



## 2020/2021 WORK PLAN ACCOMPLISHMENTS

### Phase I MS4 Stormwater Program Support

- Regional Fee Reduction – Attended meetings with Regional Water Board staff
- Prepared and administered Request for Qualifications and contract for Laguna Monitoring and Reporting data analysis project
- Promoted LID Training
- Prepared Activities Table for Annual Reports
- Participated in CASQA subcommittees
- Performed residential outreach for:
  - Stormwater quality
  - Pesticide and herbicide use, disposal and alternatives
  - Proper fertilizer use
  - Water conservation and lawn care
- Facilitated public education of stormwater pollution prevention
- Supported Co-Permittee collaboration opportunities
- Conducted regional effectiveness assessment
- Sponsored activities for public BMP participation
- Provided children's outreach materials
- Maintained stormwater website with educational materials
- Developed Spanish outreach materials

### Phase II MS4 Stormwater Program Support

- Provided regional outreach and education collaborative opportunities
- Sponsored activities for public BMP participation
- Developed and conveyed locally relevant stormwater and water quality messaging
- Developed Spanish outreach materials
- Provided school-age appropriate stormwater education materials
- Provided water efficiency and stormwater friendly landscaping outreach
- Conveyed pesticide, herbicide, and fertilizer messaging

### Advocacy-In Person

- Prepared and attended Quarterly Meetings with Regional Water Board EO
- Co-Chaired Russian River Regional Monitoring Program (R3MP) Steering Committee
- Attended Upper Russian River Managers meetings
- Attended Regional Water Quality Control Board meetings
- Participated and funded Rising WATERS

## Advocacy-Letters & Grant Support

- Support letter for the R3MP EPA Grant Application
- (Sign on) SB212 Regulations Comment Letter
- Prepared support letters for:
  - CDFW Prop 1 and Prop 68 Restoration Grant proposal
  - Russian River Watershed Collaborative Effort (RRWCE) Project
  - NCRP Prop 1
  - (Sign on) AB 818 (Bloom) Solid waste: premoistened nonwoven disposable wipes
  - SB 45 (Portantino)
  - 2020 Sustainable Groundwater Management Watershed Coordinator Grant Program
  - Sonoma Water's Petitions for Temporary Urgency Change (TUCP) – Permits 12947A, 12949, 12950 and 16596 (Applications 12919A, 15736, 15737 and 19351)
  - (Sign on) City of Santa Rosa's Application for WaterSMART Grant: Cash for Grass Rebate Program Expansion
- Prepared comment letter: State Water Board Meeting regarding revising fee schedules
- Prepared Grant Application to the DWR Urban Streams Restoration Program
- Prepared Letter of Opposition AB 377 (Rivas)
- Provided 8 Grant Alerts

## Sponsorships

- California Product Stewardship Council
- Coastwalk
- Mendocino County cleanup
- Russian River Keeper
- Daily Acts

## Outreach and Education

- Russian River Friendly Landscape Guidelines
  - Prepared and attended ten RRFL Subcommittee meetings
  - Facilitated 2021 virtual event for Landscape Professionals
  - Created social media campaign regarding the seven Principles and Practices from the Russian River-Friendly (RRFL) Guidelines and RRFL sign application process
- Safe Medicine Disposal
  - Prepared and attended four Safe Medicine Disposal Collaborative meetings
  - Managed unused medication disposal bins for the City of Cloverdale and the Town of Windsor
- Facilitate and fund Water Education Program
  - Direct Instruction: 4,651 Students in 180 classes
  - Indirect Instruction: 11,341 students in 505 classes
- Social Media
  - Facebook (34.25% increase), Instagram (17.9% increase)
  - Post Campaigns
    - RRFL
    - Safe medicine disposal
    - Fire preparedness
    - Drought awareness
    - Creek Week
    - LID Training
    - Plastic pollution prevention
  - Top Social Media Post – Drought awareness

- Other Outreach Events & Programs:
  - Our Water Our World – 8 stores and Sonoma County Permit Office participating
  - Restaurant placemat – 13 restaurants participating. Over 15,000 distributed
  - Streets to Creeks – Phase II and distributed Barrell bags
  - Bulk purchase and distribution of RRWA pet waste disposal bags
  - Supported and promoted:
    - Creek Week
    - Earth Day events
    - High School Student Video Contest
  - Provided Sharps and needle collection guidance
  - Prepared and/or facilitated 13 published Environmental Articles
    - Publications
      - Press Democrat
      - Sonoma West Publishers
      - Sonoma County Gazette
      - The Community Voice (Cotati)
      - Ukiah Daily Journal
      - North Bay Bohemian
      - El Superior Periodico Hispano
      - Impulso News
      - Impulso Patch
      - Soluna Outreach Solutions
      - La Voz Bilingual Newspaper

### **Presentations**

- ACWA
- Leadership Santa Rosa-National Resources Day
- CASQA presentation with Sonoma State University
- Watershed-Wide Approach to Safe Medicine Disposal
- Annual update to the Regional Water Board

### **Additional Administration**

- Maintained RRWA website: 65 updates, 89 backups; 365 security checks
  - Website traffic up by: 96.2%;
- Updated online watershed map
- Prepared Technical Working Group Roles and Responsibilities draft document
- Prepared and attended two Work Plan Subcommittee meetings
- Updated Quarterly distribution lists
- Prepared and attended 5 Board of Director meetings; 8 Technical Working Group meetings
- Workplan task was completed below budget