

OURS TO PROTECT

EVERY PIECE INSPIRES CHANGE

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.

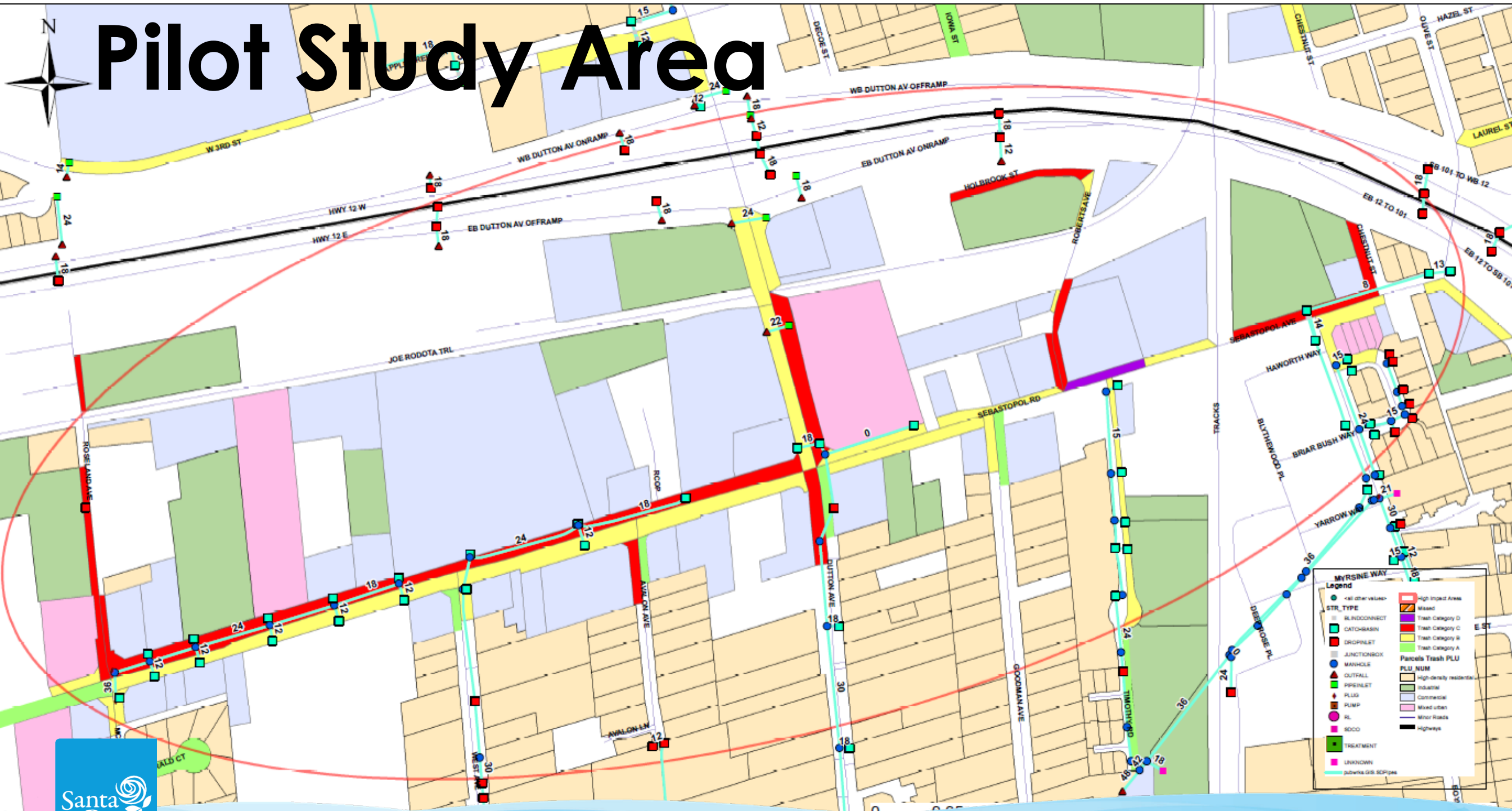


**YEAH...
THAT'S GOING IN
THE CREEK**

Pilot Study Area



Pilot Study Area





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**

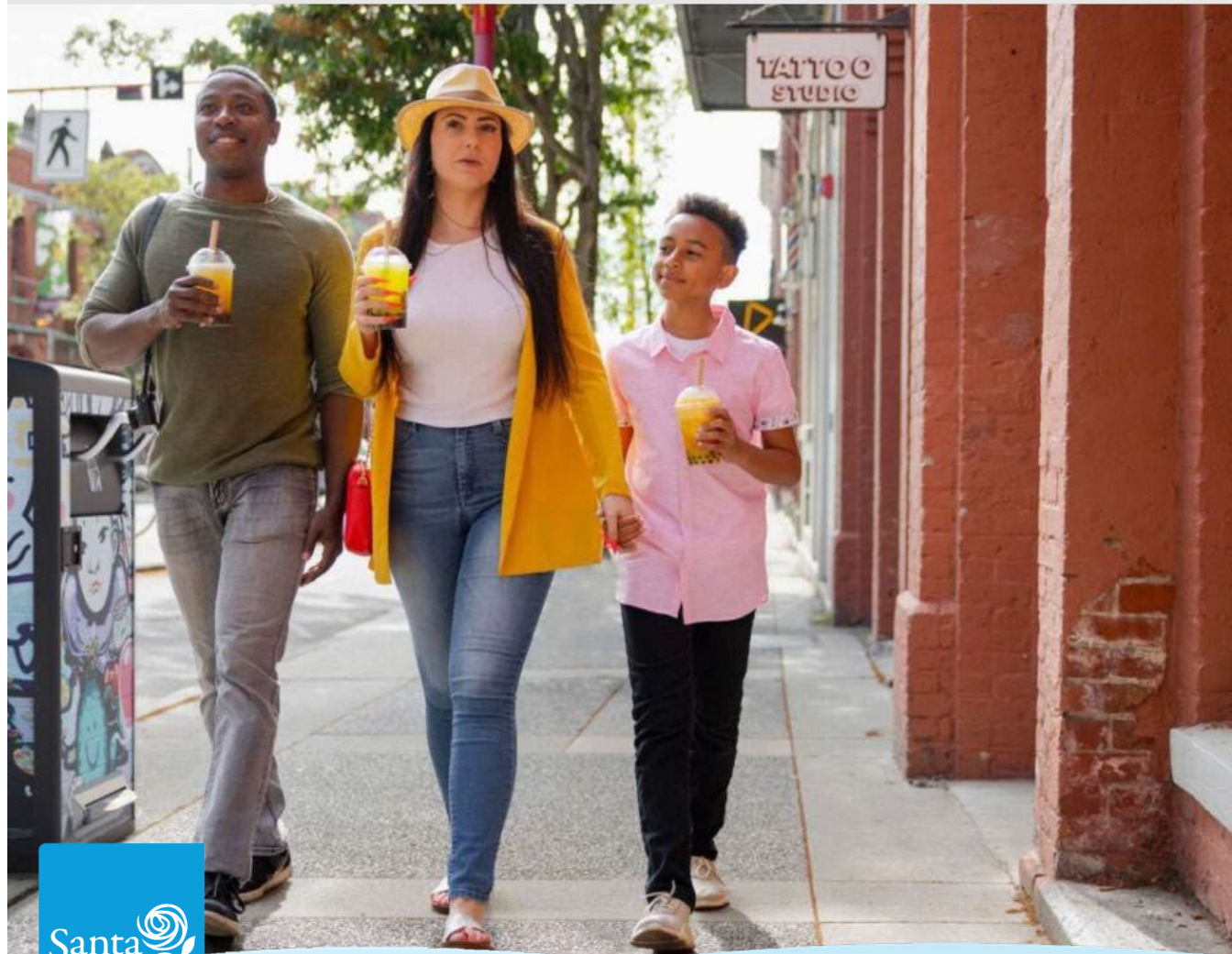
Public Perception

Maintaining a Clean Area



Exploring Opportunity

Providing systems to support a clean area



Progressive
Infrastructure

Building Awareness

Hyper-local marketing campaign

GOAL:

Develop a campaign that elicits behavior in high priority locations

CHALLENGE:

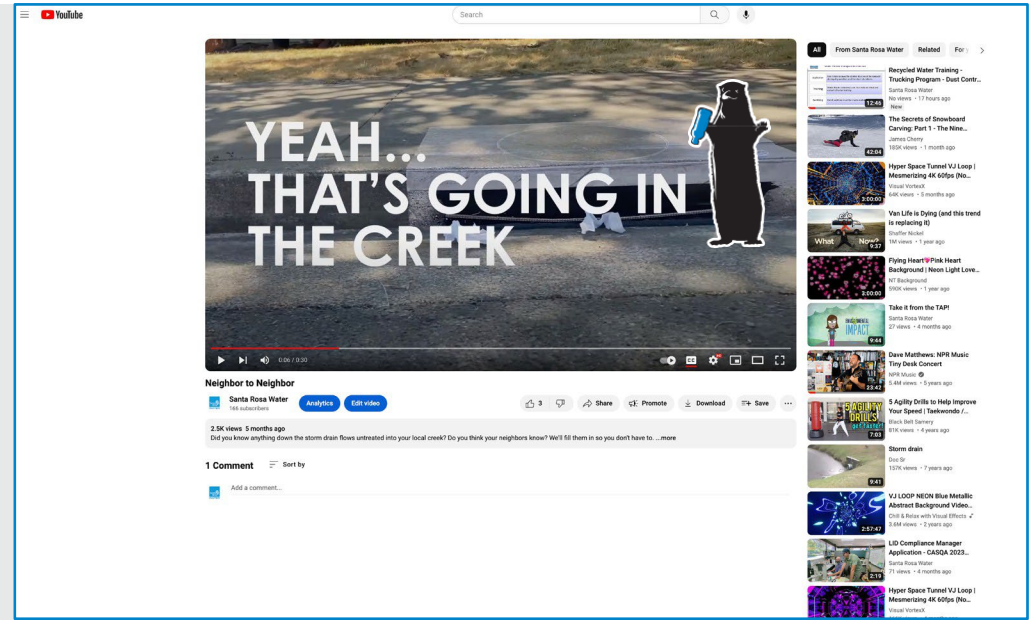
Deliver messaging across diverse audiences, cultures and languages

STRATEGY:

A highly recognizable visually-driven grass roots campaign

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







Pilot Timeline

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
APRIL 2025	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

April 1: 5 image install

April 8: 5 additional installs

April 15: 5 more installs

April 22:

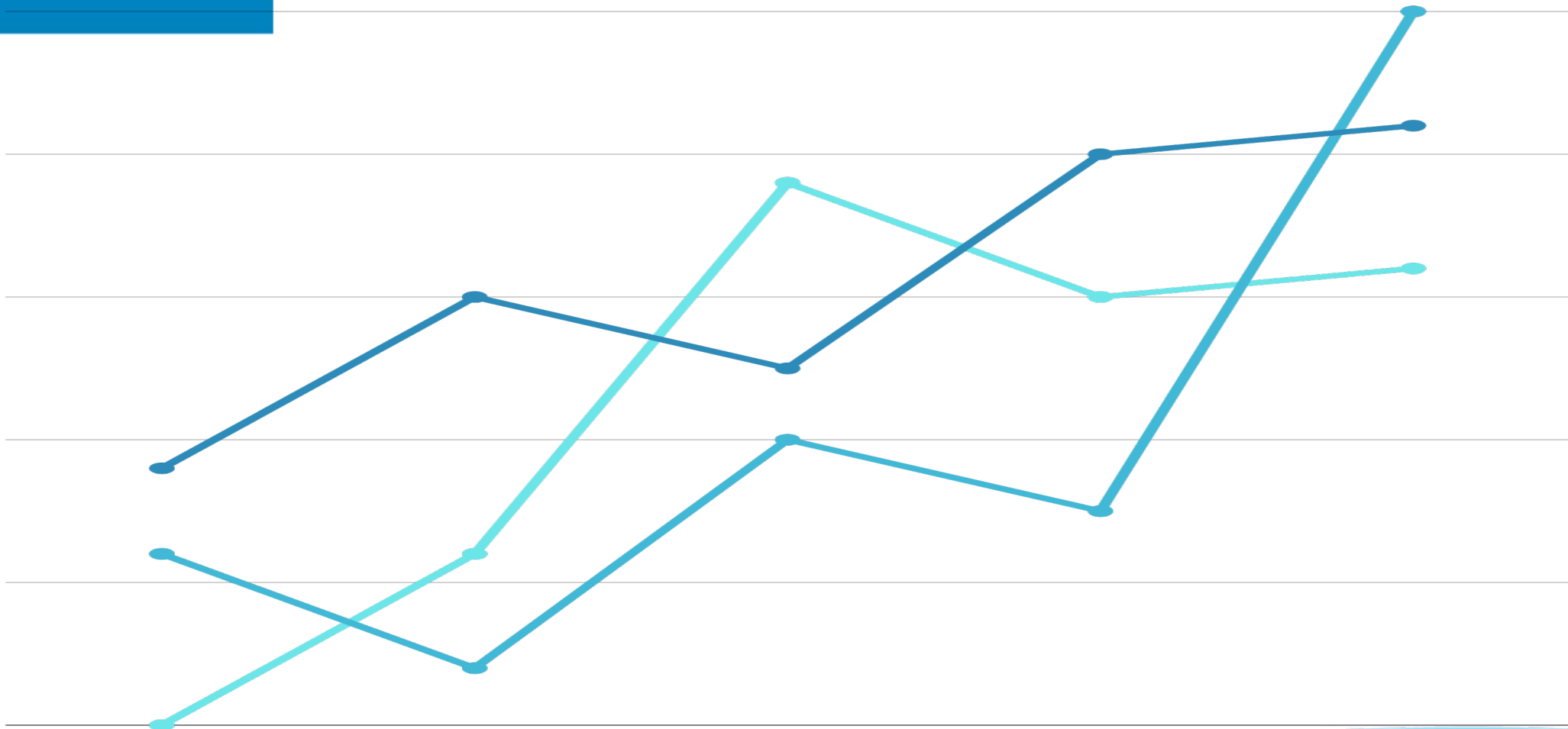
Clean-up & kick-off event to coincide with Earth Day

July:

Uninstall all images, ensure area is clear and clean



Data Evaluation



Collaboration

Internal

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

Boards and Commissions

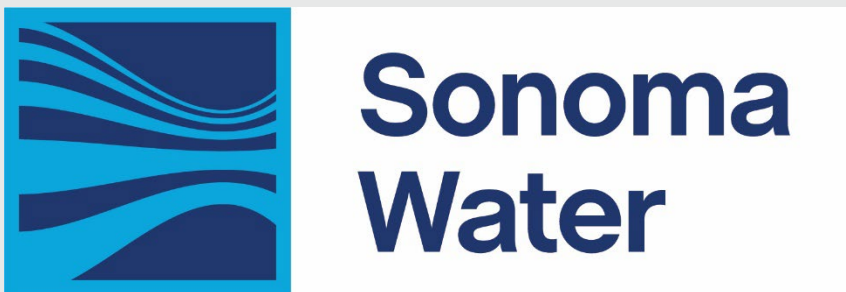
- Art in Public Places Committee

Collaboration

Community

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

Regional Partnerships



Questions?