# Russian River Watershed Association
# 2022-2023 Work Plan

**PREPARED FOR**

Russian River Watershed Association

**PREPARED BY**

WEST YOST
Water. Engineered.

# 2022-2023 Work Plan

**Prepared for**

# Russian River Watershed Association

**Project No. 592-60-21-13**

| | |
|---|---|
| Project Manager: Andy Rodgers | Date |
| QA/QC Review: Vanessa Apodaca | Date |

# Table of Contents


**Purpose and Organization of the Work Plan....1**

**Cost Allocation....1**

**Work Plan Updates Or Modifications....4**

**A. EXECUTIVE DIRECTOR SERVICES....4**

Purpose....4
Tasks....4
Deliverables....5
Permit Requirements addressed through Deliverables....6
Phase I Permit Requirement....6
Phase II Permit Requirement....6
Budget....6

**B. GENERAL BENEFIT PROJECTS....7**

B.1 Implementation of Outreach Strategies....7
Purpose....7
Tasks....7
Deliverables....8
Permit Requirements Addressed through Deliverables....8
Phase I Permit Requirements....8
Phase II Permit Requirements....8
Budget....8

B.2 Outreach Strategies....9
Purpose....9
Tasks....9
Deliverables....10
Permit Requirements Addressed Through Deliverables....10
Phase I Permit Requirements....10
Phase II Permit Requirements....11
Budget....11

B.3 Outreach Online....11
Purpose....11
Tasks....11
Deliverables....12
Permit Requirements Addressed Through Deliverables....12
Phase I Permit Requirements....12
Phase II Permit Requirements....12
Budget....13

B.4 Russian River-Friendly Landscape Program....13
Purpose....13
Tasks....13
Deliverables....14
Permit Requirements Addressed Through Deliverables....14
Phase I Permit Requirement....14
Phase II Permit Requirement....14

# Table of Contents


Budget ..... 14

B.5 Regulatory Forum and Advocacy ..... 14
Purpose ..... 14
Tasks ..... 15
Deliverables ..... 15
Permit Requirements Addressed Through Deliverables ..... 16
Phase I & II Permit Requirements ..... 16
Budget ..... 16

B.6 Regional Stormwater Program Support ..... 16
Purpose ..... 16
Tasks ..... 16
Deliverables ..... 17
Permit Requirements Addressed Through Deliverables ..... 17
Phase I Permit Requirement ..... 17
Phase II Permit Requirement ..... 18
Budget ..... 18

B.7 Russian River Regional Monitoring Program ..... 18
Purpose ..... 18
Tasks ..... 19
Deliverables ..... 19
Permit Requirements Addressed Through Deliverables ..... 19
Phase I Permit Requirement ..... 19
Phase II Permit Requirement ..... 19
Budget ..... 19

**C. Special Benefit Projects ..... 20**

C.1 Stormwater Phase 1 Support-Cloverdale ..... 20
Purpose ..... 20
Tasks ..... 20
Deliverables ..... 20
Permit Requirements Addressed through Deliverables ..... 20
Phase I Permit Requirements ..... 20
Phase II Permit Requirements ..... 20
Budget ..... 20

C.2 Stormwater Phase 1 Support – All Co-Permittees ..... 20
Purpose ..... 20
Tasks ..... 21
Deliverables ..... 21
Permit Requirements Addressed through Deliverables ..... 21
Phase I Permit Requirements ..... 21
Phase II Permit Requirements ..... 21
Budget ..... 21

C.3 Lower Watershed Monitoring Plan ..... 21
Purpose ..... 21

# Table of Contents


Tasks ..... 22
Deliverables ..... 22
Permit Requirement Addressed by Deliverable ..... 22
Phase I Permit Requirement ..... 22
Phase II Permit Requirement ..... 22
Budget ..... 22

C.4 Upper Russian River Program ..... 22
Purpose ..... 22
Tasks ..... 22
Deliverables ..... 22
Permit Requirement Addressed by Deliverable ..... 22
Phase I Permit Requirement ..... 22
Phase II Permit Requirement ..... 23
Budget ..... 23

C.5 Phase I Child Outreach Plan ..... 23
Purpose ..... 23
Tasks ..... 23
Deliverables ..... 23
Permit Requirements Addressed by Deliverables ..... 23
Phase I Permit Requirement ..... 23
Phase II Permit Requirement ..... 23
Budget ..... 24

C.6 Regional Our Water Our World Contract ..... 24
Purpose ..... 24
Tasks ..... 24
Deliverables ..... 24
Permit Requirements Addressed Through Deliverables ..... 24
Phase I Permit Requirement ..... 24
Phase II Permit Requirement ..... 24
Budget ..... 25

C.7 Sonoma State University Rising WATERS Project ..... 25
Purpose ..... 25
Tasks ..... 25
Deliverables ..... 25
Permit Requirement Addressed Through Deliverable ..... 25
Phase I Permit Requirement ..... 25
Phase II Permit Requirement ..... 25
Budget ..... 25

C.8 Regional Coordination – Safe Medicine Disposal Program ..... 25
Purpose ..... 25
Tasks ..... 26
Deliverables ..... 26
Permit Requirement Addressed Through Deliverable ..... 26
Phase I Permit Requirement ..... 26

# Table of Contents


Phase II Permit Requirement ..... 26
Budget ..... 26
C.9 Hauling and Disposal – Safe Medicine Disposal Program ..... 26
Purpose ..... 26
Tasks ..... 26
Deliverables ..... 27
Permit Requirement Addressed Through Deliverable ..... 27
Phase I Permit Requirement ..... 27
Phase II Permit Requirement ..... 27
Budget ..... 27
C.10 Streets to Creeks ..... 27
Purpose ..... 27
Tasks ..... 27
Permit Requirement Addressed by Deliverable ..... 27
Phase I Permit Requirement ..... 27
Phase II Permit Requirement ..... 28
Budget ..... 28
C.11 Bulk Purchase - LID Signs ..... 28
Purpose ..... 28
Tasks ..... 28
Deliverables ..... 28
Permit Requirement Addressed Through Deliverable ..... 28
Phase I Permit Requirement ..... 28
Phase II Permit Requirement ..... 28
Budget ..... 28


## LIST OF TABLES


Table 1. Member Agency Percentages of Total Operating Budgets ..... 2
Table 2. Special Benefit Project Allocation ..... 3


## ATTACHMENT 1 RRWA WORK PLAN MASTER BUDGET


Appendix A - Executive Director Services Budget
Appendix B - General Benefit Projects Budget
Appendix C - Special Benefit Projects Budget

# RRWA 2022-2023 Work Plan

## PURPOSE AND ORGANIZATION OF THE WORK PLAN

This Work Plan has been prepared in accordance with Section B, line 16 of the First Amendment to the Memorandum of Understanding (MOU) creating the Russian River Watershed Association (RRWA) which was adopted in May 2004. The Work Plan addresses Executive Director (ED) Services, General Benefit Projects and Special Benefit Projects.

This Work Plan is organized into the following sections:

- Cost Allocation
- Work Plan Updates or Modifications
- Scope of Services
  A. ED Services
  B. General Benefit Projects
  C. Special Benefit Projects
- Attachments: Budget Spreadsheets (Attachment 1 and Appendices A-C)

## COST ALLOCATION

The cost allocation for this Work Plan follows Section B, line 18 of the MOU.

For the ED Services and the General Benefit Projects, cost-share is determined by allocating half of the total cost equally among member agencies and allocating the other half in proportion to each agency's operating budget. The operating budget proportions (shown as percentages of the combined operating budgets) used for the ED Services and General Benefit Projects cost allocation formula for the 2022-2023 RRWA Work Plan are shown in Table 1.

| Table 1. Member Agency Percentages of Total Operating Budgets | |
|---|---|
| Member Agency | Percentage Share (2022-2023) |
| City of Cloverdale | 0.78 |
| City of Cotati | 1.45 |
| City of Healdsburg | 2.99 |
| City of Santa Rosa | 25.38 |
| City of Sebastopol | 1.75 |
| City of Ukiah | 4.35 |
| Mendocino County | 4.17 |
| Sonoma County | 44.24 |
| Sonoma Water | 10.40 |
| Town of Windsor | 4.47 |
| **TOTAL** | **100%** |

The cost allocation for Special Benefit Projects is in proportion to the benefits received by each participating member agency. These projects do not require each member agency to participate if there is no benefit to a given agency. As such, Special Benefit project costs are shared by participating agencies. The cost allocations for the Special Benefit Projects for the 2022-2023 Work Plan are shown in Table 2.

| Table 2. Special Benefit Project Allocation | |
|---|---|
| Task/Program | Allocation |
| C.1 Stormwater Phase 1 Support for Cloverdale | Allocated to Cloverdale. |
| C.2 Stormwater Phase 1 Support | Divided evenly between all member agencies except Mendocino County. |
| C.3 Lower Watershed Monitoring Plan | Divided evenly between Cotati, Sebastopol, Sonoma County, Sonoma Water, Windsor, and Santa Rosa. |
| C.4 Upper Russian River Program | Allocated to Mendocino County. |
| C.5 Phase I Child Outreach Plan | Divided evenly between Ukiah and Sonoma County. |
| C.6 Regional Our Water Our World Contract | Divided evenly between Cloverdale, Healdsburg, Ukiah, Mendocino County, Sonoma County, Sonoma Water, and Windsor. |
| C.7 Sonoma State WATERS Project | 50% of the total budget divided evenly between all member agencies except Sebastopol plus 50% of the total budget times the total operating budget percentages assigned to each agency excluding Sebastopol. |
| C.8 Regional Coordination - Safe Medicine Disposal Program | 50% of the total budget divided evenly between all member agencies plus 50% of the total budget times the total operating budget percentages assigned to each agency. |
| C.9 Hauling and Disposal - Safe Medicine Disposal Program | Allocated to Cloverdale based on actual expenses from 2018-2019, and allocated to Windsor as directed by the Technical Working Group. |
| C.10 Streets to Creeks | 50% of the total budget divided evenly between all member agencies plus 50% of the total budget times the total operating budget percentages assigned to each agency. |
| C.11 Bulk Purchases - LID Signs | Allocated to Windsor. |

# WORK PLAN UPDATES OR MODIFICATIONS

For the 2022-2023 fiscal year, RRWA will implement the annual Work Plan but allow for updates and modifications at any time during the year. This "Work Plan modification policy" was developed for the 2006-2007 Work Plan and was the result of the Board of Directors' desire to allow more flexibility as new needs, opportunities, schedules, and/or details arise that could not have been anticipated during the annual Work Plan development process. Once interim Work Plan programs are developed, budgets, funding and allocations will be determined by the steps below over approximately a three-month period:

- Initial Technical Working Group (TWG) meeting: Scope and budget estimates developed, and funding sources identified.
- Initial Board of Directors (BOD) review: Board considers program and member agencies opt in or out.
- Final TWG: Budgets and allocations refined and finalized.
- Final BOD: Program considered for approval.

# A. EXECUTIVE DIRECTOR SERVICES

## *Purpose*

The ED Services provides for management of the RRWA's activities, outside communication, BOD and TWG meetings, legal services, and Work Plan development. For the 2022-2023 Work Plan, Andy Rodgers of West Yost Associates (West Yost) will serve as ED. Various staff members from West Yost will continue supporting project management, specialist, technical and administrative functions.

## *Tasks*

The work will be carried out primarily by the ED and West Yost staff (these roles combined are referred to as RRWA staff) with in-kind support from the member agencies. The Administrative Agency, the City of Ukiah, will provide treasury and contractual services. When COVID restrictions are lifted, the Town of Windsor will host regular BOD and TWG meetings and post agendas for these meetings. Member agency staff will attend the TWG meetings along with RRWA staff. Specific tasks, deliverables and schedules are as follows (Schedules for tasks are ongoing throughout the year, unless otherwise specified):

- BOD meeting coordination, planning notifications, presentations, prepare agendas, guest speakers, handouts, and minutes. BOD meetings are held per BOD direction, not to exceed four, 2-hour BOD meetings or the equivalent within the Work Plan year. Attendance by the ED and one RRWA staff member at all meetings. Includes ADA formatting for key documents.

- Legal services will be obtained at the direction of the BOD or if an independent third-party review is needed. Obtain as-needed contracted legal services for review of agreements with potential grantor, new members or other need(s) and manage contracted legal services.
- TWG meeting coordination, preparation, and planning of presentations, agendas, handouts, and summary notes. Includes pre-BOD meeting planning and briefings. Up to four, 2-hour TWG meetings per year to discuss water related technical issues including stormwater permit compliance, R3MP, drought and other topics identified by the TWG. Attendance by two RRWA staff members.
- Beginning in September 2022, coordinate and develop 2023-2024 Work Plan and budget at the direction of the BOD and TWG. Prepare draft versions for discussion and comments. Prepare final draft for adoption in February 2023.
- General association communications include general communications (e-mails, phone calls, etc.) with BOD, member agency representatives, general public, regulatory representatives, and collaborative entities; coordination activities to maintain mailing lists, email service, and other digital communications; noticing of public meetings, maintaining SharePoint including technical and administrative documentation, meeting material archives, updating the calendar, and other supporting documentation archives; general RRWA administration including as-needed correspondence and file sharing.

  Project management and controls includes internal staff coordination meetings, budget tracking and invoicing.

## *Deliverables*

| | |
|---|---|
| A.1.A BOD Coordination & Meeting Attendance | Agenda packets will be distributed prior to BOD meetings, including agendas, handouts, and minutes from the previous meeting. Email notification, calendar invite, presentation slides with notes handout, meeting materials and meeting minutes. |
| A.1.B. Legal Services | Obtain as-needed contracted legal services review of Agreement with potential grantor, new members or other need. |
| A.2.A TWG Coordination & Meeting Attendance | Meeting packets distributed prior to TWG meetings, including the agenda, draft presentation, handouts, and summary notes from the previous meeting. Email notification, calendar invite, meeting materials, and summary notes. |
| A.3.A. Coordinate and Develop 2023/24 Work Plan | 2023/2024 Work Plan and Budget. |
| A.3.B. General Association Communications | Upload distribution list to SharePoint quarterly. |
| A.3.C. Project Management and Controls | Monthly invoicing and year-end budget summaries. |

## *Permit Requirements addressed through Deliverables*

### Phase I Permit Requirement

VI.A.4. 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. BOD and TWG meetings provide support for coordinating collaboration.

### Phase II Permit Requirement

E.7.a. All Permittees shall comply with the requirements of education and outreach by contributing to a regional outreach and education collaborative effort. BOD meetings provide support for coordinating collaboration and opportunities to hear public comment.

## *Budget*

The budget for ED Services is $110,081 including Administrative Agency cost ($4,000) for Administrative Agency functions in accordance with the MOU, travel costs, and reserve for legal fees ($4,500). (See Attachment 1, Appendix A for budget spreadsheet) exclusive of in-kind services.

# B. GENERAL BENEFIT PROJECTS

## B.1 Implementation of Outreach Strategies

### *Purpose*

This program will focus on response to BOD and TWG requests to support watershed-wide initiatives as identified during the work plan year. In 2022-23, RRWA will strive to meet the following objectives:

- Develop outreach and advocate to increase RRWA's "whole watershed" perspective for programs carried out under the Work Plan, by our member agencies, and by other watershed organizations;
- Undertake public outreach activities to encourage environmental stewardship and pollution prevention; and
- Maximize the RRWA membership benefits.

### *Tasks*

Specific tasks, deliverables and schedules are as follows (Schedules for tasks are ongoing throughout the year unless otherwise specified):

- Provide support to the BOD and the TWG in completing tasks not anticipated or identified during development of the work plan. Examples may be to complete tasks and/or retain resources needed in response to local/regional emergencies and events, advocate and support positioning for a grant opportunities.
- Promote RRWA and sponsor clean-up events including $1,500 for RRW/Russian Riverkeeper cleanup, $500 for coastal cleanup, and $250 for Mendocino County cleanup; Daily Acts cobranding support $1,000; and sponsor Steelhead festival at $1,000 level. Includes $1,000 for Fiesta de Independencia, $500 for Mendocino County Earth Day, and $300 for Cloverdale's La Familia Sana emergency support or Resilient Cloverdale.
- Outreach to potential RRWA associate members including new Phase II MS4s, SCOE, MCOE, Sonoma State University, Santa Rosa Junior College, and Tribes. Potential new voting members include RRFC, Caltrans, SMART, and Rohnert Park.

## *Deliverables*

| | |
|---|---|
| B.1.A Development/Advocacy | Respond to BOD and TWG requests to support watershed-wide initiatives as identified during the work plan year. |
| B.1.B Sponsorships | Coordinate with local watershed and environmental groups to help sponsor cleanup activities within the watershed. Promote RRWA and sponsor clean-up events including $1,500 for RRW/Russian Riverkeeper cleanup, $500 for coastal cleanup, and $250 for Mendocino County cleanup; Daily Acts cobranding support $1,000; and sponsor Steelhead festival at $1,000 level. Includes $1,000 for Fiesta de Independencia, $500 for Mendocino County Earth Day, and $300 for Cloverdale's La Familia Sana emergency support or Resilient Cloverdale. |
| B.1.C New Member Outreach | Outreach to potential RRWA voting members and associate members including a New Member Outreach Plan. Potential associate members include new Phase II MS4s, SCOE, MCOE, Sonoma State University, Santa Rosa Junior College, and Tribes. Potential new voting members include RRFC, Caltrans, SMART, and Rohnert Park. |

## *Permit Requirements Addressed through Deliverables*

### Phase I Permit Requirements

VI.B.2.a.vi.Work with local watershed groups or committees to educate the public about stormwater pollution prevention.

VI.B.2.a.vii. Organize or patriciate in events targeted to residents to educate and involve the community in stormwater and non-stormwater pollution prevention and cleanup.

### Phase II Permit Requirements

E.8.(i) Involve the public in the implementation of activities related to the Public Involvement and Participation Program and encourage volunteerism and activism in the community.

E.8(ii)(c) Create opportunities for citizens to participate in the implementation of BMPs through sponsoring activities.

## *Budget*

The budget for this program is $27,007. ODC of $6,050 includes sponsorships of programs and special events, exclusive of in-kind services (see Attachment 1, Appendix B for budget spreadsheet).

## B.2 Outreach Strategies

### *Purpose*

This program will focus on outreach projects identified during Work Plan development and in TWG meetings. In 2022-23, RRWA will strive to meet the following objectives:

- Provide outreach to increase RRWA's "whole watershed" perspective for programs carried out under the Work Plan, by our member agencies, and by other watershed organizations;
- Undertake public outreach activities to encourage environmental stewardship and pollution prevention; and
- Maximize RRWA participation by members, partners, and the public.

### *Tasks*

Specific tasks, deliverables and schedules are as follows (Schedules for tasks are ongoing throughout the year unless otherwise specified):

- Implementation of Public Outreach and Response: Conduct outreach on behalf of member agencies to promote organization initiatives and address regulatory outreach requirements; presentations to outside organizations; support previous outreach campaign efforts and respond to inquiries and requests for information; presentations to outside organizations; assistance to Sonoma Water on student video contest, including ADA services for online posted materials as needed.
- Student Video Contest: The RRWA video contest is coordinated by in-kind support provided by Sonoma Water. RRWA staff will assist in identifying the video topic, support development of informational material for video contest notification mailing, and coordinate presenting the awards. The student video contest produces three winners and awards cash prizes which are provided by Sonoma Water. Schedule: The video contest awards will be given in conjunction with a late spring/early summer RRWA BOD meeting.
- Environmental Articles: RRWA staff will coordinate the review and distribution of monthly environmental articles, including coordinate monthly topics, solicit guest authors, post to RRWA blog in English and Spanish, link to social media accounts, email to the general distribution list, and submit for publication as a column in the local newspapers. Includes Sonoma Water in-kind support on Spanish translation of each article. Each member agency is expected to author at least one article during the year. Schedule: Environmental articles are published monthly.
- Collaborative Outreach Coordination: Support and coordinate regional outreach efforts including the facilitation of public event attendance and other local events that provide opportunities to engage with the public, including ideal opportunities

for engaging with the Spanish speaking community; coordinate with Member Agencies on event attendance.

- Drought Campaign: Continue outreach efforts related to drought awareness and education campaign including social media content, facilitating and highlighting regional collaborations, radio ads, etc. Includes participation in drought subcommittee as needed and looking for drought related funding opportunities.

## *Deliverables*

| | |
|---|---|
| B.2.A Implementation of Public Outreach and Response | Tracking and reporting events and metrics. Verbal updates to BOD and TWG<br>Annual summary of events, including the Activities Table |
| B.2.B Environmental Articles | Twelve published articles in English and Spanish.<br>Annual summary included in the Activities Table. |
| B.2.C. Collaborative Outreach Coordination | Summary in the Activities Table.<br>Verbal updates to BOD and TWG |
| B.2.D. Drought Campaign | Tracking and reporting events and metrics Verbal updates to BOD and TWG |

## *Permit Requirements Addressed Through Deliverables*

### Phase I Permit Requirements

VI.B.1. Develop an outreach program that involves and engages communities within the Russian River watershed to increase awareness and participate in mitigating the impacts to stormwater pollution.

VI.B.2.a.ii. Develop and distribute residential educational materials on the proper handling and disposal of waste including, pharmaceuticals, hazardous waste, trash, and green waste.

VI.B.2.a.iii. Develop and implement an outreach program to residents on proper lawn care and water conservation practices.

VI.B.2.c. Educate and involve ethnic communities in stormwater pollution prevention.

VI.B.2.a.v. Conduct stormwater pollution prevention public service announcements and advertising campaigns.

VI.B.2.vi.Work with local watershed groups or committees to educate the public about stormwater pollution prevention.

VI.B.2.vii. Organize or patriciate in events targeted to residents to educate and involve the community in stormwater and non-stormwater pollution prevention and cleanup.

## Phase II Permit Requirements

E.7.a. Contribute to a countywide stormwater program and regional outreach and education collaborative effort.

E.7.a(ii)(c) Develop and convey stormwater messages that focus on local pollutants of concern and regional water quality issues.

E.7.a.(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages.

### *Budget*

The budget for this program is $59,481. (See Attachment 1, Appendix B for budget spreadsheet).

## B.3 Outreach Online

### *Purpose*

This program will focus on web-based outreach projects identified during Work Plan development and in TWG meetings and subcommittee meetings. In 2022-2023, RRWA will strive to meet the following objectives:

- Promote RRWA perspective and content by engaging the online community;
- Undertake public outreach activities to encourage environmental stewardship and pollution prevention; and
- Expand the RRWA readership and engagement, increase awareness of RRWA and member agency produced content, maximize program participation.

### *Tasks*

Specific tasks, deliverables and schedules are as follows (Schedules for tasks are ongoing throughout the year unless otherwise specified):

- Website maintenance: Website updates will be made regularly, including general maintenance, posting of meeting dates, agendas and summaries, monthly environmental article blog posts, Russian River Friendly Landscape related materials and member agency public events. RRWA staff will oversee hosting responsibilities, including website backup, security, and feature upgrades.
- Watershed Map: RRWA staff will maintain and update the online interactive map of the Russian River watershed including improving existing layers or adding additional layers as directed.
- Maintain Social Media Presence: RRWA staff will maintain social media accounts to engage the online community. Social media accounts will promote environmental events, programs, and educational materials generated by both RRWA staff and by

member agencies. Utilize existing stormwater outreach, RRWA website content, and RRFL resource library to create "edu-memes" (picture posts with succinct messaging) for Facebook, Instagram and for member usage. RRWA will continue to participate in the Social Media subcommittee. Assumes approximately 1 hour per week for developing and posting content and 1 hour per week for response to inquiries. Other direct costs (ODC) includes ad placement costs. Provide two outreach performance metric updates. There will be no new accounts added in the 2022-2023 Work Plan year.

## *Deliverables*

| | |
|---|---|
| B.3.A Website Maintenance | Track metrics provided monthly. |
| B.3.B Watershed Map | Track metrics provided monthly. |
| B.3.C Social Media | Two outreach performance metrics updates in the mid-calendar year and end of year and inclusion in the Activities Table. |

## *Permit Requirements Addressed Through Deliverables*

### Phase I Permit Requirements

VI.B.2.b. Maintain stormwater websites which include educational materials.

VI.B.1. Develop an outreach strategy that involves and engages communities within the Russian River watershed to participate in mitigating the impacts to stormwater pollution.

VI.B.2.a.ii. Develop and distribute residential educational materials on the proper handling and disposal of waste including, pharmaceuticals, hazardous waste, trash, and green waste.

VI.B.2.a.iii. Develop and implement an outreach program to residents on proper lawn care and water conservation practices.

### Phase II Permit Requirements

E.8.(ii)(d) Ensure the public can easily find information about the Permittee's stormwater program.

E.7.a(ii)(c) Develop and convey stormwater messages that focus on local pollutants of concern and regional water quality issues.

E.7.a(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate.

E.7.a(ii)(h) Develop and convey messages specific to reducing illicit discharges with information about how the public can report incidents to the appropriate authorities. Promote, publicize, and facilitate public reporting of illicit discharges.

### *Budget*

The budget for this program is $38,663. ODC of $2,400 includes outside services contracts and ad placement costs, exclusive of in-kind services (see Attachment 1, Appendix B for budget spreadsheet).

## B.4 Russian River-Friendly Landscape Program

### *Purpose*

RRWA will continue to enhance the Russian River-Friendly Landscaping (RRFL) program utilizing the strategies identified in the 2013, 2015, 2017, 2019, 2021 events for landscape professionals. The signage program for eligible landscapes that was initiated in 2014 will continue this Work Plan year. RRWA staff will maintain contact with industry professionals regarding use of the RRFL program, respond to inquiries, and maintain an email list of interested parties.

### *Tasks*

Specific tasks and deliverables are as follows (Schedules for tasks are ongoing throughout the year unless otherwise specified):

- RRFL Management and Implementation: RRWA will continue outreach to green industry professionals and RRFL email list, Santa Rosa Junior College, Sonoma State University, ReScape, and Mendocino and Sonoma Master Gardeners; respond to inquiries and requests for Guidelines. Maintain signage program implemented in conjunction with subcommittee. Continue enhancing/maintaining the website library of RRFL materials. RRWA will also provide support services and outreach for events and trainings held by member agencies. Coordinate and facilitate residential and commercial outreach strategies for the program as directed by the RRFL subcommittee. Potential initiatives including workshop/training promotion, design, and distribution planning for a small RRFL sign, biennial event follow-up, and/or other deliverables as directed.
- Event for Landscape Professionals: Coordinate and facilitate a biennial RRFL training event as directed by the RRFL subcommittee. ODC includes event speaker compensation.
- Carbon Gardening Education and Outreach: Coordinate and facilitate consultant contract(s) as directed by the RRFL subcommittee. ODC includes contract cost with Daily Acts. Daily Acts scope includes implementation of a watershed scale outreach and education campaign featuring eight English and Spanish language videos focused on urban scale carbon gardening, an interactive website, and carbon-gardening outreach materials. Managing the Daily Acts Contract.

## *Deliverables*

| | |
|---|---|
| B.4.A RRFL Management and Implementation | Subcommittee facilitation including hosting, agendas, handouts, and subconsultant attendance as needed. Updates to BOD and TWG. |
| B.4.B Event for Landscape Professionals | Coordinate and facilitate the RRFL Biennial Event as directed by the RRFL subcommittee. Create RRFL materials supporting Biennial Event. |
| B.4.C Carbon Gardening | Coordinate and facilitate consultant contract(s)Daily Acts scope includes implementation of a watershed scale outreach and education campaign featuring eight English and Spanish language videos focused on urban scale carbon gardening, an interactive website, and carbon-gardening outreach materials. |

## *Permit Requirements Addressed Through Deliverables*

### Phase I Permit Requirement

VI.B.2.a.iii. 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.

VI.B.2.a.vii. 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.

VI.C.2.a.iv. Educate industrial/commercial facilities with the objective of reducing pollutants in storm water runoff.

### Phase II Permit Requirement

E.7.a.(ii)(g) Convey messages to explain the benefits of water-efficient and stormwater friendly landscaping.

E.7.a.(ii)(c). Develop and convey stormwater messages that focus on local pollutants of concern and regional water quality issues.

## *Budget*

The budget for this program is $75,792. ODC of $26,520 includes contract with Daily Acts, materials, and event speaker compensation, exclusive of in-kind services (see Attachment 1, Appendix B for budget spreadsheet).

# B.5 Regulatory Forum and Advocacy

## *Purpose*

The purpose of this program is to foster a system of communication by assessing RRWA member agency issues and developing a coordinated voice for regular dialogue on permitting and policy issues with regulatory agencies, such as the Regional Water Quality Control Board (RWQCB) and the State Water Resources Control Board (SWRCB). The work will include regular prioritization of

member agency permitting and policy issues to be addressed at quarterly meetings with the RWQCB Executive Officer and staff. This program also allows for the completion of in-depth issue/comment/response letters to such agencies on behalf of RRWA member agencies.

## *Tasks*

RRWA staff will coordinate and facilitate the quarterly meetings with the RWQCB Executive Officer. Issues and topics for these meetings will be developed during TWG and BOD meetings. RRWA staff will take the lead on researching and crafting up to six comment/issue response letters with review and input from TWG and BOD. Specific tasks and deliverables are as follows (Schedules for tasks are ongoing throughout the year unless otherwise specified):

- Research, Read, Review and Author Response Letters: At direction of the BOD or TWG, RRWA will research, viewpoint/opinion compilation, writing, review, prepare drafts, coordinate signatures and distribution of up to 6 comment letters. Monitor member agency permitting and policy issues and coordinate responses of member agencies. Provide forum for discussions with RWQCB and affected member agencies as the Russian River TMDL is developed and provide review and comment. Support agencies in the review of state and federal initiatives that may affect member agencies.
- Attendance at Regional Board Meetings: RRWA executive director will present at one (1) RWQCB meeting with RRWA board officer(s) including meeting prep, attendance and travel time.
- Quarterly Meeting with Regional Board Executive Officer: RRWA will attend up to four (4) meetings with the BOD Chair, Vice Chair, Regional Water Board executive staff and RRWA staff to discuss current and relevant Russian River watershed priorities. RRWA will provide meeting facilitation including scheduling, draft agendas, meeting prep, attendance and travel time.
- Total Maximum Daily Load Support: At the direction of the BOD or TWG, the RRWA will review and comment on proposed regulatory initiatives; attend meetings on behalf of agencies, and track and report on progress.

## *Deliverables*

| | |
|---|---|
| B.5.A Research, read, review & author response letters. Verbal comments as appropriate. Prioritization of issues and topics. | Comment and support letters including funding support letters as directed |
| B.5.B Attendance at Regional Board meetings | Presentation to RWQCB and updates to TWG and BOD |
| B.5.C Quarterly meetings with Regional Board EO | Meeting agendas and updates to the BOD and TWG. |
| B.5.D TMDL Support | Updates to TWG and BOD, comment letters |

### *Permit Requirements Addressed Through Deliverables*

#### Phase I & II Permit Requirements

Proactive regulatory engagement and advocacy on behalf of member agencies can bring additional clarity to permit requirements, consistency and cost-effective implementation in the region, and potentially adjusted future pathways to compliance.

### *Budget*

The budget for this program is $30,328 exclusive of in-kind services (see Attachment 1, Appendix B for budget spreadsheet).

## B.6 Regional Stormwater Program Support

### *Purpose*

The purpose of this program is to provide support to member agencies with Phase I and II Municipal Separate Storm Sewer System (MS4) permits and to provide support for other regional efforts related to stormwater.

### *Tasks*

The program will produce on the following tasks which are ongoing throughout the year if not otherwise specified:

- Stormwater Activities Table: RRWA staff will develop a Technical Memorandum (TM) that describes all stormwater related activities undertaken on behalf of the member agencies during the 2021-22 fiscal year. This TM will be delivered to agencies at the end of August 2022, so agencies can incorporate the information into their annual reports for submittal to the RWQCB.
- CASQA Participation: At the direction of the BOD or TWG, the RRWA will participate in California Stormwater Quality Association (CASQA) subcommittees and provide updates and resources to member agencies. Cost assumes in-kind annual conference attendance payment by West Yost Associates.
- CASQA Group Membership: The RRWA will coordinate CASQA group membership including invoicing and managing the membership; subscription to the Industrial/Commercial and Construction BMP Manuals; and subscription to the Our Water Our World program. Includes four membership slots for RRWA staff.
- Restaurant Placemats: RRWA staff will continue to provide partners with placemats, including bilingual, update placemat as directed by the TWG, continue to seek out new partners throughout the watershed.
- Creek Week: RRWA staff will support Member Agencies in outreach efforts to engage the community to participate in creek week events; develop a landing page of Creek Week events happening through the watershed; link cleanup events on the

interactive watershed atlas; adopt a Creek Week proclamation; provide a post-event metric report.

- Municipal Stormwater Program Regulation, Review, Comment Advocate: At the direction of the BOD or TWG, the RRWA will review, comment, and advocate on regulations related to Stormwater National Pollutant Discharge Elimination System (NPDES) permitting; State and local regulations regarding stormwater resource plans; follow and support funding initiatives; track progress, report and support development of relevant state and federal initiatives.

## *Deliverables*

| | |
|---|---|
| B.6.A Stormwater Activities Table | Annual Activities Table, including summary of deliverables, metrics collected and activities. |
| B.6.B CASQA Participation | Updates TWG at meetings. |
| B.6.C CASQA Group Membership | Membership structure and calendar. |
| B.6.D Restaurant Placemats | Continue to provide partners with placemats, including bilingual, update placemat as directed by the TWG, continue to seek out new partners throughout the watershed. |
| B.6.E Creek Week | Support Member Agencies in outreach efforts to engage the community to participate in creek week events; develop a landing page of Creek Week events happening through the watershed; link cleanup event on the interactive watershed atlas; adopt a Creek Week proclamation; provide a post-event metric report. |
| B.6.F Municipal Stormwater Regulation Review, Comment and Advocate | Comment letters, inter-agency communication and coordination. |

## *Permit Requirements Addressed Through Deliverables*

### Phase I Permit Requirement

Support of regional watershed-wide collaboration.

VI.B.1. Develop an outreach strategy that involves and engages communities within the Russian River watershed to participate in mitigating the impacts to stormwater pollution.

VI.B.3.a.i. Develop age-appropriate educational materials to distribute to children for the purpose of promoting healthy watershed concepts.

VI.B.2.a.i. Develop and distribute an “only rain down the drain” or similar themed campaign with the goal of providing general storm water pollution prevention education.

VI.B.2.a.ii. Develop and distribute residential educational materials on the proper handling and disposal of waste including, pharmaceuticals, hazardous waste, trash, and green waste.

VI.B.2.b. Maintain stormwater websites which include educational materials.

VI.B.2.c. Educate and involve ethnic communities in stormwater pollution prevention.

VI.B.2.a.v. Conduct stormwater pollution prevention public service announcements and advertising campaigns.

VI.B.2.a.vii. Organize or patriciate in events targeted to residents to educate and involve the community in stormwater and non-stormwater pollution prevention and cleanup.

VI.B.2.a.vi.Work with local watershed groups or committees to educate the public about stormwater pollution prevention.

VI.B.3.a.iii. Identify interactive opportunities for children to learn about stormwater pollution prevention.

### Phase II Permit Requirement

Support of regional watershed-wide collaboration.

E.7.a.(ii)(c) Develop and convey stormwater messages that focuses on local pollutants of concern and regional water quality issues.

E.7.a.(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages.

E.8.(i) Involve the public in the implementation of activities related to the Public Involvement and Participation Program and encourage volunteerism and activism in the community.

### *Budget*

The budget for this program is $53,087. ODC of $17,480 includes CASQA group membership (including four membership slots for RRWA staff), Our Water Our World program administration funding, and placemat printing, exclusive of in-kind services (see Attachment 1, Appendix B for budget spreadsheet).

## B.7 Russian River Regional Monitoring Program

### *Purpose*

The purpose of this program is to support member agency participation in the development of a Russian River Regional Monitoring Program (R3MP). The San Francisco Estuary Institute (SFEI), contractor to the RWQCB, is leading the R3MP effort. SFEI and the RWQCB anticipate RRWA staff will participate to provide a regional voice and keep all members updated during R3MP development, as well as relay feedback from member agencies that cannot attend key meetings.

## *Tasks*

Specific tasks and deliverables are as follows (Schedules for tasks are ongoing throughout the year unless otherwise specified):

- R3MP Participation: The RRWA will support member agency participation in the development and implementation of the R3MP. This will include the ED serving on the Steering Committee and participating in TAC meetings as directed.

## *Deliverables*

| | |
|---|---|
| B.6.A R3MP Participation | Updates to the TWG and BOD |

## *Permit Requirements Addressed Through Deliverables*

### Phase I Permit Requirement

Support of regional watershed-wide collaboration.

### Phase II Permit Requirement

Support of regional watershed-wide collaboration.

E.13. Participate in a regional monitoring program in order to cost-effectively 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.

## *Budget*

The budget for this program is $12,486, exclusive of in-kind services (see Attachment 1, Appendix B for budget spreadsheet).

# C. SPECIAL BENEFIT PROJECTS

## C.1 Stormwater Phase 1 Support-Cloverdale

### *Purpose*

The purpose of this program is to support Co-Permittees in meetings and potential collaborative efforts towards MS4 permit compliance on an as-needed basis and as directed.

### *Tasks*

Specific tasks and deliverables are as follows (Schedules for tasks are ongoing throughout the year unless otherwise specified):

- Help facilitate monthly Co-Permittee meetings and Regional Water Board meetings (Assumes 3 meetings) including meeting planning, agendas, handouts, facilitation, and summary notes. Facilitation will be based on an as needed basis and as directed by the TWG.

### *Deliverables*

| | |
|---|---|
| C.1.A Co-Permittee Meeting & Project Facilitation | Agenda and meeting notes for City of Cloverdale. |

### *Permit Requirements Addressed through Deliverables*

#### Phase I Permit Requirements

VI.A.4. 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. Co-Permittee meetings provide support for coordinating collaboration.

#### Phase II Permit Requirements

Not applicable.

### *Budget*

The budget for this program is $4,529 each for participating agencies, exclusive of in-kind services (see Attachment 1, Appendix C for budget spreadsheet).

## C.2 Stormwater Phase 1 Support – All Co-Permittees

### *Purpose*

The purpose of this program is to support Co-Permittees in meetings and potential collaborative efforts towards MS4 permit compliance.

### *Tasks*

Specific tasks and deliverables are as follows (Schedules for tasks are ongoing throughout the year unless otherwise specified):

- Support Co-Permittees with promotion of Stormwater Low Impact Development (LID) training. Includes $500 for facility. Placeholder to be used as needed.
- Support Co-Permittees with updates to the Stormwater Low Impact Development (LID) Manual and calculator updates as directed by the TWG. Placeholder to be used as needed.

### *Deliverables*

| | |
|---|---|
| C.2.A LID Annual Training | Promotion of Stormwater Low Impact Development (LID) training as directed. |
| C.2.B Update LID Manual and/or Calculator | Support Co-Permittees with updates to the Stormwater Low Impact Development (LID) Manual and calculator updates as directed by the TWG. |

### *Permit Requirements Addressed through Deliverables*

#### Phase I Permit Requirements

VI.A.4. 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. Co-Permittee meetings provide support for coordinating collaboration.

#### Phase II Permit Requirements

Not applicable.

### *Budget*

The budget for this program is $48,038, exclusive of in-kind services. ODC includes $500 for facility or as directed (see Attachment 1, Appendix C for budget spreadsheet).

## C.3 Lower Watershed Monitoring Plan

### *Purpose*

The purpose of this project is to support Laguna Watershed Co-Permittees' implementation of a single, regional monitoring report. The report includes wet weather outfall, dry weather outfall, receiving water and chronic toxicity sampling.

### *Tasks*

Support implementation of Stormwater Quality Monitoring Reports for Windsor, Santa Rosa, Cotati, Sebastopol, Sonoma Water, and Sonoma County. Aggregate and disseminate data; support compilation of semi-annual reports or other tasks as requested. Assumes a maximum of hours. Placeholder to be used as needed.

### *Deliverables*

| | |
|---|---|
| C.3.A Lower Watershed Stormwater Quality Monitoring and Reporting Plan Implementation | Aggregate and disseminate data and support compilation of semi-annual reports as requested. |

### *Permit Requirement Addressed by Deliverable*

#### Phase I Permit Requirement

Monitoring and Reporting Program No. R1-2015-0030.

#### Phase II Permit Requirement

Not applicable.

### *Budget*

The budget for this program is $13,171, exclusive of in-kind services (see Attachment 1, Appendix C for budget spreadsheet).

## C.4 Upper Russian River Program

### *Purpose*

The purpose of this project is to participate in the Upper Russian River Water Managers meeting to follow the Potter Valley Project and other relevant upper watershed issues. RRWA staff will attend meetings, as possible, and provide timely information and alerts to TWG and BOD.

### *Tasks*

Represent participating member agencies at meetings and report progress.

### *Deliverables*

| | |
|---|---|
| C.4.A Upper Russian River Water Managers Participation | Verbal updates of meetings attended, agendas, and materials. |

### *Permit Requirement Addressed by Deliverable*

#### Phase I Permit Requirement

Support of regional watershed-wide collaboration

### Phase II Permit Requirement

Support of regional watershed-wide collaboration.

### *Budget*

The budget for this program is $5,710, exclusive of in-kind services (see Attachment 1, Appendix C for budget spreadsheet).

## C.5 Phase I Child Outreach Plan

### *Purpose*

The purpose of this program is to undertake public outreach activities to school age children to encourage environmental stewardship and pollution prevention and support Co-Permittees with developing a collection of outreach materials to address outreach requirements of the Phase 1 MS4 Permit.

### *Tasks*

Coordinate Ukiah and County of Sonoma's participation in Sonoma Water's Water Education Program; includes coordinating with Sonoma Water to set up the program and assistance with soliciting participation to local schools.

### *Deliverables*

| | |
|---|---|
| C.5.A Water Education Program Coordination | Summary in Activities Table |

### *Permit Requirements Addressed by Deliverables*

### Phase I Permit Requirement

VI.B.3. Develop a Children Outreach Program to provide school aged children (K-12) with educational information on storm water pollution.

VI.B.3.a.i. Develop age-appropriate educational materials to distribute to children for the purpose of promoting healthy watershed concepts.

VI.B.3.a.iii. Identify interactive opportunities for children to learn about stormwater pollution prevention.

### Phase II Permit Requirement

E.7.a.(ii)(c). Develop and convey stormwater messages that focus on local pollutants of concern and regional water quality issues.

E.7.a.(ii)(j) Provide schools with materials to effectively educate school-age children about stormwater runoff.

### *Budget*

The budget for this program is $25,052 exclusive of in-kind services. ODC of $20,000 includes outside services contract for Sonoma Water to provide the Water Education Program (see Attachment 1, Appendix C for budget spreadsheet).

## C.6 Regional Our Water Our World Contract

### *Purpose*

The purpose of this program is to manage a contract with a private contractor administering the Our Water Our World (OWOW) program to retail nurseries throughout the watershed. The contractor will continue coordination and implementation of integrated pest management education and outreach at retailers and public center locations to reduce residential use of harmful pesticides, herbicides, and fertilizers.

### *Tasks*

RRWA will manage the regional contract for OWOW to coordinate and implement pesticide-related education and outreach at nurseries.

### *Deliverables*

| | |
|---|---|
| C.6.A Regional Our Water our World Program | Verbal updates to the BOD and TWG, social media content, environmental articles, webinars, in-store trainings, flyers. |

### *Permit Requirements Addressed Through Deliverables*

#### Phase I Permit Requirement

VI.B.2.a.ii.d Develop and distribute residential educational materials on the proper handling and disposal of pesticides and fertilizers waste.

VI.B.2.a.iii. Develop and distribute proper pesticide/fertilizer application and the prevention of the discharge of pollutants to the storm drain through proper irrigation.

#### Phase II Permit Requirement

E.7.a.(ii)(c) Develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues.

E.7.a.(ii)(i). Develop and convey messages specific to proper application of pesticides, herbicides, and fertilizers.

### *Budget*

The budget for this program is $23,529 exclusive of in-kind services. ODC of $16,521 includes outside services contract (see Attachment 1, Appendix C for budget spreadsheet).

## C.7 Sonoma State University Rising WATERS Project

### *Purpose*

The purpose of this task is to develop and implement a project that utilizes an evolving University-Agency partnership to explore the nexus of surface/storm water quality and people experiencing homelessness.

### *Tasks*

In partnership with Sonoma State University (SSU), Sonoma Water, and Santa Rosa, sponsor and support the ongoing project as part of the Watershed Academics to Enhance Regional Sustainability (WATERS) program. Continue research from previous years on the nexus between water quality and homelessness including water sampling, social media campaign, mapping, and working with community leaders.

### *Deliverables*

| | |
|---|---|
| C.7.A WATERS | Verbal updates to the TWG and BOD, presentations and Final Report |

### *Permit Requirement Addressed Through Deliverable*

#### Phase I Permit Requirement

Not applicable.

#### Phase II Permit Requirement

Not applicable.

### *Budget*

The budget for this initiative is $26,618, exclusive of in-kind services. ODC of $17500 includes outside services contract for the Sonoma State University's program faculty (see Appendix C for budget spreadsheet).

## C.8 Regional Coordination – Safe Medicine Disposal Program

### *Purpose*

The purpose of this program is to provide regional coordination with program partners and existing outreach efforts (up to $2,000). Support possible sunset of regional program and transition to PhRMA program. ODC includes $1,000 sponsorship for the California Product Stewardship Council.

### *Tasks*

The following products and tasks are scoped for this program (Schedules for tasks are ongoing throughout the year unless otherwise specified):

- Regional coordination with program partners and existing outreach efforts.
- Support possible sunset of regional program and transition to PhRMA program.
- Provide $1,000 sponsorship for the California Product Stewardship Council

### *Deliverables*

| | |
|---|---|
| C.8.A Coordination with regional partners, development of outreach materials | Verbal updates to BOD and TWG, track metrics, participate in subcommittee. |

### *Permit Requirement Addressed Through Deliverable*

#### Phase I Permit Requirement

Not applicable

#### Phase II Permit Requirement

Not applicable

### *Budget*

The budget for this program is $12,542 exclusive of in-kind services. ODC of $3,000 includes outside services contract and sponsorship (see Attachment 1, Appendix C for budget spreadsheet).

## C.9 Hauling and Disposal – Safe Medicine Disposal Program

### *Purpose*

The purpose of this program is to manage safe medicine disposal program drop-off locations for participating agencies.

### *Tasks*

RRWA staff will manage a contract with a medical waste hauler to provide the hauling and disposal of collected medication in Windsor and Cloverdale (Schedules for tasks are ongoing throughout the year unless otherwise specified):

- Coordination with drop-off locations regarding pick-ups of full disposal bins and regulatory changes;
- Coordination with waste hauler and review/tracking of waste hauler invoices and collection totals; and
- Review of program policies and procedures as they relate to regulatory changes.

### *Deliverables*

| | |
|---|---|
| C.9.A Administer Safe Medicine Disposal Drop-off Sites | Track metrics |

### *Permit Requirement Addressed Through Deliverable*

#### Phase I Permit Requirement

Not applicable.

#### Phase II Permit Requirement

Not applicable

### *Budget*

The budget for this program is $7,284. ODC of $4,200 covers the hauling and disposal fees for Windsor and Cloverdale, exclusive of in-kind services (see Attachment 1, Appendix C for budget spreadsheet).

## C.10 Streets to Creeks

### *Purpose*

The purpose of this project is to undertake public outreach activities to encourage environmental stewardship and pollution prevention.

### *Tasks*

Support further development of the Streets to Creeks outreach campaign and campaign material; incorporate outreach material into RRWA materials and social media; administer subconsultant contract.

| | |
|---|---|
| C.10.A Streets to Creeks | Support further development of the Streets to Creeks outreach campaign; incorporate outreach material into RRWA materials and social media. |

### *Permit Requirement Addressed by Deliverable*

#### Phase I Permit Requirement

VI.B.1. Develop an outreach strategy that involves and engages communities within the Russian River watershed to participate in mitigating the impacts to stormwater pollution.

VI.B.2.a.i. Develop and distribute an "only rain down the drain" campaign with the goal of providing general stormwater pollution prevention education.

VI.B.2.a.vii. Organize or patriciate in events targeted to residents to educate and involve the community in stormwater and non-stormwater pollution prevention and cleanup.

VI.B.2.a.v. Conduct stormwater pollution prevention public service announcements and advertising campaigns.

VI.B.2.a.vi.Work with local watershed groups or committees to educate the public about stormwater pollution prevention.

### Phase II Permit Requirement

E.7.a.(ii)(c). Develop and convey stormwater messages that focus on local pollutants of concern and regional water quality issues.

E.7.a.(ii)(d) Develop and disseminate appropriate educational materials to target audiences and translate into applicable languages.

### *Budget*

The budget for this program is $53,206, exclusive of in-kind services. ODC of $45,000 includes outside services contract (see Attachment 1, Appendix C for budget spreadsheet).

## C.11 Bulk Purchase - LID Signs

### *Purpose*

The purpose of this task is to provide participating agencies with a cost savings through a bulk purchase order of outreach material. Under this task, outreach material will be printed and distributed at the direction of the participating agencies.

### *Tasks*

RRWA staff will use $500 to purchase LID signs.

### *Deliverables*

| | |
|---|---|
| C.11.A LID Signs | Bulk Purchase of LID signs |

### *Permit Requirement Addressed Through Deliverable*

### Phase I Permit Requirement

VI.G.8.b.i. The permit requires each Co-Permittee to label unlabeled storm drain inlets with a legible no dumping message through a proactive approach with a goal of labeling all public storm drain inlets in parking lots and within the public right of way.

### Phase II Permit Requirement

Not applicable.

### *Budget*

The budget for this program is $1,123 exclusive of in-kind services (see Appendix C for budget spreadsheet).

# APPENDIX A: 2022-2023 RRWA Work Plan - Master Budget - Adopted February 24, 2022

| | CASH REQUIREMENT | | | CASH ALLOCATION | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RRWA Staff | Subs and ODCs | **Total Budget** | Cloverdale | Cotati | Healdsburg | Santa Rosa | Sebastopol | Ukiah | Mendocino County | Sonoma County | Sonoma Water | Windsor | **Total Allocation** |
| **A- Executive Director Services** | | | | | | | | | | | | | | |
| **A.1 Board of Directors** | $22,289 | *$4,950* | $27,239 | $1,468 | $1,559 | $1,769 | $4,819 | $1,600 | $1,955 | $1,930 | $7,391 | $2,779 | $1,971 | $27,239 |
| **A.2 Technical Working Group** | $19,052 | *$0* | $19,052 | $1,026 | $1,091 | $1,237 | $3,370 | $1,119 | $1,367 | $1,350 | $5,169 | $1,943 | $1,379 | $19,052 |
| **A.3 General Administration** | $59,390 | *$4,400* | $63,790 | $3,437 | $3,651 | $4,142 | $11,285 | $3,747 | $4,577 | $4,520 | $17,308 | $6,507 | $4,616 | $63,790 |
| | *$100,731* | *$9,350* | *$110,081* | *$5,931* | *$6,301* | *$7,148* | *$19,474* | *$6,466* | *$7,899* | *$7,799* | *$29,868* | *$11,229* | *$7,966* | *$110,081* |
| **B- General Benefit Projects** | | | | | | | | | | | | | | |
| **B.1 Implementation of Outreach Strategies** | $20,352 | *$6,655* | $27,007 | $1,455 | $1,546 | $1,754 | $4,778 | $1,586 | $1,938 | $1,913 | $7,328 | $2,755 | $1,954 | $27,007 |
| **B.2 Outreach Strategies** | $59,481 | *$0* | $59,481 | $3,205 | $3,405 | $3,862 | $10,522 | $3,494 | $4,268 | $4,214 | $16,139 | $6,067 | $4,304 | $59,481 |
| **B.3 Outreach Online** | $36,023 | *$2,640* | $38,663 | $2,083 | $2,213 | $2,511 | $6,840 | $2,271 | $2,774 | $2,739 | $10,490 | $3,944 | $2,798 | $38,663 |
| **B.4 Russian River Friendly Landscaping** | $46,620 | *$29,172* | $75,792 | $4,083 | $4,338 | $4,922 | $13,408 | $4,452 | $5,439 | $5,370 | $20,565 | $7,731 | $5,485 | $75,792 |
| **B.5 Regulatory Forum and Advocacy** | $30,328 | *$0* | $30,328 | $1,634 | $1,736 | $1,969 | $5,365 | $1,782 | $2,176 | $2,149 | $8,229 | $3,094 | $2,195 | $30,328 |
| **B.6 Regional Stormwater Program Support** | $33,859 | *$19,228* | $53,087 | $2,860 | $3,039 | $3,447 | $9,391 | $3,118 | $3,809 | $3,761 | $14,404 | $5,415 | $3,842 | $53,087 |
| **B.7 Russian River Regional Monitoring Program** | $12,486 | *$0* | $12,486 | $673 | $715 | $811 | $2,209 | $733 | $896 | $885 | $3,388 | $1,274 | $904 | $12,486 |
| | *$239,149* | *$57,695* | *$296,844* | *$15,993* | *$16,991* | *$19,275* | *$52,513* | *$17,437* | *$21,300* | *$21,032* | *$80,543* | *$30,280* | *$21,480* | *$296,844* |
| **C- Special Benefit Projects** | | | | | | | | | | | | | | |
| **C.1 Stormwater Phase 1 Support for Cloverdale** | $4,529 | *$0* | $4,529 | $4,529 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $4,529 |
| **C.2 Stormwater Phase 1 Support** | $47,488 | *$550* | $48,038 | $5,338 | $5,338 | $5,338 | $5,338 | $5,338 | $5,338 | $0 | $5,338 | $5,338 | $5,338 | $48,038 |
| **C.3 Lower Watershed Monitoring Plan** | $13,171 | *$0* | $13,171 | $0 | $2,195 | $0 | $2,195 | $2,195 | $0 | $0 | $2,195 | $2,195 | $2,195 | $13,171 |
| **C.4 Upper Russian River Program** | $5,710 | *$0* | $5,710 | $0 | $0 | $0 | $0 | $0 | $0 | $5,710 | $0 | $0 | $0 | $5,710 |
| **C.5 Phase I Child Outreach Plan** | $3,052 | *$22,000* | $25,052 | $0 | $0 | $0 | $0 | $0 | $12,526 | $0 | $12,526 | $0 | $0 | $25,052 |
| **C.6 Regional Our Water Our World Contract** | $5,356 | *$18,173* | $23,529 | $3,361 | $0 | $3,361 | $0 | $0 | $3,361 | $3,361 | $3,361 | $3,361 | $3,361 | $23,529 |
| **C.7 Sonoma State WATERS Project** | $7,368 | *$19,250* | $26,618 | $1,585 | $1,479 | $1,889 | $4,968 | $0 | $2,077 | $2,052 | $7,565 | $2,909 | $2,094 | $26,618 |
| **C.8 Regional Coordination - Safe Medicine Disposal Program** | $9,242 | *$3,300* | $12,542 | $676 | $718 | $814 | $2,219 | $737 | $900 | $889 | $3,403 | $1,279 | $908 | $12,542 |
| **C.9 Hauling and Disposal - Safe Medicine Disposal Program** | $2,664 | *$4,620* | $7,284 | $4,416 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $2,868 | $7,284 |
| **C.10 Streets to Creeks** | $3,706 | *$49,500* | $53,206 | $2,867 | $3,045 | $3,455 | $9,412 | $3,125 | $3,818 | $3,770 | $14,436 | $5,427 | $3,850 | $53,206 |
| **C.11 Bulk Purchases - LID Signs** | $573 | *$550* | $1,123 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $1,123 | $1,123 |
| | *$102,859* | *$117,943* | *$220,802* | *$22,772* | *$12,775* | *$14,858* | *$24,132* | *$11,395* | *$28,020* | *$15,782* | *$48,824* | *$20,509* | *$21,736* | *$220,802* |
| **RRWA Total for FY 2022-2023** | $442,739 | $184,988 | $627,727 | $44,696 | $36,066 | $41,281 | $96,118 | $35,299 | $57,219 | $44,613 | $159,235 | $62,018 | $51,183 | $627,727 |

Allocation Notes:
C.1: Allocated to Cloverdale
C.2: Divided evenly between all member agencies except Mendocino County
C.3: Divided evenly between Cotati, Sebastopol, Sonoma County, Sonoma Water, Windsor, and Santa Rosa
C.4: Allocated to Mendocino County
C.5: Divided evenly between Ukiah and Sonoma County
C.6: Divided evenly between Cloverdale, Healdsburg, Ukiah, Mendocino County, Sonoma County, Sonoma Water, and Windsor
C.7: 50% of the total budget divided evenly between all member agencies except Sebastopol plus 50% of the total budget times the total operating budget percentages assigned to each agency excluding Sebastopol
C.8: 50% of the total budget divided evenly between all member agencies plus 50% of the total budget times the total operating budget percentages assigned to each agency
C.9: Allocated to Cloverdale based on actual expenses from 2018-2019, and allocated to Windsor as directed by TWG
C.10: 50% of the total budget divided evenly between all member agencies plus 50% of the total budget times the total operating budget percentages assigned to each agency
C.11: Allocated to Windsor

## APPENDIX A: 2022-2023 RRWA Work Plan Special Benefit Projects - Adopted February 24, 2022

| | | RRWA STAFF/ CONSULTANT SERVICES | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Executive Director | Project Manager | Technical Support | Program Specialist | Admin | Total Hours | Total Labor Costs | Sub/ODC Markup | Other Direct Costs (ODC) | **Cash Totals** | Assumptions/Comments |
| | | $315 | $256 | $195 | $191 | $144 | | | 10.0% | | | |
| **A.1 Board of Directors** | | 29 | 29 | 0 | 30 | 0 | 88 | $22,289 | $450 | $4,500 | $27,239 | |
| A | BOD Coordination & Meeting Attendance | 28 | 28 | 0 | 28 | 0 | 84 | $21,336 | $0 | $0 | $21,336 | Preparation of Board of Directors (BOD) planning, presentations, agendas, guest speakers, handouts, minutes. Assumes four, 2-hour BOD meetings per year or the equivalent. Attendance by Executive Director (ED) and one staff member at all meetings. |
| B | Legal Services | 1 | 1 | 0 | 2 | 0 | 4 | $953 | $450 | $4,500 | $5,903 | At the direction of the BOD, and if an independent third-party review is needed. Obtain as-needed contracted legal services review of Agreement with potential grantor, new members or other need. Placeholder to be used as needed. |
| **A.2 Technical Working Group** | | 24 | 24 | 0 | 28 | 0 | 76 | $19,052 | $0 | $0 | $19,052 | |
| A | TWG Coordination & Meeting Attendance | 24 | 24 | 0 | 28 | 0 | 76 | $19,052 | $0 | $0 | $19,052 | Preparation and planning of Technical Working Group (TWG) presentations, agendas, handouts, summary notes. Up to four, 2-hour TWG meetings per year. Attendance by two staff members at all meetings. |
| **A.3 General Administration** | | 22 | 100 | 30 | 110 | 0 | 262 | $59,390 | $400 | $4,000 | $63,790 | |
| A | Coordinate and Develop 2023-24 Work Plan | 8 | 40 | 20 | 0 | 0 | 68 | $16,660 | $0 | $0 | $16,660 | Coordinate and develop the 2023-2024 Work Plan and budget. |
| B | General Association Communications | 8 | 24 | 10 | 80 | 0 | 122 | $25,894 | $0 | $0 | $25,894 | General communication (e-mails, phone calls etc.), mailing list, distribution and coordination activities. Coordination with partner agencies such as Resource Conservation Districts, Land Paths, Laguna Foundation, Resources Legacy Fund, Occidental Arts and Ecology Center, Russian Riverkeeper, Tribes, Russian River Watershed Coalition, Sonoma County Regional Climate Protection Authority. Promote fundraising events and resources for entities that implement programs supporting member agency objectives. |
| C | Project Management and Controls | 6 | 36 | 0 | 30 | 0 | 72 | $16,836 | $400 | $4,000 | $21,236 | Budget tracking, internal process meetings and invoicing. $4,000 ODC to Administrative Agency (City of Ukiah) for their time administering the contract and processing invoices. |
| **Executive Director Services Totals** | | **75** | **153** | **30** | **168** | **0** | **426** | **$100,731** | **$850** | **$8,500** | **$110,081** | |

## APPENDIX B: 2022-2023 RRWA Work Plan Special Benefit Projects - Adopted February 24, 2022

| | | RRWA STAFF/ CONSULTANT SERVICES | | | | | | | | | | Assumptions/Comments |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Executive Director | Project Manager | Technical Support | Program Specialist | Admin | Total Hours | Total Labor Costs | Sub/ODC Markup | Other Direct Costs (ODC) | **Cash Totals** | |
| | | $315 | $256 | $195 | $191 | $144 | | | 10.0% | | | |
| **B.1 Implementation of Outreach Strategies** | | 18 | 29 | 0 | 38 | 0 | 85 | $20,352 | $605 | $6,050 | $27,007 | |
| A | Development/Advocacy | 4 | 28 | 0 | 14 | 0 | 46 | $11,102 | $0 | $0 | $11,102 | Respond to BOD & TWG requests to support watershed-wide initiatives as identified during the work plan year. |
| B | Sponsorships | 0 | 1 | 0 | 12 | 0 | 13 | $2,548 | $605 | $6,050 | $9,203 | Promote RRWA and sponsor clean-up events including $1,500 for RRW/Russian Riverkeeper cleanup, $500 for coastal cleanup, and $250 for Mendocino County cleanup; Daily Acts cobranding support $1,000; and sponsor Steelhead festival at $1,000 level. Includes $1,000 for Fiesta de Independencia, $500 for Mendocino County Earth Day, and $300 for Cloverdale's La Familia Sana emergency support or Resilient Cloverdale. |
| C | New Member Outreach | 14 | 0 | 0 | 12 | 0 | 26 | $6,702 | $0 | $0 | $6,702 | Outreach to potential RRWA voting members and associate members including a New Member Outreach Plan. Potential associate members include new Phase II MS4s, SCOE, MCOE, Sonoma State University, Santa Rosa Junior College, and Tribes. Potential voting members include RRFC, Caltrans, SMART, and Rohnert Park. |
| **B.2 Outreach Strategies** | | 11 | 44 | 110 | 122 | 0 | 287 | $59,481 | $0 | $0 | $59,481 | |
| A | Implementation of Public Outreach and Response | 3 | 22 | 30 | 30 | 0 | 85 | $18,157 | $0 | $0 | $18,157 | Support previous outreach campaign efforts and respond to inquiries and requests for information; presentations to outside organizations; assistance to Sonoma Water on student video contest, including ADA services for online posted materials as needed. |
| B | Environmental Articles | 0 | 6 | 16 | 60 | 0 | 82 | $16,116 | $0 | $0 | $16,116 | Coordination of monthly environmental article topics, soliciting guest authors, development (written in-kind by member agencies), posting on RRWA blog in English and Spanish, email to general distribution list, and submittal for publication as a column in local newspapers. As possible, track and document distribution and reach. |
| C | Collaborative Outreach Coordination | 4 | 12 | 40 | 8 | 0 | 64 | $13,660 | $0 | $0 | $13,660 | Support and coordinate regional outreach efforts including the facilitation of public event attendance and other local events that provide opportunities to engage with the public, including ideal opportunities for engaging with the Spanish speaking community; coordinate with Member Agencies on event attendance. |
| D | Drought Campaign | 4 | 4 | 24 | 24 | 0 | 56 | $11,548 | $0 | $0 | $11,548 | Continue outreach efforts related to drought awareness and education campaign including social media content, facilitating and highlighting regional collaborations, radio ads, etc. Includes participation in drought subcommittee as needed and looking for drought related funding opportunities. Placeholder to be used as needed. |
| **B.3 Outreach Online** | | 8 | 7 | 49 | 116 | 0 | 180 | $36,023 | $240 | $2,400 | $38,663 | |
| A | Website Maintenance | 0 | 2 | 12 | 28 | 0 | 42 | $8,200 | $90 | $900 | $9,190 | Maintain website content such as posting of meeting dates, agendas and summaries, and updating content blog(s). ODC for 12-month website maintenance and technical support plan. |
| B | Watershed Map | 0 | 1 | 25 | 8 | 0 | 34 | $6,659 | $50 | $500 | $7,209 | Maintain online interactive map of the Russian River watershed. Execute updates as directed, such as improve existing layers or adding layer sources on map updates. |
| C | Social Media | 8 | 4 | 12 | 80 | 0 | 104 | $21,164 | $100 | $1,000 | $22,264 | Maintain existing social media account(s) to engage online community and to promote events, programs, projects, and member agency content. Utilize existing stormwater outreach library to create "edu-memes" (picture posts with succinct messaging) for Facebook and for member usage. Assumes approximately 1 hour per week for posting content and 1 hour per week for response to inquiries as needed. $1,000 ODC includes ad placement costs. Provide two outreach performance metric updates. Participate in Social Media subcommittee. |

| | | RRWA STAFF/ CONSULTANT SERVICES | | | | | | | | | | Assumptions/Comments |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Executive Director | Project Manager | Technical Support | Program Specialist | Admin | Total Hours | Total Labor Costs | Sub/ODC Markup | Other Direct Costs (ODC) | **Cash Totals** | |
| | | $315 | $256 | $195 | $191 | $144 | | | 10.0% | | | |
| **B.4 Russian River Friendly Landscaping** | | 48 | 14 | 6 | 134 | 8 | 210 | $46,620 | $2,652 | $26,520 | $75,792 | |
| A | RRFL Communications, Management, and Implementation | 14 | 12 | 6 | 66 | 0 | 98 | $21,258 | $0 | $0 | $21,258 | Outreach to green industry professionals and Russian River Friendly Landscaping (RRFL) email list, Santa Rosa Junior College, Sonoma State, ReScape, and Mendocino and Sonoma Master Gardeners; respond to inquiries and requests for use of Guidelines. Maintain signage program implemented in conjunction with subcommittee. Continue enhancing/maintaining website library of RRFL materials. RRWA will also provide support services and outreach for events and trainings held by member agencies. Coordinate and facilitate residential and commercial outreach strategies for the program as directed by the RRFL subcommittee. Potential initiatives including workshop/training promotion, design, and distribution planning for a small RRFL sign, biennial event follow-up, and/or other deliverables as directed. |
| B | Event for Landscape Professionals | 30 | 0 | 0 | 60 | 8 | 98 | $22,062 | $400 | $4,000 | $26,462 | Coordinate and facilitate the RRFL Biennial Event as directed by the RRFL subcommittee. Create RRFLG materials supporting Biennial Event. |
| C | Carbon Gardening | 4 | 2 | 0 | 8 | 0 | 14 | $3,300 | $2,252 | $22,520 | $28,072 | Coordinate and facilitate consultant contract(s) as directed by the RRFL subcommittee. ODC includes contract cost with Daily Acts. Daily Acts scope includes implementation of a watershed scale outreach and education campaign featuring eight Spanish language video focused on urban scale carbon gardening, an interactive website, and carbon-gardening outreach material. Managing Daily Acts Contract |
| **B.5 Regulatory Forum and Advocacy** | | 36 | 32 | 0 | 52 | 6 | 126 | $30,328 | $0 | $0 | $30,328 | |
| A | Research, read, review & author response letters. Verbal comments as appropriate. Prioritization of issues and topics | 12 | 4 | 0 | 30 | 6 | 52 | $11,398 | $0 | $0 | $11,398 | Research, view-point/opinion compilation, writing, review, prepare drafts, coordinate signatures and distribution of up to 6 comment letters. Monitor member agency permitting and policy issues and Coordinate responses of member agencies. Provide forum for discussions with RWQCB and affected member agencies as Russian River TMDL is developed and provide review and comment. Support agencies in the review of state and federal initiatives that may affect member agencies. |
| B | Attendance at Regional Board Meetings | 4 | 0 | 0 | 6 | 0 | 10 | $2,406 | $0 | $0 | $2,406 | Annual presentation to RWQCB by Board of Directors Chair and Executive Director. |
| C | Quarterly Meeting with Regional Board EO | 12 | 12 | 0 | 12 | 0 | 36 | $9,144 | $0 | $0 | $9,144 | Up to 4 meetings including meeting prep, attendance and travel time. |
| D | TMDL Support | 8 | 16 | 0 | 4 | 0 | 28 | $7,380 | $0 | $0 | $7,380 | Review and comment on proposed regulatory initiatives, attend meetings on behalf of agencies, and track and report on progress. Placeholder to be used as needed. |
| **B.6 Regional Stormwater Program Support** | | 3 | 52 | 30 | 72 | 0 | 157 | $33,859 | $1,748 | $17,480 | $53,087 | |
| A | Stormwater Activities Table | 1 | 10 | 0 | 6 | 0 | 17 | $4,021 | $0 | $0 | $4,021 | Develop Technical Memo describing all Stormwater related activities undertaken on behalf of member agencies during 2021-2022. Report delivered by the end of August 2022 for incorporation into Annual Reports. |
| B | CASQA Participation | 0 | 3 | 30 | 0 | 0 | 33 | $6,618 | $0 | $0 | $6,618 | Participate in California Stormwater Quality Association (CASQA) subcommittees and provide updates and resources to member agencies. Cost assumes in-kind annual conference attendance payment by West Yost Associates. |
| C | CASQA Group Membership | 0 | 6 | 0 | 18 | 0 | 24 | $4,974 | $1,628 | $16,280 | $22,882 | Coordinate CASQA group membership, including invoicing and managing the membership, subscription to the Industrial/Commercial and Construction BMP Manuals, includes four membership slots for RRWA staff. Task also includes area-wide funding for centralized OWOW program coordination and administration. ODCs are $11,200 for group membership and $5,080 for OWOW program administration. |
| D | Restaurant Placemats | 0 | 1 | 0 | 20 | 0 | 21 | $4,076 | $120 | $1,200 | $5,396 | Continue to provide partners with placemats, including bilingual placemats, update placemat as directed by the TWG, continue to seek out new partners throughout the watershed. |
| E | Creek Week | 0 | 2 | 0 | 16 | 0 | 18 | $3,568 | $0 | $0 | $3,568 | Support Member Agencies in outreach efforts to engage the community to participate in creek week events; develop a landing page of Creek Week events happening through the watershed; link cleanup eventer on the interactive watershed atlas; adopt a Creek Week proclamation, provide a post-event metric report. |
| F | Municipal Stormwater regulation, review, comment, advocate | 2 | 30 | 0 | 12 | 0 | 44 | $10,602 | $0 | $0 | $10,602 | Review, comment, and advocate on regulations related to Stormwater National Pollutant Discharge Elimination System (NPDES) permitting, State and local regulations regarding Stormwater resource plans; follow and support funding initiatives; track progress, report and support development of relevant state and federal initiatives. Follow the Phase II Permit renewal process; review and comment on permit drafts; update TWG on significant issues that may impact state-wide requirements. |
| **B.7 Russian River Regional Monitoring Program** | | 36 | 0 | 0 | 6 | 0 | 42 | $12,486 | $0 | $0 | $12,486 | |
| A | R3MP Participation | 36 | 0 | 0 | 6 | 0 | 42 | $12,486 | $0 | $0 | $12,486 | Support member agency participation in the development of the Russian River Regional Monitoring Program (R3MP). |
| **TOTAL General Benefit Projects** | | **160** | **178** | **195** | **540** | **14** | **1087** | **$239,149** | **$5,245** | **$52,450** | **$296,844** | |

## APPENDIX C: 2022-2023 RRWA Work Plan Special Benefit Projects - Adopted February 24, 2022

| | | RRWA STAFF/ CONSULTANT SERVICES | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Executive Director | Project Manager | Technical Support | Project Specialist | Admin | Total Hours | Total Labor Costs | Sub/ODC Markup | Other Direct Costs (ODC) | **Cash Totals** | Assumptions/Comments |
| | | $315 | $256 | $195 | $191 | $144 | | | 10.0% | | | |
| **C.1 Stormwater Phase 1 Support for Cloverdale** | | 1 | 9 | 0 | 10 | 0 | 20 | $4,529 | $0 | $0 | $4,529 | |
| A | Co-Permittee Meeting & Project Facilitation | 1 | 9 | 0 | 10 | 0 | 20 | $4,529 | $0 | $0 | $4,529 | Monthly Co-Permittee meeting and Regional Water Board meeting planning, agendas, handouts, facilitation, and summary notes. Assumes 3 meetings per Member Agency. Facilitation will be based on an as needed basis and as directed by the TWG. Placeholder to be used as needed. |
| **C.2 Stormwater Phase 1 Support** | *All Co-Permittees* | 2 | 23 | 190 | 16 | 6 | 237 | $47,488 | $50 | $500 | $48,038 | |
| A | LID Annual Training | 0 | 1 | 8 | 4 | 0 | 13 | $2,580 | $50 | $500 | $3,130 | Support Co-Permittees with promotion of Stormwater Low Impact Development (LID) training. Includes $500 for facility. Placeholder to be used as needed. |
| B | Update LID Manual and/or Calculator | 2 | 22 | 182 | 12 | 6 | 224 | $44,908 | $0 | $0 | $44,908 | Support Co-Permittees with updates to the Stormwater Low Impact Development (LID) Manual and calculator updates as directed by the TWG. Placeholder to be used as needed. |
| **C.3 Lower Watershed Monitoring Plan** | *Lower Watershed Co-Permittees* | 1 | 32 | 20 | 4 | 0 | 57 | $13,171 | $0 | $0 | $13,171 | |
| A | Lower Watershed Stormwater Quality Monitoring and Reporting Plan Implementation | 1 | 32 | 20 | 4 | 0 | 57 | $13,171 | $0 | $0 | $13,171 | Support implementation of Stormwater Quality Monitoring Reports for Windsor, Santa Rosa, Cotati, Sebastopol, Sonoma Water, and Sonoma County. Aggregate and disseminate data; support compilation of semi-annual reports as requested. Assumes a maximum of hours. Placeholder to be used as needed. |
| **C.4 Upper Russian River Program** | *Mendocino County* | 10 | 10 | 0 | 0 | 0 | 20 | $5,710 | $0 | $0 | $5,710 | |
| A | Upper Russian River Water Managers Participation | 10 | 10 | 0 | 0 | 0 | 20 | $5,710 | $0 | $0 | $5,710 | Represent member agencies at meetings and report progress at BOD and TWG meetings. Placeholder to be used as needed. |
| **C.5 Phase I Child Outreach Plan** | *Ukiah and Sonoma County* | 2 | 2 | 0 | 10 | 0 | 14 | $3,052 | $2,000 | $20,000 | $25,052 | |
| A | Water Education Program Coordination | 2 | 2 | 0 | 10 | 0 | 14 | $3,052 | $2,000 | $20,000 | $25,052 | Coordinate Ukiah, and County of Sonoma's participation in Sonoma Water's Water Education Program; includes coordinating with Sonoma Water to set up the program and assistance with soliciting participation to local schools. |

| | | RRWA STAFF/ CONSULTANT SERVICES | | | | | | | | | | Assumptions/Comments |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Executive Director | Project Manager | Technical Support | Project Specialist | Admin | Total Hours | Total Labor Costs | Sub/ODC Markup | Other Direct Costs (ODC) | **Cash Totals** | |
| | | $315 | $256 | $195 | $191 | $144 | | | 10.0% | | | |
| **C.6 Regional Our Water Our World Contract** | *Cloverdale, Healdsburg, Ukiah, Mendocino County, Sonoma County, Sonoma Water, and Windsor* | 0 | 6 | 0 | 20 | 0 | 26 | $5,356 | $1,652 | $16,521 | $23,529 | |
| A | Regional Our Water Our World Program | 0 | 6 | 0 | 20 | 0 | 26 | $5,356 | $1,652 | $16,521 | $23,529 | Manage regional contract for Our Water Our World to coordinate and implement pesticide-related education and outreach at nurseries. ODC includes contract cost. Printing costs and purchase of other promotional supplies not included. |
| **C.7 Sonoma State WATERS Project** | *Cloverdale, Healdsburg, Santa Rosa, Ukiah, Mendocino County, Sonoma County, Sonoma Water, Cotati, and Windsor* | 16 | 2 | 0 | 8 | 2 | 28 | $7,368 | $1,750 | $17,500 | $26,618 | |
| A | Sonoma State WATERS Project | 16 | 2 | 0 | 8 | 2 | 28 | $7,368 | $1,750 | $17,500 | $26,618 | In partnership with Sonoma State University (SSU), Sonoma Water, and Santa Rosa, sponsor and support the ongoing project as part of the Watershed Academics to Enhance Regional Sustainability (WATERS) program. Continue research from previous years on the nexus between water quality and homelessness including water sampling, social media campaign, mapping, and working with community leaders. |
| **C.8 Regional Coordination - Safe Medicine Disposal Program** | *All RRWA Members* | 16 | 0 | 0 | 22 | 0 | 38 | $9,242 | $300 | $3,000 | $12,542 | |
| A | Coordination with regional partners, development of outreach materials | 16 | 0 | 0 | 22 | 0 | 38 | $9,242 | $300 | $3,000 | $12,542 | Regional coordination with program partners and existing outreach efforts (up to $2,000). Support possible sunset of regional program and transition to PhRMA program. ODC includes $1,000 sponsorship for the California Product Stewardship Council. |
| **C.9 Hauling and Disposal - Safe Medicine Disposal Program** | *Cloverdale and Windsor* | 3 | 0 | 0 | 9 | 0 | 12 | $2,664 | $420 | $4,200 | $7,284 | |
| A | Administer Safe Medicine Disposal Drop-off Sites - Cloverdale | 2 | 0 | 0 | 6 | 0 | 8 | $1,776 | $240 | $2,400 | $4,416 | Coordination at sites in Cloverdale. Cost includes hauling and disposal fees. Staff time may include review of program policies and procedures as they relate to regulatory changes. |
| B | Administer Safe Medicine Disposal Drop-off Sites - Windsor | 1 | 0 | 0 | 3 | 0 | 4 | $888 | $180 | $1,800 | $2,868 | Coordination at sites in Windsor through December 2022. Cost includes hauling and disposal fees. Staff time may include review of program policies and procedures as they relate to regulatory changes. |
| **C.10 Streets to Creeks** | *All RRWA Members* | 0 | 4 | 2 | 12 | 0 | 18 | $3,706 | $4,500 | $45,000 | $53,206 | |
| A | Streets to Creeks | 0 | 4 | 2 | 12 | 0 | 18 | $3,706 | $4,500 | $45,000 | $53,206 | Support further development of the Streets to Creeks outreach campaign and campaign material; incorporate outreach material into RRWA materials and social media. |
| **C.11 Bulk Purchases - LID Signs** | *Windsor* | 0 | 0 | 0 | 3 | 0 | 3 | $573 | $50 | $500 | $1,123 | |
| A | LID Signs | 0 | 0 | 0 | 3 | 0 | 3 | $573 | $50 | $500 | $1,123 | Assumes hours as specified and $500 to purchase signs. Placeholder to be used as needed. |
| **TOTAL Special Benefit Projects** | | **51** | **88** | **212** | **114** | **8** | **473** | **$102,859** | **$10,722** | **$107,221** | **$220,802** | |