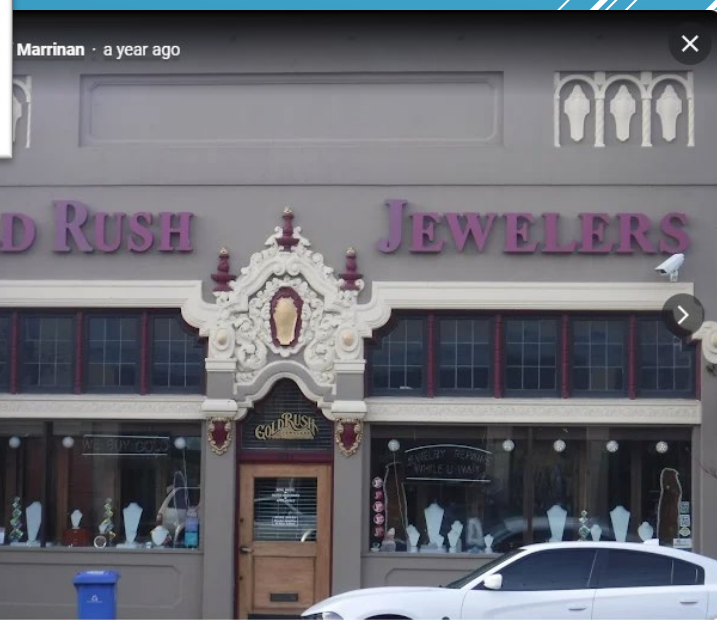
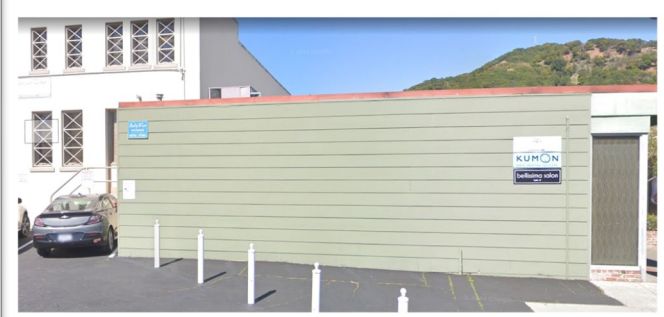
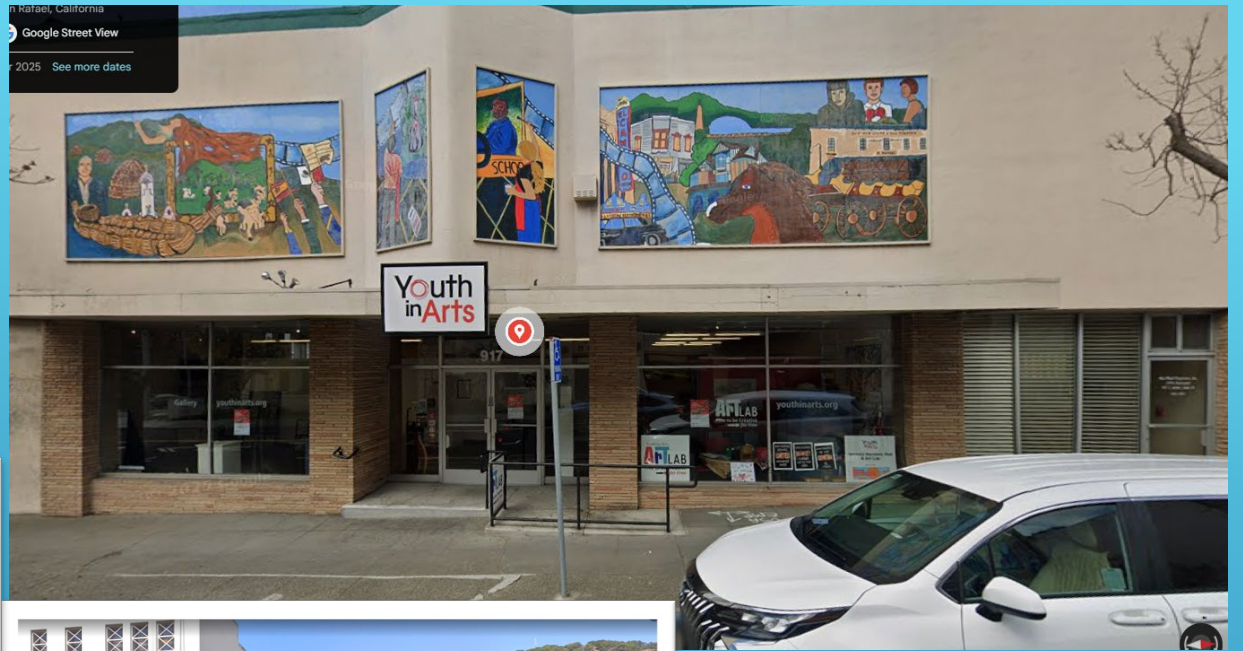
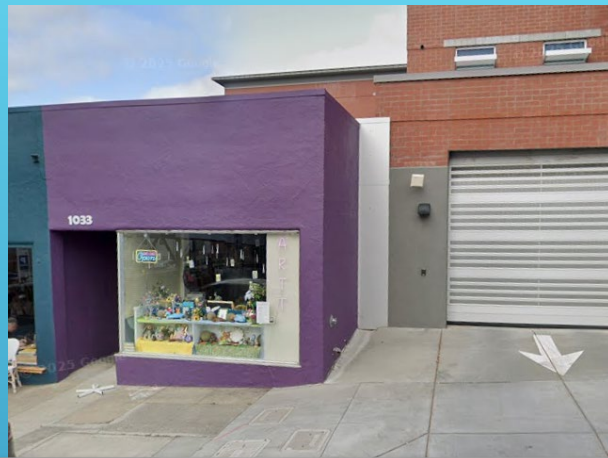


# SAN RAFAEL- BID

The **Every Piece Inspires Change (EPIC) Campaign** is an outreach campaign that promotes **litter reduction, healthy watersheds and beautification** by encouraging simple everyday actions like picking up litter.

0.52 miles from Lincoln Ave to E St  
(or beyond to H St if businesses are interested in participating)

Businesses with highly visible windows or exterior walls are encouraged to participate.



# EXAMPLES USED IN PREVIOUS CAMPAIGNS

Decals of creek critters are placed in highly visible locations throughout the campaign area. Creek Critters are picking up litter in the streets to prevent it from entering the waterways.

Explicit messaging (and Spanish) will be included in the Marin campaign rather than only using QR Codes.





January 10, 2025

Dear Property Owner/Manager:

As a local property owner/business manager in Roseland, the City of Santa Rosa would like to invite you to partner with us on an EPIC campaign to reduce litter, inspire change, and protect our local creeks. EPIC stands for Every Piece Inspires Change and is an educational campaign and pilot program the City is launching in the spring of 2025 to address the statewide ban on trash entering storm drains. The pilot program will occur within a ¼ mile section of Sebastopol Road, between Roseland Ave and Olive St, and aims to engage the community, reduce litter, and beautify your neighborhood.

In Santa Rosa, storm drains are connected directly to creeks, like Roseland Creek, which flow untreated to the Laguna de Santa Rosa and on to the Russian River. Due to this direct connection, trash and litter entering a storm drain from private property or public streets can easily impact the health of our waterways. To protect our waterways, the State Water Resources Control Board adopted a provision banning any trash 5mm (the width of a cigarette butt) or larger from entering storm drain by 2030.

To comply with the statewide provision, the City is looking for community partners to make an impact. Opportunities to get involved include promoting and participating in a community clean-up and kick-off event on Earth Day, April 22, 2025 and being a partner organization in our education outreach campaign. Your participation will increase the amount of trash that is prevented from reaching our creeks, beautify the area, increase awareness, and inspire others to protect our creeks.

Additional measures to reduce trash on the streets and parking areas, include:

- Keeping bins closed to prevent trash from being blown around by wind
- Properly labeling trash and recycling bins and ensuring they are appropriately sized to eliminate overflow or stack trash outside of bins.
- Maintaining refuse areas so they are clean with no trash observed on the ground.
- Providing trash bins and cigarette receptacles in areas for the public or where employees congregate.
- Ensure that trash and litter in parking areas, access roads, and other areas are regularly collected and placed in the trash.

If you would like to learn more how your business can participate or have any questions, please contact the City of Santa Rosa at 707-543-4538 or stormwater@srcity.org. Thank you in advance for your interest and cooperation to help keep our community's streets and waterways clean and healthy.

Sincerely,

Nick Sudano  
Senior Environmental Specialist



69 STONY CIRCLE | SANTA ROSA | 707.543.4200 | SRCITY.ORG/WATER



**STREETS TO CREEKS**  
OURS TO PROTECT

## EPIC CRITTERS!

Have you seen creek critters like these cleaning up litter in your neighborhood? It's time to pitch in and help your furry and feathered friends!

SCAN TO LEARN MORE ABOUT HOW YOU CAN GET INVOLVED OR VISIT STREETSTOCREEKS.ORG

The California State Water Resources Control Board adopted statewide Trash Provisions to address the harmful impacts of trash in our creeks and rivers.

**What?**  
This Trash Provision calls for the prevention of all pieces of trash 5mm (the size of a cigarette butt) or greater from entering the storm drain system by 2030.

**Why?**  
The sewer system and storm drain system are two completely separate networks. The storm drain system allows rainwater during storms to flow directly to the nearest creek or river untreated. Pollutants such as trash, oil, soap, sediment, or other contaminants can enter our waterways.

**STREETS TO CREEKS**  
OURS TO PROTECT

## ROSELAND COMMUNITY CLEAN-UP

EVERY PIECE INSPIRES CHANGE (EPIC)

**WHEN:** Tuesday, April 22, 2025 (Earth Day)  
9am - 11am, check-in begins at 8:30 am

**WHERE:** Lola's Market, meet at the parking lot of 440 Dutton Avenue

**WHY:** Simple Actions have Big Impacts and many hands make light work. Come join together in this community event with residents, businesses, and the City of Santa Rosa to reduce trash, beautify the area, create awareness, and inspire change.

Roseland is alive. Roseland is vibrant. Roseland is E.P.I.C!

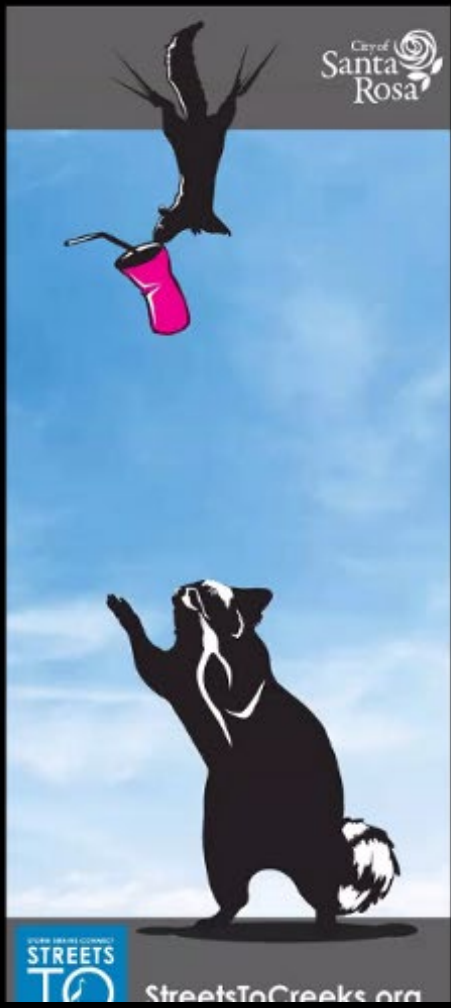
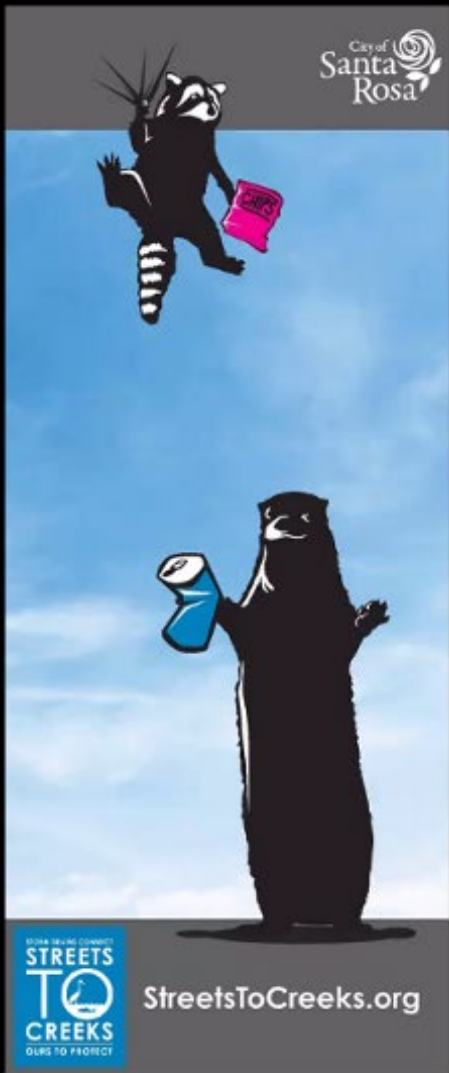
To register visit:  
[srcity.org/EPICEarthDay](http://srcity.org/EPICEarthDay)

**Did you know?**  
Litter and other pollutants on Sebastopol Road drain untreated into your Roseland Creek.

For more information visit: [www.streetstocreeks.org](http://www.streetstocreeks.org)

# Business & Community Engagement

# Light Pole Banners



**RESPECT IS A TWO-WAY STREET.**

**PLEASE, DON'T TRASH THE NEIGHBORHOOD.**

**GRAFFITI SENDS THE WRONG MESSAGE. SO DOES TRASH.**

**PLEASE, DON'T STINK UP THE NEIGHBORHOOD.**

**WHAT WOULD YOU STICK YOUR NECK OUT FOR?**

**EVERY PIECE INSPIRES CHANGE**

**LITTERING BILLS START AT \$250 MINIMUM. (GRAFFITI IS AS MUCH AS \$1000)**

**WADDLE YOU THROW AWAY?**

# Community Clean-up

The Pilot study kicked off with a community clean-up on Earth Day 2025 on April 22nd.

## Town of Windsor

- 37 bags of trash (12 lbs/bag = 444-500 lbs trash)
- 56 volunteers

## County of Sonoma

- 80 pounds of trash

## Healdsburg

- Creek cleanup

## Cloverdale

- Community Unity Day

## Ukiah

- Todd Grover Park cleanup

## Robert Park

## Santa Rosa

- 325 lbs of trash
- 975 lbs of sediment
- 180 pounds of trash collected in new trash cans during the three weeks leading up to Earth Day
- 10 City of Santa Rosa Departments/Divisions
- 4 community groups
- 1 business association



The **ASK** of businesses:

## TO GET INVOLVED

- Host a CREEK CRITTER decal, placed in a highly visible window or an exterior wall... decals are intended to subtly fit into the environment
- Display a counter sign that explains the campaign
- Participate in the kickoff cleanup (*not required*)
- Post the campaign on business social media to increase awareness

## BENEFITS TO YOUR BUSINESS

- Become a **Clean Business** and be listed on the Clean Marin website
- Have your business listed as a Community Partner on the Streets to CREEKS website



HAVE YOU SEEN  
LITTER CRITTERS  
IN YOUR NEIGHBORHOOD?

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

LOOK FOR  
**CREEK CRITTERS**  
ON THE TOWN GREEN!

They're here to remind us to put litter in the bin and not leave any trash behind. When you pick up trash, it helps protect water quality and habitat in Windsor's creeks, where our furry and feathered friends live!

### Why?

Storm drains connect streets to Windsor's creeks, the Russian River and the Pacific Ocean. Trash left on the ground in Windsor can have harmful effects on water quality and wildlife. The State of California's Trash Provisions require that these harmful effects are addressed by preventing all pieces of trash 5mm or larger (the size of a cigarette butt) from entering the storm drain system.



Town of Windsor  
CALIFORNIA



**YOU OTTER  
PITCH IN!**

LEARN MORE ABOUT HOW YOU CAN GET INVOLVED AT [STREETSTOCREEKS.ORG](http://STREETSTOCREEKS.ORG)

## Contact:

Angie Daniel  
at Marin Countywide Stormwater Pollution Prevention Program

[Angie.Daniel@marincounty.gov](mailto:Angie.Daniel@marincounty.gov)  
415-473-6583

## Resources:

Streets to Creeks EPIC campaigns  
<https://www.streetstocreeks.org/trash>

Clean Marin Clean Business Program  
[https://cleanmarin.org/directory-clean\\_busi/](https://cleanmarin.org/directory-clean_busi/)

MCSTOPPPs program  
<https://mcstoppp.org/2019/07/community-partnerships/>

