



2023 STUDENT VIDEO CONTEST THEME IDEAS

Storm Water Pollution Prevention themes

- Only Rain Should Go Down the Storm Drain!
- Avoid the Trash, Chose to Reuse
- Keep our Waterways Protected, We Are All Connected
- You Are the Solution to Ending Storm Drain Pollution

'You are the solution to ending storm pollution' or 'Only Rain Should Go Down the Storm Drain!'

The storm drain leads to the nearest waterway. Soap, toxic chemicals from cars, pet waste, plastic water bottles, bags, straws, and other trash left on the street can end up in our waterways where it can harm fish and wildlife.

Avoid the Trash, Chose to Reuse

Create less trash that may end up as pollution in our waterways. Avoid fast food and packaged items, bring a reusable lunch bag to school or work, use reusable shopping bags, don't use straws, use a reusable water bottles, etc.

Keep our Waterways Protected, We Are All Connected

Keep our waterways protected by preventing pollution such as soap, pet waste, trash, and paint from going down the storm drain. The Russian River is the source of drinking water for over 600,000 people. When people use water at home, they are using water from the watershed.

Water Conservation

- Saving Water, Saves Fish!
- Save Water to Save Energy!
- Save water! Every drop counts.

Saving Water, Saves Fish!

The Russian River and its tributaries support three salmonid species listed under the federal Endangered Species Act: steelhead, Chinook and coho salmon. The Russian River is also the source of drinking water for over 600,000 people within our service area. When people use water at home they are using water from the watershed that we share with salmon and other living things. Using less water means there is more water for all of the other living things within our watershed including salmon.

Save Water to Save Energy!

Water is heavy! Moving water from groundwater sources near the Russian River to the cities, requires a lot of energy. Even more energy is used at home to heat water for showers, clothes washers and dishwashers. Then after it's used, water must be sent to a wastewater treatment plant where energy is used to treat it before it is released in the environment. Help your students to understand that water conservation lowers energy use and is a positive step towards reducing our overall impact on the environment.

Save water! Every drop counts.

The Russian River watershed is entering a third consecutive year of below-average rainfall. As a result, water supply levels at Lake Mendocino and Lake Sonoma remain at historic lows. Water saved now; is water we can use later.

We all need to make changes to our everyday habits to eliminate water waste and preserve water supply. Every drop saved helps maintain water flows in the Russian River and extend reservoir storage levels should the current dry period continue.