



# RRWA 2022-23 WORK PLAN ACCOMPLISHMENTS



## RUSSIAN RIVER FRIENDLY LANDSCAPE

- Convened Russian River-Friendly Landscaping Biennial Event “Garden Sink” with standing-room-only attendance!
- Collaborated with Daily Acts to release Carbon Gardening Campaign, eight English and Spanish language videos
- Promoted Compost Giveaways
- Our Water Our World - Nine nurseries/hardware stores participating
- Hosted two Educational Webinars on Pest & Disease Management and Drought Proof Gardening

## SAFE MEDICINE DISPOSAL

- Prepared and participated in Safe Medicine Disposal Collaborative meetings
- Reviewed and commented on Stewardship plans for safe medicine disposal
- Managed medication disposal bins for two municipalities and promoted six local law enforcement offices participating in National DEA Take-Back events

## PHASE II MS4 STORMWATER PROGRAM SUPPORT

- Sponsored activities for public participation in clean-up events
- Coordinated and sponsored regional Creek Week event
- Provided regional outreach and education collaborative opportunities, including carbon gardening and pest management
- Conveyed proper pesticide, herbicide, and fertilizer use messaging
- Provided water efficiency & stormwater friendly landscaping outreach
- Performed residential outreach for stormwater quality, proper pesticide and herbicide use and less toxic alternatives, proper fertilizer use, water conservation and lawn care
- Developed and conveyed locally relevant stormwater and water quality messaging
- Promoted Low Impact Development Training Webinar
- Made presentations to city councils and community groups





## OUTREACH & EDUCATION

- RRWA continues to see increased contact on our website and has amplified water efficiency, carbon gardening and watershed management campaigns via social media, reaching an all-time record with more than 14,000 page views!
- Provided school-age-appropriate stormwater education materials
- Restaurant placemats – 43 locations participating
- Supported and promoted: Creek Week Clean Up Events, Earth Day Events, and High School Student Video Contest
- Drought messaging and events
- Developed and published monthly Environmental Articles
- Publications included daily and weekly newspapers and online news outlets, including Spanish language publications, throughout Sonoma & Mendocino Counties

## SPONSORSHIPS

- Steelhead Festival
- Fiesta de Independencia
- Daily Acts Co-Branding
- Sonoma County Coastal Cleanup
- Mendocino County Cleanup
- Russian Riverkeepers Watershed Cleanup
- Mendocino County Earth Day
- La Familia Sana
- Resilient Cloverdale
- California Product Stewardship Council



- Participated in the Sonoma State University Rising WATERS project working with students and faculty on research and collaborative solutions

## RISING WATERS SSU

## FUNDING & LEGISLATIVE ADVOCACY

- **Russian River Regional Monitoring Program (R3MP):** RRWA staff continues to participate in quarterly meetings with Regional Water Board Executive Officer, and on the Steering and Technical Advisory Committees to support the development of R3MP
- **Letters of Support:** Each year RRWA prepares more than a dozen letters of support for partner grant applications and to weigh in on pending legislation & regional planning initiatives
- **CASQA:** RRWA Staff participates in CASQA subcommittees and leadership, staying current, engaged, and sharing lessons learned in watershed management