



# Russian River Watershed Association (RRWA) Overview 2021

## October 7, 2021

Andy Rodgers, Executive Director  
Neysa Hinton, Vice Chair



# Today's Outline

Meet RRWA

The Watershed

Approach: Convene, Share, Evolve, Adapt

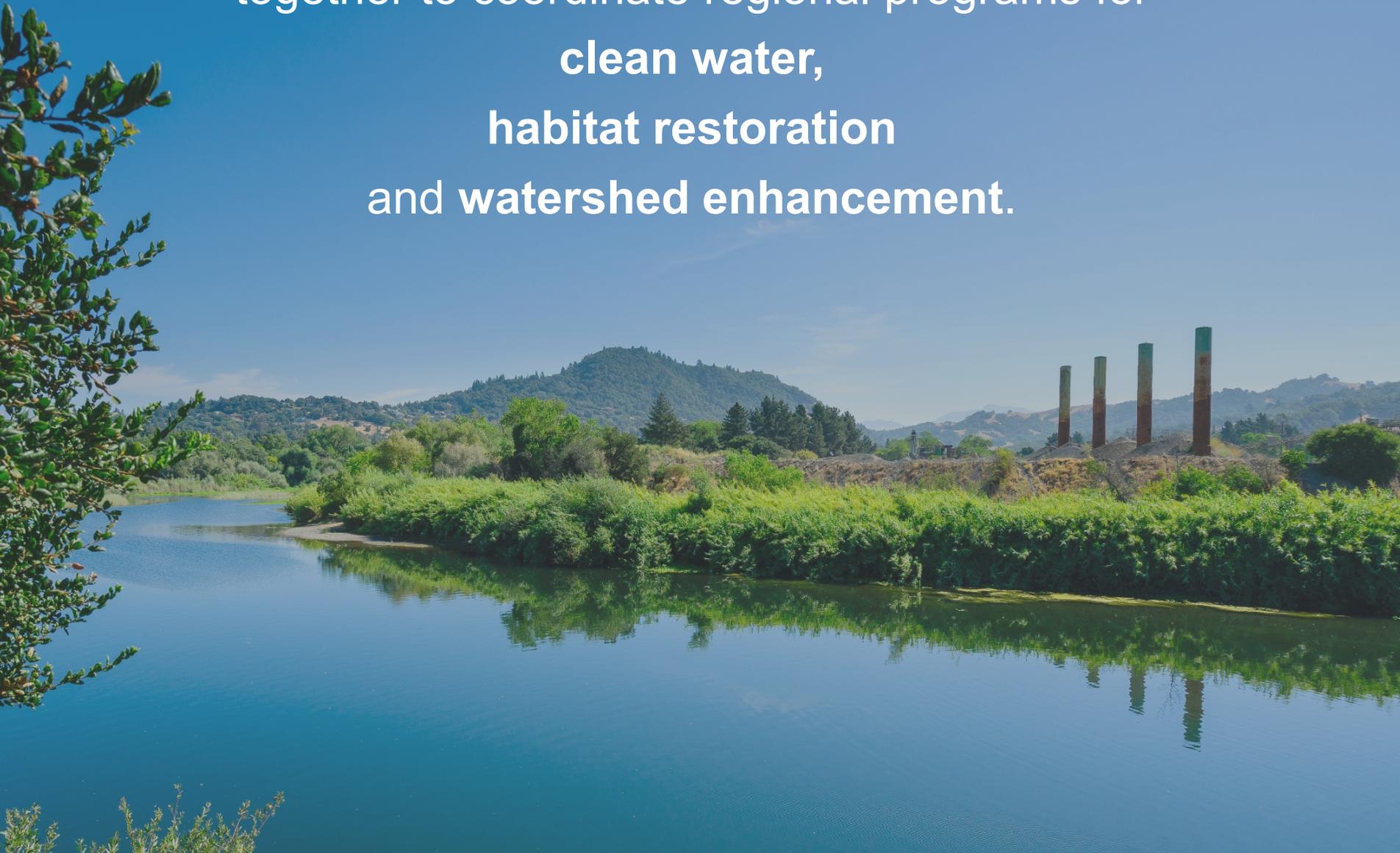
Member Benefits

Fiscal Year 2021/2022 Work Plan



Formed in 2003, RRWA is a coalition of ten cities, counties and special districts in the Russian River watershed that have come together to coordinate regional programs for

**clean water,  
habitat restoration  
and watershed enhancement.**



# 10 Members





# RRWA Structure

**Governance:** Board of Directors  
- Member agency elected officials

**Working Group:** Technical Working Group  
- Member agency staff

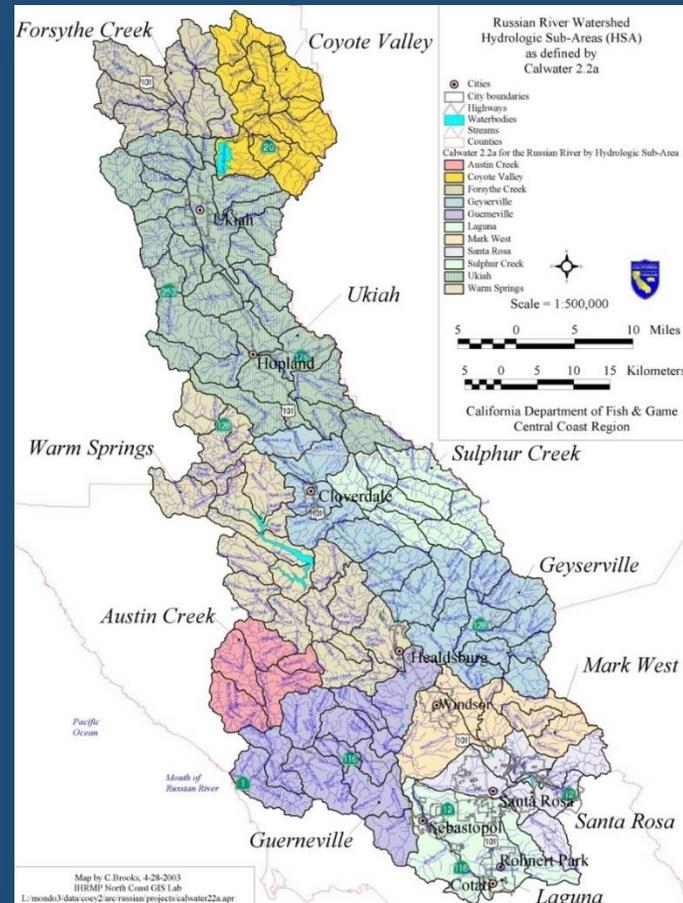
**Fiscal Agent:** City of Ukiah  
- Budget – 100% from member agencies

**Admin / Management:** Memorandum of Understanding  
Executive Director & Technical staff

**Annual Work Plan:** Executive Director Services  
General Benefit Projects  
Special Benefit Projects

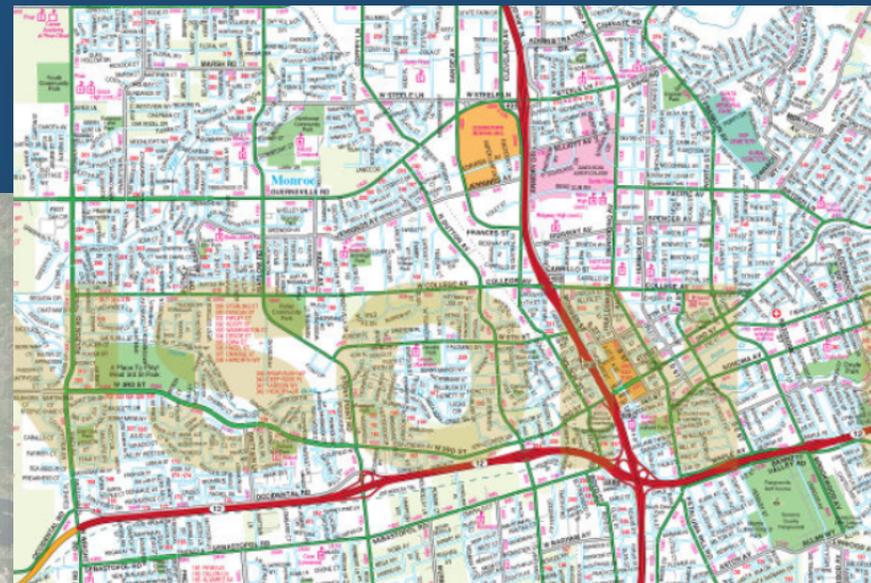
# Russian River Watershed

- 1,485 square miles, ~1 million acres of forests, agricultural and urban lands in Mendocino & Sonoma Counties
- Two major reservoirs
- Main stem flows 110 miles from Redwood Valley and Potter Valley headwaters to the Pacific Ocean near Jenner
- 238 streams and creeks, and 63 species of fish
- Home to approximately 360,000 people
- 10 Tribal Lands Organizations





# The Watershed





# Convene, Share, Evolve, Adapt



# Convene

- Watershed boundary – unitarize and align jurisdictions with shared interests and common initiatives
- Vertical integration – connect technical staff expertise and regional actions with decision maker forums

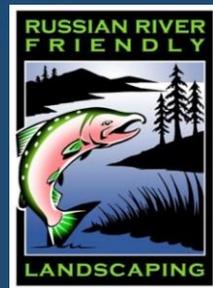




# Convene

- Board of Director Meetings
- Technical Working Group Meetings
- Subcommittee Meetings
- O-O-O Meetings
- Collaborator Meetings
- Advocacy Meetings
- Staff Meetings

*in a watershed context*



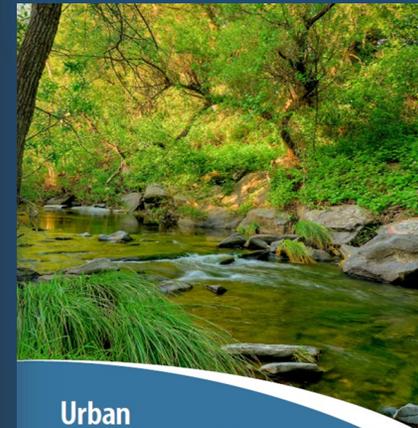
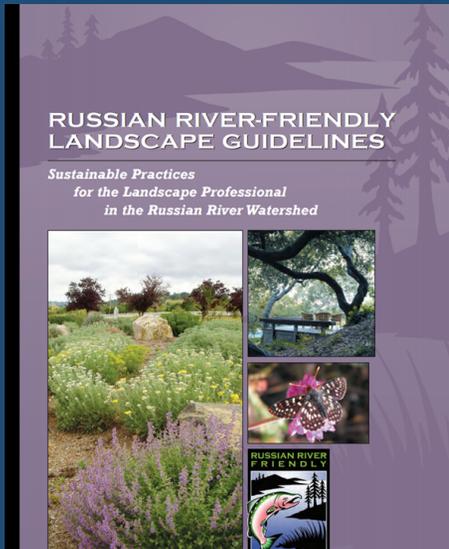


# Share

- Identify Needs in Common
- Inventory and Leverage Collective Expertise
  - *Outreach/Education*
  - *Training*
  - *Technical Expertise*
  - *Regulatory Compliance*
  - *Advocacy*
  - *Industry Group Representation*
  - *Grant Applications*
- Develop Annual Work Plan

# Evolve

- RRWA is always **evolving** to enhance **existing foundational programs** and support development of new key watershed initiatives:

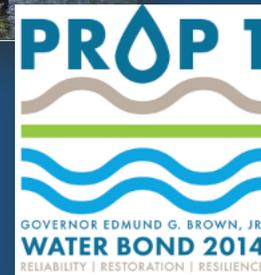


## Urban Creek Care Guide

*Responsible Practices for Russian River Watershed Residents*

# Evolve

- RRWA is always **evolving** to enhance existing foundational initiatives and **support development of new key watershed initiatives:**
  - Grants
  - Programs
  - Expanded Collaborations
  - Support for Partnerships





# Adapt

- 2008-2010
  - Recession
- 2011-2014
  - Driest period in state history (*so far..*)
- 2015-Present
  - Regional MS4 Storm Water Permit
  - Extreme weather
- 2017-Present
  - Wildfires
  - Floods (2019)
  - Public Safety Power Shutoffs
  - Pandemic
  - Drought



# Value is > than the Sum of its Parts

## Realizing returns by

- Harnessing and leveraging in-kind;
- Bridging water communications between municipalities and partners;
- Bridging communications between Elected Officials and Staff; and
- Collaborating within context of watershed.

## Track record of successes earns trust

- Regional partnership with regulators to address individual mandates and compliance;
- Consistent and regionally significant messaging;
- Enhance State-wide prospects for competitive Grant funds; and
- Reputation for neutral role in collaboration.

# RRWA Programs – Annual Refocusing



## Regional Collaboration

- Facilitate and staff over 24 meetings (Board, TWG, Co-Permittee, Subcommittee, and Regional)
- Maintain watershed focused member agency website
- Host/support regional initiatives
- Convene and collaboratively manage safe medicine and sharps disposal



## Regulatory Advocacy

- Attend regionally relevant Water Board hearings
- Prepare and process regulation comment letters
- Quarterly Chair/Vice Chair meetings with Regional Water Board
- Department of Water Resources pilot program
- Russian River Regional Monitoring Program (R3MP)
- Advocate at State and regional level for local interests
- Present to and collaborate with local organizations



## Regulatory Compliance

- Facilitate event planning and coordination
- Prepare letter and report templates for agency use
- Conduct regional studies and prepare aggregated reports
- Host/promote training events such as LID
- Convene regional forums to engage with regulators
- Support regional outreach programs and initiatives
- Spearhead innovative collaborative strategies



## Grant Support

- Monitor grant portals and convene collaboratives
- Communicate with funding agencies for early engagement
- Prepare and process support letters for members and partner agencies
- Prepare grant applications
- Manage grant funds and reporting

# RRWA Programs – Annual Refocusing *(continued)*



## Sponsorships

- Administer sponsorship payments
- Promote events
- Participation in specialized interest groups (CPSC, CASQA, etc)
- River/creek cleanups and tabling events
- Mendocino County cleanup
- Friends of Lake Sonoma (Steelhead Festival)
- Russian Riverkeeper
- Daily Acts



## Outreach

- Maintain RRWA website and interactive watershed map
- Administer subconsultant contracts
- Support development and promotion of programs and events
- Maintain social media accounts and presence
- Coordinate and track monthly published articles
- Administer Spanish translations
- Facilitate bulk purchases



## CASQA Membership & Participation

- Administer membership and handbook distribution
- Prepare and staff workshop
- Attend and report out on subcommittee meetings
- Provide presentations (MS4 collaborative, Sonoma Water Ed, SSU WATERS)

# RRWA FY2021/22: July → June

- Work Plan Approved February 25, 2021
- Structure
  - Executive Director Services
  - General Benefit
  - Special Benefit

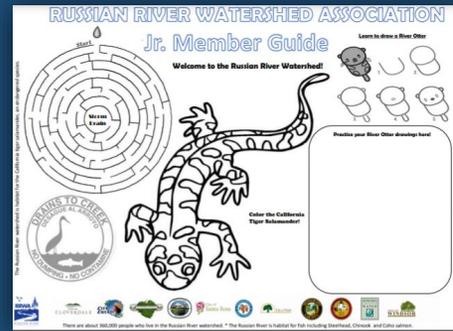
RRWA FY 2021-2022 Work Plan Projects - Draft 3 (12/16/2020)

A.1 Board of Directors		B.1 Implementation of Outreach Strategies		Notes	
A	BOD Coordination & Meeting Attendance	A	Development/Advocacy	C.1 Stormwater Phase 1 Support - Cloverdale	
Preparation of Board of Directors (BOD) planning, presentation speakers, handouts, minutes. Assumes four, 2-hour BOD meetings equivalent. Attendance by Executive Director (ED) and one staff member.		B	Sponsorships	A	Co-Permittee Meeting & Project Facilitation
		Respond to BOD and TWG requests to support watershed work plan year.		RRWA staff to help facilitate monthly Co-Permittee meeting, Regional Water Board meeting, and projects including planning meetings, developing agendas and handouts, meeting facilitation and participation, summary notes, and/or assist with tasks. Facilitation will be based on an as needed basis and as directed by the TWG. Assumes 3 meetings.	
B	Legal Services	C	New Member Outreach	C.2 Stormwater Phase 1 Support - Sebastopol	
At the direction of the BOD, and if an independent third-party is needed contracted legal services review of Agreement with public members or other need.		Outreach to potential RRWA members including new Phas Sonoma State University, CalTrans, SMART, Santa Rosa.		A	Co-Permittee Meeting & Project Facilitation
				RRWA staff to help facilitate monthly Co-Permittee meeting, Regional Water Board meeting, and projects including planning meetings, developing agendas and handouts, meeting facilitation and participation, summary notes, and/or assist with tasks. Facilitation will be based on an as needed basis and as directed by the TWG. Assumes 3 meetings.	
A.2 Technical Working Group		B.2 Outreach Strategies		Notes	
A	TWG Coordination & Meeting Attendance	A	Implementation of Public Outreach and Response	C.3 Stormwater Phase 1 Support - Cotati	
Preparation and planning of Technical Working Group (TWG) handouts, summary notes. Up to six, 2-hour TWG meetings per month and one staff member.		B	Environmental Articles	A	Co-Permittee Meeting & Project Facilitation
		Coordination of monthly environmental article topics, solicit kind by member agencies), posting on RRWA blog in English distribution list, and submission for publication as a column in local newspaper.		RRWA staff to help facilitate monthly Co-Permittee meeting, Regional Water Board meeting, and projects including planning meetings, developing agendas and handouts, meeting facilitation and participation, summary notes, and/or assist with tasks. Facilitation will be based on an as needed basis and as directed by the TWG. Assumes 3 meetings.	
A.3 General Administration		C	Creek Week	C.4 LID Annual Training	
A	Coordinate and Develop 2022-23 Work Plan	Support Member Agencies in outreach efforts to engage the public, including local events such as the Creek Week events. Develop a landing page of Creek Week events and develop a cleanup event on the interactive watershed atlas; adopt a post-event metric report.		A	LID Annual Training
Coordinate and develop 2022-2023 Work Plan and budget.		D	Coordination with Partner Agencies	Coordinate and facilitate training opportunities for agency staff as identified by the TWG. Focus could be related to Stormwater Low Impact Development (LID) Technical Design Manual implementation and Hydromodification. Assumes in-kind training support from Santa Rosa staff. ODC for print materials and light refreshments.	
B	General Association Communications	Coordination with partner agencies such as Daily Acts, Red Laguna Foundation, Resources Legacy Fund, Occidental Riverkeeper, Tribes, Russian River Watershed Coalition, US Protection Authority. Promote fundraising events and research supporting member agency objectives.		C.5 Lower Watershed Monitoring Plan	
General communication (e-mails, phone calls etc.), mailing list coordination activities.		E	Collaborative Outreach Coordination	A	Lower Watershed Stormwater Quality Monitoring and Reporting Plan Implementation
C	Project Management and Controls	Support and coordinate regional outreach efforts including the public, including local events such as the Creek Week events. Develop a landing page of Creek Week events and develop a cleanup event on the interactive watershed atlas; adopt a post-event metric report.		Support implementation of Stormwater Quality Monitoring Reports for Windsor, Santa Rosa, Cotati, Sebastopol, Sonoma Water, and Sonoma County. Aggregate and disseminate data; support compilation of semi-annual reports as needed. Assumes a maximum of hours as specified.	
Budget tracking, internal process meetings and invoicing, \$2.0 Agency (City of Ukiah) for their time administering the contract.				Reduced and/or included as a placeholder.	
D	American with Disabilities Act Compliance	ADA. Certified development of specific public materials as directed by compliance standards.		Notes	
				Reduced and/or included as a placeholder.	

# Examples of RRWA Programs

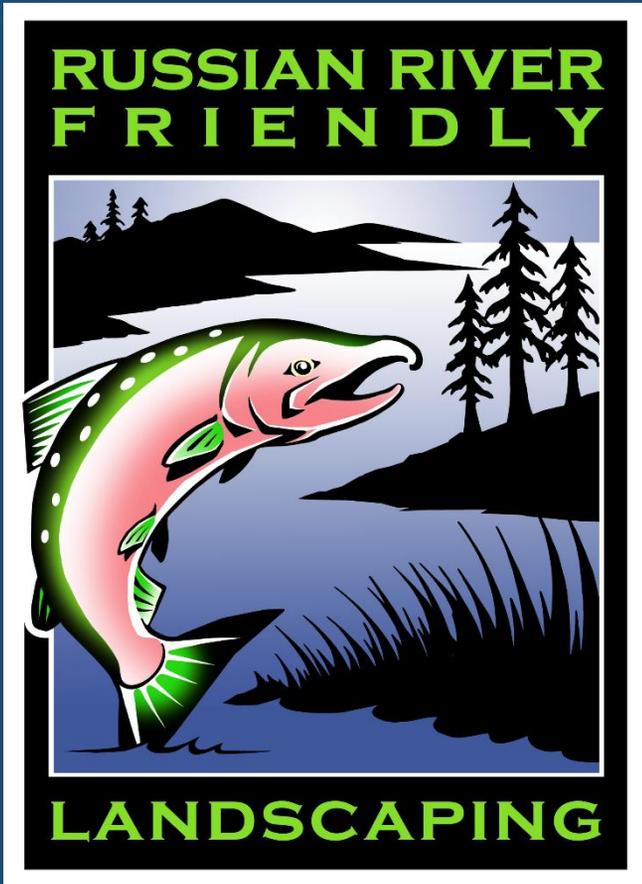


The RRWA serves as a model example for a successful framework at collaborating on a watershed-wide scale.

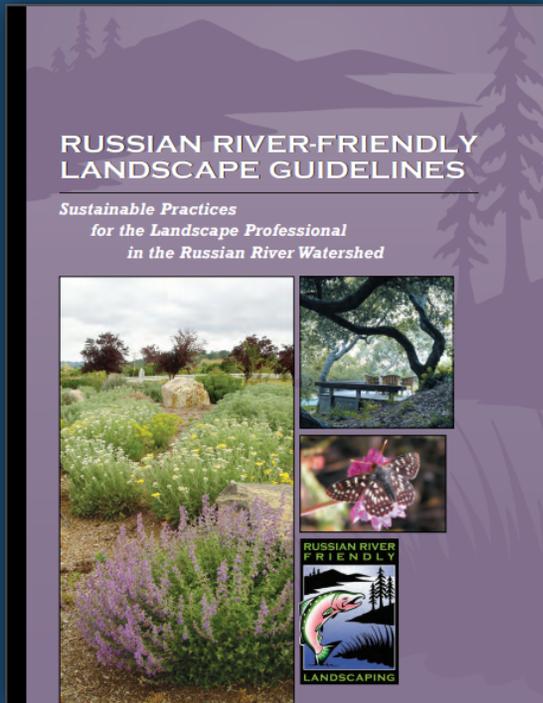




# Russian River-Friendly Landscaping: Landscapes That Protect Our Waterways



# Russian River-Friendly Landscape Guidelines



- Comprehensive toolbox created for landscape professionals in the Russian River region by RRWA in 2010 with permission and assistance from [StopWaste.org](http://StopWaste.org) in Alameda County.
- The Guidelines are a Russian River version of the [Bay-Friendly Landscape Guidelines](#), originally published by StopWaste.org in 2003.

## Carbon Gardening

- Residential outreach program



daily acts

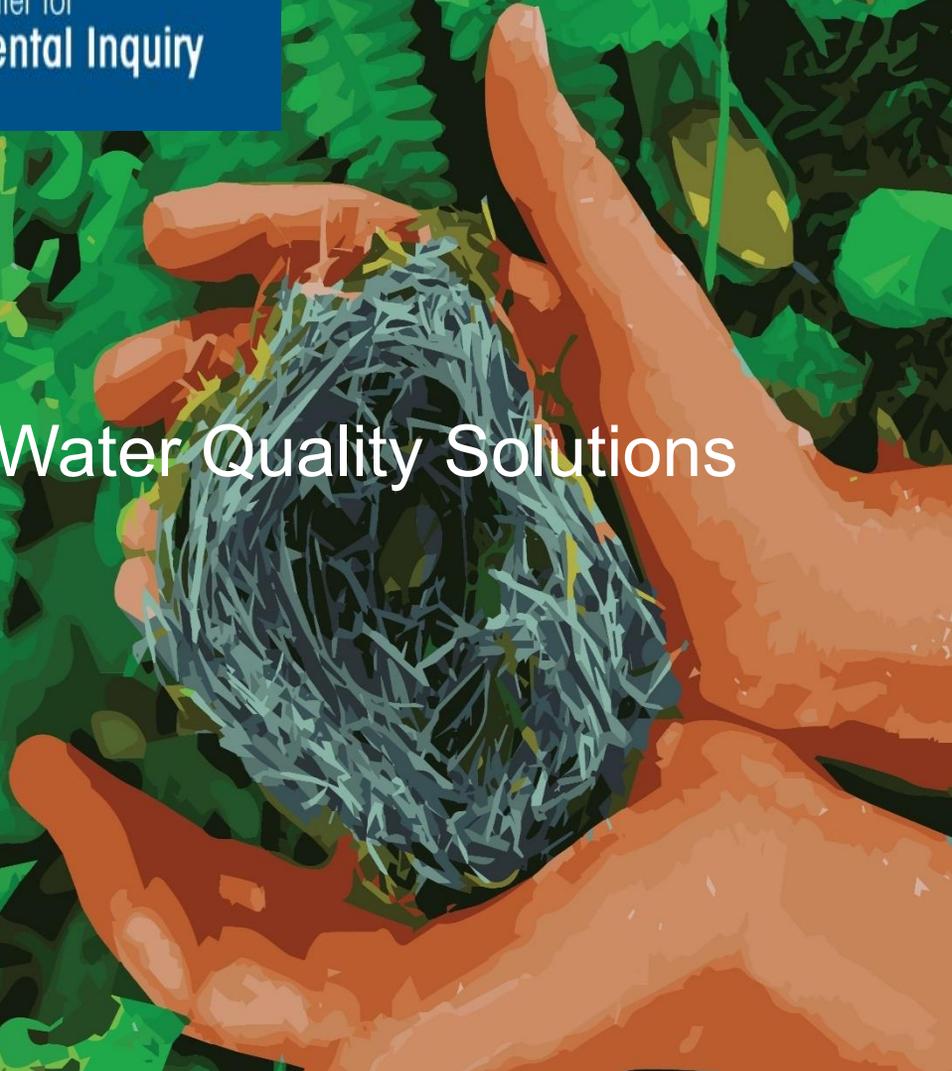
A graphic consisting of three concentric, hand-drawn black circles that resemble ripples in water, positioned below the text "daily acts".

*every action makes a ripple*



# Rising Waters:

Partnership for Innovative Water Quality Solutions



# Safe Medicine and Sharps Disposal Program

- Convenes regional forum
- Advocates on behalf of members
- Manages collection sites
- Promotes take back events
  - April 2021 - **20th National Take Back**
    - Cloverdale Police Department – **52.9 lbs.**
    - Cotati Police Department – **410 lbs.**
- Outreach and education
- Program received DHCS grant funding





# Incubator for other programs

- Russian River Confluence
- Russian River Stormwater Resource Plan
- California Water Plan – Russian River Pilot
- **Russian River Regional Monitoring Program**
- Sonoma Water's Water Education Program
- UCSB Pond Pathogen Special Study Work Plan



2021 Drought Updates, Actions, and Information

Welcome to the drought actions and information page!

Below are links to information resources, an archive of ideas and practices to help conserve our precious water resources.

RRWA has partnered with the Russian River Flood Control & Water Conservation Improvement District, the Mendocino County Resource Conservation District (MCRCD), Sonoma-Marin Saving Water Partnership, and Sonoma Water to bring you this page.

**DROUGHT IS HERE SAVE WATER**

**GOV. NEWSOM DECLARES DROUGHT EMERGENCY FOR SONOMA, MENDOCINO COUNTIES IN WEST TOLUKE MENDOCINO - CALLAHAN, IN (2021 APRIL 28) PRESS DEMOCRAT**

[CURRENT U.S. DROUGHT MONITOR CONDITIONS FOR CALIFORNIA](#) | 
 [STATE WATER BOARDS DROUGHT ACTIONS AND INFORMATION PAGE](#)

[SONOMA WATER'S CURRENT WATER SUPPLY UPDATE](#) | 
 [MENDOCINO WATER'S WATER SUPPLY UPDATE](#) | 
 [CITY OF HEALDSBURG'S DROUGHT PAGE](#)

[SONOMA WATER'S DROUGHT PAGE](#) | 
 [SONOMA WATER'S DROUGHT FAQ PAGE](#) | 
 [CITY OF SANTA ROSA'S DROUGHT PAGE](#)

[SONOMA-MARIN SAVING WATER PARTNERSHIP'S WATER SAVING RESOURCE PAGE](#) | 
 [SONOMA COUNTY REAL-TIME RAINFALL, RIVER-STREAM, AND RESERVOIR DATA](#)

**WATER CONSERVATION IS SERIOUS. TAKE IT PERSONALLY. TAKE ACTION NOW.**

**INDOOR WATER CONSERVATION**

- [Home Water Use Self Assessment for viewing](#)
- [Home Water Use Self Assessment for printing](#) (Please note that this version must be printed and folded for the pages to appear in

**IF IT'S YELLOW, LET IT MELLOW**

**IF IT'S BROWN, FLUSH IT DOWN**

**SI ES AMARILLO DÉJALO EN EL INODORILLO**

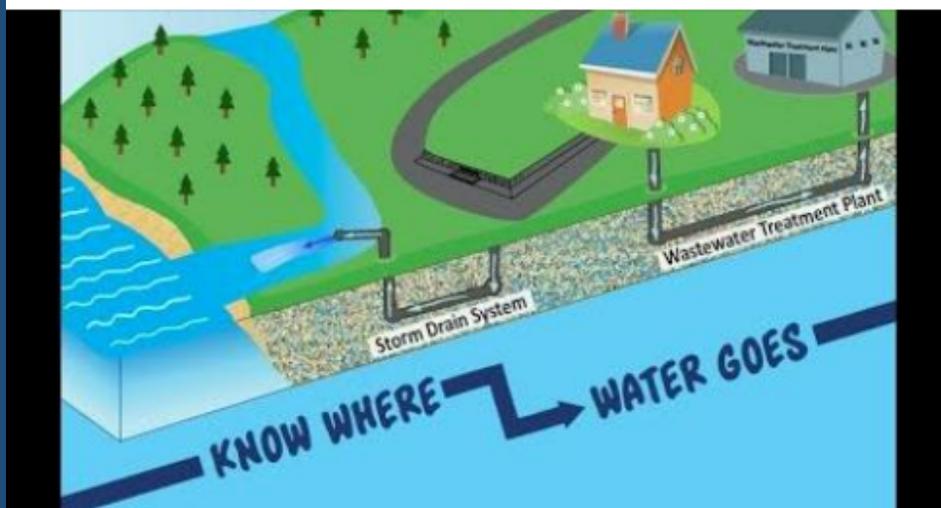
**SI ES MARRON**

# Drought Response Support

- **Collaboration:** Member Agencies, Russian River Flood Control, Sonoma Marin Water Saving Partnership, Regional Climate Protection Authority, Department of Water Resources, State Water Resources Control Board, RCDs, others..
- **Dedicated Webpage:** Updates, Actions, Information
- **Radio Ad**
  - English Radio: KSRO (Sonoma County) and K-Wine 94.5FM and Max 93.5FM (Mendocino Counties and Northern Sonoma)
  - Spanish Radio: Lazer Broadcasting (KSRT 107.1 FM and KJOR 104.1 FM)
- **Social Media Campaign**
  - ‘Water Wise Wednesday’—a weekly prompt regarding how to implement water savings into day-to-day activities.
  - ‘Fact Friday’—posts that will include information on local drought impacts on the watershed and ideas on how residents can help replenish it.

# 2021 RRWA High School Video Contest

- English version posted to YouTube!  
<https://youtu.be/pJmtGYiilyQ>
- Spanish version pending
- Winning videos play on KRCB channel 22



YOUTUBE.COM

**2021 RRWA High School Video Contest English**

RRWA sponsors an annual High School Video Contest in honor of ...

# Thank you!

**Website:** [www.rrwatershed.org](http://www.rrwatershed.org)  
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 [www.rrwatershed.org](http://www.rrwatershed.org)

Russian River Watershed Association