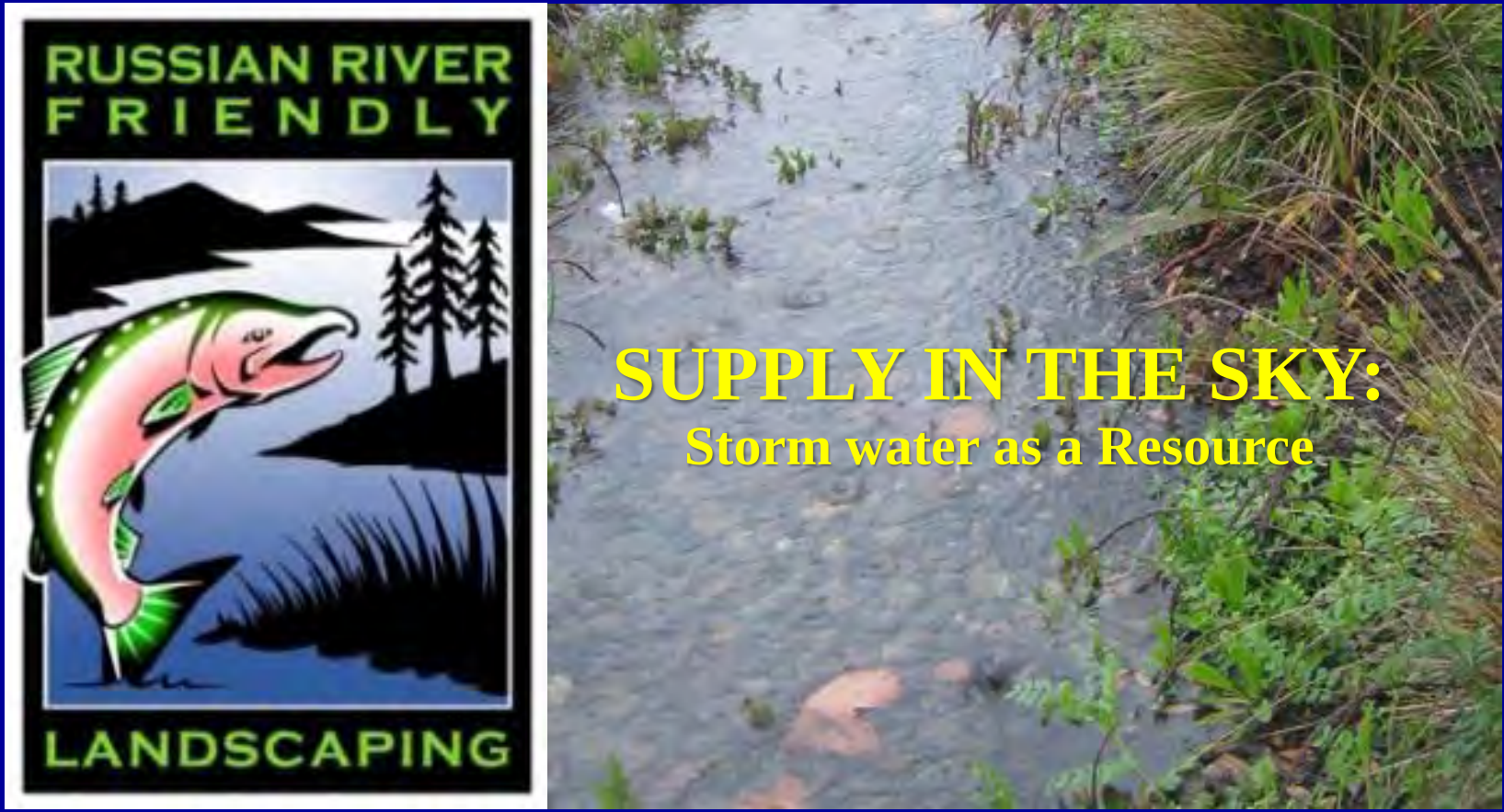
The Russian River Watershed Association Welcomes you to



Russian River Watershed Association

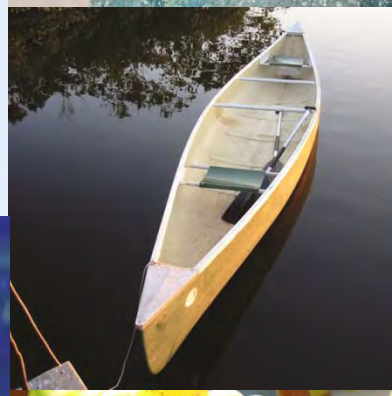
Russian River watershed

RRWA
RUSSIAN RIVER WATERSHED ASSOCIATION

About the Russian River Watershed

Population:	360,000
Climate:	Mediterranean
Area:	1500 sq miles
Reservoirs:	Lake Sonoma and Lake Mendocino
Land types:	Forests, agricultural lands, urban lands
Fish:	Chinook, coho, and steelhead

Beneficial Uses: municipal, domestic, and agricultural supply, recreation, fishing, freshwater and wildlife habitat, threatened and endangered species, etc.



Member Agencies

- City of Cloverdale
- City of Cotati
- City of Healdsburg
- City of Rohnert Park
- City of Santa Rosa
- City of Sebastopol
- City of Ukiah
- County of Mendocino
- County of Sonoma
- Sonoma County Water Agency
- Town of Windsor

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Program History

2010

Program Launch

2013

World Café

2015

Drought Focus,

New Resources & Program Enhancements

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RUSSIAN RIVER-FRIENDLY LANDSCAPE GUIDELINES

Sustainable Practices
for the Landscape Professional
in the Russian River Watershed

RUSSIAN RIVER FRIENDLY LANDSCAPING

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RR-FRIENDLY LANDSCAPING

- 7 principles
- 55 practices

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1. LANDSCAPE LOCALLY

- Evaluate climate, exposure, topography
- Assess the soil and test drainage
- Survey and protect flora and fauna
- Consider the potential for fire
- Use local plant communities as models

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2. LANDSCAPE FOR LESS TO THE LANDFILL

- Select appropriate plants
- No sheared hedges
- Avoid overcrowding
- Do not plant invasive species
- Use recycled content and salvaged materials

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2. LANDSCAPE FOR LESS TO THE LANDFILL

- Grasscycle
- Produce mulch on-site from plant debris
- Compost plant debris on-site
- Separate plant debris for clean green discounts

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3. NURTURE THE SOIL

- Mulch
- Amend with compost
- Feed soils naturally
- Avoid synthetic, quick release fertilizers
- Minimize the use of chemical pesticides
- Protect soil from compaction

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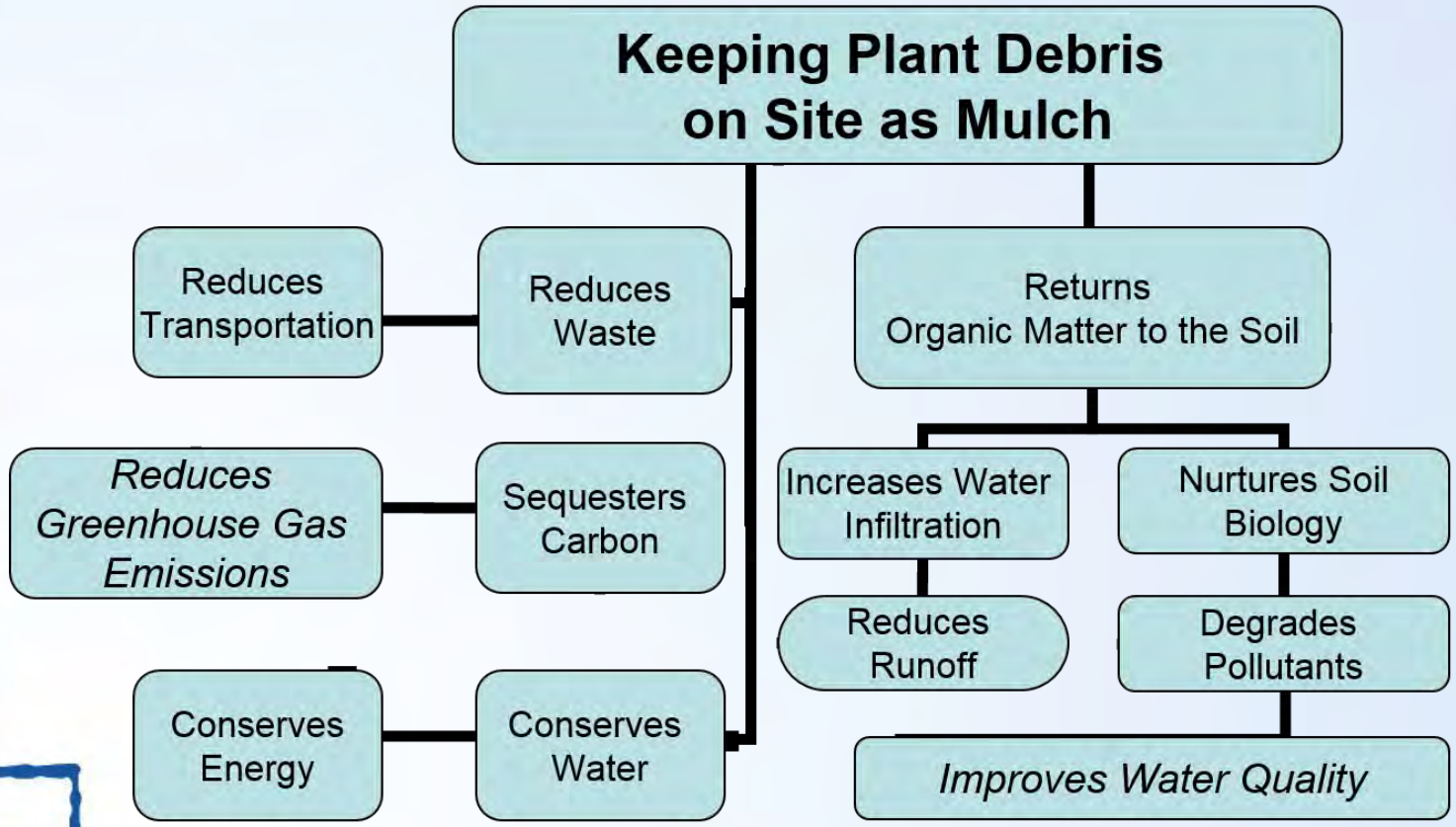
Mulch:
A Key RR-Friendly Practice



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4. CONSERVE WATER

- Create drought-resistant soils
- Specify low water using plants
- Hydrozone (CA Welo)
- Minimize the lawn (LEED®)
- Install high efficiency irrigation
- Reuse water
- Maintain so every drop counts
- Audit the irrigation system

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5. CONSERVE ENERGY

- Plant trees to moderate building temperatures
- Shade paved areas and air conditioners
- Choose and maintain equipment for fuel conservation
- Specify low embodied energy materials

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6. PROTECT WATER & AIR QUALITY

- Eliminate high input, decorative lawns
- Minimize impervious surfaces
- Capture and filter water
- Use IPM
- Keep soil where it belongs
- Choose and maintain equipment

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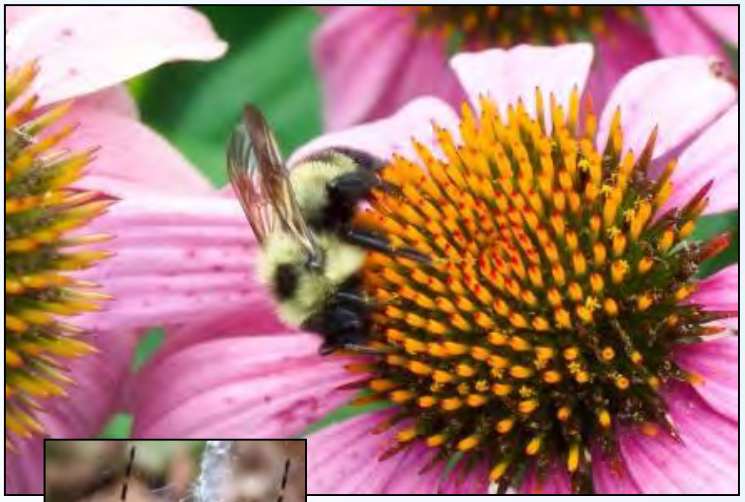
7. CREATE WILDLIFE HABITAT



- Diversify
- Choose CA natives first
- Provide water and shelter
- Manage organically
- Conserve or restore natural areas and wildlife corridors

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Certification Policy

RRFLG does not offer a certification for professionals in the Russian River Watershed.

However, Bay-Friendly Qualified Professionals who conduct business within the Russian River Watershed may list themselves as *Russian River-Friendly Qualified*.

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Signage

- Qualifying landscapes are eligible for signs

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“OWOW” Program

- 16 nursery/hardware stores in watershed
- Raise awareness of the connection between pesticide use and water quality
- Point-of-purchase info about IPM and less-toxic alternatives

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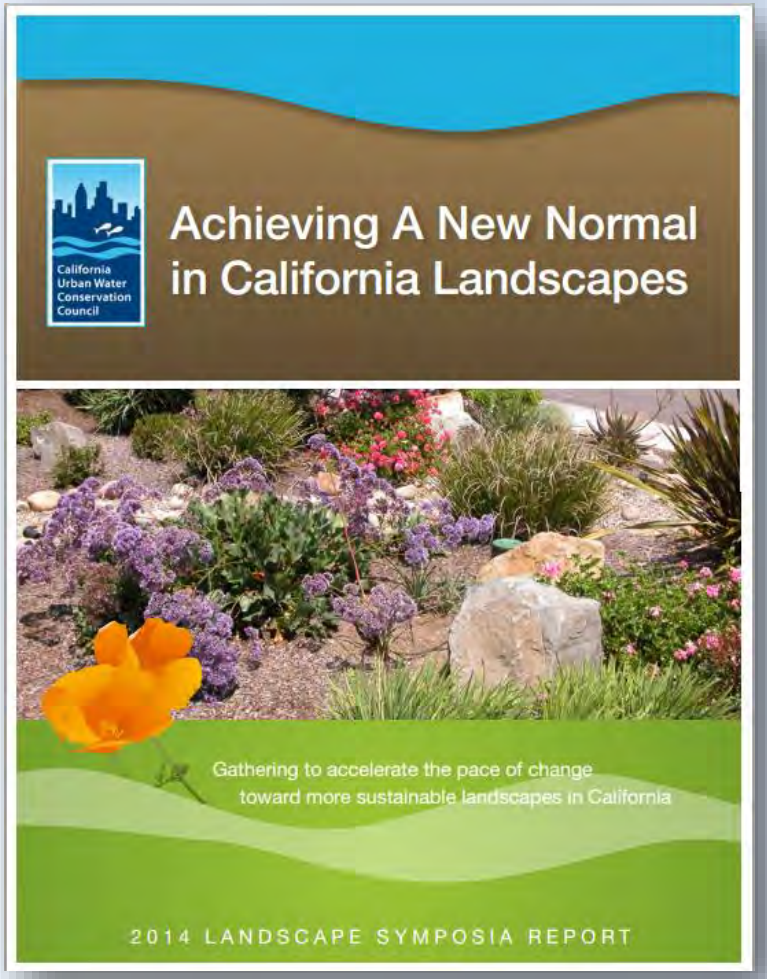
Synergies with Statewide Vision

California Urban Water Conservation Council

- Landscape Committee **promoting "new norm"**
  - 2014 Landscape Symposia Report
  - Many consistencies with RRFLG principles and practices



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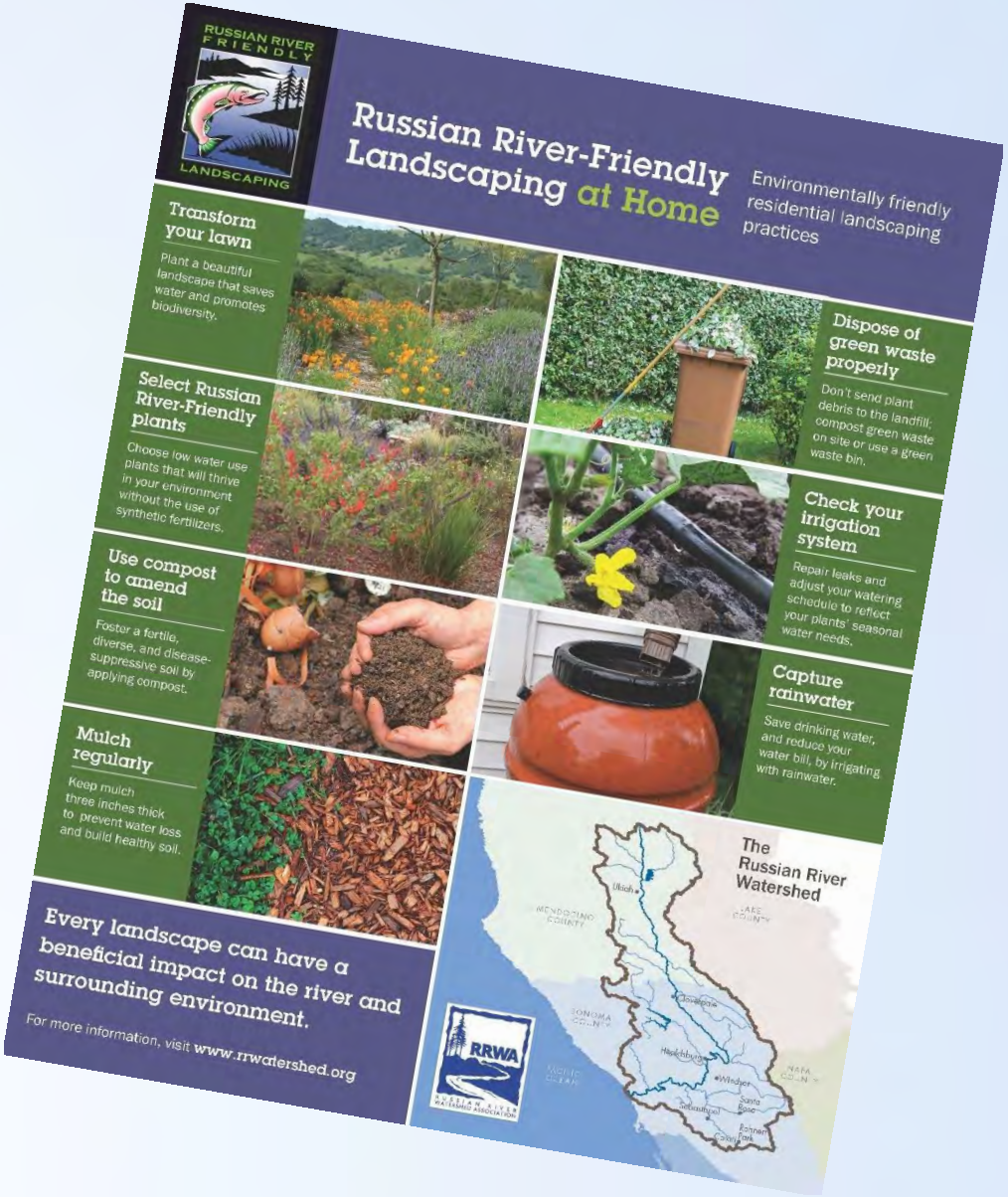
Russian River-Friendly Landscape Maintenance

RUSSIAN RIVER FRIENDLY LANDSCAPING

Environmentally friendly maintenance practices for landscape professionals

www.rrwatershed.org



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THANK YOU!

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RUSSIAN RIVER FRIENDLY LANDSCAPING

SUPPLY IN THE SKY:

Storm water as a Resource