

Russian River Watershed Association

Storm Water Resource Planning Grant Agreement No. D1612602, Task 6.1.1



300 Seminary Avenue
Ukiah, CA 95482
(707) 508-3670
cleanwater@rrwatershed.org
www.rrwatershed.org



MEMORANDUM

DATE: June 29, 2017 Project No.: 592-10-16-05
SENT VIA: EMAIL

TO: Harish Bagha, Grant Manager
State Water Board Division of Financial Assistance

Kari Holzgang, Program Analyst
State Water Board Division of Financial Assistance

FROM: Andy Rodgers, Executive Director, Russian River Watershed Association
Jarod Thiele, Grant Contact, City of Ukiah

REVIEWED BY: Mark Kubik, PE, RCE #50963

SUBJECT: Stakeholder Outreach and Engagement Plan for the Russian River Watershed Association's Storm Water Resource Plan

PURPOSE

The Russian River Watershed Association (RRWA) was awarded a \$500,000 storm water planning grant by the State Water Resources Control Board (State). The primary objective of the grant project is to develop a regional Storm Water Resource Plan (SWRP) for the Russian River watershed.

The SWRP must address and satisfy the requirements of Senate Bill 985 and the State guidelines to establish eligibility for bond funds associated with storm water projects, including Proposition 1 Implementation Grant Funds through the State's Storm Water Grant Program.

Outreach is a key component of the SWRP development process, as outlined in the Proposition 1 Grant agreement with the State. In coordination with the City of Ukiah (City), grantee, the RRWA will facilitate organization, coordination, and collaboration among stakeholders, and provide opportunities for public participation and education throughout the development of the SWRP. This Stakeholder Outreach and Engagement Plan identifies outreach targets; explains how the organization, coordination, and collaboration with stakeholders will take place; and identifies opportunities for participation and education throughout the development of the SWRP.

The Russian River Watershed Association complies with ADA requirements and will attempt to reasonably accommodate individuals with disabilities upon request.

Please contact Andy Rodgers, Executive Director, at 707-508-3670 with any questions.

IDENTIFICATION OF PARTICIPANT GROUPS

Key participants in the SWRP development process will include members of the Russian River Watershed Association’s Technical Working Group, who will serve as the Technical Advisory Committee (TAC) for the SWRP, collaborators, stakeholders, and the general public, as well as local disadvantaged communities, tribes and other non-governmental entities. More discussion on the makeup of these groups is provided later in this memorandum. The RRWA will provide outreach to these participants, as a part of the SWRP development process, both to inform participants of project progress and to solicit input. Input from these groups will ensure that the SWRP will have the most useful projects and the greatest likelihood of success.

OUTREACH ACTIVITIES

TAC Coordination

Potential members of the TAC were recommended by members of the RRWA Technical Working Group during project kickoff. The TAC participants are shown in Table 1, and include representatives from each of the RRWA’s eleven member agencies:

Table 1. TAC Participants	
TAC Member	Agency
Eric Janzen	City of Cloverdale
Anwar Mirza	City of Cotati
Dirk Medema	City of Healdsburg
Eydie Tacata	City of Rohnert Park
Heaven Moore	City of Santa Rosa
Henry Mikus	City of Sebastopol
Rick Seanor	City of Ukiah
Sarah Dukett	County of Mendocino
Will Stockard	County of Sonoma
Susan Haydon	Sonoma County Water Agency
Elizabeth Cargary	Town of Windsor
Colleen Hunt	North Coast Regional Water Quality Control Board

Timelines

TAC members will be involved throughout the SWRP development process in a series of key meetings and periodic phone calls that will gather input and provide status updates. The following sections describe the activities planned for each meeting to allow the TAC input to be formally gathered and recorded:

TAC Meeting 1 – June 1, 2017

- TAC member introductions
- SWRP purpose and goals
- SWRP process refresher
- SWRP schedule updates
- How to submit SWRP projects
- Present Evaluation Criteria Matrix (EC), normalization for quantities, benefits, and relative importance
- Vet methodology for screening
- Outreach discussion

TAC Meeting 2 – July 11, 2017

- Summarize input from Public Meeting 1
- Review draft initial project screening
- Revise relative importance based on public input and SWRP project list
- Review initial project evaluations, ranking, prioritization
- Adopt Water Quality methodology

TAC Meeting 3 – August 2017

- Test revisions of EC and relative importance
- Adopt final matrix and resulting SWRP Project ranking and prioritization

TAC Meeting 4 – December 2017

- Review comments on draft SWRP
- Review draft SWRP
- Adoption presentation

Additional TAC Outreach – As Needed

In addition to TAC meetings, periodic phone conversations and conference calls may be necessary to solicit feedback, clarify details, or reach consensus.

Key Messages

Key messages to be communicated to the TAC are that participation in the TAC is optional, a commitment will be necessary, a representative will be needed at all TAC meetings, and sufficient time will be given to review materials and prepare comments. TAC members are expected to work collaboratively and creatively for the benefit of the watersheds and stakeholders. A draft Memorandum of Understanding with the City, as the grantee, was provided to each potential member of the TAC at kickoff, indicating the responsibilities and expectations of the TAC role, and a final version, incorporating any mutually agreed upon edits, was signed by each accepting member.

COLLABORATORS AND STAKEHOLDERS

Through the RRWA's long-standing relationships with agencies in and outside the watershed, a number of collaborators participated in the grant submittal and committed to support the SWRP by providing match funding, an in-kind match, or data and support. Through the RRWA's collaboration, a number of relationships with stakeholders were already established, prior to the initiation of the SWRP. In addition to existing collaborators and stakeholders, other potential stakeholders were identified by the TAC based on local relationships. A final group of stakeholders was identified by the SWRP team based on qualifications sought by the State, in order to meet the intent of the grant. Due to existing formal agreements submitted to the State during the grant application process, it is understood that collaborators may play a slightly more active role than other stakeholders in the development of the SWRP, particularly those that are providing match funding or support activities. However, outreach to these two sub-groups will take place at approximately the same frequency, with some additional offline discussions among the collaborators, as required to meet their needs.

Collaborators and stakeholders identified during the outreach process are shown in Table 2.

Timelines

Collaborators and stakeholders will be involved early during the SWRP development process, whether in planned meetings, or through interaction with RRWA staff or the project website. The following sections describe the activities planned for each meeting to allow stakeholder input to be formally gathered and recorded:

Stakeholder & Public Meeting 1 – June 26 and 27, 2017

- Present SWRP purpose and goals
- Present SWRP process
- Present SWRP schedule
- Present preliminary identification of initial projects from TAC members
- Present Evaluation Matrix
- Present SWRP web site
- Seek more candidate projects from public and stakeholders
- Seek input on Relative Importance of Benefits

Stakeholder & Public Meeting 2 – November 2017

- Present EC and relative importance
- Present SWRP project ranking and prioritization
- Present draft SWRP document
- Seek input on the above items

In addition, it is planned to include stakeholder and public input in the design and implementation of projects after the SWRP is completed. The process for engagement during implementation will be further outlined in the Implementation section of the SWRP.

Table 2. SWRP Collaborators and Stakeholders

Collaborators	Collaborating Entity
Karen Gaffney	Sonoma County Agricultural Preservation and Open Space District
Tamara Alaniz	Mendocino County Russian River Flood Control
Susan Hubbard	Lawrence Berkeley National Laboratory
Natalie Manning	NOAA
Ann Johnston	Sonoma Land Trust
Keith Abeles	Sonoma RCD
Kara Heckert	Sonoma RCD
Sierra Cantor	Gold Ridge Resource Conservation District
Joe Scriven	Mendocino County RCD
Patricia Hickey	Mendocino County RCD
Lisa Micheli	Pepperwood Preserve
Kevin Munroe	Laguna de Santa Rosa Foundation
Colleen Hunt	North Coast Regional Water Quality Control Board
Josh Collins	SFEI
Corbin Johnson	Sonoma County, Regional Park Department
Potential Stakeholder Representative	Organization
Brenda Adelman	Russian River Watershed Protection Committee (RRWPC)
Don McEnhill	Russian RiverKeeper
Katherine Gledhill	West Coast Watershed
Gretchen Schubeck	Daily Acts
Adriane Garayalde	Russian River Confluence
Chris Brokate	Clean River Alliance
Alex Johnson	The Fresh Water Trust
Scott Greacen	Friends of the Eel River
Daniel Muelrath	Valley of the Moon Water District
Matthew D Froneberger	Forestville Water District
Margaret A. Digenova	American Water
Steven Fuller-Raul	Sonoma County Water Coalition
Ethan Rotman	USFWS
Tallulah Winquist	USFWS
Tracie Nelson	CADFG
Dan Carney	Marin Municipal Water District
Helen Ryan	California Indian Environmental Alliance (CIEA)
Teri Shore	Greenbelt Alliance
Jenny Blaker	Cotati Creek Critters

Key Messages

Key messages to collaborators and stakeholders will be the benefits of involvement, solicitation of projects and data, and communication of timelines and methods for input. There is no specific level of commitment required to be considered a stakeholder, while the collaborators' commitments are defined by their grant submittals. All participants are invited to suggest appropriate projects for consideration and to provide feedback on the SWRP. The collaborator and stakeholder level of involvement may differ from public involvement, with targeted solicitation of projects, data, or other input, as appropriate based on the service type and geographical service area of each agency or group.

PUBLIC

The public will be invited to participate in the development of the SWRP through public meetings, but also with a variety of media outreach in different locations as described in the Media section of this plan. Members of the public may choose to be put onto a mailing list by submitting information via the project website so that they can be sent meeting materials in advance. Alternatively, they may choose to attend the public meetings to have their information recorded.

Timelines

The public will be involved at several key times during the SWRP development process, whether in key meetings, through interaction with RRWA staff, or via the RRWA website. Key meetings will be offered for collaborators, stakeholders and the public, concurrently. The meetings for the public are the same meetings planned for collaborators and stakeholders.

Key Messages

When reaching out to the public, it was deemed important to use different media, venues, and offer alternate language materials, to reach a wider audience. Outreach methods are described in further detail in the Media section of this memorandum. Key messages to the public will focus around the reason for the SWRP, the benefits of involvement, and the methods and timelines for engagement.

Disadvantaged Community Outreach

Disadvantaged communities (DACs) are identified by the State of California as any community where the median household income is below 80 percent of the statewide median household income. Although no DACs are incorporated within the Russian River Watershed, or could be reached directly through community organizations, a specific effort was made to identify DACs and ensure opportunities for each to participate in the SWRP. DACs were contacted through outreach to Title 1 schools via the PeachJar flier distribution system through the Mendocino and Sonoma County Offices of Education, and the Mendocino and Sonoma County Community Development Commissions. To better reach DACs, RRWA provided translation into Spanish, which is the language spoken by the largest population of non-English-speakers in the area. DACs identified during the outreach process are listed in Table 3.

Table 3. Disadvantaged Communities in the Russian River Watershed	
Community Name	
	Calpella
	Cazadero
	Graton
	Guerneville
	Hopland
	Ukiah

Tribal Outreach

RRWA identified eleven different tribal organizations within the watershed. These groups are listed in Table 4. Coordination of outreach was facilitated by the California Indian Environmental Alliance (CIEA). Fliers were distributed to the CIEA’s email distribution list in advance of public meetings, in an attempt to solicit input from these tribes.

Table 4. Native American Tribes in the Russian River Watershed	
Tribal Organization	
	Cloverdale Rancheria of Pomo Indians
	Coyote Valley Band of Pomo Indians
	Mishewal Wappo Tribe of Alexander Valley
	Lytton Rancheria
	Potter Valley Tribe
	Redwood Valley Rancheria of Pomo Indians
	Pinoleville Pomo Nation
	Dry Creek Rancheria of Pomo Indians
	Kashia Band of Pomo Indians
	Federated Indians of Graton Rancheria
	Hopland Band of Pomo Indians

Non-governmental Organization Outreach

RRWA will reach out to a variety of organizations with their own contact and distribution lists, including non-governmental organizations. In addition, a list of organizations contacted through the Sonoma County Water Coalition is listed in Table 5.

Table 5. Sonoma County Water Coalition Connections	
Member Organizations	Supporting Organizations
Atascadero/Green Valley Creek Watershed Council	Bellevue Township
Community Clean Water Institute	California Native Plants Society: Milo Baker Chapter
Dry Creek Valley Association	Concerned Citizens for Santa Rosa
Friends of Mark West Watershed	Coast Action Group
California River Watch	Community Alliance with Family Farmers
O.W.L. Foundation	Forest Unlimited
Preserve Rural Sonoma County	Forestville Citizens for Sensible Growth
Russian River Watershed Protection Committee	Friends of the Eel River
Sonoma County Conservation Action	Friends of the Gualala River
SWiG (Sebastopol Water Information Group)	Graton Community Projects
Sonoma Coast Surfrider	Madrone Audubon Society
Valley of the Moon Alliance	NOWWE: New-Old Ways Wholistically Emerging
Wine & Water Watch	Occidental Arts and Ecology Center - Water Institute
	Petaluma River Council
	Russian River Chamber of Commerce
	Sierra Club (Sonoma County Group)
	Town Hall Coalition
	Western Sonoma County Rural Alliance

Climate Vulnerable Communities

Communities vulnerable to climate change have been studied by a wide variety of sources in California. The California Energy Commission (2012) mapped climate vulnerable communities by census tract and found that the watershed is primarily at low risk from climate change, with some low to medium risk areas in northern Sonoma County, moving north to Mendocino County, centered around the valley areas. With no glaring climate vulnerabilities, this plan defers to local knowledge, where it is suggested that areas of the lower watershed will be most impacted by climate change, where rising tides may cause increased flooding, decreased drainage, and salinity intrusion, among other issues. For this purposes of this plan, much of the population of the watershed is located in the lower sub-region, where it is anticipated that general public outreach will yield an appropriate amount of participation in plan development.

Communities of Environmental Injustice

The US Environmental Protection Agency has developed an Environmental Justice Screening and Mapping Tool (2016) that was used to map the watershed by County. Both Counties may have an above average exposure to lead paint, but are on par with the State and National averages for other indicators of Environmental injustice. Mapping the entire region, for combined demographic and

environmental indicators, the vast majority of the watershed is near average, compared to the Nation, with the exception of a couple of areas of western Santa Rosa, where Environmental Justice peaks at the 95th percentile for the area just west of the Roseland area of Santa Rosa. This information is largely driven by the demographic dataset, where below-average income levels, minority population, and lower educational levels drive the disparity. City of Santa Rosa staff will be engaged to target communications to their communities vulnerable to environmental injustice. In addition, outreach through the Sonoma County Community Development Commission should facilitate outreach to these areas.

MEDIA

RRWA Website

The RRWA has a dedicated webpage for the SWRP process, which is intended to convey general information on the SWRP, its purpose and goals, identify collaborating entities, and provide a calendar of important dates and contact information. The website address for the SWRP information site is: <http://www.rrwatershed.org/project/stormwater-resource-plan>. Through the site the public can join the SWRP Public Outreach email list, email questions or comments to cleanwater@rrwatershed.org and/or access a form that was created to allow candidate projects to be submitted for consideration. The SWRP Public Outreach email distribution list currently consists of over 270 people and is used to announce the public meetings and updates.

News Media

Several different publication outlets have been contacted for current and future communication. The form of publication will come from different sources: newspaper, Weekly eNews, membership emails, social media, or event pages and is specified in Table 6. The RRWA will prepare fliers, mentioned below, and articles for publication.

Print advertisements will be simple and direct, emphasizing specific action items and providing the website address, email address, and a phone number to call to obtain information.

Table 6. Publication Outreach Sources

Potential Sources	Type of Publication
The Press Democrat	Newspaper and Events Calendar
ACWA News	Weekly eNews
Russian River Chamber of Commerce	Website and Membership Email
Empire Report	Social Media
Cloverdale Reveille	Event Page
The Community Voice – Cotati	Event Page
Ukiah Daily Journal	Online and print publication
The Sonoma County Gazette	Online publication
Maven's Notebook	Online publication
El Superior Periodico Hispano	Online publication
Impulso Patch	Online publication

Event Outreach

The RRWA attended the Lake Sonoma Steelhead Festival held at the Milt Brandt Visitors Center at Lake Sonoma on February 11, 2017. Staff hosted a booth, handed out a bulletin announcing the SWRP and discussed the purpose for the ways for the public to get involved.

Fliers

Fliers will be designed by the RRWA and digital files will be provided to the RRWA TAC members, collaborators, and stakeholders, in English and, as needed, in Spanish. Fliers will be placed by member agency staff at service counters, on bulletin boards, and will be handed out at local community events. In addition, TAC members will be asked to distribute fliers through other appropriate venues typically used to provide public information to their audience. Disadvantaged community contacts will be provided fliers to out electronically. These fliers, prepared in English and Spanish, include a bulletin announcing the initiation of a grant-funded SWRP, and fliers announcing all public meetings.

Social Media

The RRWA will utilize its Facebook presence to publish meeting notifications and other pertinent news on the SWRP to increase public awareness. Key posts will announce public meetings and project milestones. Followers can repost announcements and events; TAC members and collaborators are also encouraged to share information on their social media outlets.

Other Outreach Methods

Other types of outreach may be performed by the RRWA or members of the TAC, including distributing fliers in other locations, contacting schools, or through advertisements for the web or local television. While additional actions are not part of this outreach plan, they will be encouraged during TAC meetings and any information requested in support of such outreach will be provided.

REQUIRED DISCLOSURE STATEMENT

Funding has been provided in full or in part through an agreement with the State Water Resources Control Board, using funds from Proposition 1. The contents of this document do not necessarily reflect the views and policies of the foregoing, nor does the mention of trade names or commercial products constitute endorsement or recommendation for use.

This work product is part of Task 6.1.1 of Agreement No. D1612602.