

STORM DRAINS CONNECT

STREETS



CREEKS

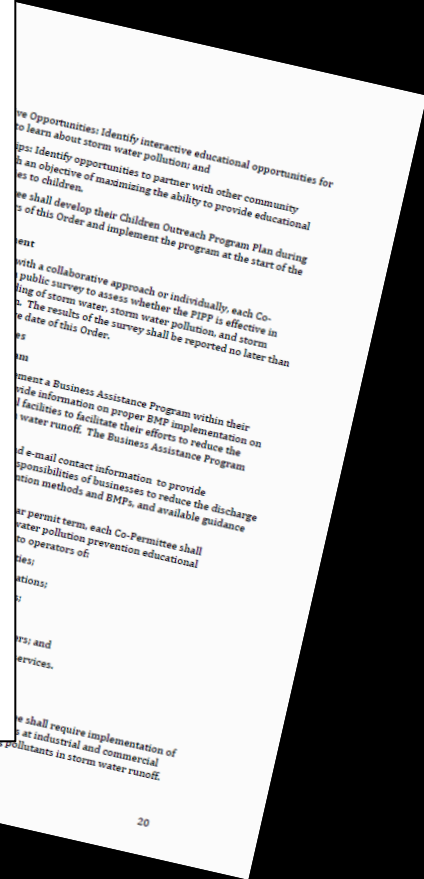
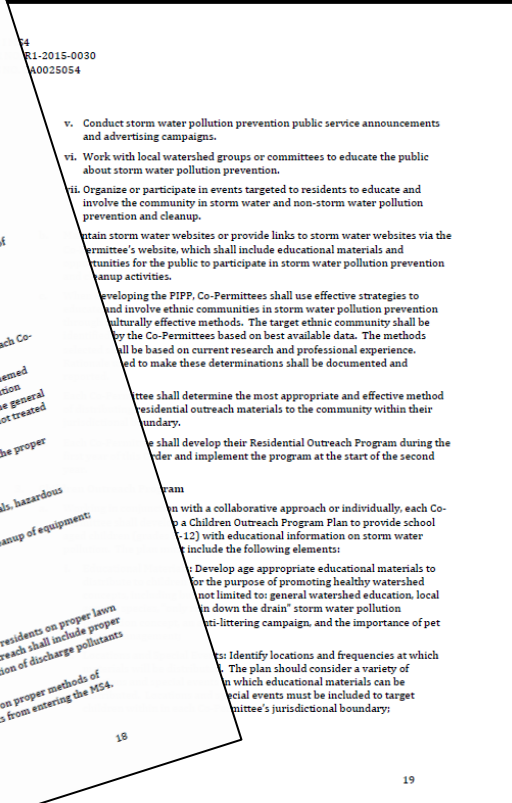
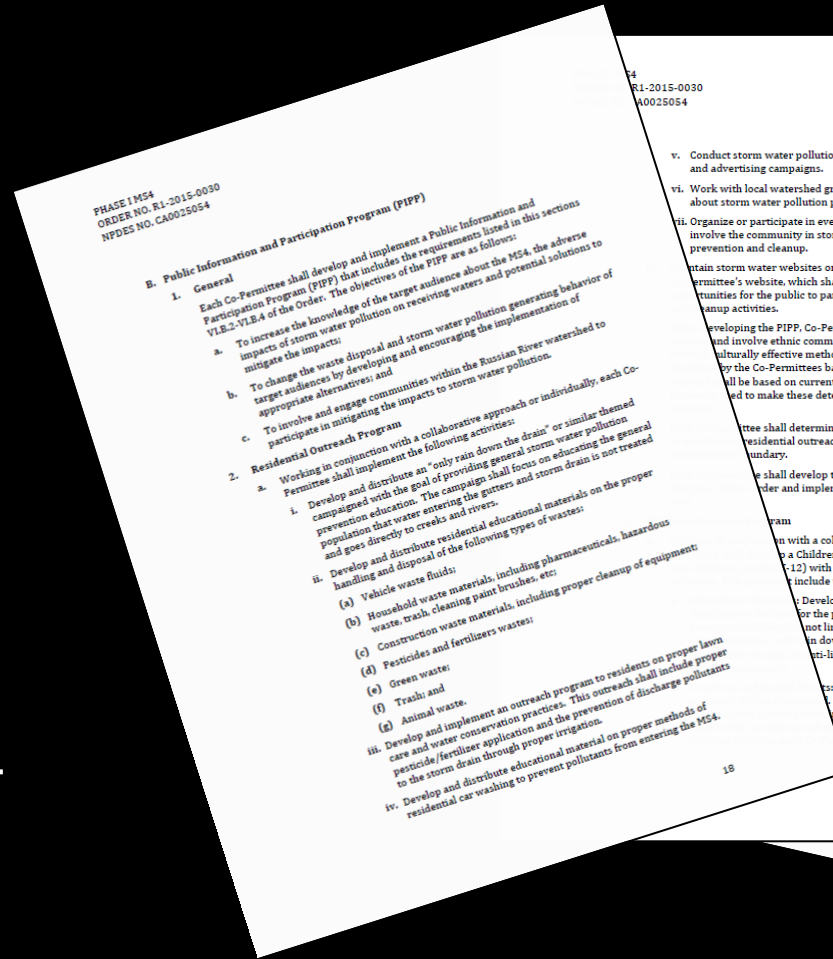
OURS TO PROTECT



May 12, 2026 • Sebastopol Climate Action Committee • Nick Sudano, Senior Environmental Specialist

MS4 Requirements

- Residential
- Children's
- Ethnic
- Industrial / Commercial



i. Develop and distribute an "only rain down the drain" or similar themed campaign with the goal of providing general storm water pollution prevention education. The campaign shall focus on educating the general population that water entering the gutters and storm drain is not treated and goes directly to creeks and rivers.

- Illicit Discharges (Spills)
- Trash Compliance
- Low Impact Development

STORM DRAIN OR SEWER? Two separate systems with different destinations



QUICK REFERENCE GUIDE FOR PREVENTION OF STORM WATER POLLUTION AT FOOD FACILITIES

Sonoma County
SOUTH OF REDWOODS

AGENCY RESOURCE GUIDE

Emergency Spills:
Call 911

Storm Water Questions/Additional Copies of Materials:
Sonoma County Environmental Health and Safety Section
(707) 565-6565

Sanitary Sewer/Grease Trap/Interceptor Questions:
Inside City Limits of Santa Rosa, Colton, Robert Park, Sebastopol and Town of Windsor:
Sonoma County Utilities Department
(707) 543-3369
Inside City Limits of Healdsburg:
Healdsburg Public Works Department
(707) 431-1366
Inside City Limits of Eureka:
Pacifica Public Works Department
(707) 778-4303
Inside City Limits of Sonoma and Unincorporated Area of Sonoma County:
Sonoma County Water Agency
(707) 528-5372

Hazardous Waste/Recycling Questions:
Sonoma County Eco-Desk
(707) 565-3375

Dumpster Service, Cleaning and Replacement:
Inside Sonoma City Limits:
Sonoma Customer Services
(707) 596-7555
Outside Sonoma City Limits (City of Sonoma, The Matrix Group)
(800) 243-0291

IMPACT OF POLLUTION
In Sonoma County, storm drains flow directly to local creeks, the Laguna de Santa Rosa, the Russian River, and the ocean with no treatment. Storm water pollution is a serious problem for wildlife dependent on our waterways and for people who love our streams.

Food facilities such as restaurants, institutional cafeterias, grocery stores, bakeries and delis can contribute to storm water pollution, mainly through improper waste handling and clean-up practices that allow food particles, oil and grease, and cleaning products to flow into streams, gutters or storm drains.

Only rainwater should go into storm drains.

Washes must not be pumped to be washed outside unless it is in a curbed basin that drains to the sanitary sewer.

Pumping storm drains causes damage to the environment and is a liability for the discharger.

TYPES OF POLLUTION FOOD FACILITIES GENERATE

All substances left in the street gutter, parking lot, alley, or dumped into a storm drain end up in local creeks, rivers, and the ocean with no treatment.

In addition to attracting flies and vermin, as well as causing odor and public health problems, discharging grease materials consume dissolved oxygen in streams, rivers, and the ocean, potentially leading to the stressing or killing of aquatic life.

Oil and grease cause additional health problems, and also plug sanitary sewer lines serving to buildings and sewage treatment plants that are hazardous to human health.

Food facilities sometimes discharge toxic materials, including cleaning products, disinfectants, and pesticides. **These biodegradable soaps contain ingredients that may be initially toxic to aquatic life!**

If you are not certain whether a drain leads to the storm drain or sanitary sewer, call your local utilities or public works department so they can help you resolve the question. In general, drains inside buildings are connected to the sanitary sewer and outside drains (like gutter/sanitary sewer cleanouts) are connected to the storm drain system. Sanitary sewer cleanouts are usually marked in diameter (or smaller), while storm drains are often larger. **But there are exceptions - You need to know for sure!**

WATER QUALITY PROTECTION PROCEDURES

PAVEMENT CLEANING

When cleaning dumpster areas, loading docks and other paved surfaces, use a qualified company:

- **DO NOT** use degreasers, bleach or disinfectants in an area where rinse water could flow to a street, gutter, storm drain, or creek. **Every product labeled "biodegradable" or "environmentally safe" should not be used!**
- If flow could enter a storm drain, block the flow with sand bags, rags, or an absorbent (e.g., cat litter).
- Dry sweep and dispose of debris as solid waste in the regular trash, provided hazardous materials are not involved.

If wet cleaning is required (including high temperature or high pressure washing), the following three steps should be used:

1. Clean up as much residue as possible with rags.
2. Use absorbents (e.g., cat litter) to collect liquid. Sweep and dispose of materials in the regular trash, provided hazardous materials are not involved.
3. Mop, wet vac, or (if absolutely necessary) wash, and then collect the water. Dispose of the water to the janitorial sink, toilet, interior floor drain or floor sink, or other interior receptacle that drains to the sanitary sewer (not the storm drain).

If a final rinse is necessary for health reasons, collect the rinse water and dispose of it in the same manner described in Step 3 above. **Foodlines, block storm drains immediately before opening water!**

DISPOSAL OF MATERIALS

Do the disposal of hazardous or inappropriate materials such as oil and grease down the sanitary sewer. When uncertain whether a material can be disposed of down the sanitary sewer, contact your local utilities or public works department for guidance.

For questions about the proper disposal of hazardous waste, contact the Sonoma County Eco Desk at (707) 565-3375.

REMEMBER, RAINWATER IS THE ONLY THING THAT SHOULD ENTER THE STORM DRAIN!

WHAT YOU DO MATTER

Home
It's surprisingly easy to "biodegrade" in harm fish and wildlife.

It's debris, paint and oils and leaks if it properly chemicals indoors are.

RECYCLING
TO PROTECT OUR CREEKS AND STREETS
Keep leaves out of storm drains which lead to creeks.

CLEAN CARPET, DIRTY STREAMS?
HELP KEEP OUR CREEKS CLEAN

STORM WATER BEST MANAGEMENT PRACTICES (BMP)

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NO DUMPING INTO DRAINS TO CREEK

CITY OF SANTA ROSA STORM WATER POLLUTION PREVENTION PROGRAM

from the street to the creek Business Done Right

Help Keep Our Waterways Clean! Auto Parts Stores use and sell many types of products that if disposed of improperly can pollute our local creeks.

Surface water flows directly into the storm drain system. The storm drain system consists of gutters, inlets, catch basins, and sometimes ditches. Runoff and storm water flow directly into our creeks untreated.

Best Management Practices:

- Use dry cleanup methods (i.e. broom or vacuuming). Avoid hosing down or pressure washing work areas.
- Immediately clean up wet or oily spots with absorbent or a designated mop.
- Pour mop wash water into an inside drain.
- Inspect damaged vehicles for leaks.
- Protect hazardous materials, recyclables, and discarded parts/materials from rain.

Releasing pollutants into the storm drain system or a waterway is prohibited by local ordinance, state, and federal law.

Report Spills Here:
Cloverdale: (707) 894-2150
Corati: (707) 665-3605
Healdsburg: (707) 431-7000
Rohnert Park: (707) 588-3300
Santa Rosa: (707) 543-3800, After Hours: (707) 543-3805
Sebastopol: (707) 823-5331, After Hours: (707) 829-4400
Ukiah: (707) 463-6288
Unincorporated County of Sonoma: (707) 565-1900
Unincorporated Mendocino County: (707) 234-6679
Windsor: (707) 838-1006, After Hours: (707) 838-1000

Inform Your Customers

- Post signs to inform customers that working on vehicles is prohibited. It's the law, call the Police if customers don't comply.
- Post signs informing people that dumping waste on your property is illegal.
- Anything dumped at your site becomes your responsibility; make sure everything is disposed of properly to avoid violations.





LANDSCAPERS

It is illegal to allow anything other than rain water to be discharged to a storm drain.

Never allow landscaping materials to be transported to a street, gutter, parking lot, or storm drain. If over applied, spilled, or disposed of improperly, materials such as fertilizers, herbicides, and pesticides can be harmful to water quality and creek habitats.

Individuals and businesses that improperly handle and dispose of non-stormwater materials down the storm drain are both subject to civil and criminal prosecution.

HOW ARE THE STORM DRAIN AND SANITARY SEWER SYSTEMS DIFFERENT?

Throughout urban communities, the storm drain system transports rainwater to local creeks, rivers, and the ocean. This system was created to prevent flooding within communities and homes.

All water and materials that enter the storm drain system is untreated.

The sanitary sewer is a plumbed system that transports used water from buildings to a wastewater collection and treatment facility, where the water and sewage is treated.

If you see an outdoor drain and are unsure of its use, assume it is a storm drain and do not discharge wash water to it.

Clean creeks are important. They provide vital fish habitat, recreation, and add to the beauty of our city.

BEST PRACTICES FOR FERTILIZER

- Must be done in contact with your Hazardous Waste Manifest for more information.
- Check the weather forecast for high winds.
- Use natural fertilizers when possible.
- If you must use synthetic fertilizers, only use them on lawns.
- Avoid applying fertilizers to curbs and sidewalks.
- Stay away from storm drains. Spraying requires a license.

IRRIGATION

- Avoid overwatering.
- Fix leaks.
- Use drip irrigation.
- Use low flow nozzles on spray, even on lawns.

YARD WASTE MATERIAL

- Keep materials off the street.
- Protect bird and animal catch basins.
- Disturb the soil and vegetation.



LIMPIADORES DE ALFOMBRAS

Es ilegal permitir que se descargue algo que no sea agua de lluvia en un desagüe pluvial.

Nunca se debe permitir que el agua usada del lavado se descargue a una calle, una cuneta, un estacionamiento o un desagüe pluvial. Si se descargan o se eliminan de forma inadecuada, los materiales como disolventes, suciedad y agua jabonosa pueden ser perjudiciales para la calidad del agua y los hábitats de los arroyos.

Las personas y las empresas que manejan y eliminan inadecuadamente materiales que no son aguas pluviales por el desagüe pluvial están sujetas a procesos civiles y penales.

¿EN QUÉ SE DIFERENCIAN LOS SISTEMAS DE DRENAGE PLUVIAL Y SANITARIO?

En todas las comunidades urbanas, el sistema de drenaje pluvial transporta el agua de lluvia a los arroyos locales, a los ríos y al océano. Este sistema fue creado para prevenir inundaciones en las comunidades y los hogares.

Toda el agua y los materiales que ingresan al sistema de drenaje pluvial no son tratados.

El drenaje sanitario es un sistema de tuberías que transporta el agua usada de los edificios a una instalación de recolección y tratamiento de aguas residuales, donde se tratan las aguas grises y negras.

Si usted ve un desagüe exterior y no está seguro de su uso, asuma que es un desagüe pluvial y no descargue el agua usada en él.

Los arroyos limpios son importantes. Proporcionan un hábitat vital para los peces, la recreación, y amplifican la belleza de nuestra ciudad.

Los productos de limpieza etiquetados como "no tóxicos" y "biodegradables" aún así pueden dañar la vida silvestre si entran en el sistema de drenaje pluvial. Se prohíbe la descarga de estos productos al sistema de drenaje pluvial.

MEJORES PRÁCTICAS:

- Limpie en seco primero: aspire la basura de las alfombras antes de limpiar el área alfombrada para reducir la cantidad de material en el agua de lavado.
- Deseche el agua usada en un registro del drenaje sanitario o recoja el agua y tirela en un desagüe interior.
- Filtre el agua usada a través de un colador de malla de alambre, deseche los sólidos en la basura.

¿ESTÁ USTED LISTO PARA RESPONDER A UN DERRAME?

- Tenga un plan por escrito.
- Capacite a los empleados anualmente sobre las regulaciones de aguas pluviales, la respuesta a derrames, la seguridad personal y el manejo y la eliminación de desechos peligrosos.
- Asegúrese de tener materiales de limpieza de derrames en el lugar.
- Tenga hojas de datos de seguridad para todos los productos utilizados.

BRAND CREATION

STORM DRAINS CONNECT
**STREETS
 TO
 CREEKS**
 OURS TO PROTECT

COLOR PALETTE

BLUE
 HEX: #0072BC
 CMYK: 100, 58, 42, 26
 RGB: 0, 114, 188

GREY
 HEX: #666666
 CMYK: 40, 40, 40, 40
 RGB: 102, 102, 102

SECONDARY COLOR PALETTE

GREEN
 HEX: #76C753
 CMYK: 18, 10, 37, 10
 RGB: 118, 199, 83

GREEN
 HEX: #92D050
 CMYK: 10, 10, 37, 10
 RGB: 146, 208, 80

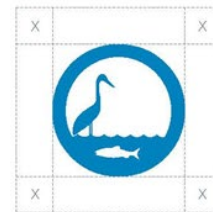
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 RGB: 169, 217, 87

TYPEFACE

Centaur Gothic

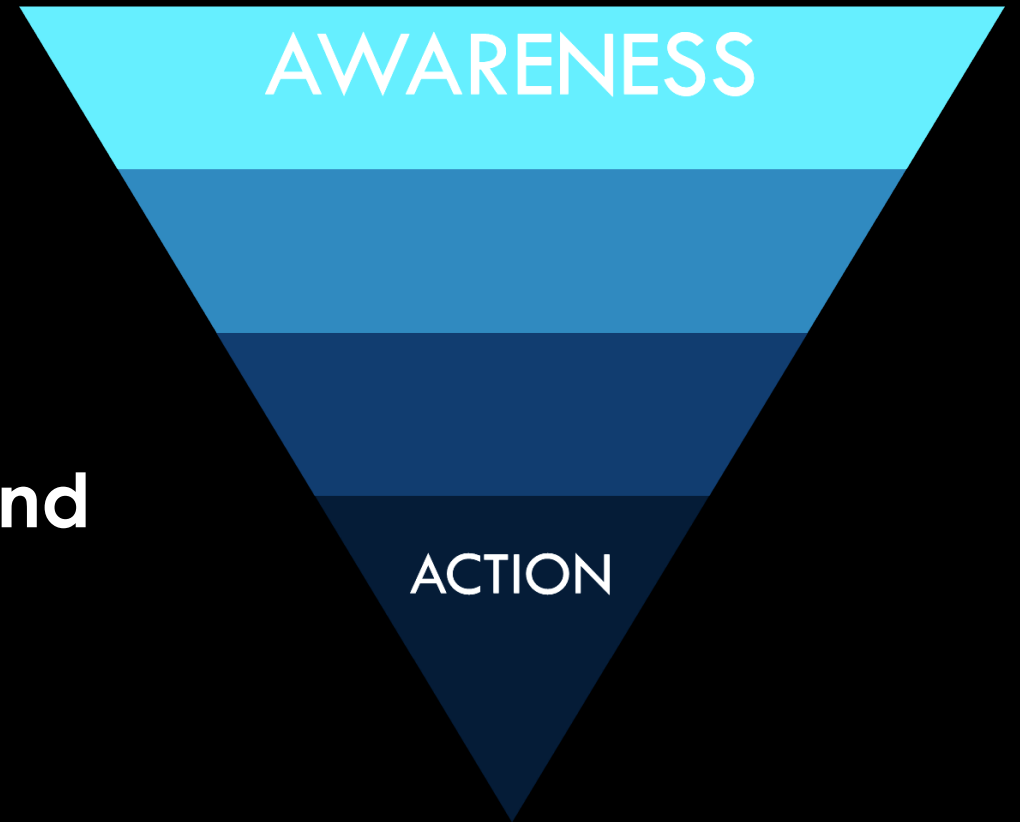
Regular Bold

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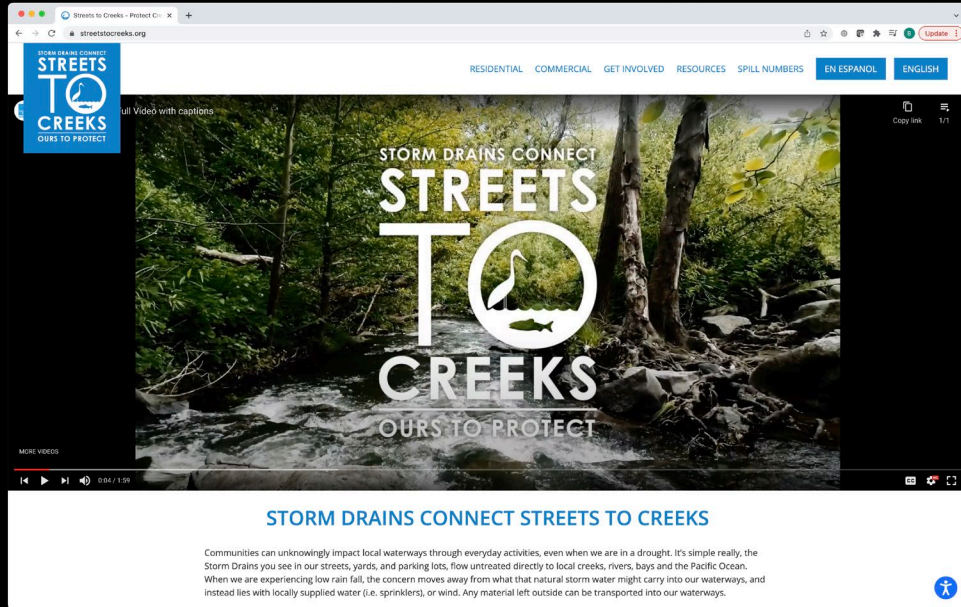


CAMPAIGN GOALS

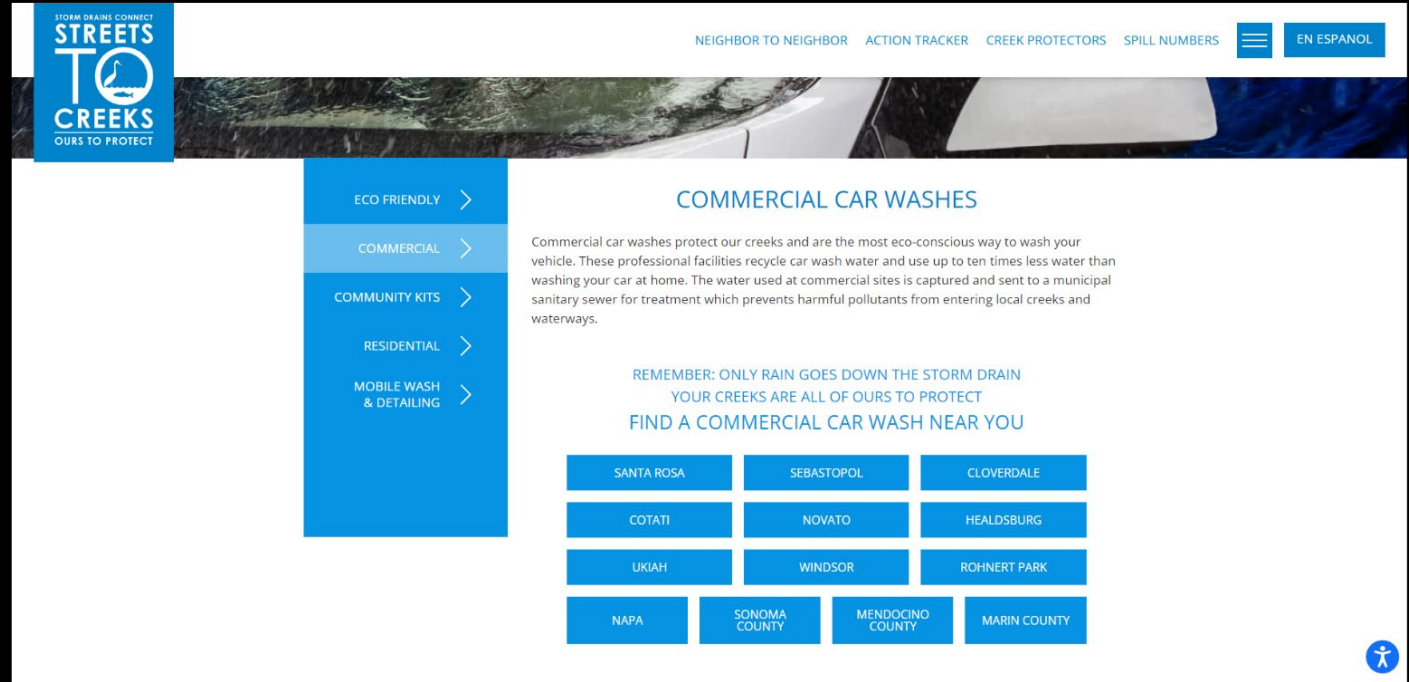
1. Promote simple actions
2. Build a storm water protection brand
3. Promote behavioral changes
4. Inspire community action



WEBSITE



HOMEPAGE VIDEO



ECO FRIENDLY CAR WASHING



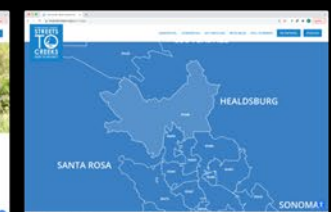
RESIDENTIAL BEST PRACTICES ENGLISH & SPANISH SHEETS



COMMERCIAL BEST PRACTICES ENGLISH & SPANISH SHEETS



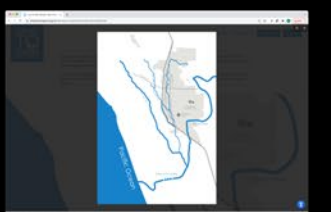
COMMUNITY ENGAGEMENT SECTION



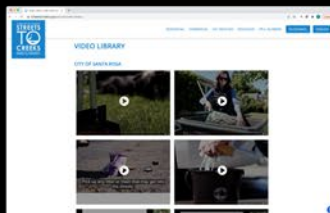
INTERACTIVE ZIP CODE MAP



INDIVIDUAL ZIP CODE PAGES



ZIP SPECIFIC WATERSHED MAPS



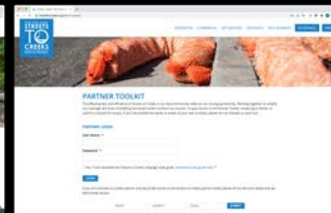
VIDEO LIBRARY



FAQS



WEB LINKS



ONLINE PARTNER TOOLKIT



DOWNLOADABLE ASSETS

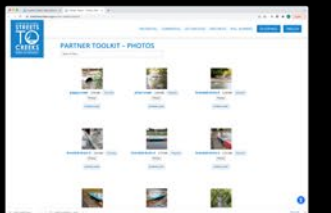
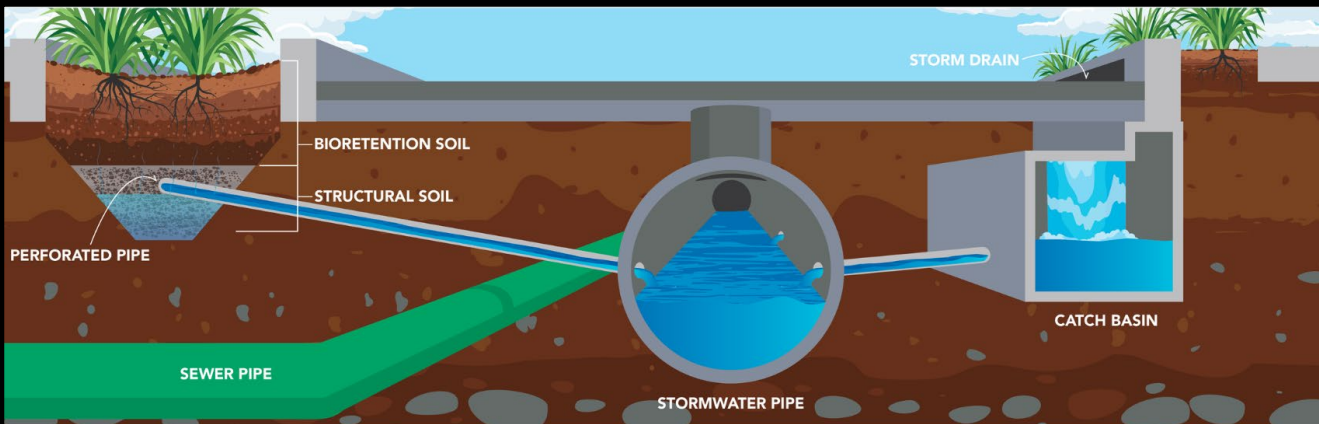


IMAGE LIBRARY



FAQ
[RESOURCES FOR OWNERS](#)

[MAINTENANCE](#)
[LID FOR LANDSCAPE PROFESSIONALS](#)

LOW IMPACT DEVELOPMENT (LID) HELP CENTER

LID features are storm water infrastructure that have been specifically designed to treat and capture runoff from rain events. LID features are designed to mimic pre-development natural conditions and have the potential to reduce flooding. These features can be invisible to untrained eyes as they are often times found in planter strips, yards, curbs, gutters and parking lots of residential, commercial and municipal areas. LID features are vital to our city because they are essential storm water infrastructure for all new development built here.

LID AS DEFINED BY THE CALIFORNIA WATER BOARD

Low Impact Development (LID) is a sustainable practice that benefits water supply and contributes to water quality protection. Unlike traditional storm water management, which collects and conveys storm runoff through storm drains, pipes, or other conveyances to a centralized storm water facility, LID takes a different

FAQ >
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LID FAQ

IS LID LANDSCAPING? HOW IS IT ANY DIFFERENT?

No, LID is not just landscaping. LID features slow storm water runoff flowing off your property while treating and transporting the excess water before it goes into the city storm drain system. LID uses specialized soils in conjunction with approved plants to mimic the natural environment that may have existed before the new development, thereby allowing storm water to slowly soak into the ground rather than sheet flowing off hard surfaces and sweeping pollutants into local waterways. When maintained properly, LID features simply look like beautiful habitat areas and landscaping, but they are doing so much more!

WHY DO I NEED LID ON MY PROPERTY?

WHO INSPECTS LID? HOW DO I KNOW IF MY LID IS COMPLIANT WITH STORM WATER CODE?

FAQ
[RESOURCES FOR OWNERS](#)
[MAINTENANCE](#)
[LID FOR LANDSCAPE PROFESSIONALS](#)

LID FEATURE MAINTENANCE

Not sure what LID features you have? Visit our [Resources for Owners](#) page.

DESCARGAR VERSIONES EN ESPAÑOL (PDF)

Feature	General Maintenance	Annual Maintenance	Quarterly Maintenance	Monthly Maintenance
BIORETENTION PLANTER FEATURE
FLOW THROUGH PLANTER FEATURES
INTERCEPTOR TREE FEATURES
PERMEABLE HARDSCAPING
RAIN GARDEN FEATURES
TREE POD BIOFILTER FEATURES

FAQ
[RESOURCES FOR OWNERS](#)
[TYPES OF LID & MAINTENANCE](#)
[LID FOR LANDSCAPE PROFESSIONALS](#)

LOW IMPACT DEVELOPMENT (LID) FOR LANDSCAPE PROFESSIONALS

Storm Water Low Impact Development (LID) 2021
 Santa Rosa Water

Low Impact Development (LID)

For real application of LID construction, maintenance, and inspection compliance

Watch on [YouTube](#) December 1, 2021

MY
 RE?

EVERY PIECE INSPIRES CHANGE (E.P.I.C.) IN YOUR WATERSHED

WHAT CAN I DO? | [GETTING INVOLVED](#) | [TRASH FACTS](#) | [EDUCATIONAL AND STATEWIDE TRASH PROVISION](#)

HAVE YOU SEEN CREEK CRITTERS LIKE THESE CLEAN UP LITTER IN YOUR NEIGHBORHOOD? IT'S TIME TO PITCH IN AND CLEAN UP YOUR FURRY AND FEATHERED FRIENDS!



EVERY PIECE INSPIRES CHANGE (E.P.I.C.) THE CAMPAIGN

By the year 2030 no trash greater than 5 mm (or the size of a cigarette butt) will be allowed to enter any city or county in the state of California. Find out more ([with the statewide trash provision](#)).

WHO

Cities and towns in your area are teaming up to promote trash messaging and public awareness regarding their creeks and waterways.

WHAT

The campaign will encourage positive change and consistent messaging for everyone in our watershed, even in the smallest of ways, one piece of trash at a time.

Our creeks are truly **Ours To Protect!**

Trash in our creeks, rivers, and oceans is a major pollutant of concern for our environment. As our society has grown, the amount of plastic and other non-biodegradable waste has increased. This waste can have big impacts in limiting these items from entering our waterways and negatively impacting wildlife that live in our waterways.

We invite you to be E.P.I.C. for our Watershed!

WHY

To build awareness around our watersheds look for images of creek critters, like birds, otters, and squirrels representing our creeks. Our creeks are their home! Each critter is holding a piece of refuse identified by a specific color: **Blue** represents recycling, **Green** for compostables, and **Pink** for trash!

Trash and other pollutants are easily transported from streets to creeks by entering the storm drain system through wind or blowing into it when it rains. A problem as big as trash in our creeks needs everyone to step in to find the solution. We welcome you to take that first step towards inspiring change. We invite you to find purpose. We invite you to make an impact.

We invite you to be E.P.I.C. because Every Piece truly Inspires Change!

SIMPLE CHANGES HAVE A BIG IMPACT

We can unknowingly impact local waterways through everyday activities. The Storm Drains you see in our streets, yards, and parking lots, flow untreated directly to local creeks, rivers, bays and the Pacific Ocean. Any litter left outside can be transported by storm water runoff, locally supplied water (i.e. sprinklers), or wind.

If you take a moment to think about it, that small piece of trash that has been sitting in the gutter with the addition of water, and in some instances wind will travel directly into our creeks. The good news is there's a lot we can do, with some simple changes, that will have great impact.



Check For Litter After Pickup Day

After your local waste hauler services your trash bins on pickup day, it is a good practice to inspect the frontage of your property for any trash or debris that may have fallen out. Occasionally, lighter materials may float away when the garbage truck tips the bin to empty your trash, recycling, or compost.

Ensure Trash Cans Are Covered

Always make sure your trash cans are covered with the lid closed. Overflowing trash cans are susceptible to wind blow trash escaping and entering the street or storm drains.

Keep A Trash Bag In Your Vehicle

Free floating trash in your vehicle is easy to forget about when you roll down the windows or a passenger steps out. It's a good idea to always have a trash bag or somewhere secure to put that wrapper while in your vehicle. One of the main sources of trash on our highways and city streets is from trash accidentally flying out of the inside of a vehicle.

Empty Trash In Your Car

It's always good practice to discard any trash or free-floating debris in your vehicle. Remove food and paper waste, empty packaging, and used bottles when you stop at a gas station or any business with receptacles nearby. One of the main sources of trash on our roadways comes from drivers inadvertently allowing litter to fly out when the windows are down.



Prioritize Reusable Bags

Prioritize using reusable bags when going to the grocery store or when packing for that picnic or day trip. Plastic bags can easily float away in the wind and enter our waterways where they slowly photodegrade into harmful microplastics.

Know Your Drains

Do you have a backyard drain? These help drain rain water from your backyard and often lead to a curb out which flows into the street, gutter, and eventually the storm drain system. It's important to know where these are to make sure trash and other debris does not accidentally make it to our creeks.

Know Your Street Sweeping Day

It's important to know your street sweeping day in order to move vehicles, trash receptacles, or any other items that may impede the street sweeper from cleaning the gutter. Street sweepers are an important tool for cities to ensure their streets are free of trash or debris that may clog the storm drain system.

Cover Your Load

It's a California State Law to have your loads covered when operating vehicle on streets. Trash and debris from an uncovered load can fly away while driving your vehicle and eventually make its way to our storm drain system and waterways.

CAMPUS ACTIVITIES

To foster a school climate that is aware of the need for less trash in our streets and thereby our creeks, it is fundamental to incorporate an awareness of litter, the waste stream and water quality with everyday activities. Incremental behavior modifications in regard to using less and putting waste in its correct place promote long lasting impacts on the health of our local environment. These shifts can be implemented campus wide, in the cafeteria or in the classrooms of motivated staff. They are easy to implement, and the best part is that many are passive! Educators know that incorporating behavior change does not have to be time consuming or need over explanation to be impactful. The key to success is creating consistency,

a reinforcement through messaging. Then the impacts follow along in through the culture of your school community.

Small changes to reduce trash in our environment come from awareness and intentional behavior changes in the community that support healthy habits. Waste stream system in the main areas of your campus such as the cafeterias, corridors, copy rooms and office, help improve both staff and student awareness with regard to waste management. Having accessible cans with signage in prominent areas reduces the amount of trash that may accumulate on the property as windblown trash. Waste that is unintentionally left in the environment results in littered streets, clogged storm drains and degraded water quality and ultimately degrades the water quality and habitat areas of our creeks.



POST VIDEO TALKING POINTS

GET INVOLVED

Are you ready to take matters into your own hands? Get involved in a cleanup with your local community! Lucky for you there are many opportunities to jump in and make a difference! Browse through the communities you'd be interested in helping and see what interests you. Many cities have recurring cleanups you can join anytime, or team up with other organizations that host volunteer cleanups all throughout your area.

Remember no matter how big or how small, Every Piece Inspires Change, and even the smallest effort can make a big impact on our world!



SONOMA COUNTY

Volunteer for a Creek Cleanup

Russian Riverkeeper is a non-profit organization which regularly hosts volunteer cleanups throughout Sonoma County. Visit their website to sign up for a cleanup of your choosing!

Contact:
Russian Riverkeeper
P.O. Box 1335
Healdsburg, CA 95448
Phone: (707) 433-1958
info@russianriverkeeper.org

Website:
<https://russianriverkeeper.org/volunteer/>

SANTA ROSA

First Saturday Cleanup

The City of Santa Rosa hosts a monthly cleanup along Santa Rosa Creek at Olive Park every first Saturday of the month from 10am to noon. No need to RSVP, simply show up and lend a hand! All equipment including gloves, trash pickers, and bags are provided free of charge.

Meeting Location: in front of 136 Orange Street, Santa Rosa, CA 95401 near the footbridge on Santa Rosa Creek.

Park-A-Month Events

Bring your friends and work together or come and meet new people while helping to keep our parks in great shape! These family-friendly workdays are a fun and productive way to help beautify a park or community center through tasks such as litter pickup, spreading mulch, cleaning play area equipment and picnic barbecues, weeding, and more.

For more information visit: <https://www.srcity.org/1026/Park-A-Month-Program>

Creek Stewardship Program

Want to organize your own cleanup with friends, family, or colleagues? No problem! Simply reach out to the City of Santa Rosa Creek Stewardship Program for free access to all the equipment and materials you need. Trash collected can even be staged at a location for the City of Santa Rosa to pickup and dispose of properly.

Contact Kyle Spongberg, Creek Stewardship Program Coordinator at (707) 543-3845 or email at kspongberg@srcity.org

Find more information at www.srcity.org/1202/Creek-Stewardship



TOWN OF WINDSOR

The Town of Windsor is always looking for volunteers to join in on their mission to keep trash out of our streets and waterways! The Town hosts many annual cleanup events including:

Global Earth Day

Every April, the Town of Windsor honors Earth Day by leading groups to pick up trash on Windsor's streets and in the creeks. Volunteer a few hours of your time to improve the water quality and wildlife habitats in Windsor.

Annual Creek Week and Russian River Watershed Cleanup Day

Every year, volunteers gather along the Russian River on beaches, in canoes, and alongside creeks, to pick up trash.

Annual California Coastal Cleanup Day

Every September, volunteers from Windsor and across Sonoma County gather on beaches along the Sonoma Coast to pick up trash in a large group effort.



CITY OF HEALDSBURG

Trash Reduction and Awareness

ACTIVITY BOOK #1



CREEK PROTECTOR ACTIVITY BOOK #1:

Grab a parent and head out to a local creek trail. Bring your book to learn some fun facts on the importance of water and take a deep dive into our local mammals! Learning about the animals that live in our creeks and local watershed will inspire you to be a devoted Creek Protector and Steward of our Storm Drains. Creeks and rivers are ours to protect!

[VIEW MOBILE SITE](#)

[DOWNLOAD PDF](#)

[MAIL ME A BOOK](#)

COMPLETED YOUR FIELD GUIDE?

Congratulations on completing your second field guide! To receive a prize while supplies last, bring your completed field guide to the location listed at the bottom of this page.



CREEK PROTECTOR PATCH



ACTIVITY BOOK #1 PATCH



CREEK PROTECTOR

FIELD GUIDE #2

BIRDS OF THE CREEKS

CERTIFICATE OF ACHIEVEMENT

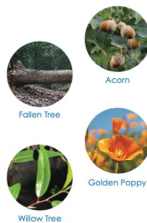
I promise to help protect storm drains, creeks, and rivers to help preserve nature and fun activities we enjoy on the water. I will show others how small changes can make a big impact and will keep having fun exploring the outdoors.

Creeks and rivers are ours to protect!



CREEK PROTECTOR SCAVENGER HUNT

Can you find and identify plants commonly found in our waterways and important to fish and local ecosystems? Circle the items you find:



Overall General Campaign Takeaways

Year Over Year Engagement

FY 24/25 Results Compared to Previous Period (FY 23/24)

- Clicks: 109K - Increased by 3,450 clicks (3.1%)
- CTR: 2.24% - Increased 1.17%
- Cost / Click: \$0.12 - Reduced \$0.02 per click

ANNUAL #'s	'19 – '20	'20 – '21	'21 – '22	'22 – '23	'23 – '24
IMPRESSIONS	12,193,705	13,630,521	15,801,682	28,226,046	10,412,906
ENGAGEMENT	32,934	20,524	95,071	140,123	112,219
ENGAGEMENT RATE	0.3%	0.2%	0.6%	0.5%	1.1%

Click Through Ratio (CTR)

Number of clicks is the metrics we were focused on for the trash pilot. Click through ratio is a key indicator that a campaign's content is compelling.

KEY TAKEAWAYS

& WHY WE CONTINUE TO INVEST IN STREETS TO CREEKS

STATEWIDE LESSONS LEARNED: COMMUNITY AWARENESS TAKES CONSISTENCY

COSTS PER IMPRESSION ARE MORE AND MORE EFFICIENT

ENGAGEMENT COSTS ARE MORE EFFICIENT THAN OTHER TACTICS

STATEWIDE MESSAGING REDUCES BARRIERS TO STORMWATER AWARENESS

COMPLIANCE COSTS ARE MORE EFFICIENT COLLABORATIVELY

BEGINNING TO BREAK BARRIERS TO QUANTIFIABLE ACTIONS

ENCOURAGING & TRACKING COMMUNITY BEHAVIORAL CHANGES

RECOGNIZED COMMUNITY RESOURCE FOR MS4 COMPLIANCE (ALL SECTORS)



Where we are we headed?



Creek Stewardship



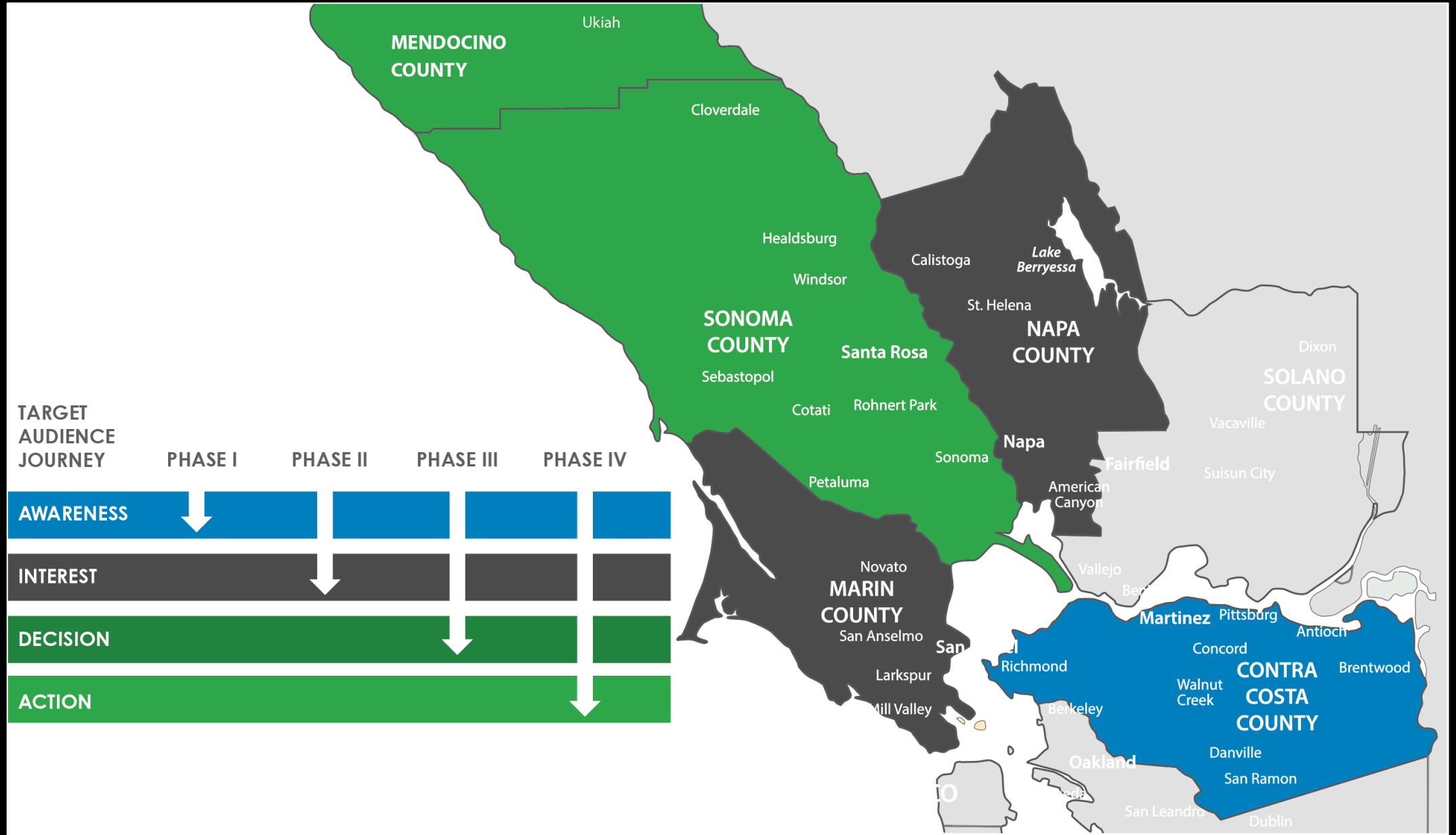
Regional Partnership

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



Simple actions have BIG impacts.

CAMPAIGN REACH





Thank You!



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Senior Environmental Specialist

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