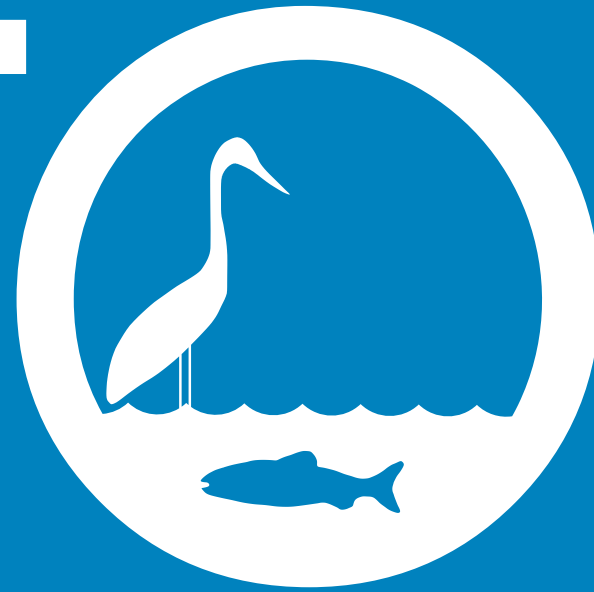


YOU'RE INVITED TO BE A
STREETS TO CREEKS
ACTION TRACKER
COMMUNITY LEADER

WHAT IS **STREETS
TO
CREEKS** ?



STREETS TO CREEKS IS A LOCAL CAMPAIGN, ORIGINALLY LAUNCHED AND SPEARHEADED BY THE CITY OF SANTA ROSA IN 2018. IT WAS CREATED TO EDUCATE RESIDENTS ABOUT THEIR RELATIONSHIP WITH OUR LOCAL CREEKS AND HOW SIMPLE ACTIONS CAN PROTECT OUR WATERSHED.

STORM DRAINS CONNECT

STREETS

T



CREEKS

OURS TO PROTECT

IN THE FIRST YEAR A COALITION OF 10 CITIES, COUNTIES, AND TOWNS THAT SHARE THE RUSSIAN RIVER WATERSHED PARTNERED TO RAISE AWARENESS ABOUT NEIGHBORHOOD STORM DRAINS AND THEIR CONNECTION TO THE VITALITY OF OUR LOCAL CREEKS.



THE REGIONAL PARTNERSHIP HAS EXTENDED THE CAMPAIGN IN SUBSEQUENT YEARS SOUTH TO PETALUMA IN SONOMA COUNTY AND AS FAR NORTH AS UKIAH IN MENDOCINO COUNTY. BOTH NAPA AND MARIN COUNTIES ARE SLATED TO JOIN IN THE CAMPAIGN IN 2022, EXTENDING THE EDUCATIONAL CAMPAIGN'S FOOTPRINT EVEN FURTHER.



THE CAMPAIGN HAS LARGELY BEEN FOCUSED ON EDUCATION AND AWARENESS, HOWEVER, HAS RECENTLY MOVED TO EMPHASIZE DRIVING ACTION BY COMMUNITY MEMBERS.

THE CREATION OF OUR ACTION TRACKER ALLOWS PARTICIPANTS TO PROTECT OUR CREEKS BY TRACKING THEIR POSITIVE ACTIONS.

COMMUNITY CAMPAIGN TOTALS

MANY HANDS MAKE LIGHT WORK AND SIMPLE ACTIONS HAVE GREAT IMPACTS TOWARDS PROTECTING OUR LOCAL COMMUNITY WATERWAYS, CREEKS, AND RIVER. CHECK OUT WHAT OUR COMMUNITY HAS ACCOMPLISHED SO FAR!



PET WASTE
1.71 POUNDS OF DOG POOP AND
16,185,100,000 COLIFORM PREVENTED
FROM REACHING CREEKS



CAR WASHING
112 GALLONS OF WATER SAVED AND
10 POUNDS OF SOAP PREVENTED FROM
REACHING CREEKS



LITTER COLLECTION
16.5 POUNDS OF LITTER PREVENTED
FROM REACHING CREEKS

WE ARE SEEKING
COMMUNITY LEADERS
TO
JOIN OUR EFFORTS
TO HELP
AMPLIFY PARTICIPATION



WHAT IS A
STREETS TO CREEKS

ACTION TRACKER






COMMUNITY LEADER?

COMMUNITY LEADERS WILL LEVERAGE THE GOOD WORK THEY ALREADY DO AND PERHAPS INSPIRE MORE COMMUNITY ACTION BY JOINING STREETS TO CREEKS EFFORTS AND CREATING THEIR OWN ACTION TRACKER CAMPAIGNS. THIS COULD ALSO INCLUDE INVITING STAFF, FRIENDS, FAMILY, COWORKERS, NEIGHBORS, TEAMS, CLASSES ETC. TO JOIN IN TRACKING POSITIVE IMPACTS YOUR ORGANIZATION INSPIRED.

IN TURN, STREETS TO CREEKS WILL RECOGNIZE ALL ACTION TRACKER COMMUNITY LEADERS WITH LOGO INCLUSION ON THE WEBSITE, SOCIAL MEDIA PROMOTIONS, AND ORGANIC PR EFFORTS.

ACTIVE CAMPAIGNS

[START YOUR CAMPAIGN](#)

Campaign Name	Logo	Activity	Progress	Goal	Days Left	Starts	Ends	Leader
CLEAN CREEKS		Litter Collection	0%	100 Pound Goal	2 days left to contribute!	04/22/2022	08/17/2022	Sylvia Eilers
PICK IT UP!		Pet Waste Collection	1.3%	150 Pound Goal	289 days left to contribute!	05/10/2022	05/31/2023	Rebecca Baker
STARRZ		Litter Collection	0.1%	10000 Pound Goal	299 days left to contribute!	06/01/2022	06/10/2023	Brittney Calabro

HOW TO GET STARTED



STEP

1

DECIDE WHAT SIMPLE ACTION YOU WANT TO INVITE YOUR COMMUNITY TO HELP WITH. LITTER COLLECTION, PET WASTE OR CAR WASHING.

Fill out the initial campaign form adding details like duration, photos and your motivation for protecting our creeks. Then you'll be ready to inspire our community.

COMMUNITY LEADER TIP: Leverage the good work and community leadership you already provide by choosing a relevant topic.

Do you have an idea for a different topic? Let us know and we'll see if we can make it happen!

STEP 2

SPREAD THE WORD ABOUT YOUR ACTION TRACKER CAMPAIGN AND ASK YOUR PEOPLE TO JOIN IN.

After the initial form is filled out, use the provided tools to share with your participants and ask them to join the effort. Start tracking your actions and watch as your campaign protects our creeks by helping your participants make simple changes that have a big impact.

COMMUNITY LEADER TIP: Invite your customers, clients and coworkers. Sponsor a creek clean-up. Adopt an area to keep clean. Leverage a community group you are involved in. Create a challenge or competition. Share via email, social channels or use provided promotional items coupled with an in-person conversation.

STEP 3

MONITOR YOUR ACTION TRACKER CAMPAIGN, ENCOURAGE ONGOING PARTICIPATION AND WHEN COMPLETE, WE WILL CELEBRATE THE DIFFERENCE YOU MADE FOR OUR CREEKS.

Your Action Tracker Campaign will tabulate all of the participant's efforts and provide you with valuable insight into how your actions have kept pollutants like litter, pet waste, soap and more from our creeks.

COMMUNITY LEADER TIP: Share your successes! Communicate your campaign's progress to participants. If you aren't meeting your goal – invite more people. If you are exceeding your goal – adjust it up to make a bigger impact.

READY TO
GET GOING?



AVAILABLE TOOLS FOR EARLY ADOPTER, COMMUNITY LEADERS



WHAT ITEMS WOULD YOU LIKE TO USE TO PROMOTE YOUR ACTION TRACKER CAMPAIGN?

- Stickers
- Business Card Size Flyers
- Bag Inserts
- Poster
- Personalized Digital Image
- Banner
- Window Cling

Help us by suggesting what you think would be helpful to promote your campaign...



REMEMBER,
TO AMPLIFY THE MESSAGE...
COMMUNITY LEADERS

=

MORE IMPACT

=

EXEMPLIFIED COMMUNITY MODEL

SIMPLE ACTIONS

=

BIG IMPACT

