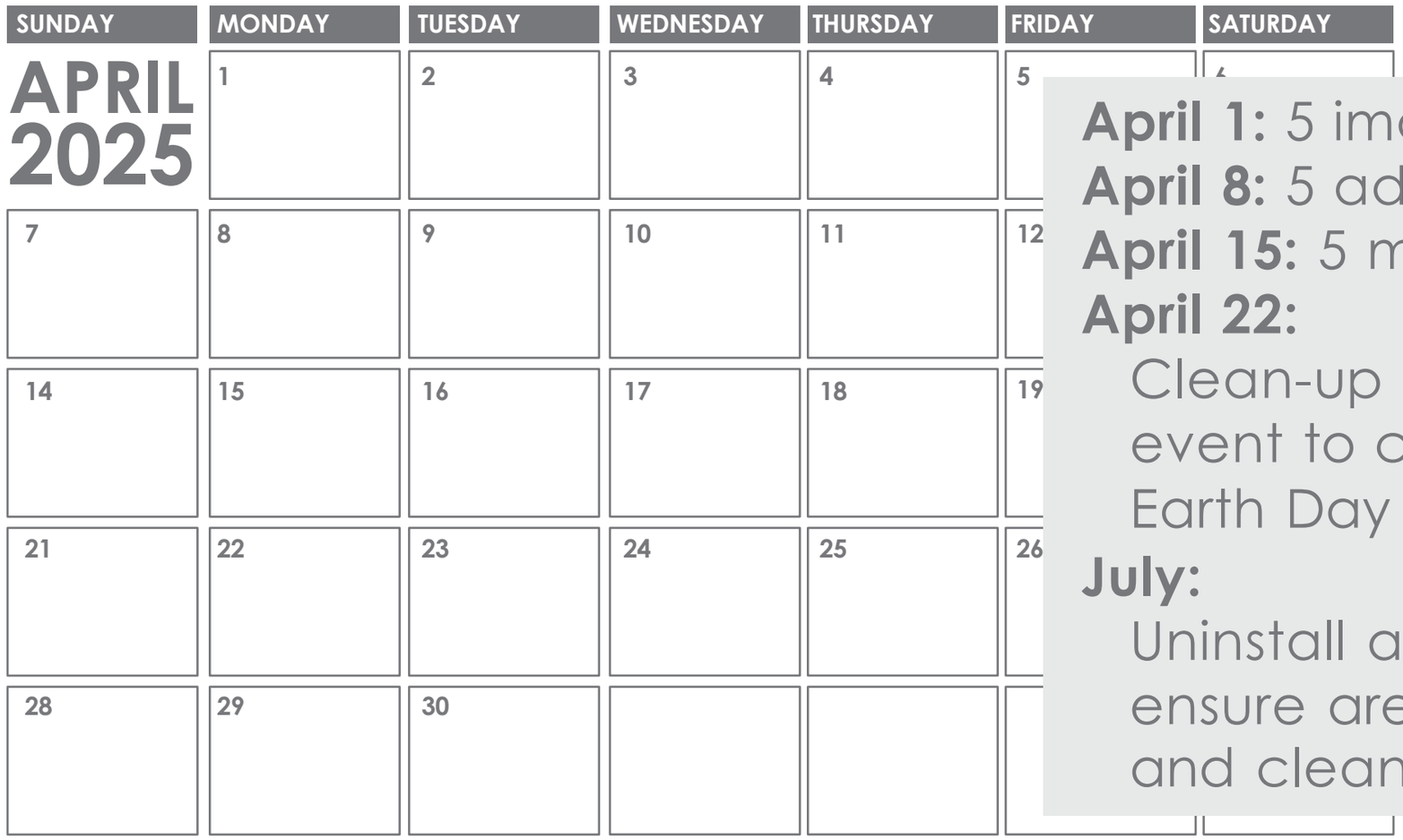
Pilot Timeline



April 1: 5 image install
April 8: 5 additional installs
April 15: 5 more installs
April 22:
Clean-up & kick-off event to coincide with Earth Day
July:
Uninstall all images, ensure area is clear and clean

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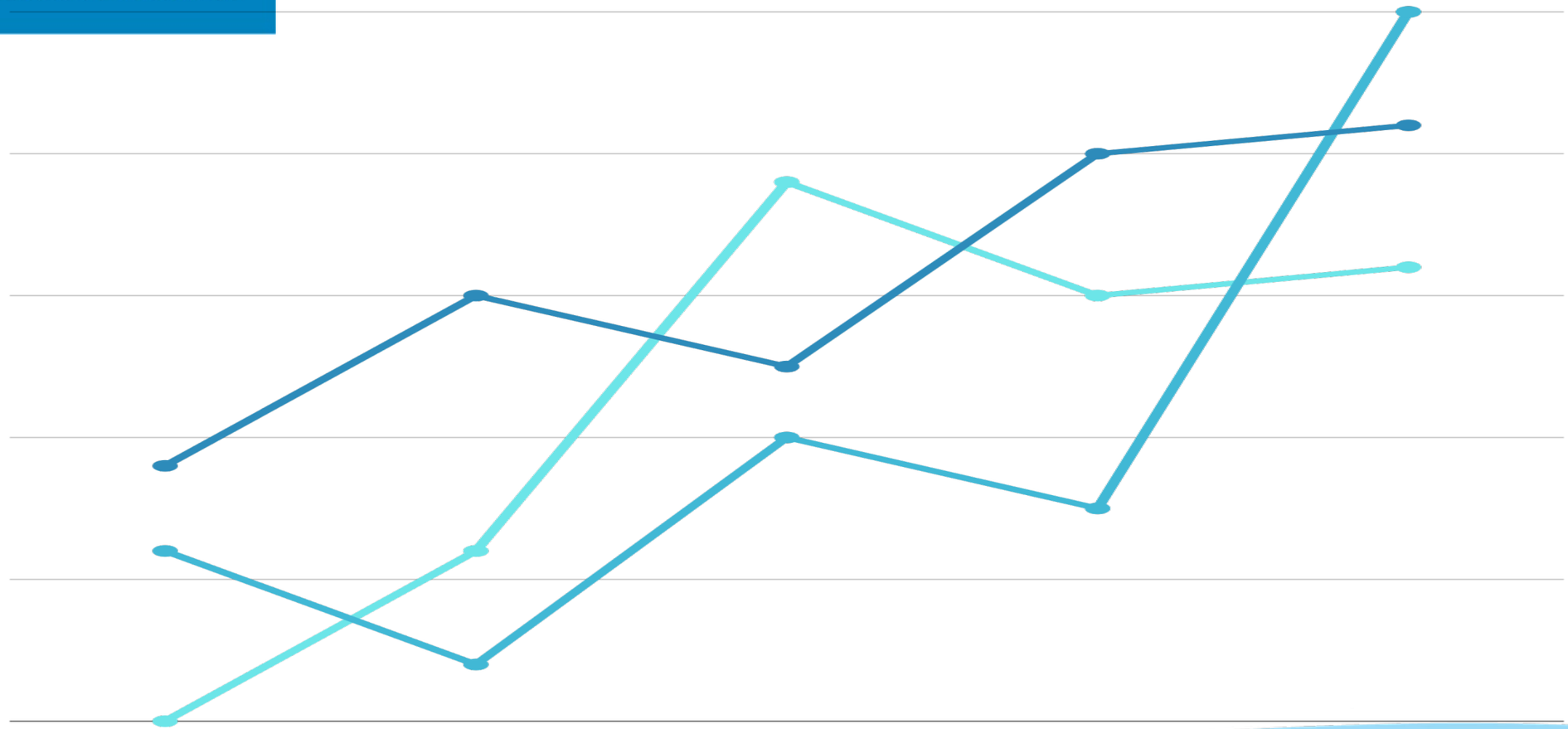
Data Evaluation



Collaboration

Internal

- Transportation and Public Works
- Zero Waste
- Transit
- CIRO
- Planning & Economic Development
- Arts & Culture Coordinator

Boards and Commissions

- Art in Public Places Committee

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Collaboration

Community

- Boys & Girls Clubs of Sonoma-Marin
  Roseland Community Clubhouse
- Roseland Community Building Initiative
- Recology Sonoma Marin
- Raizes Collective

Santa Rosa WATER

Regional Partnerships

CITY OF
CLOVERDALE

Sonoma
Water

City of Ukiah

Santa Rosa
WATER

Questions?