



EPIC Campaign

Trash Outreach Pilot Study



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.

Sonoma County stormwater program is partnering with other municipalities in the Russian River Watershed to pilot outreach strategies in high-trash generating areas.



Figure 1:
A cigarette butt



Guerneville Pilot Trash EPIC Campaign

EPIC = Every Piece Inspires Change

3 Key Components

- Building Awareness = Marketing Campaign
- Public Perception = Maintaining a Clean Area (e.g. street sweeping, clean up events)
- Barriers = Providing systems to support a clean area (e.g. trash cans)

Building Awareness

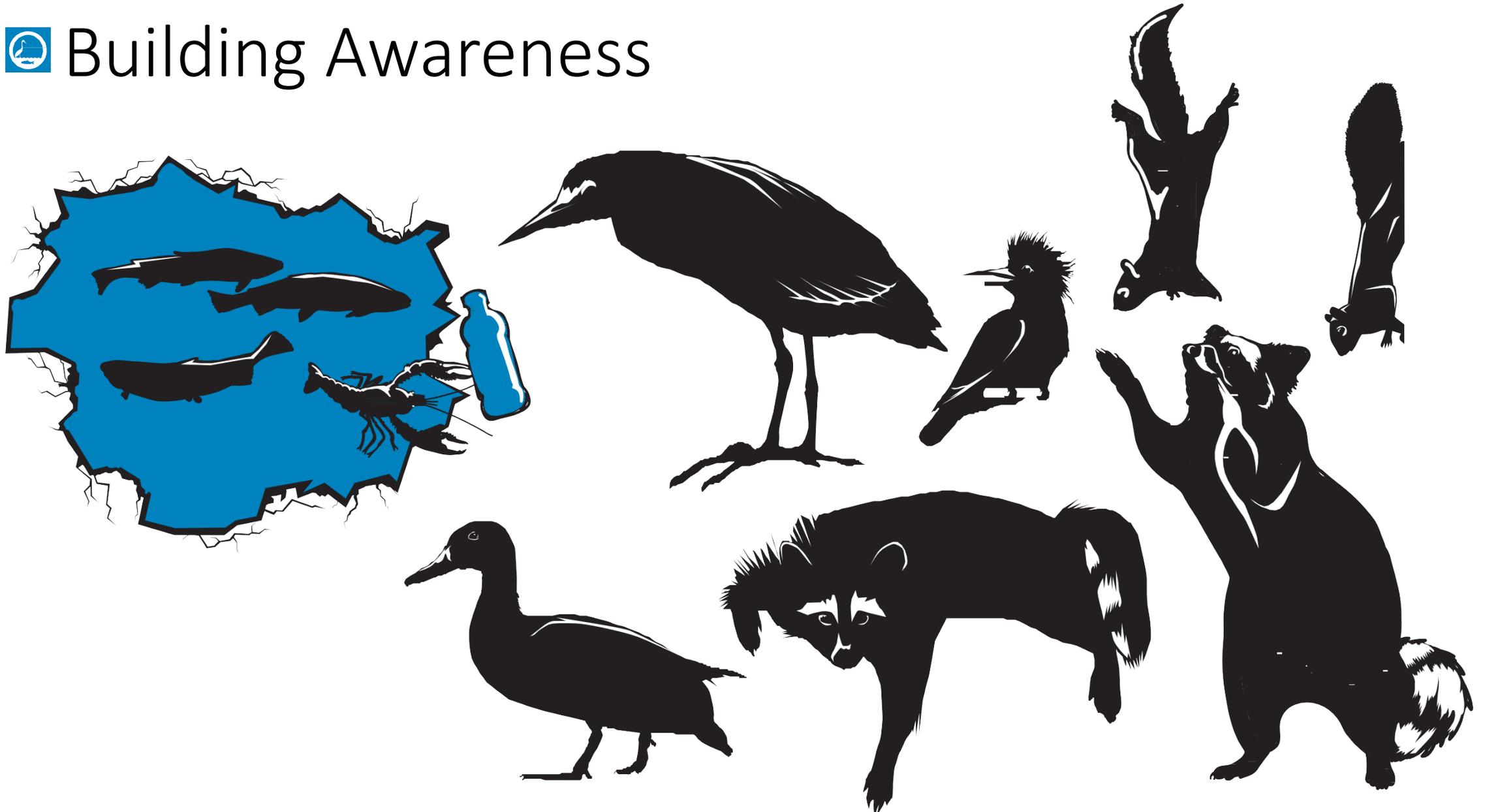


Figure 2: Silhouettes of creek animals and a blue pool of water with a crayfish holding a water bottle.

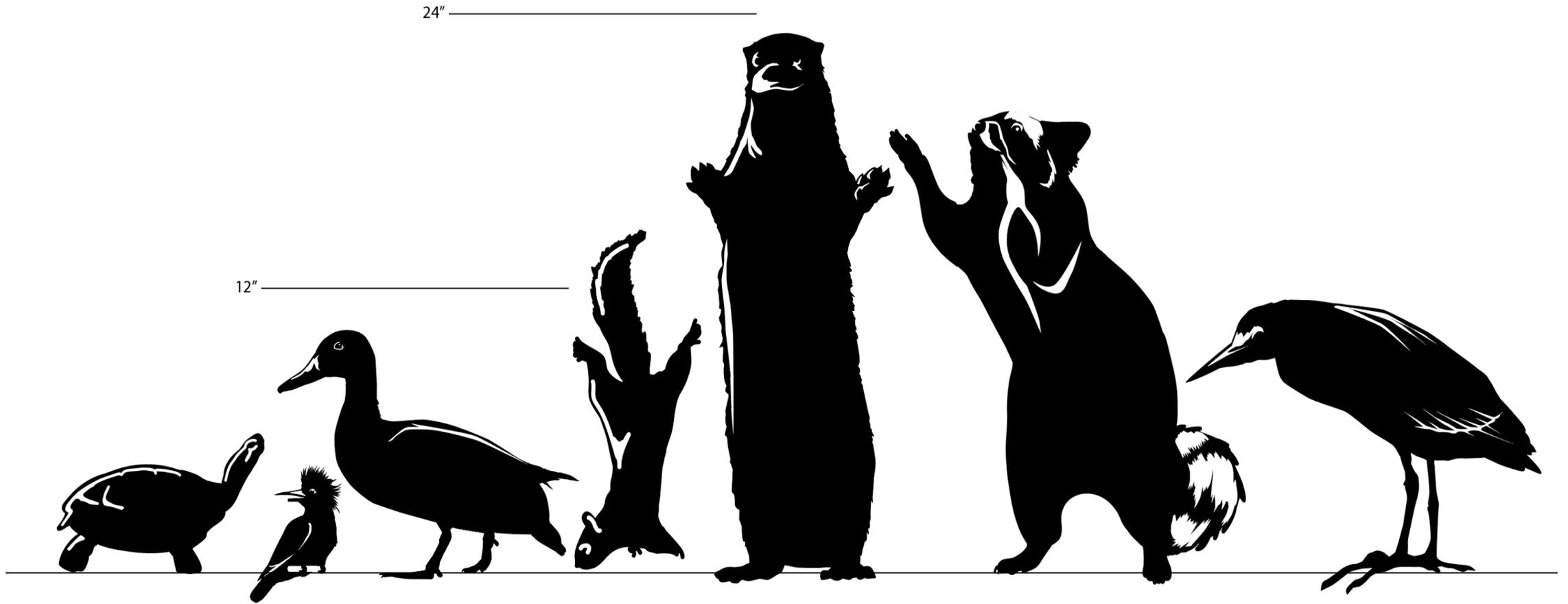


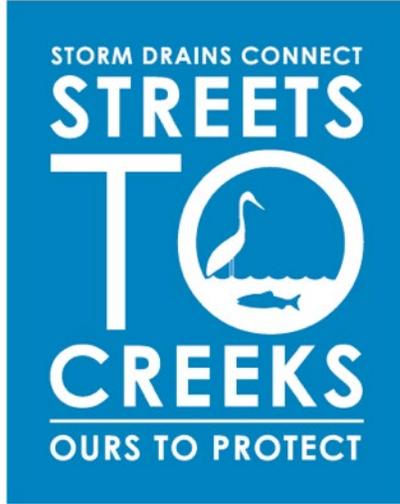
Figure 3: Silhouettes of creek animals, with height measurements for scale



Figure 4: Soda can, apple core, pizza box, takeout soft drink, water bottle and chip bag with QR codes that link to streetstocreeks.org



Figure 5: Images of creek animals holding litter installed in business storefront windows and on a stop sign pole



Public Perception: Guerneville Earth Day Cleanup Event

- 9 volunteers
- 80 lbs of trash collected
- .75 miles of street



Figure 6: Three photos of a group of people picking up trash from the street



Still to come: Barriers

- Exploring structural enhancements
 - Trash compactor cans
 - Trash capture devices
- On-land Visual Trash Assessments (OVTAs) to assess effectiveness
- Adjust and revise for next year



Figure 7: A trash can on the sidewalk next to a park