



2019/2020 WORK PLAN ACCOMPLISHMENTS

Administration

- Completed workplan task below budget
- 8 Technical Working Group meetings, plus 1 special meeting
- 4 Board of Director meetings, 1 cancelled
- 11 Co-Permittee meetings
- Subcommittees: Safe Meds, Russian River-Friendly Landscaping, and Social Media
- New member charter and resolution draft
- Public Effectiveness Assessment (delayed due to COVID-19)
- Quarterly distribution lists of Board, Technical Working Group, and Press
- Executive Director review
- Technical Working Group and subcommittees roles and responsibilities document
- Monthly Deliverable reports
- Website
 - 93 updates
 - 90 backups
 - 364 security checks

Advocacy-In Person

- Four Quarterly Meetings with Regional Water Board EO
- Department of Water Resources Russian River Pilot
- Co-Chair three Russian River Regional Monitoring Program (R3MP) Steering Committee
- Upper Russian River Managers meeting
- Attended the Regional Water Quality Control Board Hearing on the Russian River Pathogen TMDL and 303 (d) List
- Rising WATERS
- Russian River Confluence
- Potter Valley Project
- Central Coast Water Board Workshop participation—Challenges and Solutions: The Intersection of Water Quality and People Experiencing Homelessness on the Central Coast

Advocacy-Letters

- SB212 Regulations Comment Letter
- Sonoma Medicine publication—Public Policy, Awareness, and Collective Action Keys to Russian River Health
- North Bay Business Journal publication—Navigating Storm Water Regulations: Industrial Businesses and Business License Requirements (SB205)
- Press Democrat publication—Close to Home article, Keeping Streams Safe and Clean
- Letter of Support for the Reappointment of David Noren to the North Coast Regional Water Quality Control Board [Written but not submitted]
- Letter of Support for CDFW Prop 1 and Prop 68 Restoration Grant proposal *Acquisition of Ukiah Valley Wildlands for Conservation, Fire Safety and Watershed Protection*
- Comment Letter: 09/18/19 State Water Board Meeting – Item #11 Consideration of Revising The Core Water Quality Regulatory Fee Schedules
- Support Letter for the Russian River Watershed Collaborative Effort (RRWCE) Project

Phase I MS4 Program Support

- MS4 Permit Fee Reduction Incentive Program - Meeting with the State Water Board
- Attended and facilitated 11 Co-Permittee meetings
- Regional Outreach Summary
- Semi-Annual Laguna Monitoring Reports
- LID Offset Support
- LID Training Coordination
- Public Effectiveness Assessment (postponed due to COVID-19)
- Report of Waste Discharge template
- COVID-19 compliance concern letter template
- Activities Table
- CASQA subcommittee participation

Outreach and Education

- Creek Week Support
- Sharps and needle collection guidance
- 12 Environmental Articles
- Steelhead Festival
- Citrus Fair

- Earth Day events (Cancelled due to COVID-19)
- Bulk purchase of RRWA eco-friendly stickers and grease scrappers
- Streets to Creeks – Campaign Kickoff
- Restaurant placemat – Two rounds of printing. Over 14,000 distributed to partnering restaurants including:
 - Russian River Brewing Company in Santa Rosa and Windsor
 - Bear Republic Brewing Company in Healdsburg and Rohnert Park
 - Healdsburg Bar and Grill
 - Moe's Eagles Nest Deli- Cloverdale
 - Wing Man
 - Fork Cafe
 - Mendocino Book Company
 - Twins Restaurant
- Our Water Our World – 15 stores participating
 - Santa Rosa:
 - OWOW IPM educational webinars in lieu of public tabling and outreach (A combined 93 registrants joined)
 - Provided over 100 people with OWOW information
 - OWOW IPM store trainings were conducted at 3 stores, 21 associated were trained
- High School Student Video Contest (postponed due to COVID-19)
- Water Education Program: Coordinated Ukiah, Cloverdale, Healdsburg, Sebastopol and County of Sonoma's participation in Sonoma Water's Water Education Program. This included coordinating with Sonoma Water to set up the program and assistance with soliciting participation to local schools.
 - Direct Instruction: 1,292 Students in 333 classes
 - Indirect Instruction: 11,920 students in 149 classes
 - Covid-19 Related Cancellations: 5,674 students in 195 classes
- Maintain website
- Update online watershed map
- Facebook
 - Likes: 727 (24% increase)
 - Followers: 748 (24% increase)
 - Average Reach: 172 (52% increase)
- Instagram
 - Followers: 1,165 (14.6% increase)

- Social Media Campaigns
 - RRFL Campaign (\$110)
 - Paid Reach: 4,916
 - Total Reach: 16,893
 - Paid Engagement: 1,280
 - Total Engagement: 1,322
 - Link Clicks: 45
 - Total Shares: 110
 - Increase in Follows: 92
 - Increase in Likes: 93
 - Fire Preparedness Campaign
 - Paid Reach: 2,763
 - Total Reach: 4,892
 - Paid Engagement: 270
 - Total Engagement: 292
 - Link Clicks: 5
 - Total Shares: 22
 - General Ads
 - Page Likes May 3-31
 - Paid \$39.74
 - Total Reach: 2,078
 - Increase in Likes: 35
- Top Social Media Post – COVID 19 Beach Access
 - Boosted \$40
 - Total Reach: 11,955
 - Total Engagement: 1,298
 - 121 Facebook likes, 450 Instagram likes
 - 42 shares

Grant Support

- 8 Grant Alerts
- NCRP Prop 1 Support
- Support letter for the R3MP EPA Grant Application
- Grant Application to the Department of Water Resources Urban Streams Restoration Program
- Prop 1 stormwater implementation grant solicitation – Spring 2020

Sponsorships

- California Product Stewardship Council
- Coastwalk
- Mendocino County cleanup
- Friends of Lake Sonoma (Steelhead Festival)
- Russian Riverkeeper
- Daily Acts

Presentations

- Supported Sonoma Water's CASQA presentation
- Annual update to the Regional Water Board

Russian River Friendly Landscape Guidelines

- Create social media campaign regarding the seven Principles and Practices from the Russian River-Friendly (RRFL) Guidelines and RRFL sign application process
- Nine new locations:
 - 2 in the Town of Windsor
 - 1 in Healdsburg
 - 1 in Santa Rosa
 - 5 provided to Daily Acts (Locations TBD)

Safe Medicine Disposal

- Managed unused medication disposal bins for the City of Cloverdale and the Town of Windsor
- Spanish pet medication flyer updated