

Russian River Watershed Association Russian River-Friendly Landscape Guidelines Policy for Demonstration Landscape Signage

Background

The *Russian River-Friendly Landscape Guidelines* (RRFLG) was developed in 2010 by the Russian River Watershed Association (RRWA). The RRFLG is based on the Alameda County Waste Management Authority's StopWaste program publication *Bay Friendly Landscape Guidelines*. The Principles and Practices of the two programs are virtually identical. RRWA seeks to maintain the integrity of the program initiated by StopWaste by assuring that the RRFLG landscape signage is used for landscapes that demonstrate the Principles and Practices of the RRFLG.

Policy

It is the policy of RRWA to promote installation of RRFLG identification signs on landscapes within the Russian River Watershed that demonstrate all or many of the Principles and Practices of the RRFLG. Landscapes that also demonstrate ideas that oppose the Principles and Practices in any significant way are not qualified for RRFLG signage. We realize that "all or many" and "in any significant way" are subjective. The nature of the Principles and Practices, and of landscapes in general, makes it very difficult to assign a quantitative or objective metric to measuring the effectiveness of a given landscape in demonstrating the RRFLG Principles and Practices; therefore a qualitative assessment will be conducted. It is RRWA's goal to provide signage for sites that serve as a model for sustainable landscape practices in the Russian River Watershed.

To assure consistency throughout the watershed, the RRFLG Steering Team made up of a member of the RRWA staff, Sonoma County Water Agency staff and City of Santa Rosa staff, will review landscapes to evaluate whether they appropriately demonstrate the RRFLG Principles and Practices. Note: the make-up of the RRFLG Steering Team may change over time depending on member agencies' interest and availability, but will always have one member of the RRWA staff.

Process

- Potential demonstration landscape sites may be identified by member agency staff, RRWA staff, or others. Ideal sites will be available for public viewing though this is not required for signage eligibility.
- RRWA staff will assure that the member agency with the site in or near its service area supports the RRFLG demonstration designation.
- The RRFLG Steering Team will assess whether the site effectively demonstrates the RRFLG Principles and Practices by evaluating the use of the RRFLG Principles and Practices without also demonstrating opposing ideas.
- RRWA will provide signs to the member agency.
- The member agency will coordinate sign installation and placement with the site manager or owner; and be the contact for the site representative in the case additional signage needs.
- The member agency will notify RRWA staff if a site landscaping changes significantly and may need to be reassessed.