



Stormwater Public Education Campaign “Let’s Change This to That” Frequently Asked Questions

What is the Stormwater Public Education Campaign?

The Stormwater Public Education Campaign is a three-year public education campaign led by Caltrans and aims to raise awareness and increase understanding of the sources and pathways of stormwater pollution across California. In October 2021, the campaign launched new “Let’s Change This to That” advertising to engage the public about how litter and other pollution on highways negatively impacts water quality.

Pollutants such as litter, auto fluids, pet waste, and dirt and debris that accumulate on vehicles, streets and highways adversely affect water quality in streams, rivers, lakes, and coastal waters. The Caltrans Stormwater Public Education Campaign will focus the public’s attention on how stormwater pollutants such as sediment, metals from tire and brake wear, fluid leaks, contents from unsecured vehicle loads, as well as litter, illegal dumping and other debris find their way into our waterways.

For more information, visit CleanWaterCA.com.

What is the Stormwater Public Education Campaign doing to educate Californians and raise awareness?

In October 2021, the campaign launched “Let’s Change This to That” advertising statewide to engage the public about how litter and other pollution on highways negatively impacts water quality. New regional creative was released statewide in May 2022. The campaign aims to raise awareness of the sources and pathways of stormwater pollution and encourage motorists to make changes to help keep water drinkable, swimmable, and fishable.

The campaign includes:

- Collaboration with all 58 California counties
- Advertising on billboards, radio, digital marketing, social media, and live events
- Community outreach in partnership with public, private, and nonprofit groups
- Multilingual information and public outreach
- Comprehensive information on pollution, tips & resources, partnerships, and how to get involved
- Clean-up events along California waterways

Here's a look at some of the advertising you may come across:



What can Californians do to help?

Here are a few ways all Californians can help:

- **Make a Change:** Your actions can have a major impact on California's waterways. To ensure that those impacts are positive, make simple changes such as using a tarp to tie down loose items in truck beds; using a waste bag on your next walk with your pet; packing up all your trash from an outing and properly disposing of it; and avoiding using lawn and garden chemicals, especially when rain is forecast. These changes can help reduce pollutants flowing into local waterways.
- **Get Involved:** Learn more about what stormwater pollution is and where it comes from on our campaign [website](#). Then, take action. Adopt a segment of highway for litter removal or attend a Caltrans "Free Dump Day" event intended to help communities dispose of oversized trash items such as appliances and furniture.
- **Tell Others:** Share the good things you do to protect California's environment and waterways online and offline so your friends, neighbors and family can learn from you, and share links to our [website](#), [Facebook](#) page and [Twitter](#) feed.

Who can help prevent stormwater pollution?

Every Californian can take action to help prevent stormwater pollution. When Californians step up to keep their local communities clean, we all benefit with drinkable, swimmable and fishable lakes, rivers and streams.

Why does the campaign matter?

Stormwater from California's freeways and highways flows directly to local bodies of water through storm drains. That means the debris visible on roadways can end up in

streams, lakes, rivers and the ocean. In addition, 90% of Americans agree litter is a problem in their community. This has been exacerbated by the increased use of PPE, which are littering our communities.

The Stormwater Public Education Campaign is working to inform Californians about the impact they can make to prevent pollution from ending up in community waterways. Simple actions today directly impact the water we drink, swim in and eat fish from.

Why is the campaign taking place now?

During a drought, pollution becomes even more concentrated because of lower water levels in all bodies of water. We want to make sure that all Californians are aware of the steps they can take to prevent stormwater pollution before the first major rainstorm of the fall season. That is when stormwater pushes debris and pollutants from freeways and highways into the storm drain system, impacting the quality of the water we use.

Where can Californians learn more about the campaign?

Please visit CleanWaterCA.com to learn more about the Stormwater Public Education Campaign and how you can take action to prevent stormwater pollution.

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