



RRWA 2021-2022 WORK PLAN ACCOMPLISHMENTS

Outreach and Education

- Russian River Friendly Landscape
 - Prepared and participated in RRFL Subcommittee meetings
 - Promoted Compost Giveaways
 - Environmental Articles
 - Landscape signage
 - Woodside West School
 - Windsor
- Carbon Gardening
 - Created series of 8 outreach and education videos (ongoing)
 - Created flyer for distribution
 - Facilitated compost giveaways
- Promoted Member Agencies Drought Drop By events
 - Distributed 3,333 kits
- Safe Medicine Disposal
 - Prepared and participated in Safe Medicine Disposal Collaborative meetings
 - Managed unused medication disposal bins for the City of Cloverdale and the Town of Windsor
 - Reviewed and commented on Stewardship plans for safe medicine disposal
 - Promoted 6 local law enforcement offices participating in National DEA Take-Back events
- Facilitated and funded Water Education Program for Ukiah and Sonoma County
- Our Water Our World (OWOW)
 - 8 nurseries/hardware stores and Sonoma County Permit Office participated
 - Hosted two Educational Webinars on Pest & Disease Management and Drought Proof Gardening
- Social Media
 - Prepared and participated in Social Media Subcommittee meetings
 - Followers: 1,139 on Facebook (16% increase), 1,519 on Instagram (8% increase)
 - Post Campaigns (Over 6,000 views reached collectively)
 - RRFL
 - Safe medicine disposal
 - Fire preparedness
 - Drought awareness
 - Creek Week
 - LID Training Webinar
 - Conservation Mandates
 - Top Social Media Posts
 - Instagram – Storm Water
 - Facebook – Drought Proof Gardening Webinar



RRWA 2021-2022 WORK PLAN ACCOMPLISHMENTS

Outreach and Education (continued)

- Other Outreach Events & Programs:
 - Ongoing recruitment of Mendocino County Russian River Flood Control and Water Conservation Improvement District as a voting member
 - Restaurant placemats – 31 restaurants participating. Over 22,500 distributed, including 1,000 bilingual children’s placemats
 - Facilitated and participated in Streets to Creeks – Phase III campaign
 - Supported and promoted: Creek Week Clean Up Events, Earth Day Events, and High School Student Video Contest
 - Prepared and/or facilitated 13 published Environmental Articles
 - Articles:
 - Recycling Your Used Motor Oil and Filters Helps Out Watershed!
 - Safe Medicine Disposal Program Update
 - Creek Week 2021 Ways to Get Involved with Protecting Our Creeks
 - Enjoy Pollinators in Your Garden, Avoid Neonics
 - The Bioretention Geek
 - Make a Move to Native and Drought Tolerant Plantings
 - If a Creek Could Talk
 - Stormwater Runoff
 - Dog Doo Dilemma
 - A thirsty burglar or a dripping faucet? Either way you may be losing precious resources
 - Carbon Gardening: A Dirt Simple Solution to Climate Change
 - Living with and Preparing for Wildfires
 - Water Smart, Water Trees
 - Publications: Sonoma West Publishers, Sonoma County Gazette, The Community Voice (Cotati), Ukiah Daily Journal, InsuranceNewsNET, Patch, The Willits News, North Bay Bohemian, El Superior Periodico Hispano, Impulso News, Impulso Patch, Soluna Outreach Solutions, La Voz Bilingual Newspaper
 - Facilitated design of LID feature sign for Town of Windsor

Sponsorships

- California Product Stewardship Council
- Sonoma County Coastal Cleanup
- Mendocino County Cleanup
- Russian Riverkeeper Watershed Cleanup
- Daily Acts Co-Branding
- Purchased litter pickers to support future events



RRWA 2021-2022 WORK PLAN ACCOMPLISHMENTS

Advocacy – “In Person”

- Prepared and participated in Quarterly Meetings with Regional Water Board Executive Officer
- Co-Chaired Russian River Regional Monitoring Program (R3MP) Steering Committee
- Participated in meetings with Water Board staff on Regional Fee Reduction
- Participated in and funded Sonoma State Rising WATERS project

Advocacy - Letters and Grant Support

- Prepared 6 Legislation and Planning Comment Letters:
 - Senate Drought Infrastructure Package Funding for Stormwater Capture and Stormwater Management - CASQA
 - North Coast Regional Water Quality Control Board – Water Quality Trading Framework City of Santa Rosa, Santa Rosa Regional Water Reuse System, Laguna Treatment Plant
 - Cal Recycle – UltiMed Sharps Stewardship Plan SB212
 - Congressman Mike Thompson - Wastewater Infrastructure Pollution Prevention and Environmental Safety (WIPPES) Act (HR 4602)
 - Representatives Lowenthal and McClain - Wastewater Infrastructure Pollution Prevention and Environmental Safety (WIPPES) Act (HR 4602)
 - Assemblymember Jim Wood – Smoking Waste Pollution Prevention Act (AB 1690)
- Prepared 11 Grant Support Letters:
 - US EPA Wetland Program Development Grant - R3MP Basemap of Surface Waters and Riparian Areas - SFEI
 - State Parks Outdoor Equity Program - Youth Exploring Sonoma River Program - Sonoma County Regional Parks
 - DWR Urban and Multibenefit Drought Relief Grant Program - On-Farm Groundwater Recharge Multi-Benefit Demonstration Project - Mendocino County Russian River Flood Control & Water Conservation District
 - WaterSMART: Water and Energy Efficiency Grant Application - Sonoma-Marin Drought Resiliency Program - Sonoma Water
 - FEMA BRIC Grant Program - Municipal Groundwater Well Project - City of Healdsburg
 - Dept. of Water Resources - Rainwater Catchment and Water Conservation Project - Sonoma County Regional Parks
 - Clean California Local Grant Program - 101 Underpass and Old Redwood Highway Corridor Improvements Project - Town of Windsor
 - Federal Funding - McMinn Storm Drain Project - City of Santa Rosa
 - Sonoma County Ag + Open Space Matching Grant Program - Lower Colgan Creek Phase 3 Acquisition - City of Santa Rosa
 - Environmental Protection Agency's State and Tribal Assistance Grant Program - Occidental to Graton Wastewater Pipeline - Occidental County Sanitary District
 - WaterSMART: Water and Energy Efficiency Grant Application - Sonoma-Marin Saving Water Partnership Water Use Efficiency for Drought Resiliency Program - Sonoma Water

Phase I MS4 Stormwater Program Support



RRWA 2021-2022 WORK PLAN ACCOMPLISHMENTS

- Prepared Activities Table for Annual Reports
- Promoted LID Training
- Participated in CASQA subcommittees
- Subscribed to CASQA group membership for member agencies
- Performed residential outreach for:
 - Stormwater quality
 - Proper pesticide and herbicide use, disposal, and less toxic alternatives
 - Proper fertilizer use
 - Water conservation and lawn care
- Facilitated public education of stormwater pollution prevention
- Supported Co-Permittee collaboration opportunities
- Sponsored activities for public participation in clean-up events
- 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 participation in clean-up events
- 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 proper pesticide, herbicide, and fertilizer use messaging

Presentations

- Sebastopol City Council
- Healdsburg City Council
- American Society of Civil Engineers
- Annual update to Regional Water Board
- Regional Water Board and Permit Sonoma/Sonoma Ecology Center



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Additional Administration

- Maintained RRWA website:
 - 10,562 users who have initiated at least one session, 9% increase
 - 10,551 first-time users, 9% increase
 - 20,374 pageviews, 11% decrease
- Updated online watershed map
- Updated quarterly distribution lists
- Prepared and participated in 4 Board of Director meetings
- Prepared and participated in 6 Technical Working Group meetings
 - Prepared and participated in Work Plan Subcommittee meetings
- Workplan tasks were completed below budget