

# Trash Your Trash

## COMMUNITY TOOLKIT

SACRAMENTO STORMWATER QUALITY PARTNERSHIP

2021



PREPARED BY:  
UPTOWN STUDIOS

# Trash Your Trash

## COMMUNITY TOOLKIT

Welcome to the Sacramento Stormwater Quality Partnership Trash Your Trash Community Toolkit. We created this toolkit to help community partners, business owners, and organizations clean up their streets. Debris and trash littered across our city eventually make their way through storm drains and into our rivers, untreated. To help keep our rivers clean, The Sacramento Stormwater Quality Partnership is encouraging Sacramento residents and community partners to trash their trash.

There are many high-trash areas that are impacting our community. As business owners and community leaders, you are the key to cleaner streets and neighborhoods! Socially distanced clean-ups and even just quick clean-up moments will go towards a happier, healthier Sacramento. You'd be surprised by the impact you can make when you Trash Your Trash. This is a great opportunity to become a steward of your community by showing that you're committed to keeping Sacramento clean!

### This Community Toolkit includes the following resources to get involved:

- + How to get involved
- + Social media content and graphics
- + A 30-second campaign video
- + How to host a cleanup
- + Printable campaign chalk art stencils



## HOW TO GET INVOLVED

Getting involved is easy! Start by using your business/ organization's social media channels and share the social media messages on [page 6](#) with your followers. Encourage others to trash their trash around their neighborhoods and favorite local haunts. Next, use the tools found on [pages 8-12](#) to plan your own small-group clean up and lay chalk art around your office or business. Start encouraging those moving through your space to clean up. You'd be surprised with how many start to join in!



## CAMPAIGN SOCIAL MEDIA LINKS

Please use the following information when posting about the campaign on social media to help us stay consistent. Make sure to tag your posts with our hashtag!

CAMPAIGN HASHTAG

[#TrashYourTrash](#)

CAMPAIGN URL

[BeRiverFriendly.net](http://BeRiverFriendly.net)

CAMPAIGN FACEBOOK

[facebook.com/SacramentoStormwaterQualityPartnership](https://facebook.com/SacramentoStormwaterQualityPartnership)



## BECOME A DIGITAL MEDIA PARTNER

Looking to take your clean street engagement to the next level? You can do so by becoming a social media partner. Do your part for our rivers by dedicating more of your own social media channels to weekly promotional posts, partner emails, and sharing your existing Listservs.

To become a social media partner, email [Mia@uptownstudios.net](mailto:Mia@uptownstudios.net).



# SOCIAL MEDIA CONTENT

Encourage others to Trash their Trash by sharing these posts on your social media channels.

## Facebook and Twitter



Litter on the streets ends up in our storm drains and rivers! Take the extra step when you're out and about and #TrashYourTrash properly.



If you're looking for a safe, socially-distanced activity and want to contribute to a cleaner community, we highly recommend a virtual clean-up. Download our toolkit to learn all about how to plan and execute your own clean-up, today. #TrashYourTrash



A cleaner neighborhood is up to us. We've committed to keeping our streets clean by picking up any trash we see and disposing of it properly. How clean can you keep your streets? #TrashYourTrash



Every time you see litter and don't pick it up, another piece of trash ends up in our rivers. Help us protect Sacramento's creeks and rivers #TrashYourTrash.

## CAMPAIGN VIDEO

The following video is about litter found in Sacramento's street, storm drains, and rivers. Share this with your followers on social media or in an eblast!

[BeRiverFriendly.net](http://BeRiverFriendly.net)



## HOW TO HOST A CLEAN-UP

Hosting a virtual or socially-distanced clean-up is a great way to protect our rivers! Follow the next steps to get yours planned and executed.

### STEPS TO HOSTING A CLEAN-UP

1. Planning (pg 9)
2. Choose a location (pg 10)
3. Last minute tips (pg 11)
4. Promote your clean-up (pg 12)





## HOW TO HOST A CLEAN-UP

### Planning

First, decide if the clean-up will be virtual or socially-distanced.

We ask that all organizers maintain **current COVID-19 gathering guidelines**. [Refer to this website.](#)

#### VIRTUAL CLEAN-UP

As a business owner, you can have a large impact in the neighborhood of your business's location. Using the resources available to you, you can promote a virtual clean-up to your social media followers. Even virtually, you can build your community's commitment to cleaner streets. You can encourage your followers to organize a group of people to go out near their homes and clean-up their streets! After your clean up is over, let each other know how many bags each individual group collected. Report your total on our website. [BeRiverFriendly.net](#)

#### SOCIALLY DISTANCED

Pick your favorite social media app, and create a post letting people know that you are hosting a virtual clean-up! Choose a date(s), announce a goal, create your own hashtag and encourage people to get involved!



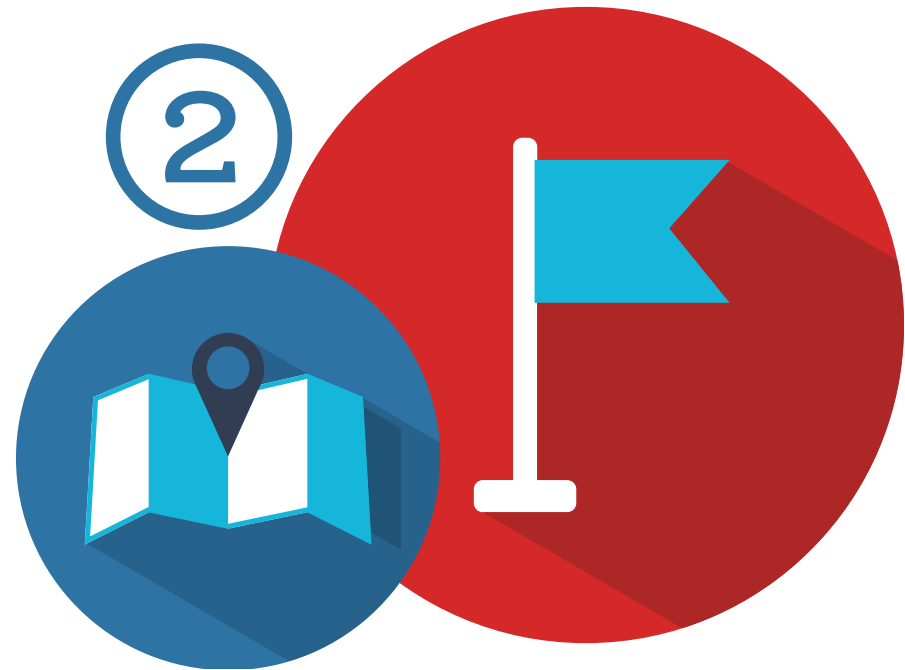
## HOW TO HOST A CLEAN-UP

### Choose A Location

When looking for a location, make sure you choose a high-trash area. Parking lots, sidewalks, and parks are a great place to start. The goal of your clean-up is to stop trash from going into the storm drains, so do your best to pick a place that likely gathers a lot of trash.

### SUGGESTED SUPPLIES

- + Personal Protective Equipment (such as masks or face shields)
- + Trash bags
- + Bucket
- + Trash grabber
- + Gloves
- + Close-toed shoes
- + Water
- + Sunscreen
- + Hand sanitizer



## HOW TO HOST A CLEAN-UP

### Last Minute Tips

- + If you encounter sharp objects (like needles) do NOT pick them up, report them by calling 3-1-1.
- + If you head into nature, look out for poison oak.
- + Dispose of trash in a public garbage can or your home garbage/recycle bin.
- + Share your clean up on social media! Use the hashtag #TrashYourTrash and encourage others to get involved.
- + Avoid homeless camps.
- + Be aware of traffic and do not attempt to pick up litter in roadways.
- + In parks, creeks/natural areas, follow all posted signage and limit activities to areas open to the public.
- + If you clean up a local waterway, be mindful of the conditions and be careful near the water's edge.
- + Keep a safe distance from all wildlife!
- + Leave nature as-is! Do not pick up or disturb natural objects, such as leaves or branches.



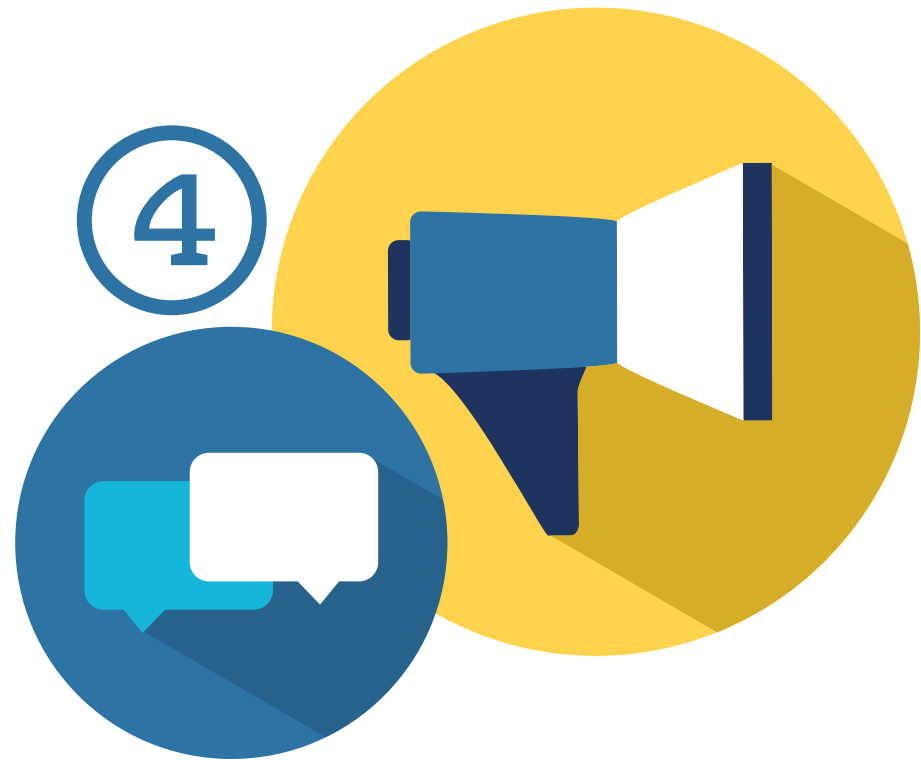
## HOW TO HOST A CLEAN-UP

### Promote Your Clean-Up

To promote your clean-up on social media, we recommend you create a Facebook event.

To create an event on Facebook, simply go to your:

- + “Newsfeed” and click Events
- + Click “Create New Event”
- + Follow the steps as it guides you



## PRINTABLE CHALK STENCIL

Using this printable chalk stencil, you can promote the #TrashYourTrash campaign where trash is typically found: on the ground. Encourage anyone walking around to take the extra step and throw their trash away properly.



## TIP SHEET

Using this tip sheet, your business can follow these simple steps to prevent pollution.

## SIMPLE ACTIONS to keep your business litter-free!

*Did you know that your business's actions can impact water quality? Rain, irrigation water, or wind can carry trash and other pollutants into a storm drain, which flows untreated to a creek or river.*

Your business's litter prevention actions are important for keeping Sacramento's streets and waterways clean. Follow these simple steps to prevent pollution:

- Make proper disposal convenient and accessible by providing enough trash, cigarette butts, and recycling receptacles inside and outside your establishment.
- Keep outdoor trash cans covered and empty them on a regular basis to prevent overflow.
- Do not hose down trash or debris into storm drains. Sweep up trash and discard in a garbage or dumpster.
- Post signs at trash bins to remind employees to keep lids closed and help prevent overflowing trash cans.
- Post signs to encourage customers to properly trash their trash or recycle waste.
- Replace leaking dumpsters.
- Consider switching to environmentally-friendly products for food take-out or delivery services when possible.
- Regularly clean litter, including cigarette butts, from areas surrounding the facility and dispose of them in a trash bin.
- Post signs to encourage customers to properly trash their trash or recycle waste.
- Host a community clean up around surrounding neighborhoods! This is a great way to show your community that you care about the environment. Go to [beriverfriendly.net](http://beriverfriendly.net) to get started!

For more information on pollution prevention practices, go to [beriverfriendly.net](http://beriverfriendly.net).



Thank you for keeping our  
streets and rivers clean!

**Trash Your Trash**  
SACRAMENTO WATER BOARD | CALTRANS

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