



# Russian River Watershed Association (RRWA) Overview 2021

April 18, 2023

Andy Rodgers, Executive Director

Formed in 2003, RRWA is a coalition of ten cities, counties and special districts in the Russian River watershed that have come together to coordinate regional programs for

**clean water,  
habitat restoration  
and watershed enhancement.**

**RRWA**

**20 year**

**ANNIVERSARY**



# 10 Members





# RRWA Structure

**Governance:** Board of Directors

- Member agency elected officials

**Working Group:** Technical Working Group

- Member agency staff

**Fiscal Agent:** City of Ukiah

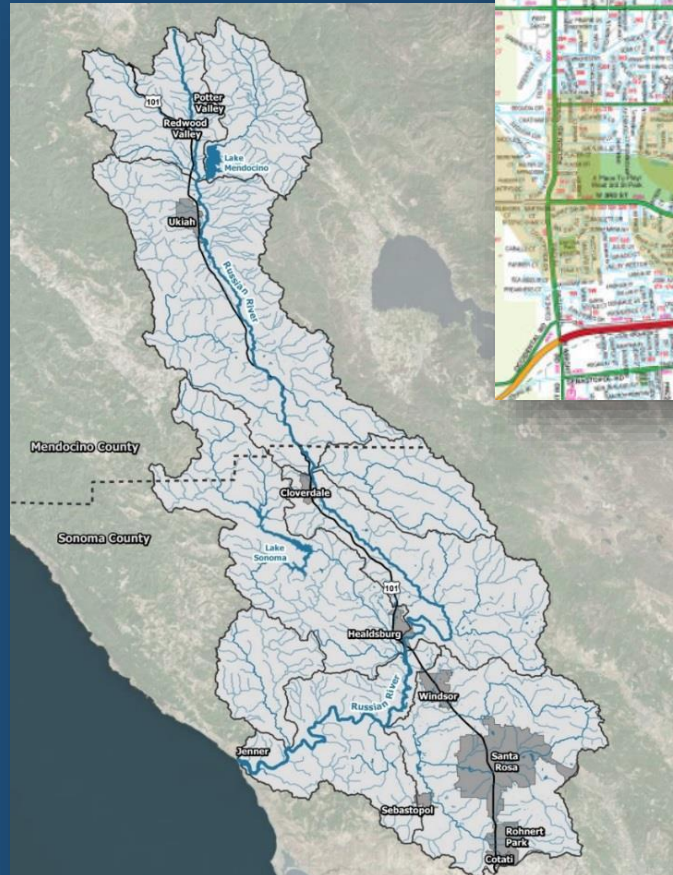
- Budget – 100% from member agencies

**Admin / Management:** Memorandum of Understanding  
Executive Director & technical staff

**Annual Work Plan:** Executive Director Services  
General Benefit Projects  
Special Benefit Projects



# The Watershed

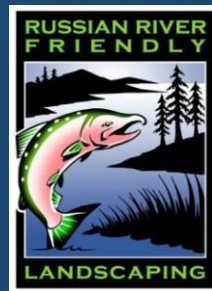




# Convene

- Board of Director Meetings
- Technical Working Group Meetings
- Subcommittee Meetings
- O-O-O Meetings
- Collaborator Meetings
- Advocacy Meetings
- Staff Meetings

*in a watershed context*



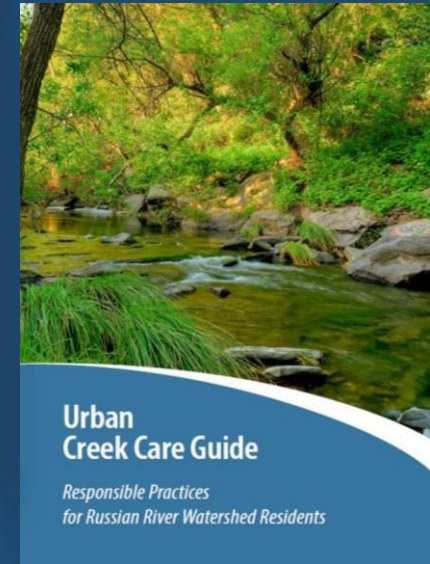
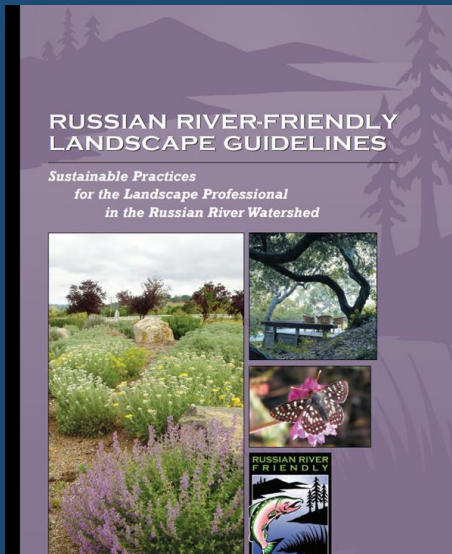


# Share

- Identify Needs in Common
- Inventory and Leverage Collective Expertise
  - *Outreach/Education*
  - *Training*
  - *Technical Expertise*
  - *Regulatory Compliance*
  - *Advocacy*
  - *Industry Group Representation*
  - *Grant Applications*
- Develop Annual Work Plan

# Evolve

- RRWA is always **evolving** to enhance **existing foundational programs** and support development of new key watershed initiatives:







# Adapt

- 2008-2010
  - Recession
- 2011-2014
  - Driest period in state history (*so far..*)
- 2015-Present
  - Regional MS4 Storm Water Permit
  - Extreme weather
- 2017-Present
  - Wildfires
  - Floods (2019)
  - Public Safety Power Shutoffs
  - Pandemic
  - Drought



# Value is > than the Sum of its Parts

## Realizing returns by

- Harnessing and leveraging in-kind;
- Bridging water communications between municipalities and partners;
- Bridging communications between Elected Officials and Staff; and
- Collaborating within context of the watershed.

## Track record of successes earns trust

- Regional partnership with regulators to address individual mandates and compliance;
- Consistent and regionally significant messaging;
- Enhance State-wide prospects for competitive Grant funds; and
- Reputation for neutral role in collaboration.

# Examples of Member Benefits

The RRWA serves as a model example for a successful framework at collaborating on a watershed-wide scale.



# RRWA Member Benefits – Annual Refocusing



## Regional Collaboration

- Facilitate and staff over 24 meetings (Board, TWG, Co-Permittee, Subcommittee, and Regional)
- Maintain watershed focused member agency website
- Host/support regional initiatives
- Convene and collaboratively manage safe medicine and sharps disposal



## Regulatory Advocacy

- Attend regionally relevant Water Board hearings
- Prepare and process regulation comment letters
- Quarterly Chair/Vice Chair meetings with Regional Water Board
- Department of Water Resources pilot program
- Russian River Regional Monitoring Program (R3MP)
- Advocate at State and regional level for local interests
- Present to and collaborate with local organizations



## Regulatory Compliance

- Facilitate event planning and coordination
- Prepare letter and report templates for agency use
- Conduct regional studies and prepare aggregated reports
- Host/promote training events such as LID
- Convene regional forums to engage with regulators
- Support regional outreach programs and initiatives
- Spearhead innovative collaborative strategies



## Grant Support

- Monitor grant portals and convene collaboratives
- Communicate with funding agencies for early engagement
- Prepare and process support letters for members and partner agencies
- Prepare grant applications
- Manage grant funds and reporting

# Member Benefits – Annual Refocusing *(continued)*



## Sponsorships

- Administer sponsorship payments
- Promote events
- Participation in specialized interest groups (CPSC, CASQA, etc)
- River/creek cleanups and tabling events
- Mendocino County cleanup
- Friends of Lake Sonoma (Steelhead Festival)
- Russian Riverkeeper
- Daily Acts



## Outreach

- Maintain RRWA website and interactive watershed map
- Administer subconsultant contracts
- Support development and promotion of programs and events
- Maintain social media accounts and presence
- Coordinate and track monthly published articles
- Administer Spanish translations
- Facilitate bulk purchases



## CASQA Membership & Participation

- Administer membership and handbook distribution
- Prepare and staff workshop
- Attend and report out on subcommittee meetings
- Provide presentations (MS4 collaborative, Sonoma Water Ed, SSU WATERS)



# RRWA FY2023/24: July → June

- Work Plan Approved February 23, 2023
- Maintain Structure
  - Executive Director Services
  - General Benefit Projects
  - Special Benefit Project6s
- Total Budget \$652,631
- Sebastopol allocation: \$37,945 (~5.8%)

APPENDIX A: 2022-2023 RRWA Work Plan Executive Director Services - Draft 9 - February 17

Assumption/Comments	RRWA STAFF CONSULTANT SERVICES									
	Contract Number	Contract Amount	Contract Start	Contract End	Contract Title	Contract Address	Total Hours	Total Labor Cost	Hourly Rate	Cash Total
A101 Coordinator & Meeting Assistance	24	25	0	24	0	14	\$21,300	\$0	\$0	\$21,300

Assumption/Comments	RRWA STAFF CONSULTANT SERVICES									
	Contract Number	Contract Amount	Contract Start	Contract End	Contract Title	Contract Address	Total Hours	Total Labor Cost	Hourly Rate	Cash Total
B101 Executive Director Services	1	1	0	1	0	13	\$11,960	\$0	\$0	\$11,960
B102 General Benefit Projects	1	1	0	1	0	13	\$11,960	\$0	\$0	\$11,960
B103 Special Benefit Projects	1	1	0	1	0	13	\$11,960	\$0	\$0	\$11,960

Assumption/Comments	RRWA STAFF CONSULTANT SERVICES									
	Contract Number	Contract Amount	Contract Start	Contract End	Contract Title	Contract Address	Total Hours	Total Labor Cost	Hourly Rate	Cash Total
C1 Biomonitoring Phase 1 Support for Consultant	1	1	0	1	0	10	\$4,525	\$0	\$0	\$4,525
C2 Biomonitoring Phase 1 Support for Consultant	2	2	1	196	196	297	\$47,456	\$0	\$0	\$47,456
C3 Lower Watershed Monitoring Plan	1	1	20	20	4	97	\$13,171	\$0	\$0	\$13,171
C4 Upper Russian River Program	10	10	0	0	0	20	\$5,710	\$0	\$0	\$5,710
C5 River Child Outreach Plan	2	2	0	0	0	14	\$3,000	\$2,000	\$20,000	\$25,000

# RRWA - FY2023/24 Work Plan

- Executive Director Services (*all members*)
  - Board and Technical Working Group – Public meetings
  - Communications and coordination
  - Project and task management
  - Adjustments compared to current year
    - Quarterly executive staff meetings

# RRWA - FY2023/24 Work Plan

- General Benefit Projects *(all members)*
- Outreach, Landscaping Programs, Advocacy, Regulatory Compliance
- Adjustments compared to current year
  - Outreach strategies (B.1)
    - Town Halls to emphasize adult education and outreach
  - Russian River-Friendly Landscape Program (B.2)
    - Carbon Gardening videos in English and Spanish



# RRWA - FY2023/24 Work Plan

- **Special Benefit Projects – *Sebastopol Participation***
  - **Stormwater Phase 1 Support (C.2)**
    - LID Annual Training
    - Update LID Manual and/or Calculator
  - **Lower Watershed Monitoring Plan (C.3)**
    - Lower Watershed Stormwater Quality Monitoring and Reporting Plan Implementation
  - **Regional Coordination - Safe Medicine Disposal Program (C.8)**
    - Coordination with regional partners, development of outreach materials
  - **Streets to Creeks (C.10)**
    - Support further development of the Streets to Creeks outreach campaign and campaign materials

# Contact US

Website: [www.rrwatershed.org](http://www.rrwatershed.org)  
Email: [Info@rrwatershed.org](mailto:Info@rrwatershed.org)  
Phone: 707-508-3670

Mailing Addresses: Mendocino County  
300 Seminary Avenue  
Ukiah, CA 95482

Sonoma County  
2235 Mercury Way  
Suite 105  
Santa Rosa CA, 95407

 [www.facebook.com/RRWatershed](https://www.facebook.com/RRWatershed)

 @russianriverwatershed

 [www.rrwatershed.org](http://www.rrwatershed.org)

 [www.youtube.com/@russianriverwatershedassoc7803](https://www.youtube.com/@russianriverwatershedassoc7803)

Russian River Watershed Association