



from the street to the creek
Business Done Right

Pet Supply Stores sell many types of products that can contain pollutants. If spilled or disposed of improperly these contaminants can pollute our local creeks.

The most important thing to know about sewers and storm drains is that they are two different systems. When water flows off your property, it flows directly into the storm water drainage system. The storm water drainage system consists of street gutters, inlets, catch basins, and ditches. Many people believe that storm water gets “cleaned” but it does not. Rather, it flows directly into our creeks, rivers, lakes, and the ocean without any treatment at all. Only the water that goes down a sink, toilet, or another inside drain flows to the wastewater treatment plant. Toxic material cannot be discharged to either system.

As a valued member of the local business community, we know that you are invested in protecting the quality of life that your customers, members of the community, and visitors enjoy.

Keep Your Property Clean

- Check and clean your property regularly.
- Sweep up all debris, including cleaning your parking lot, and never wash it down the storm drain.
- Label storm drain inlets with “No Dumping, Drains to Creek” decals. Contact Storm Water and Creeks at (707) 543-4200 for more information.
- Clean up wet or oily spots with rags and absorbent.
- Pet waste must be picked up and put in the trash. Never hose it down. Pee stained areas can be mopped up.
- Pour the mop wash water into an inside drain only.
- Never let power washing or steam cleaning water go to the storm drain. It must be collected and disposed of into a sewer drain.
- Sweep the trash areas daily. Never use a hose in your dumpster or on the pavement.
- Replace damaged dumpsters by calling your local garbage company.
- Keep dumpster lids closed to keep rain out and debris in.

- Store materials inside or under a cover, so rain and wind don’t carry them to the storm drain.

Be a Resource For Your Customers about Pet Waste and Public Health

- Stress the importance of cleaning up pet waste, both on walks and at home. The pathogens in pet waste can make people sick.
- When the waste is not picked up and allowed to get into the storm drain, creeks, or rivers even more people are exposed.
- The waste also effects the health of the creeks and rivers, causing excessive algae growth and impacts to fish.
- If a sick animal’s waste is left on a trail or sidewalk, pathogens can be spread to other animals.
- Pet waste contains nutrients that breakdown, and can lead to contamination.

Are You Ready to Respond to a Spill?

- Have a written plan.
- Train your employees on procedures and equipment use.
- Have your plan and spill cleanup equipment accessible.
- Know how to handle hazardous materials.
- Report hazardous spills at (707) 528-5151 or 911.

Santa Rosa Contact Information

- To report a spill call (707) 543-3800.
- To report a hazardous material spill, such as oil or gasoline products call 911 or (707) 528-5151.
- To get information on proper disposal of materials call (707) 565-DESK (3375), or go to www.recyclenow.org. To get information regarding dumpster and waste hauling call (707) 568-1478.
- For help implementing these measures or if you have questions about storm water, call (707) 543-4200.

Releasing pollutants directly into the storm drain system or a waterway violates the City of Santa Rosa’s Storm Water and Sanitary Sewer Use Ordinances.

Contact information for businesses outside of Santa Rosa:



City of Cloverdale

Public Works Department

<http://www.cloverdale.net/index.aspx?nid=254>

(707) 894-1792



City of Cotati

Public Works/Engineering Department

<http://www.ci.cotati.ca.us/sections/departments/pw-storm-water.cfm>

During Business Hours: (707)665-3637

After Hours: (707)792-4611

Businesses in Cotati seeking to apply for a wastewater discharge permit should contact the City of Santa Rosa Environmental Compliance Section at 707-543-3369.



City of Fort Bragg

<http://www.co.mendocino.ca.us/planning/stormwater.htm>

(707) 964-5379



City of Healdsburg

Public Works Department

<http://www.ci.healdsburg.ca.us/index.aspx?page=192>

(707) 431-3346



City of Rohnert Park

Public Works Department – Public Safety Dispatch

<http://www.rpcity.org/index.aspx?page=357>

(707) 588-3300

Businesses in Rohnert Park seeking to apply for a wastewater discharge permit should contact the City of Santa Rosa Environmental Compliance Section at 707-543-3369.



City of Sebastopol

Public Works Department for reporting issues

Engineering Department for questions

<http://ci.sebastopol.ca.us/page/water-wastewater-storm-water>

During Business Hours: (707) 823-5331

After Hours: (707) 829-4400

Businesses in Sebastopol seeking to apply for a wastewater discharge permit should contact the City of Santa Rosa Environmental Compliance Section at 707-543-3369.



City of Ukiah

Public Works Department

<http://www.cityofukiah.com/?p=173>

(707) 463-6296



Mendocino County

<http://www.co.mendocino.ca.us/planning/stormwater.htm>



Sonoma County

PRMD Engineering

<http://www.sonoma-county.org/prmd/sw/sw-contact.htm>

<http://www.sonoma-county.org/prmd/sw/sw-spill.htm>

During Business Hours: (707) 565-2502

After Hours: (707) 573-1365 (REDCOM)



Sonoma County Water Agency

Public Works Department – Engineering Division

<http://www.scwa.ca.gov/storm-water/>

During Business Hours: (707) 521-1865



Town of Windsor

<http://www.ci.windsor.ca.us/index.aspx?nid=232>

(707) 838-5340