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SITUATION:

The City of Klamath Falls had a real issue with trash, specifically wipes being flushed into toilets. The problem was specific to an area of town, and the sewer system being clogged repeatedly. In fact, maintenance crews were having to go work at certain lift stations twice a week because rags, wipes and other garbage was clogging the system. They visited the station approximately 20 times to work on the issue. Alongside the maintenance comes more expense to the City. Plus, crews were diverted from working on other projects. In fact, they estimate nearly \$4,000 of labor hours was spent on this issue specifically. The City contacted Goldstreet to determine what the best solution to target the specific neighborhood with messaging educating and asking for a call to action on flushing garbage where it belongs.

SOLUTION:

After discussing the scenario with Klamath Falls, a door hanger was selected with targeted messaging towards residents on the realities of what flushing trash does to the neighborhood. It also included a loud, not to be missed notification that clogs had happened in their neighborhood! Specific items were called out in an easy to understand graphic. The door hangers were printed on a heavy water resistant paper so it would be durable in wind or rain.

RESULTS:

A two person crew, took a couple hours to go door to door and hang the door hangers in the targeted area that was causing the issues at the lift station. One of the crew members, Arjen Dehoop, explained that “For the small 2 hours of work, the results were amazing. **In the 6 months after the door hangers were hung, the maintenance crew has not had to go to lift stations once.”**

Now that’s results.