OURS TO PROTECT

EVERY PIECE INSPIRES CHANGE

Community Connection

City of Santa Rosa

Santa Rosa WATER

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

Potential Costs of Full Capture Devices

|	
$10.8 - $14.4 million	Cost to purchase and install trash capture devices in all 18,000 publicly owned storm catch basins and drop inlets
$5.2 - $6.2 million	Annual cost of maintenance for devices
Unknown	Cost for emergency maintenance to prevent flooding, extra labor for seasonal inundation, device replacement costs, vector control, tampering, etc.

STORM DRAINS CONNECT
STREETS TO CREEKS
OURS TO PROTECT

Santa Rosa WATER

Pilot Study Area

Pilot Study Area
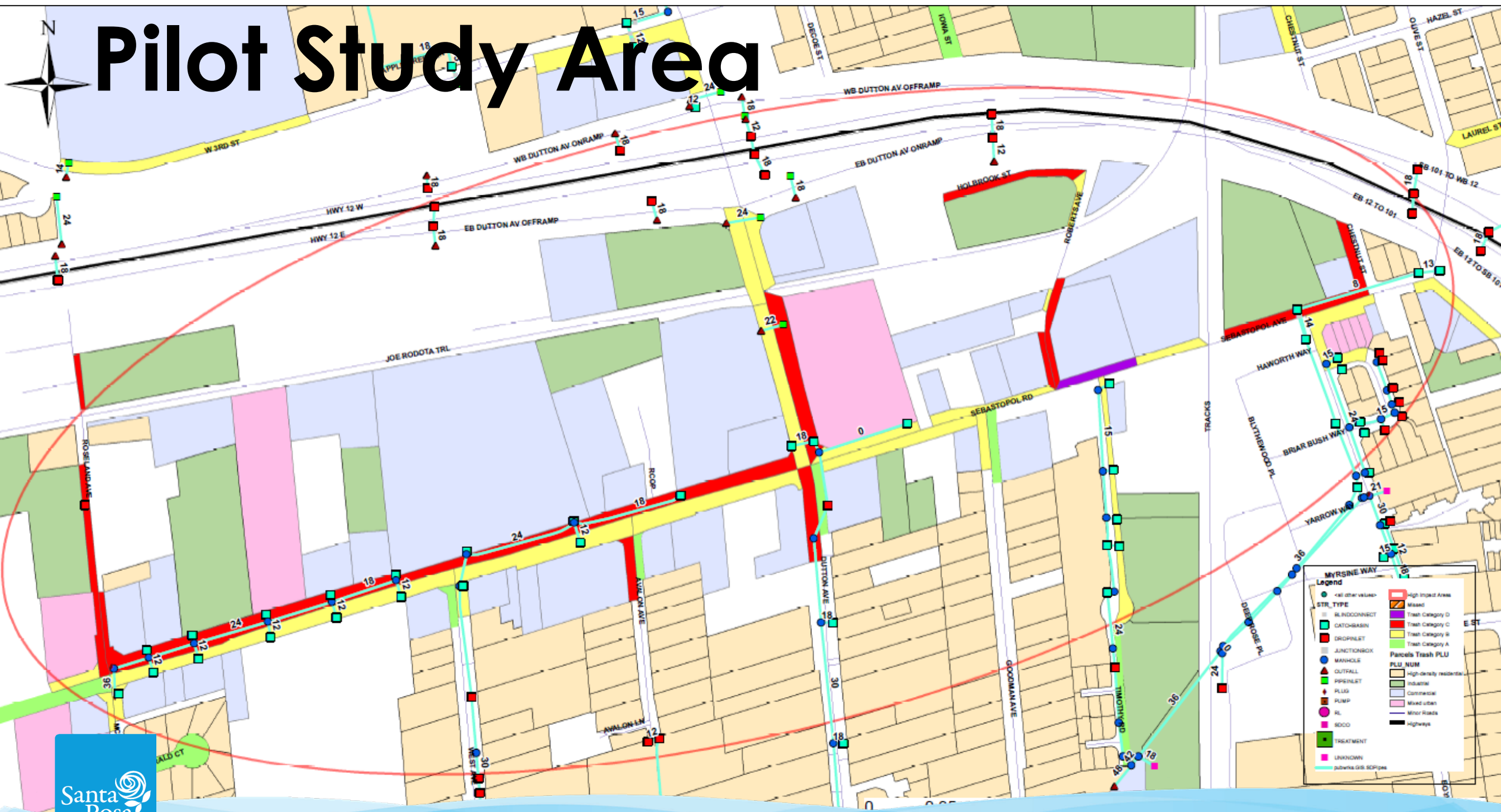
Trash Pilot Study Area Information

Sebastopol Road from Olive Street to Roseland Avenue

Street Sweep Day	Roseland Ave to Boyd St	4th Friday
	Boyd St to Olive St	1st Friday
Bus Stops	North side	5
	South side	7
# Catch Basins	Sebastopol Rd Only	20
	Within whole area	37
# Drop Inlets	Sebastopol Road Only	9
	Within whole area	22
Land Use Areas	Commercial	29 acres
	Industrial	18.5 acres
	Mix	6 acres
	Residential	1 acre
	Total Area	54.5 acres
# Public Trash Cans	These are at bus stops	3
Total Length	3,800 feet	0.72 miles

Allowable Street Parking

Lengths of Sebastopol Rd. Olive St to Roseland Ave

Boyd St -Olive St - South	193 feet
Olive to Train Tracks-North	270 feet
Boyd to Tracks-South	108 feet
Goodman to Dutton Ave-South	235 feet
Sebastopol Rd- North	269 feet
947-1035 Sebastopol Rd- North	331 feet

Total Length: 1,406 feet

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

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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

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Building Awareness = Marketing Campaign

Public Perception = Maintaining a Clean Area (e.g., street sweeping)

Barriers = Providing systems to support a clean area (e.g., trash cans)

![Streets to Creeks logo: STORM DRAINS CONNECT STREETS TO CREEKS OURS TO PROTECT]

Public Perception
Supported by National Research

Philadelphia's "Not in Philly" Initiative:
This program involves volunteers adopting blocks and committing to regular cleanups. Reports indicate that **continuous cleaning efforts lead to long-term reductions in littering**.

SOURCE: Not in Philly, a community-driven initiative to reduce litter.

Study on Littering Behavior and Environment:
The study found that **people are less likely to litter in environments that are clean and well-maintained**. When participants observed a clean environment, they were significantly less likely to litter compared to environments with visible litter.

SOURCE: ialdini, R. B., Reno, R. R., & Kallgren, C. A. (1990). "A focus theory of normative conduct: Recycling the concept of norms to reduce littering in public places". Journal of Personality and Social Psychology.

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Public Perception

Maintaining a Clean Area

Addressing Barriers
Supported by National Research

A pilot program in New York City found that installing additional litter bins significantly reduced the amount of litter in the surrounding areas. Specifically, the **program recorded a 45% reduction in litter after placing more bins in high-litter areas**.

*SOURCE: New York City Department of Sanitation (DSNY) and various news reports on the program.*

According to a study conducted by Keep America Beautiful, one of the primary reasons for littering is the lack of convenient trash receptacles. The study indicated that **providing more bins reduces the likelihood of people littering**, as they are more likely to dispose of their trash properly if a bin is readily available.

SOURCE: Keep America Beautiful, "Litter in America: National Findings and Recommendations" (2009)

Exploring Opportunity

Providing systems to support a clean area
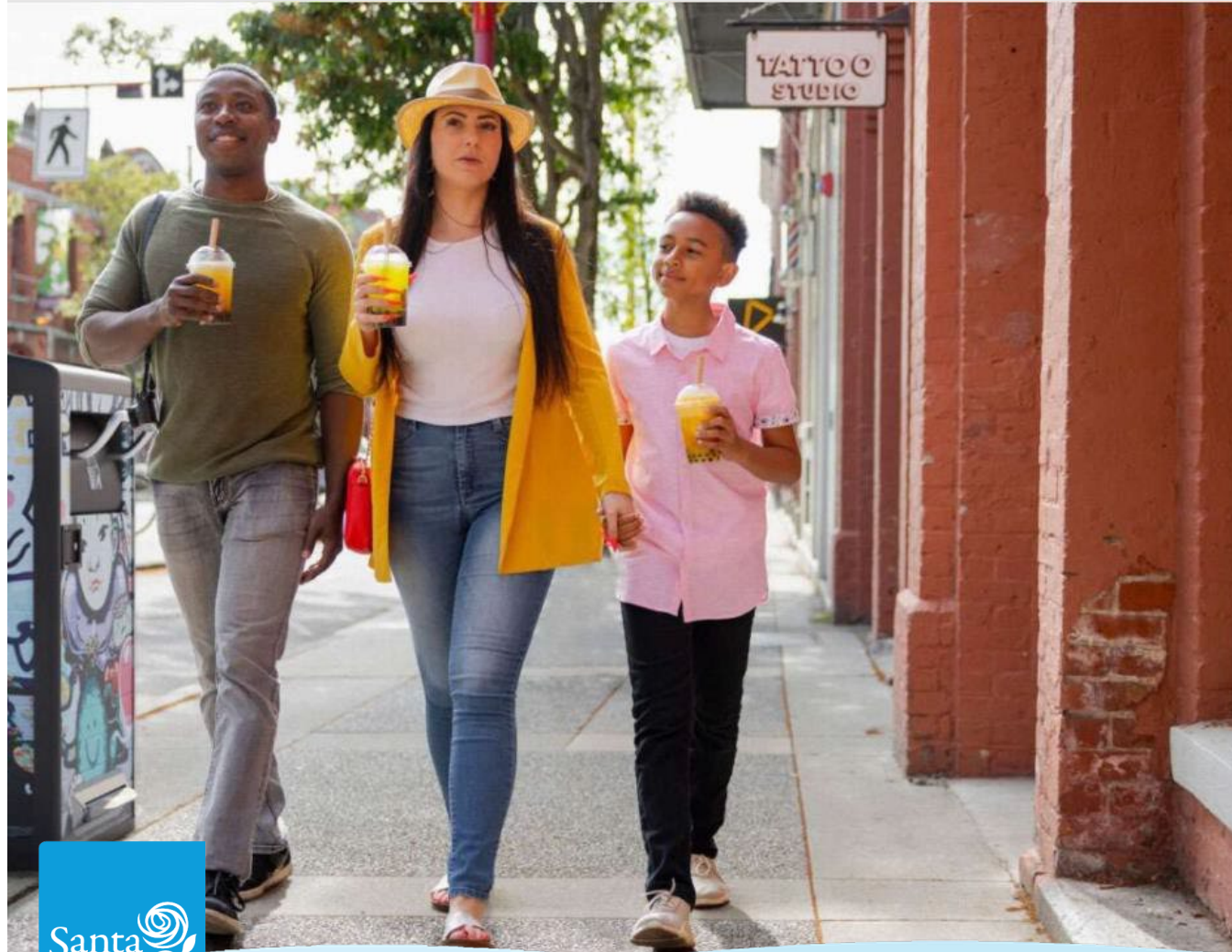
Progressive Infrastructure

Building Awareness
Supported by National Research

Study on Public Education and Litter Reduction: The study found that **public education campaigns significantly reduced the amount of litter** on highways, which consequently reduced the amount of litter entering stormwater systems. The research highlighted the role of **targeted messaging and community involvement**.

SOURCE: Oke, A. et al. (2010). "Littering on the roads and highways: The contribution of public education to litter reduction." Environmental Management.

Baltimore's Trash Free Initiative: This initiative includes public education and outreach to address litter and stormwater pollution. The program has led to **measurable reductions in litter in waterways due to increased community engagement and awareness**.
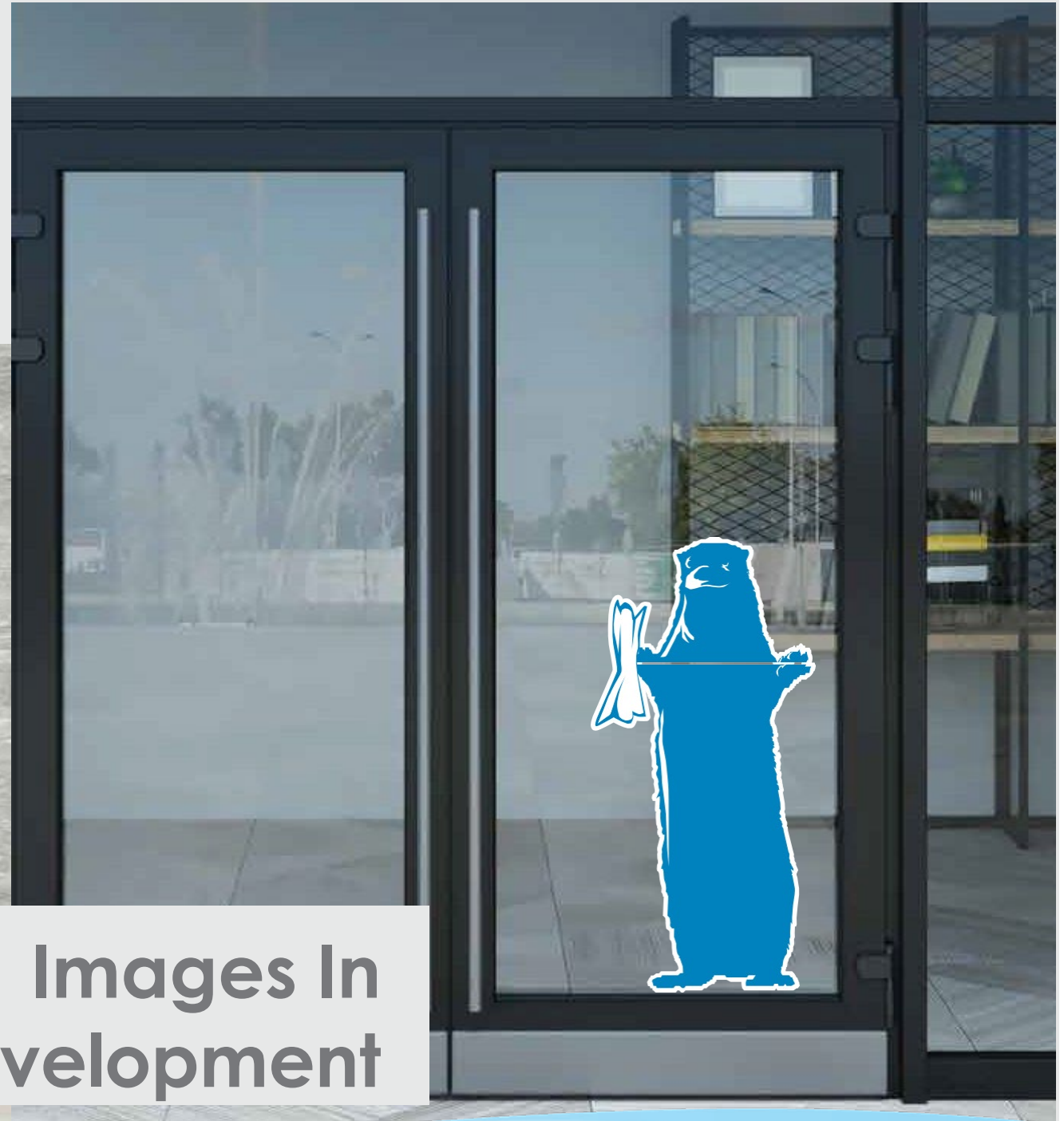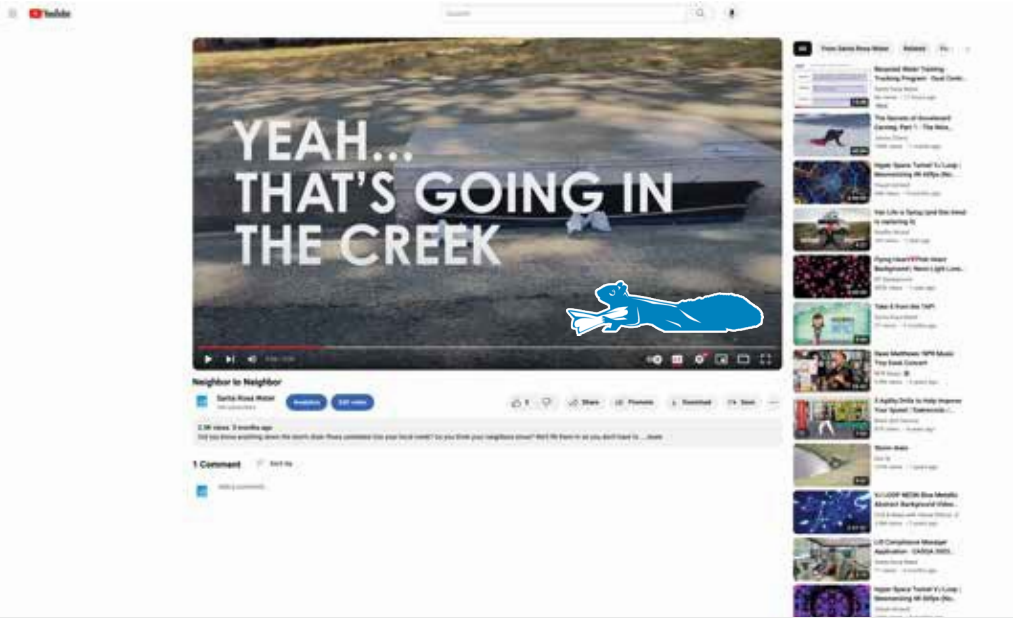
SOURCE: Blue Water Baltimore.

A bi-lingual street art inspired visual campaign to pique interest supported by traditional and digital channel outreach
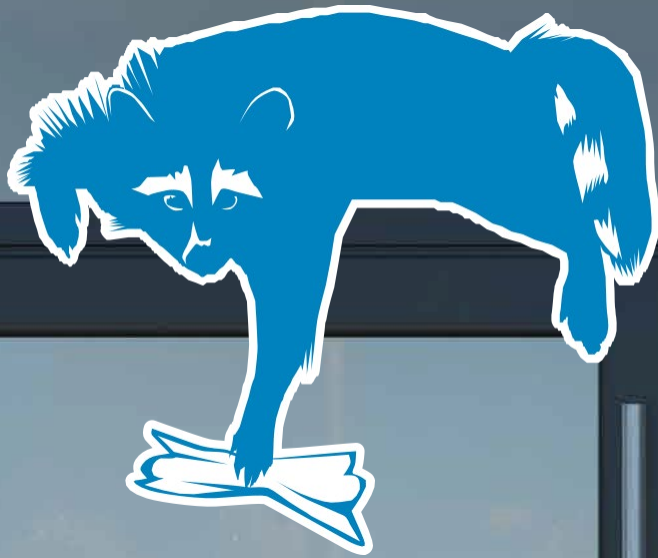
Images In Development

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YEAH...
THAT'S GOING IN
THE CREEK

LAZY
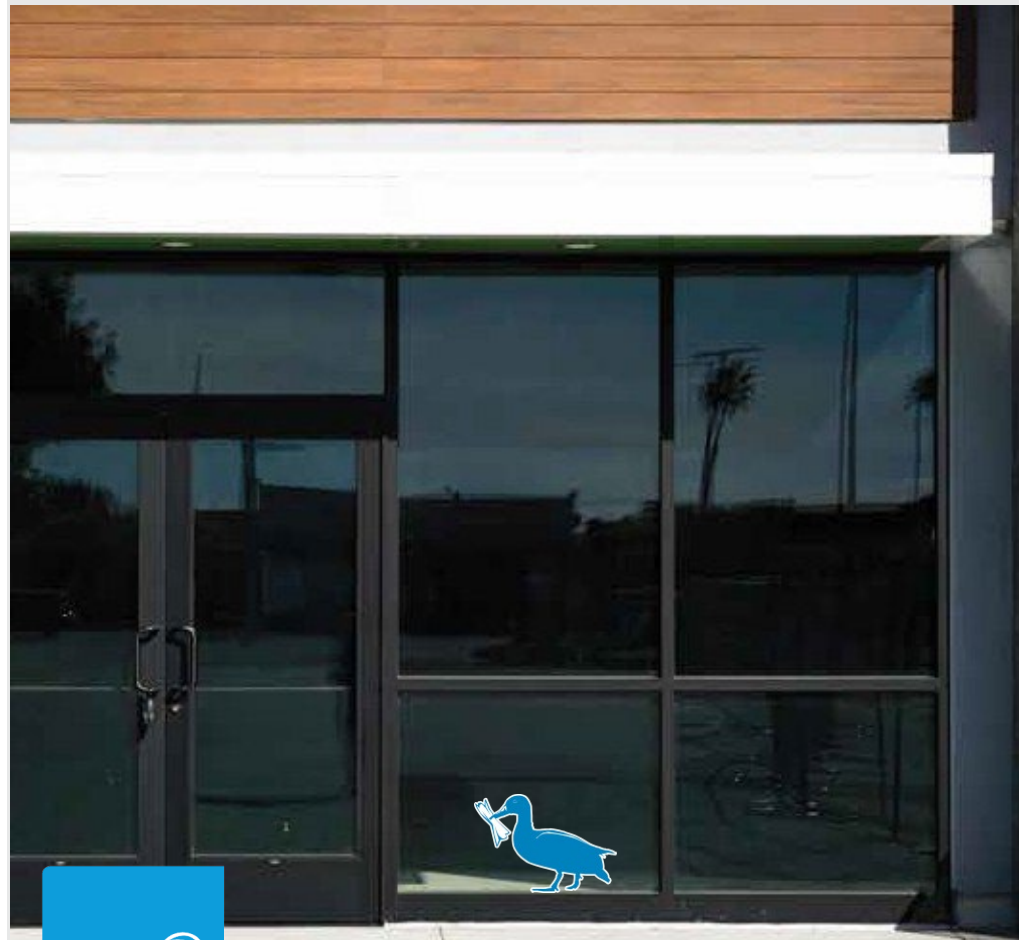
Pilot Timeline

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

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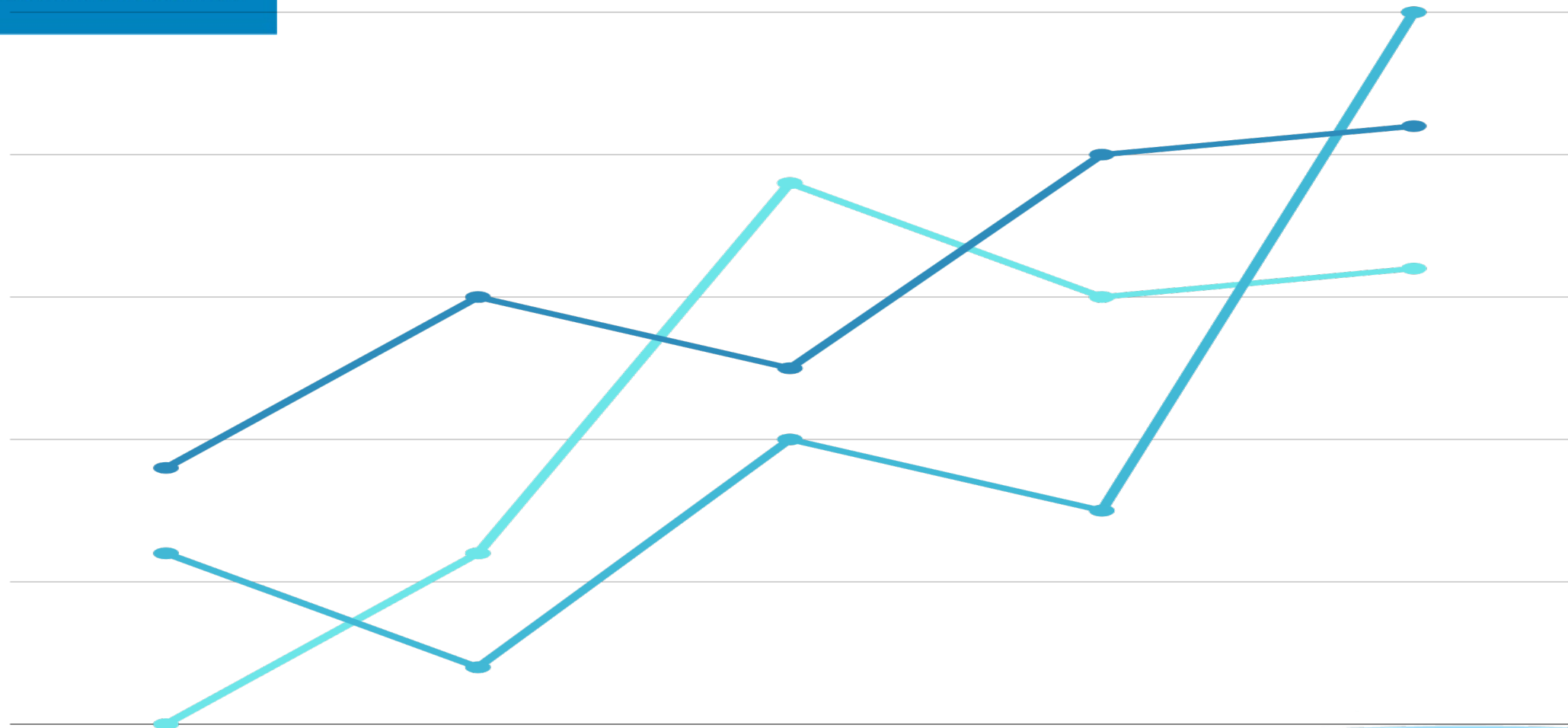 Clean-up & kick-off event to coincide with Earth Day in pilot area
July:
  Uninstall all images, ensuring area is clear and clean

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Data Evaluation

Collaboration

Internal
- Transportation and Public Works
- Zero Waste
- Transit
- Communications & Intergovernmental Relations
- 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 Partnership

Next Steps

Forming partnerships

Public / Private partnerships

Board feedback and input on campaign concepts:
- Campaign image
- Locations to consider
- Art contest promotion for trash cans
- Educational emphasis that resonates with community

Board feedback on empowering community
- Businesses
- Community group involvement / recognition

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Questions?