

RRWA 2020-2021 Stormwater Activities				
Activity	Date(s)	Completed Activities Summary	Phase I Permit Requirement	Phase II Permit Requirement
Administration				
RRWA Board of Directors (BOD) Meetings	July 23, 2020 September 24, 2020 December 17, 2020 February 25, 2021 May 27, 2021	RRWA Board meetings are publicly noticed in advance, and attended by board members, member agency staff, and members of the public. Each meeting includes updates on RRWA stormwater activities. RRWA held five Board of Directors meetings during the year. Guest speaker presentations related to stormwater: <ul style="list-style-type: none"> July 23, 2020 - Nate Pelczar, Special Projects Manager, California Product Stewardship Council (CPSC)—Senate Bill 212, DHCS Grant, and Drug Take-Back Program Overview September 24, 2020—Ryan Pedrotti, Principal Program Specialist, Sonoma County Water Agency—Sonoma Water’s Water Education Program December 17, 2020—Nick Sudano, City of Santa Rosa—Streets to Creeks Update December 17, 2020—Dr. Claudia Luke, PhD, Sustainability Programs Director, Center for Environmental Inquiry, Sonoma State University—Rising Waters Project Update—Exploring the Nexus of Water Quality and Community Members Experiencing Homelessness December 17, 2020—Dialogue with Matt St. John, Executive Officer of NCRWQCB on watershed-wide collaboration, municipal storm water permits, R3MP, Pathogen TMDL and 303(d) Listings, Laguna de Santa Rosa TMDL, and upcoming Policy development May 27, 2021—Elizabeth Salomone, General Manager, Russian River Flood Control & Water Conservation Improvement District and Brad Sherwood, Division Manager, Community & Government Affairs, Sonoma Water— Upper and Lower Russian River Watershed Water Supply Conditions Updates 	<p><u>VI.A.4.</u> The permit allows Co-Permittees to work collaboratively to implement the requirements of the permit wherever such opportunities exist. Co-Permittees are encouraged to seek out collaborative opportunities to reduce the cost of implementing their storm water management programs, maximize resources, and leverage existing resources when available.</p> <ul style="list-style-type: none"> BOD meetings comprised of elected officials from each Co-Permittee provide opportunities for collaboration. 	<p><u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort.</p> <ul style="list-style-type: none"> BOD meetings comprised of elected officials from each member agency provide support for a regional outreach and education collaborative effort. <p><u>E.7.a.(ii)(e)</u> The Permittee shall utilize public input (e.g., the opportunity for public comment, or public meetings) in the development of the Public Education and Outreach Program.</p> <ul style="list-style-type: none"> BOD meetings provide the opportunity to hear public comment.
RRWA Technical Working Group (TWG) Meetings	July 14, 2020 September 8, 2020 October 13, 2020 November 10, 2020 December 8, 2020 February 9, 2021 April 13, 2021 June 8, 2021	RRWA TWG meetings are publicly noticed in advance, and attended by member agency staff and members of the public. Each meeting includes planning and updates on RRWA and member agency stormwater activities. Members of the public are invited to participate in the discussion. RRWA held eight TWG meetings during the year. Guest speaker presentations related to stormwater: <ul style="list-style-type: none"> July 14, 2020 – Suzanne Bontempo, Plant Harmony, IPM Advocate – Our Water Our World, October 13, 2020 – Russian River-Friendly Landscaping Subcommittee – Landscapes That Protect Our Waterways 	<p><u>VI.A.4.</u> The permit allows Co-Permittees to work collaboratively to implement the requirements of the permit wherever such opportunities exist. Co-Permittees are encouraged to seek out collaborative opportunities to reduce the cost of implementing their storm water management programs, maximize resources, and leverage existing resources when available.</p> <ul style="list-style-type: none"> TWG meetings comprised of technical stormwater staff and managers from each Co-Permittee provide opportunities for collaboration. <p><u>VI.B.2.a.vi</u> Each Co-Permittee shall work with local watershed groups or committees to educate the public about storm water pollution prevention.</p>	<p><u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a countywide stormwater program and regional outreach and education collaborative effort.</p> <ul style="list-style-type: none"> TWG meetings comprised of member agency stormwater technical staff and managers provide support for a countywide stormwater program and regional outreach and education collaborative effort. <p><u>E.7.a.(ii)(e)</u> The Permittee shall utilize public input (e.g., the opportunity for public comment, or public meetings) in the development of the Public Education and Outreach Program.</p> <ul style="list-style-type: none"> TWG meetings provide the opportunity to hear public comment.
Sponsorships				
Russian Riverkeeper Watershed Cleanup	September 21-28, 2020	RRWA provided funding to the Russian River Cleanup Committee and provided promotion and outreach to RRWA stakeholders.	<u>VI.B.1.c.</u> Each Co-Permittee shall develop and implement a Public Information and Participation Program (PIPP) with the objective to involve and engage communities within the Russian River watershed to participate in mitigating the impacts to storm water pollution.	<u>E.8.(i)</u> The Permittee shall involve the public in the implementation of activities related to the Public Involvement and Participation Program and encourage volunteerism and activism in the community.
California Product Stewardship Council	Ongoing	RRWA provided funding to the California Product Stewardship Council and provided promotion and outreach to RRWA stakeholders.	<u>VI.B.2.a.vi</u> Each Co-Permittee shall work with local watershed groups or committees to educate the public about storm water pollution prevention. <u>VI.B.2.a.vii.</u> Each Co-Permittee shall organize or participate in events targeted to residents to educate and involve the community in stormwater and non-stormwater pollution prevention and cleanup.	<u>E.8.(ii)(c)</u> Create opportunities for citizens to participate in the implementation of BMPs through sponsoring activities.
Daily Acts Co-Branding	June to August 2020 and September 21-28, 2020	RRWA provided funding and co-branding promotion of Be the Change campaign (topics included education on landscaping and saving resources) and Creek Week cleanup promotion to Daily Acts.		
Coastal Cleanup Sonoma County	September 21-28, 2020	RRWA provided funding to Coastwalk for the Sonoma Coastal Cleanup and provided promotion and outreach to RRWA stakeholders.		
Mendocino County Resource Conservation District	September 21-28, 2020	RRWA provided funding and promotion to support upper watershed tributary cleanup efforts by Mendocino County Resource Conservation District.		
Outreach and Education				
Creek Week and Pollution Prevention Week Campaign	September 21 - 28, 2020	RRWA coordinated outreach, promoted events on social media platforms, and developed a dedicated Creek Week webpage on the Russian River Watershed website. The Creek Week webpage included regional event information, Best Management Practices for handling sharps, and the California Coastal Commission’s English and Spanish resource on how to participate in Creek Week activities during COVID. RRWA tracked performance metrics by event and reported results at TWG and BOD meetings. Over 34,000 pounds of trash were collected.	<p><u>VI.B.1.c.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to involve and engage communities within the Russian River watershed to participate in mitigating the impacts to storm water pollution.</p> <p><u>VI.B.2.a.ii.(b) and (f)</u> Each Co-Permittee shall develop and distribute residential educational materials on the proper handling and disposal of household waste materials, including pharmaceuticals and trash.</p> <p><u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns.</p> <p><u>VI.B.2.a.vi.</u> Each Co-Permittee shall work with local watershed groups or committees to educate the public about storm water pollution prevention.</p> <p><u>VI.B.2.a.vii.</u> Each Co-Permittee shall organize or participate in events targeted to residents to educate and involve the community in stormwater and non-stormwater pollution prevention and cleanup.</p> <p><u>VI.B.2.b.</u> Each Co-Permittee shall maintain storm water websites that include educational materials and opportunities for the public to participate in storm water pollution prevention and cleanup activities.</p> <p><u>VI.B.2.c.</u> Each Co-Permittee shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention.</p>	<p><u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort.</p> <p><u>E.8.(i)</u> The Permittee shall involve the public in the implementation of activities related to the Public Involvement and Participation Program and encourage volunteerism and activism in the community.</p>
Earth Day	April 19 - 24, 2021	RRWA hosted an Earth Day event online blog highlighting member agency events throughout the watershed. Volunteers collected more than 45 bags and over 75 pounds of trash, painted over graffiti and distributed 280 drought kits and 500 "eco-bags" for children.	<p><u>VI.B.1.c.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to involve and engage communities within the Russian River watershed to participate in mitigating the impacts to storm water pollution.</p> <p><u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns.</p> <p><u>VI.B.2.a.vii.</u> Each Co-Permittee shall organize or participate in events targeted to residents to educate and involve the community in stormwater and non-stormwater pollution prevention and cleanup.</p>	<p><u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort.</p> <p><u>E.8.(i)</u> The Permittee shall involve the public in the implementation of activities related to the Public Involvement and Participation Program and encourage volunteerism and activism in the community.</p>

RRWA 2020-2021 Stormwater Activities

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Outreach and Education (continued)				
RRWA Student Video Contest	Award Presentation May 26, 2021	RRWA, in conjunction with Sonoma Water, held a high school student video contest in which students developed short videos to be used as public service announcements on local TV stations, on member agency websites, and for social media outreach. The topic for the 2020-2021 contest was "Know Where Water Goes" which aims to raise awareness about the connection between street storm drains and local waterways and the impact of trash on local creeks. 4 high schools participated, with 11 participants entering 9 videos. Winning videos are also translated to Spanish.	<u>VI.B.1.c.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to involve and engage communities within the Russian River watershed to participate in mitigating the impacts to storm water pollution. <u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns. <u>VI.B.2.a.vii.</u> Each Co-Permittee shall organize or participate in events targeted to residents to educate and involve the community in stormwater and non-stormwater pollution prevention and cleanup. <u>VI.B.2.c.</u> Each Co-Permittee shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention. <u>VI.B.3.a.</u> Each Co-Permittee shall (i) develop age appropriate educational materials to distribute to children including general watershed education, local aquatic species, "only rain down the drain" storm water pollution prevention concept, an anti-littering campaign, and the importance of pet waste management; (ii) identify locations and frequencies at which materials will be distributed and consider a variety of locations and special events in which educational materials can be distributed to target children within in each Co-Permittee's jurisdictional boundary; (iii) identify interactive educational opportunities for children to learn about storm water pollution; and (iv) identify opportunities to partner with other community groups with an objective of maximizing the ability to provide educational opportunities to children.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues. <u>E.7.a.(ii)(i)</u> The Permittee shall provide schools with materials to effectively educate school-age children about storm water runoff and how they can help protect water quality habitat. <u>E.8.(i)</u> The Permittee shall involve the public in the implementation of activities related to the Public Involvement and Participation Program and encourage volunteerism and activism in the community.
Restaurant Placemats	Ongoing	RRWA designed children's placemats based on the previously developed Junior Member Guide activity booklet. 15,400 placemats have been distributed since June 2019 to partnering restaurants and other outlets including: <ul style="list-style-type: none"> • Russian River Brewing Company in Santa Rosa • Russian River Brewing Company in Windsor • Bear Republic Brewing Company in Rohnert Park • Healdsburg Bar and Grill in Healdsburg • Moe's Eagles Nest Deli in Cloverdale • Wing Man in Cotati • Forks Cafe in Ukiah • Mendocino Book Company in Ukiah • The Twins Restaurant in Cotati • Acme Burger Restaurant in Cotati • D's Diner in Sebastopol • Fandee's Restaurant in Sebastopol 	<u>VI.B.1.a.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to increase the knowledge of the target audience about the MS4, the adverse impacts of storm water pollution on receiving waters and potential solutions to mitigate the impacts. <u>VI.B.2.a.i.</u> Each Co-Permittee shall develop and distribute an "only rain down the drain" or similar themed campaign with the goal of providing general storm water pollution prevention education. <u>VI.B.3.a.</u> Each Co-Permittee shall (i) develop age appropriate educational materials to distribute to children including general watershed education, local aquatic species, "only rain down the drain" storm water pollution prevention concept, an anti-littering campaign, and the importance of pet waste management; (ii) identify locations and frequencies at which materials will be distributed and consider a variety of locations and special events in which educational materials can be distributed to target children within in each Co-Permittee's jurisdictional boundary; and (iii) identify interactive educational opportunities for children to learn about storm water pollution.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues.
Sonoma Water's Water Education Program	July 1, 2020 - June 30, 2021	RRWA coordinated Ukiah, Cloverdale, 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. The Water Education Program promotes water-use efficiency and stewardship of local watersheds through curriculum including third, fourth, and fifth-grade classroom modified programs, synchronous and asynchronous content to meet virtual learning needs. The Stormwater Education Program is one component of the overall Water Education Program. 3,208 students throughout 125 classes were involved in direct instruction which involved synchronous and asynchronous content, while 7,364 students throughout 333 classes were involved in indirect instruction. Additionally, 5,674 students throughout 195 classes were affected by program cancellations due to COVID-19.	<u>VI.B.3.a.</u> Each Co-Permittee shall (i) develop age appropriate educational materials to distribute to children including general watershed education, local aquatic species, "only rain down the drain" storm water pollution prevention concept, an anti-littering campaign, and the importance of pet waste management; (ii) identify locations and frequencies at which materials will be distributed and consider a variety of locations and special events in which educational materials can be distributed to target children within in each Co-Permittee's jurisdictional boundary; (iii) identify interactive educational opportunities for children to learn about storm water pollution; and (iv) identify opportunities to partner with other community groups with an objective of maximizing the ability to provide educational opportunities to children.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(i)</u> The Permittee shall provide schools with materials to effectively educate school-age children about storm water runoff and how they can help protect water quality habitat.
CASQA Participation	Ongoing	RRWA participated in the Conference and Phase II subcommittee monthly member meetings. Provided updates to member agencies on state-wide legislation and initiatives including Assembly Bill 377, Phase II General Permit reissuance, Construction General Permit reissuance, and state-wide trash amendments.	Support of regional watershed-wide collaboration.	
Conference Presentation	September 15, 2020	RRWA staff co-presented the Rising Waters: University – Agency Partnership for Innovative Water Quality Solutions at the CASQA conference.	Support of regional watershed-wide collaboration.	
Our Water Our World	Ongoing	RRWA retained the services of Our Water Our World consultant to bring pesticide-related education and outreach to 9 nurseries and hardware stores throughout the watershed. Outreach included print materials, special events, store employee training, and promotional labeling of environmentally-friendly products. During the 2020-2021 reporting period, the RRWA Regional program included a total of 57 mentoring and maintenance store visits, 5 IPM retailer training events, one RRWA TWG presentation, the "D.I.Y. pesticides... Are they safe?" environmental article, one webinar, and 3 radio station interviews. The radio interviews were advertised in both English and Spanish and translated to Spanish. Three social media campaigns were developed (ants, rats and mice, weeds). FY 2020/21 metrics: Social Media: 1244 total reach, 550 total impressions, and 26 engagements. 37 retail associates trained. Member agencies participating in the RRWA Regional OWOW program are Cloverdale, Healdsburg, Ukiah, Mendocino County, Sonoma County, Sonoma Water, and Windsor.	<u>VI.B.1.b.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to change the waste disposal and storm water pollution generating behavior of target audiences by developing and encouraging the implementation of appropriate alternatives. <u>VI.B.2.a.ii.(d)</u> Each Co-Permittee shall develop and distribute residential educational materials on the proper handling and disposal of pesticides and fertilizers waste. <u>VI.B.2.a.iii.</u> Each Co-Permittee shall develop and implement an outreach program to residents on proper lawn care and water conservation practices including proper pesticide/fertilizer application and the prevention of discharge of pollutants to the storm drain through proper irrigation. <u>VI.B.2.a.vii.</u> Each Co-Permittee shall organize or participate in events targeted to residents to educate and involve the community in storm water and non-storm water pollution prevention and cleanup. <u>VI.B.2.c.</u> Co-Permittees shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention through culturally effective methods. <u>VI.C.2.a.iv.</u> Each Co-Permittee shall educate industrial/commercial facilities with the objective of reducing pollutants in storm water runoff.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues. <u>E.7.a.(ii)(i)</u> The Permittee shall develop and convey messages specific to proper application of pesticides, herbicides, and fertilizers.

RRWA 2020-2021 Stormwater Activities

Activity	Date(s)	Completed Activities Summary	Phase I Permit Requirement	Phase II Permit Requirement
Outreach and Education (continued)				
Russian River Friendly Landscaping (RRFL) Program	Ongoing	RRWA added an event section on the RRWA website and maintains the website library of RRFL materials. The English and Spanish content and guidelines are available at http://www.rrwatershed.org/project/rrflg/ RRWA facilitated subcommittee meetings and planning for the 2021 RRFL event for landscape professionals. The social media campaign developed around the seven principals and practices of the RRFL guidelines is ongoing. One new RRFL sign was added around the watershed during the 2020-2021 reporting period. RRFL webpage 1,239 pageviews in FY 2020/21 (121.25% increase from FY 2019/21)	<u>VI.B.2.a.iii.</u> Each Co-Permittee shall develop and implement an outreach program to residents on proper lawn care and water conservation practices. This outreach shall include proper pesticide/fertilizer application and the prevention of the discharge of pollutants to the storm drain through proper irrigation. <u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns. <u>VI.B.2.a.vi.</u> Each Co-Permittee shall work with local watershed groups or committees to educate the public about storm water pollution prevention. <u>VI.B.2.a.vii.</u> Each Co-Permittee shall organize or participate in events targeted to residents to educate and involve the community in storm water and non-storm water pollution prevention and cleanup. <u>VI.B.2.b.</u> Each Co-Permittee shall maintain storm water websites or provide links to storm water websites via the Co-Permittee's website, which shall include educational materials and opportunities for the public to participate in storm water pollution prevention and cleanup activities.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues. <u>E.7.a.(ii)(g)</u> The Permittee shall convey messages to explain the benefits of water-efficient and storm waterfriendly landscaping.
Russian River Friendly Landscaping (RRFL) Event	February 2 and 3, 2021	Event planning and preparation by a RRWA facilitated RRFL subcommittee of member agency staff occurred between October 2020 and February 2021. The virtual event entitled "Rehydrating the Russian River Watershed" took place on February 2 and 3, 2021 and featured two speakers: Didi Pershouse and Walter Jenhe. RRWA staff organized and promoted the event, emceed the program, managed speakers, presentations, and follow up including a survey for participant feedback. A total of 375 registered participants included agency staff, and landscape professionals.	<u>VI.B.2.a.vii.</u> Each Co-Permittee shall organize or participate in events targeted to residents to educate and involve the community in storm water and non-storm water pollution prevention and cleanup. <u>VI.C.2.a.iv.</u> Each Co-Permittee shall educate industrial/commercial facilities with the objective of reducing pollutants in storm water runoff.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues.
Environmental Article Monthly Publication and Email Distribution		RRWA coordinates and facilitates relevant topics and authors for a monthly environmental article. The environmental column is generally published monthly in: <ul style="list-style-type: none"> • Sonoma West Publishers (The Healdsburg Tribune, The Windsor Times, Sonoma West Times & News, and Cloverdale Reveille) • Healdsburg Patch • North Bay Bohemian • Ukiah Daily Journal (estimated readers: 3,040 weekday; 3,242 Sunday; online not tracked) • Russian River Confluence • Russian River Times • The Community Voice (estimated readers: 2,000 E-edition; 5,000 printed) • West County Times • Sonoma County Gazette (estimated readers: 35,000 distributed free once a month county-wide; 4,600 online audience) • Impulso News • El Superior • La Voz Bilingual Newspaper • Soluna Outreach Solution The column is also distributed to the Press Democrat and through an RRWA article email distribution list of 402 subscribers. All articles are translated into Spanish. An archive of all columns can be viewed on the RRWA website. Starting June 2016, the English environmental column articles were published on the RRWA Blog, which can be viewed at www.rrwatershed.org/blog .	<u>VI.B.1.a.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to increase the knowledge of the target audience about the MS4, the adverse impacts of storm water pollution on receiving waters and potential solutions to mitigate the impacts. <u>VI.B.1.b.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to change the waste disposal and storm water pollution generating behavior of target audiences by developing and encouraging the implementation of appropriate alternatives. <u>VI.B.2.a.ii.</u> Each Co-Permittee shall develop and distribute residential educational materials on the proper handling and disposal of (a) vehicle waste fluids; (b) household waste materials, including pharmaceuticals, hazardous waste, and trash; (d) pesticides and fertilizers wastes; (f) trash; and (g) animal waste. <u>VI.B.2.a.iii.</u> Each Co-Permittee shall develop and implement an outreach program to residents on proper lawn care and water conservation practices including proper pesticide/fertilizer application and the prevention of discharge of pollutants to the storm drain through proper irrigation. <u>VI.B.2.a.iv.</u> Each Co-Permittee shall develop and distribute educational material on proper methods of residential car washing to prevent pollutants from entering the MS4. <u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns. <u>VI.B.2.c.</u> Co-Permittees shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention through culturally effective methods.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues. <u>E.7.a.(ii)(d)</u> The Permittee shall develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate. <u>E.7.a.(ii)(g)</u> The Permittee shall convey messages to explain the benefits of water-efficient and storm waterfriendly landscaping. <u>E.7.a.(ii)(i)</u> The Permittee shall develop and convey messages specific to proper application of pesticides, herbicides, and fertilizers. <u>E.7.a.(ii)(k)</u> The Permittee shall develop and convey messages specific to reducing discharges from organized car washes and landscape irrigation. <u>E.7.a.(ii)(l)</u> The Permittee shall conduct storm water-friendly education for organized car wash participants and provide information pertaining to car wash discharge reduction.
	July 2020	Fire-Smart and Water-Wise: Tips for a Resilient Landscape		
	August 2020	Car Washing: Clean Car - Clean Environment		
	September 2020	Creek Week – Ways to Get Involved with Protecting Our Creeks		
	October 2020	Fun Facts: Street Sweepers		
	November 2020	Get the FOG outa here!		
	December 2020	Riparian Plants and Their Humble Little Job		
	January 2021	Simple Tips to Rehydrate and Diversify your Garden		
	February 2021	Too Much Fertilizer		
	March 2021	Save Water As If Your Life Depends On It		
	April 2021	D.I.Y. pesticides.... Are they safe?		
	May 2021	Keep Our Cars and Our River Clean		
	June 2021	Eight Water Conservation Tips and Tricks		
Public Effectiveness Assessment	October 2020	RRWA developed and conducted a public survey to assess the effectiveness of the public education and outreach programs. Topics focused on the public's understanding of stormwater, stormwater pollution, and stormwater pollution prevention. RRWA staff facilitated development of the survey questions by the TWG and conducted the survey through August 2020. RRWA drafted template letters for member agency use for subsequent reporting of the assessment results in October 2020.	<u>VI.B.4.</u> Each Co-Permittee shall conduct a public survey to assess whether the PIPP is effective in increasing the understanding of storm water, storm water pollution, and storm water pollution prevention. The results of the survey shall be reported to the RWQCB.	<u>E.7.a.(ii)(b)</u> The Permittee shall implement surveys to gauge the level of awareness in target audiences and effectiveness of education tasks.

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Outreach and Education (continued)				
Streets to Creeks Campaign	Ongoing Phase II Launched August 17, 2020	RRWA facilitated and promoted the Streets to Creeks watershed-wide campaign which included various outreach mechanisms, promotional items, and community partnerships. RRWA shared performance metrics at TWG and BOD meetings. www.streetstocreeks.org Campaigns and outreach materials for FY 2020/21 included: digital ads, Google display geotargeting, social media content, website, photo library, videos, BMP PDFs, a photo contest, car wash instructions, ash campaign, litter campaign, and various water quality educational content. Promotional items included: children's activity books, patches, t-shirts, litter collection bags, stickers, and pet waste bag dispensers. Social media content was also translated to Spanish along with 40+ PDFs and videos. FY 2020/21 total Streets to Creeks metrics: Impressions – 13,630,521 Engagement – 20,524 Total promotional items - 10,000+	<u>VI.B.1.a.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to increase the knowledge of the target audience about the MS4, the adverse impacts of storm water pollution on receiving waters and potential solutions to mitigate the impacts. <u>VI.B.2.a.i.</u> Each Co-Permittee shall develop and distribute an "only rain down the drain" or similar themed campaign with the goal of providing general storm water pollution prevention education. <u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns. <u>VI.B.2.a.vi.</u> Each Co-Permittee shall work with local watershed groups or committees to educate the public about storm water pollution prevention. <u>VI.B.2.c.</u> Each Co-Permittee shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues.
Website Maintenance	Ongoing	RRWA continually updates the website based on current events and incoming information. Measurable website engagement metrics are tracked using Google Analytics. Metric updates indicating a growth trend during the year were shared with the TWG and BOD. RRWA continues to monitor website use, feedback and maintain relevant content. Material content includes region-specific pollutant information, low impact development, drought information, water conservation and water quality resources, safe medicine disposal information, and other outreach regarding pesticides, drought tolerant landscaping, legislation, Storm Water Resource Plan, fats, oils, and grease. Spanish translations of various content is also available on the website. Website metrics for FY 2020/21: 9,725 users who have initiated at least one session during FY 2020/21 (103.62% increase from FY 2019/20) 9,658 first-time users during FY 2020/21 (103.93% increase from FY 2019/20) 12,920 sessions (102.66% increase from FY 2019/20) <i>A session is the period time a user is actively engaged with a website</i> 22,874 pageviews (93.26% increase from FY 2019/20) <i>Pageviews is the total number of pages viewed, including repeated views of a single page.</i>	<u>VI.B.2.a.ii.</u> Each Co-Permittee shall develop and distribute residential educational materials on the proper handling and disposal of (a) vehicle waste fluids; (b) household waste materials, including pharmaceuticals, hazardous waste, trash, cleaning paint brushes, etc; (d) pesticides and fertilizers wastes; (e) green waste; (f) trash; and (g) animal waste. <u>VI.B.2.b.</u> Each Co-Permittee shall maintain storm water websites that include educational materials and opportunities for the public to participate in storm water pollution prevention and cleanup activities. <u>VI.B.2.c.</u> Each Co-Permittee shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention.	<u>E.7.a.(ii)(h)</u> The Permittee shall develop and convey messages specific to reducing illicit discharges with information about how the public can report incidents to the appropriate authorities. The Permittee must promote, publicize, and facilitate public reporting of illicit discharges. <u>E.8.(ii)(d)</u> The Permittee shall ensure the public can easily find information about the Permittee's stormwater program.
Social Media	Ongoing	RRWA staff continues to develop campaigns and ads for posting to RRWA social media platforms, in addition to sharing member agency posts. RRWA utilizes and maintains relevant content postings on social media sites Facebook, Instagram, and YouTube. Engagement metrics have been tracked monthly since August 2016 and reported regularly to the TWG and BOD at meetings open to the general public. On average, Facebook posts are created and posted two to three times a week and Instagram posts are created and posted once a week. When available, social media posts are provided in both English and Spanish. By the end of the Work Plan year: Facebook Followers for FY 2020/21: 1030 (34% increase from FY 2019/20) Average Monthly Reach: 7,045 Average Monthly Engagement: 505 Instagram Followers for FY 2020/21: 1,403 (18% increase from FY 2019/20) Average Monthly Reach: 263 Average Monthly Impressions: 287	<u>VI.B.1.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to (a) increase the knowledge of the target audience about the MS4, the adverse impacts of storm water pollution on receiving waters and potential solutions to mitigate the impacts; (b) change the waste disposal and storm water pollution generating behavior of target audiences by developing and encouraging the implementation of appropriate alternatives; and (c) involve and engage communities within the Russian River watershed to participate in mitigating the impacts to storm water pollution. <u>VI.B.2.a.ii.</u> Each Co-Permittee shall develop and distribute residential educational materials on the proper handling and disposal of (a) vehicle waste fluids; (b) household waste materials, including pharmaceuticals, hazardous waste, and trash; (d) pesticides and fertilizers wastes; (e) green waste; (f) trash; and (g) animal waste. <u>VI.B.2.a.iii.</u> Each Co-Permittee shall develop and implement an outreach program to residents on proper lawn care and water conservation practices including proper pesticide/fertilizer application and the prevention of discharge of pollutants to the storm drain through proper irrigation. <u>VI.B.2.a.iv.</u> Each Co-Permittee shall develop and distribute educational material on proper methods of residential car washing to prevent pollutants from entering the MS4. <u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns. <u>VI.B.2.c.</u> Co-Permittees shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention through culturally effective methods.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues. <u>E.7.a.(ii)(d)</u> The Permittee shall develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate.
RRWA Interactive Map	Ongoing	RRWA updated the platform for the Interactive Watershed Atlas. RRWA maintains the interactive map with existing layers: Russian River watershed delineation, member agency service areas, Safe Medicine drop off locations, Russian River public access points, demonstration landscapes for low impact development (LID) and RRFL, sub-watersheds, tributary creeks, water quality monitoring data, sandbag fill locations, Jr. Member Guide Locations, Our Water Our World locations, and river/beach cleanup locations. The RRWA interactive map can be found at: www.rrwatershed.org/watershed-atlas/ . The map continues to be one of the most visited pages on the RRWA website, after the home page and drought resource page. Map pageviews for FY 2020/21: 1,485 (133.12% increase from FY 2019/20)	<u>VI.B.2.a.vi.</u> Each Co-Permittee shall work with local watershed groups or committees to educate the public about storm water pollution prevention. <u>VI.B.2.b.</u> Each Co-Permittee shall maintain storm water websites that include educational materials and opportunities for the public to participate in storm water pollution prevention and cleanup activities. <u>VI.B.3.a.iii.</u> Each Co-Permittee shall identify interactive educational opportunities for children to learn about storm water pollution.	<u>E.8.(ii)(d)</u> The Permittee shall ensure the public can easily find information about the Permittee's stormwater program.
Watershed-Wide Drought Messaging Campaign	April 22 - June 30, 2021 and ongoing	RRWA developed and implemented a Website/Radio ad/ Social media drought awareness campaign through regional collaboration that included links to local, regional, and state drought information, alerts to upcoming drought related events around the watershed, water conservation ideas, archive of infographics from partners that can be downloaded and shared, RRWA water conservation articles and resources, local water supply articles and resources, and a 30-second radio advertisement. The campaign brought 209 new users to RRWA.org. Social media, radio ads, and water conservation articles were provided in English and Spanish. April 22 to June 30, 2021 • Second Highest RRWA trafficked page, after homepage • 2,921 new users to RRWA.org • Average time on drought page is 4:54 minutes • 1,080 pageviews (each individual time a page on our website is loaded by a user) • Top drought social media post reached 30,309 users and had 5,216 engagements	<u>VI.B.2.a.iii.</u> Each Co-Permittee shall develop and implement an outreach program to residents on proper lawn care and water conservation practices including proper pesticide/fertilizer application and the prevention of discharge of pollutants to the storm drain through proper irrigation.	<u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues. <u>E.7.a.(ii)(d)</u> The Permittee shall develop and disseminate appropriate educational materials to target audiences and translate into applicable languages. <u>E.7.a.(ii)(g)</u> The Permittee shall convey messages to explain the benefits of water-efficient and storm waterfriendly landscaping.
Bulk Purchase	Ongoing	RRWA pet waste bags were purchased and distributed to the participating agencies. <i>(Windsor, Sonoma County, and Santa Rosa)</i>	<u>VI.B.2.a.ii.(g)</u> Each Co-Permittee shall develop and distribute residential educational materials on the proper handling and disposal of animal waste.	NA

RRWA 2020-2021 Stormwater Activities

Activity	Date(s)	Completed Activities Summary	Phase I Permit Requirement	Phase II Permit Requirement
Monitoring				
Russian River Regional Monitoring Program	<p><u>Steering Committee</u> October 21, 2020 January 6, 2021 February 17, 2021 March 17, 2021 May 19, 2021</p> <p><u>Technical Advisory</u> April 27, 2021 June 9, 2021</p> <p><u>Core Team Conference Calls</u> July 9, 2020 August 4, 2020 August 19, 2020</p>	<p>The Russian River Regional Monitoring Program (R3MP) was initiated by the RWQCB through a contract with the San Francisco Estuary Institute. Regularly scheduled conference calls and meetings were held as shown. During FY2020-2021, RRWA's ED participated in outreach to stakeholders, planning, preparing meeting materials and leading meeting throughout the year, and co-chaired the steering committee with the RWQCB EO.</p> <p>Updates were provided at TWG and BOD meetings during the work plan year and information compiled and maintained on the TWG SharePoint.</p> <p>R3MP Website: https://www.rrwatershed.org/project/regional-monitoring/</p>	Support of regional watershed-wide collaboration.	E.13. Permittees are encouraged to participate in a regional monitoring program in order to costeffectively combine resources and water quality information. Regional monitoring is the collaboration of local and regional monitoring programs that are designed to create a more comprehensive picture of water quality conditions within a watershed.
Grant Support				
Grants Alerts	July 14, 2020 September 8, 2020 October 13, 2020 November 10, 2020 December 8, 2020	RRWA developed and distributed grant alert notifications to TWG on various grant solicitations, workshops, and general grant information. A total of eight grant alerts were provided.		General program support.
Grant Support Letters	July 1, 2020 October 9, 2020 March 15, 2021	<p>RRWA developed the following support letters:</p> <ul style="list-style-type: none"> • Letter of Support for FERC Project No. 77-285; Feasibility Study Report for the Potter Valley Project • Prop 1 Grant Letter of Support – Storm Water Grant Program - Mark West Creek Stormwater Resource Management and Green Infrastructure Planning Project • Support for Sustainable Groundwater Management Watershed Coordinator Grant Program • Support letter for City of Santa Rosa's Application for WaterSMART Grant: Cash for Grass Rebate Program Expansion 		General program support.
Low Impact Development				
LID Training Promotion	December 2, 2020	RRWA promoted an LID training event on the LID Manual developed and hosted by Co-Permittees with over 100 industry attendees.	VLD.7. Each Co-Permittee shall provide annual training to key stakeholders on the LID Manual annually.	NA
Advocacy				
Regional Fee Reduction Incentive	September 30, 2020 December 9, 2020 March 30, 2021 June 9, 2021	Continued to advocate on behalf of MS4 permittees with Regional Water quality Control Board and State Water Quality Control Board staff to incentivize program efficiencies by lowering fees for permittees participating in regional collaborations for permit compliance. Attended quarterly meeting with RWQCB EO and RRWA officers to discuss strategy to continue moving this initiative forward again amidst COVID-19.		General program support.
RWQCB Hearings	February 4, 2021 April 15, 2021 June 17, 2021	<p>RRWA attended the following:</p> <ul style="list-style-type: none"> • Regional Water Board Hearing on the Russian River Pathogen TMDL • Regional Water Board Hearing on the 303(d) Integrated Report and TMDL overview presentation. • Regional Water Board Hearing on the Laguna de Santa Rosa TMDL update. 		
Permit Support				
Lower Watershed Stormwater Quality Monitoring Data	Ongoing	RRWA provided a sharepoint website to facilitate Co-Permittee monitoring data sharing for the Phase I Permit semi-annual report as required by the for Windsor, Santa Rosa, Rohnert Park, Cotati, Sebastopol, SCWA, and Sonoma County. Co-Permittees compiled monitoring data into a single location for regional monitoring reports developed by the Co-Permittees for the 2020-2021 reporting periods.	Attachment D - IV.C.1 and Attachment E - Monitoring and Reporting Program No. R1-2015-0030; Monitoring results shall be reported twice annually by January 1 and July 1 of each year.	NA
UCSB Pathogen Transmission Evaluation Work Plan	Ongoing	RRWA facilitated development of a work plan for evaluation of recycled water pond pathogen transmission for the City of Santa Rosa and Town of Windsor.	The Regional Water Quality Control Board (RWQCB) adopted the Action Plan for the Russian River Watershed Pathogen Total Maximum Daily Load, also known as the Russian River Pathogen TMDL Action Plan.	NA