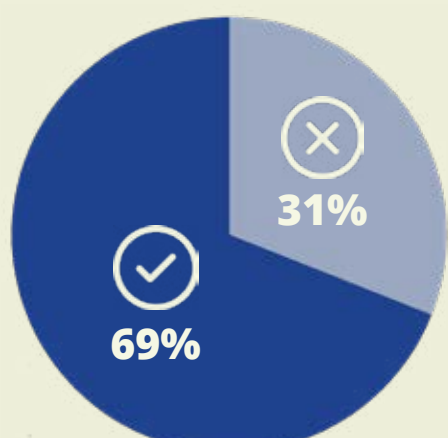


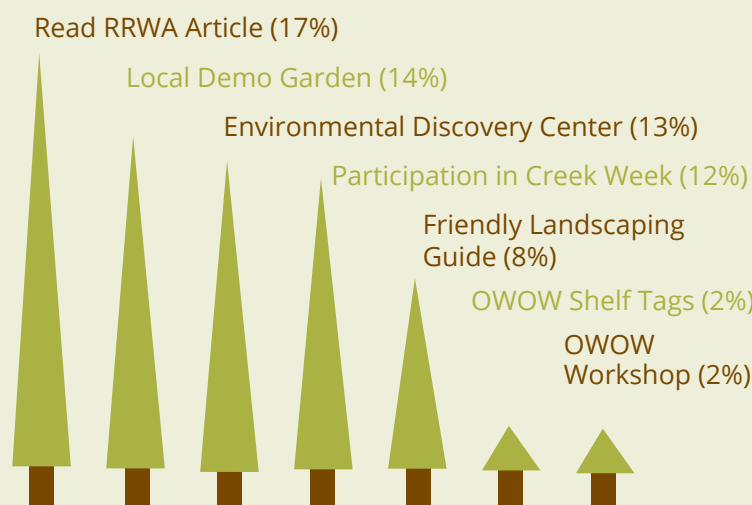
Residential Knowledge, Education and Behavior in the Russian River Watershed

Findings from the 2019/2020 Effectiveness Assessment, NPDES No. CA0025054

Watershed Knowledge and Education: How Much Do Residents Know?



More than **two-thirds** of respondents knew that stormwater is not treated before entering waterways.¹



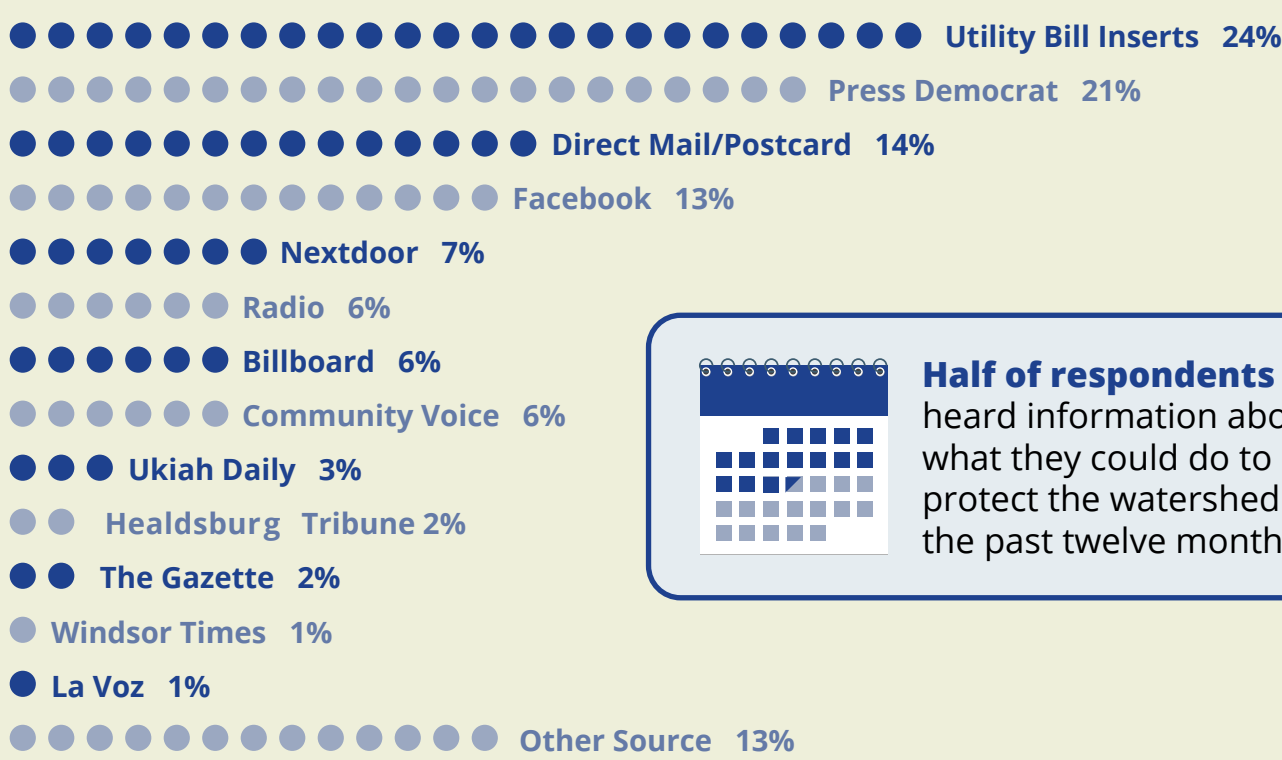
About half of respondents engaged in educational activities in the past 5 years.

Between **15% and 33%** of respondents were familiar with each of the slogans. **Shorter slogans were more memorable.**

Take it From the Tap! Streets to Creeks Ours to Protect Wipes Clog Pipes

Only rain down the storm drain
If it's in the street, it ends up in the creek.

Where did you read, see or hear about protecting local water quality in the past twelve months?



Half of respondents had heard information about what they could do to protect the watershed in the past twelve months.

¹There was a 30% increase from 2012 in this knowledge from respondents in the City of Santa Rosa and unincorporated Sonoma County.

Household Activity Behavior: What Are Residents Doing?



Water runoff from car washing is the most commonly reported negative behavior.

Slightly more than half of respondents who wash cars at home allow runoff into the curb or gutter.

The second most common behavior involved **not cleaning up after dog waste** before it rains or before using sprinklers or irrigation.²



Overall, **urban areas and single-family households** reported higher levels of behaviors that produce runoff than rural and multi-family households especially as it relates to car washing.

²It is likely that dog waste is being left on lawns or gardens without being cleaned up before rain and/or irrigation as opposed to going directly into the storm drain.

Motivating Behavior Change: How Do We Motivate Behavior Change Among Residents?

Most respondents indicated **high willingness** to engage in behaviors to protect the watershed across target behaviors.

Respondents stated that their support for local runoff prevention efforts would increase if they knew that these efforts:



Protect human health (90%)



Protect wildlife (89%)



Keep rivers and lakes safe for recreation (89%)



Improve water quality (89%)