Russian River Watershed Association
2025-2026 Work Plan

PREPARED FOR

Russian River Watershed Association

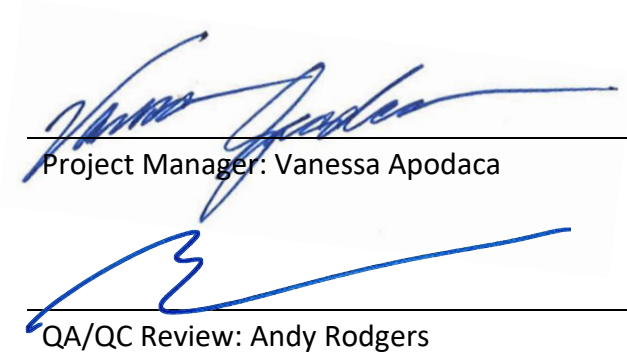
PREPARED BY

2025-2026 Work Plan

Prepared for

Russian River Watershed Association

Project No. 592-40-25-18



Project Manager: Vanessa Apodaca — 6/26/2025 Date

QA/QC Review: Andy Rodgers — 6/26/2025 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....6
Permit Requirements addressed through Deliverables....6
Phase I Permit Requirement....6
Phase II Permit Requirement....6
Budget....7

B. GENERAL BENEFIT PROJECTS....7

B.1 Outreach Strategies....7
Purpose....7
Tasks....7
Deliverables....9
Permit Requirements Addressed through Deliverables....10
Phase I Permit Requirements....10
Phase II Permit Requirements....10
Budget....10

B.2 Russian River-Friendly Landscaping Event....11
Purpose....11
Tasks....11
Deliverables....11
Permit Requirements Addressed Through Deliverables....11
Phase I Permit Requirement....11
Phase II Permit Requirement....11
Budget....11

B.3 Regulatory Forum and Advocacy....12
Purpose....12
Tasks....12
Deliverables....12
Permit Requirements Addressed Through Deliverables....13
Phase I & II Permit Requirements....13
Budget....13

B.4 Regional Stormwater Program Support....13
Purpose....13
Tasks....13
Deliverables....14
Permit Requirements Addressed Through Deliverables....15
Phase I Permit Requirement....15
Phase II Permit Requirement....15

Table of Contents

Budget 16

C. Special Benefit Projects 16

C.1 Phase 1 Permit Renewal 16
Purpose 16
Tasks 16
Deliverables 16
Permit Requirements Addressed through Deliverables 17
Phase I Permit Requirements 17
Phase II Permit Requirements 17
Budget 17

C.2 Phase I Child Outreach Plan | Ukiah and Sonoma County 17
Purpose 17
Tasks 17
Deliverables 17
Permit Requirements Addressed through Deliverables 18
Phase I Permit Requirement 18
Phase II Permit Requirement 18
Budget 18

C.3 Regional Our Water Our World Contract 18
Purpose 18
Tasks 18
Deliverables 19
Permit Requirement Addressed by Deliverable 19
Phase I Permit Requirement 19
Phase II Permit Requirement 19
Budget 19

C.4 Sonoma State WATERS Project 20
Purpose 20
Tasks 20
Deliverables 20
Permit Requirement Addressed by Deliverable 20
Phase I Permit Requirement 20
Phase II Permit Requirement 20
Budget 20

C.5 to C.8 Streets to Creeks 20
Purpose 20
Tasks 21
Deliverables 21
Permit Requirements Addressed by Deliverables 21
Phase I Permit Requirement 21
Phase II Permit Requirement 22
Budget 22

C.9 Grant Support 22

Table of Contents

Purpose 22
Tasks 22
Deliverables 22
Permit Requirement Addressed Through Deliverable 22
Phase I Permit Requirement 22
Phase II Permit Requirement 22
Budget 22
C.10 Operators Forum 23
Purpose 23
Tasks 23
Deliverables 23
Permit Requirement Addressed Through Deliverable 23
Phase I Permit Requirement 23
Phase II Permit Requirement 23
Budget 23

LIST OF TABLES

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

LIST OF ATTACHMENTS

Appendix A – Master Budget and Executive Director Services Budget

Appendix B - General Benefit Projects Budget

Appendix C - Special Benefit Projects Budget

PURPOSE AND ORGANIZATION OF THE WORK PLAN

This Work Plan has been prepared in accordance with Section B, Paragraph 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, Paragraph 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 cost allocation formula for the 2025-2026 RRWA Work Plan are shown in Table 1.

Table 1. Member Agency Percentages of Total Operating Budgets	
Member Agency	Percentage Share (2025-2026)
City of Cloverdale	2.09
City of Cotati	1.52
City of Healdsburg	3.32
City of Santa Rosa	22.99
City of Sebastopol	1.77
City of Ukiah	4.29
Mendocino County	3.82
Sonoma County	44.88
Sonoma Water	10.91
Town of Windsor	4.41
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 2025-2026 Work Plan are shown in Table 2.

Table 2. Special Benefit Project Allocation	
Task/Program	Allocation
C.1 Phase 1 Permit Renewal	Divided evenly between all member agencies except Mendocino County
C.2 Phase I Child Outreach Plan	Divided evenly between Ukiah and Sonoma County
C.3 Regional Our Water Our World Contract	Divided evenly between Cloverdale, Healdsburg, Ukiah, Mendocino County, Sonoma County, Sonoma Water, and Windsor
C.4 Sonoma State WATERS Project	50% of the total budget divided evenly between all member agencies except Sebastopol and Mendocino County plus 50% of the total budget times the total operating budget percentages assigned to each agency excluding Sebastopol and Mendocino County
C.5 Streets to Creeks Administration	Divided evenly between all member agencies
C.6 Streets to Creeks Campaign 1	50% of the total budget divided evenly between Cotati and Mendocino County plus 50% of the total budget times the total operating budget percentages assigned to Cotati and Mendocino County
C.7 Streets to Creeks Campaign 2	50% of the total budget divided evenly between all member agencies except Cotati and Mendocino County plus 50% of the total budget times the total operating budget percentages assigned to each agency excluding Cotati and Mendocino County
C.8 Streets to Creeks Promotional Items	50% of the total budget divided evenly between all member agencies except Sebastopol and Mendocino County plus 50% of the total budget times the total operating budget percentages assigned to each agency excluding Sebastopol and Mendocino County
C.9 Grant Support	Divided evenly between Santa Rosa, Sonoma Water, and Windsor
C.10 Operators' Forum	Divided evenly between Cloverdale, Santa Rosa, Ukiah, Sonoma Water, and Windsor

WORK PLAN UPDATES OR MODIFICATIONS

For the 2025-2026 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 five-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, association communications, BOD and TWG meetings, executive staff meetings, legal services, strategic planning, and Work Plan development. For the 2025-2026 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. The Town of Windsor will host regular Board of Directors (BOD) and Technical Working Group (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 planning and coordination, including notifications, presentations, 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. Participation by the ED and one RRWA staff member at all meetings.

- BOD field trip includes planning, presentations, guest speakers, handouts, and logistics for a field trip event. Assumes one half-day event during the work plan year as directed by the BOD. Participation by ED and two staff members.
- Executive Programs & Initiatives Committee (EPIC) coordination, preparation, planning of presentations, agendas, handouts, and summary notes, and participation in Executive Committee meetings. Up to four, one-hour meetings per year. Participation by two staff members at all meetings.
- TWG meeting coordination, preparation, planning of presentations, agendas, handouts, and summary notes. Two optional hybrid and two virtual 2-hour TWG meetings per year. Hybrid meetings to be in April and October. Meetings structured to discuss the workplan project tasks in detail with focus on task scoping, progress reporting (metrics, dates, % complete, etc.), completed milestones, and cost reporting. Participation by up to two staff members at all meetings.
- General association communications include general communication (e-mails, phone calls, etc.), maintaining mailing and distribution lists, and miscellaneous 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, Respect Russian River, Russian River Confluence, SMART, and The Great Redwood Trail Agency. Promote fundraising events and provide resources for entities that implement programs supporting member agency objectives. Respond to inquiries from members and potential new members.
- Project management and controls includes budget tracking, internal process meetings, quarterly financial progress reports, and invoicing. $6,000 ODC to Administrative Agency (City of Ukiah) for their time administering the contract and processing invoices.
- 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.
- Strategic plan will conclude previous year's planning efforts and begin implementation of the three-year RRWA strategic plan. Provide EPIC and TWG progress updates at regular meetings during the year. Efforts include preparing draft documents; facilitating EPIC, TWG, and BOD comments; contacting follow-up communications and meeting scheduling.
- Beginning in September 2025, coordinate and develop 2026-2027 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 2026.

Deliverables

A.1 A & B BOD Coordination & Meeting Participation and Field Trip	Agenda packets will be distributed prior to BOD meetings, including agendas, handouts, and minutes from the previous meeting. Email notifications, calendar invites, presentation slides with notes handouts, meeting materials and meeting minutes.
A.2.A Executive Programs & Initiatives Committee Coordination & Meeting Participation	Preparation and planning of Executive Committee meetings including agendas, handouts, and summary notes from the previous meeting. Email notifications, calendar invites, meeting materials, and summary notes.
A.2.B TWG Coordination & Meeting Participation	Meeting packets distributed prior to TWG meetings, including the agendas, draft presentations, handouts, and summary notes from the previous meeting. Email notifications, calendar invites, meeting materials, and summary notes.
A.3.A. General Association Communications	Upload distribution list to SharePoint quarterly. Promote events and resources for entities that implement programs supporting member agency objectives.
A.3.B. Project Management and Controls	Monthly invoicing, year-end budget summaries, and quarterly financial progress reports.
A.3.D Strategic Plan	Provide EPIC and TWG progress updates at regular meetings during the year. Prepare draft documents, facilitating EPIC, TWG, and BOD comments, follow-up communications and meeting scheduling.
A.3.E. Coordinate and Develop 2026-2027 Work Plan	2026-2027 Work Plan and Budget.

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, Executive Committee, and TWG meetings provide support for coordinated 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 and TWG meetings provide support for coordinated collaboration and opportunities to hear public comment.

Budget

The budget for ED Services is $199,599 including Administrative Agency cost ($6,000) for Administrative Agency functions in accordance with the MOU, travel costs, strategic planning consultant ($17,500) and reserve for legal fees ($4,000). (See Attachment 1, Appendix A for budget spreadsheet) exclusive of in-kind services.

B. GENERAL BENEFIT PROJECTS

B.1 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 2025-2026, 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.
- Optimize 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 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.
- 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 2026 RRWA BOD meeting, if possible.
- Promote RRWA and sponsor clean-up events including $1,500 for Russian Riverkeeper cleanup, $500 for coastal cleanup $300 for Mendocino County cleanup; Daily Acts cobranding support $1,000; $500 for Mendocino County Earth Day, $300 for Cloverdale's La Familia Sana and/or Resilient Cloverdale, $1,000 for California Product Stewardship Council, and $1,100 for California Landscape Contractors Association; and sponsor/table as the Steelhead

Festival and Fiesta de Independencia as $1,000 level sponsors. 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.

- Outreach Communications, Development, and Implementation: 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, including ADA services for online posted materials as needed.
- Maximize RRWA participation by members, partners, and the public.
- Undertake public outreach activities to encourage environmental stewardship and pollution prevention.
- Website maintenance: Website updates will be made regularly, including general maintenance, posting of meeting dates, agendas and summaries, 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. Assumes approximately 1 hour per week for developing and posting content and 1 hour per week for response to inquiries. Other direct costs (ODC) include ad placement costs. Provide two outreach performance metric updates.

Deliverables

B.1.A Outreach Communications, Development, and Implementation	Respond to BOD & TWG requests to support watershed-wide initiatives as identified during the work plan year. 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.1.B Sponsorships and Events	Sponsor clean-up events including $1,500 for Russian Riverkeeper cleanup, $500 for coastal cleanup, and $300 for Mendocino County cleanup; provide $1,000 for Daily Acts cobranding support; sponsor Steelhead Festival at $1,000 level; sponsor Fiesta de Independencia at $1,000 level; provide $500 for Mendocino County Earth Day; provide $300 for Cloverdale's La Familia Sana and/or Resilient Cloverdale; provide $1,000 for California Product Stewardship Council; and provide $1,100 for California Landscape Contractors Association. 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. Includes staffing at two tabling events.
B.1.C Regional RRWA Program Outreach Coordination and Participation	Preparation, planning, and participation in RRWA program Subcommittee meetings. Meeting frequency as directed by Subcommittees. Meeting preparation and deliverables include agendas and handouts. Participation by two staff members at all meetings. • Respond to inquiries and requests for use of Russian River Friendly Landscaping (RRFL) Guidelines. Continue enhancing/maintaining website library of RRFL materials. Maintain RRFL signage program in conjunction with RRFL subcommittee. Coordinate and facilitate residential and commercial outreach strategies for the program as directed by the RRFL subcommittee. • Regional coordination between member agencies and with program partners regarding efforts to oversee Stewardship Programs implemented by PhRMA in conjunction with Safe Medicine Disposal

	Subcommittee. Provide support services and outreach for events and campaign. • Support development of the RR watershed network as part of DWR's grant-funded RR Resiliency Plan managed by Sonoma Water.
B.1.D. Website Maintenance	Maintain website content such as posting of meeting dates, agendas and summaries, and updating content. ODC for 12-month website maintenance and technical support plan.
B.1.E Watershed Map	Maintain online interactive map of the Russian River watershed. Execute updates, such as improve existing layers or adding layer sources on map updates. ODC includes web map hosting.
B.1.F. Social Media	Maintain existing social media accounts. Create content and utilize existing outreach library to create "edu-memes." ODC includes ad placement costs. Provide outreach performance metric updates to TWG.

Permit Requirements Addressed through Deliverables

Phase I Permit Requirements

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.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 $156,667. ODC of $11,935 includes sponsorships of programs and special events, exclusive of in-kind services (see Attachment 1, Appendix B for budget spreadsheet).

B.2 Russian River-Friendly Landscaping Event

Purpose

RRWA will continue to enhance the Russian River-Friendly Landscaping (RRFL) program targeting non-residential sites utilizing the strategies identified in past RRFL 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):

Coordinate and facilitate an in-person event as directed by and in conjunction with the RRFL subcommittee. Create RRFL materials supporting the event. ODC for speaker and facility fees and incidental event purchases.

Deliverables

B.2.A Event or Workshop Series for Landscape Professionals	Coordinate and facilitate an in-person RRFL Biennial as directed by and in conjunction with the RRFL subcommittee. Create RRFL materials supporting Biennial Event. ODC for speaker and facility fees and incidental event purchases.

Permit Requirements Addressed Through Deliverables

Phase I Permit Requirement

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 $29,019. ODC of $2,200 for speaker and facility fees and incidental event purchases (see Attachment 1, Appendix B for budget spreadsheet).

B.3 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 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 12 comment letters. 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, compile viewpoint/opinion, write, review, prepare drafts, coordinate signatures and distribute up to 12 comment letters. Monitor member agency permitting and policy issues and coordinate responses of member agencies. Support agencies in the review of state and federal initiatives that may affect member agencies.
- Presentation at Regional Board Meeting: RRWA executive director will present at one (1) RWQCB meeting with RRWA board officer(s) including meeting preparation, participation and travel time.
- Biannual Meeting with Regional Board Executive Officer: RRWA will attend two (2) meetings and up to one contingency meeting per year with the RRWA BOD Chair and Vice Chair, and Regional Water Board executive staff to discuss current and relevant Russian River watershed priorities. RRWA will provide meeting facilitation including scheduling, draft agendas, meeting preparation, participation and travel time.

Deliverables

B.3.A Research, read, review & author response letters. Verbal comments as appropriate. Prioritization of issues and topics.	Research, view-point/opinion compilation, writing, review, prepare drafts, coordinate signatures and distribution of up to 12 comment letters. Monitor member agency permitting and policy issues and Coordinate responses of member agencies. Support agencies in the review of state and federal initiatives that may affect member agencies.
B.3.B Presentation at Regional Board meetings	Annual presentation to RWQCB by Board of Directors Chair and Executive Director. The once-per-year presentation to RWQCB provides an overview of RRWA, information about the

	Russian River watershed, the regional collaboration achieved by RRWA members, and highlights the many successful RRWA programs.
B.3.C Bi-annual meetings with Regional Board EO	Two, and up to one contingency, meetings per year between RRWA BOD Chair and Vice-Chair, RWQCB Executive Officer and staff, and RRWA Executive Director including meeting preparation, participation, and travel time.

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 $30,693. (see Attachment 1, Appendix B for budget spreadsheet).

B.4 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 Memorandum: RRWA staff will develop a Technical Memorandum (TM) that describes all stormwater related activities undertaken on behalf of the member agencies during the 2024-2025 fiscal year. This TM will be delivered to agencies at the end of August 2025, so agencies can incorporate the information into their annual reports for submittal to the RWQCB.
- 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. ODC includes group membership, centralized OWOW program administration.

- Educational Placemats: RRWA staff will continue to provide partners with bilingual placemats and continue to seek out new partners throughout the watershed. Maintain metrics on distribution totals by location. ODC includes material costs.
- 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.

Deliverables

B.4.A Stormwater Activities Memorandum	Develop Technical Memo describing all Stormwater related activities undertaken on behalf of member agencies during 2024-2025. Report delivered by the end of August 2025 for incorporation into Annual Reports.
B.4.B CASQA Group Membership	Coordinate CASQA group membership, including invoicing and managing the membership, subscription to the Industrial/Commercial and Construction Best Management Practice (BMP) Manuals, includes four membership slots for RRWA staff. Task also includes area-wide funding for centralized Our Water Our World (OWOW) program coordination and administration. ODCs are $13,750 for group membership and $8,250 for OWOW program administration, and $900 for BMP Manuals.
B.4.C Educational Placemats	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.
B.4.D 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 events on the interactive watershed atlas; adopt a Creek Week proclamation, provide a post-event metric report.

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 $49,598. ODC of $26,950, includes CASQA group membership (including four membership slots for RRWA staff), Our Water Our World program administration funding, BMP manuals, and placemat printing, exclusive of in-kind services (see Attachment 1, Appendix B for budget spreadsheet).

C. SPECIAL BENEFIT PROJECTS

C.1 Phase 1 Permit Renewal

Purpose

The purpose of this program is to provide collaborative program implementation support for the Phase I Permit. This project may include preparing and administering a Request for proposals (RFP) to update the Stormwater Low Impact Development Manual and calculator and issuing an RFP for developing a monitoring workplan. No subconsultant costs are included.

Tasks

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

- May include preparing and administering an RFP to update the Stormwater Low Impact Development Manual and calculator and issuing an RFP for developing a monitoring workplan.

Deliverables

C.1.A Phase 1 Permit: General Support	Support TWG with preparing and administering an RFP to update to the Stormwater Low Impact Development (LID) Manual and calculator as directed by the TWG. Placeholder to be used as needed. Efforts include meeting to identify the scope, creating a draft RFP, receiving and addressing TWG comments, identifying consultants and clearinghouses for the solicitation, issuing the RFP, fielding questions, issuing addendums, receiving the proposals and transmitting them to 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 $27,486 for participating agencies, exclusive of in-kind services (see Attachment 1, Appendix C for budget spreadsheet).

C.2 Phase I Child Outreach Plan | Ukiah and Sonoma County

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.2.A Water Education Program Coordination	Coordinate Ukiah and County of Sonoma's participation in Sonoma Water's Water Education Program; includes contract administration, coordinating with Sonoma Water to set up the program, and assistance with soliciting participation to local schools. ODC includes contract cost at $10,000 (not to exceed) per participating agency. Labor hours are based off prior year's efforts.

Permit Requirements Addressed through 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 $24,347, including OCD of $22,000 for sub-consultant services, exclusive of in-kind services. (see Attachment 1, Appendix C for budget spreadsheet).

C.3 Regional Our Water Our World Contract

Purpose

The purpose of this program is to manage a contract with a private contractor implementing 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.3.A Regional Our Water Our World Program Implementation	Coordinate agency participation in the regional OWOW program which implements pesticide, herbicide, and fertilizer-related education and outreach at nurseries and hardware stores. The OWOW program provides outreach to the public and training for retail staff to educate on less toxic products and practices. There are currently nine locations participating in the program through RRWA within the participating agencies' geographical boundaries. ODC includes contract cost. Labor hours include contract administration, program oversight, event promotion, material ordering, and optimizing unified messaging with other RRWA programs. Printing costs and purchase of other promotional supplies are not included but may be purchased if budget is available.

Permit Requirement Addressed by Deliverable

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 $25,632 including ODC of $19,250 for sub-consultant services, exclusive of in-kind services (see Attachment 1, Appendix C for budget spreadsheet).

C.4 Sonoma State WATERS Project

Purpose

The purpose of this task is to develop and implement a project that utilizes an evolving University-Agency partnership to explore urban and rural creek water quality.

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. The program will include refocused themes for input and feedback by EPIC and TWG forums and eventual presentation to the BOD.

Deliverables

C.4.A Sonoma State WATERS Project	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. The program will include refocused themes for input and feedback by EPIC and TWG forums and eventual presentation to the BOD. ODC includes contract cost.

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 $27,883 including OCD of $19,250 for sub-consultant services, exclusive of in-kind services. ODC includes contract cost (see Attachment 1, Appendix C for budget spreadsheet).

C.5 to C.8 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 vendor payment and campaign content when needed.

Deliverables

C.5.A Streets to Creeks Administration	Facilitate and administer Street to Creeks contract. ODC includes contract cost.
C.6.A Streets to Creeks Campaign 1	Support further development of the Streets to Creeks outreach campaign; incorporate outreach material into RRWA materials and social media.
C.7.A Streets to Creeks Campaign 2	Support further development of the Streets to Creeks outreach campaign and campaign material; incorporate customized outreach material into RRWA materials and social media. Customized outreach material examples include, but are not limited to, trash focused outreach and/or other messaging around pollutants of concern. ODC includes vendor fees.
C.8.A Streets to Creeks Promotional Items	Facilitate ordering promotional items for tabling events.

Permit Requirements Addressed by Deliverables

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 $120,123 exclusive of in-kind services. ODC includes vendor fees and promotional items (see Attachment 1, Appendix C for budget spreadsheet).

C.9 Grant Support

Purpose

The purpose of this program is to support grant funding opportunities for member agency and regional projects. Research and report upcoming funding opportunities.

Tasks

RRWA staff will research and report upcoming watershed related funding opportunities and support member agency grant funded projects.

Deliverables

C.9.A Grant Support and Advocacy	Support grant funding opportunities for member agency projects and regional projects. Research and report upcoming funding opportunities.

Permit Requirement Addressed Through Deliverable

Phase I Permit Requirement

Not applicable.

Phase II Permit Requirement

Not applicable

Budget

The budget for this program is $17,706 (see Attachment 1, Appendix C for budget spreadsheet).

C.10 Operators Forum

Purpose

The purpose of this project is to support TWG's management of and implantation of a wastewater treatment operators' forum in which staff from treatment facilities convene for regional information sharing and to identify potential cost saving measures.

Tasks

RRWA staff will support TWG in their convening of up to two Operator's Forums.

Deliverables

C.10.A Operators Forum Support	Support ongoing Wastewater Operators' Forum for regional facilities. Support TWG's management and implementation to convene a bi-annual working group comprised of wastewater operation staff to tour local treatment facilities, network, and identify potential cost saving measures through regional information sharing. Staff time includes event facilitation assistance and participation. ODC includes food costs and event materials. Forum attendance by up to two staff members.

Permit Requirement Addressed Through Deliverable

Phase I Permit Requirement

Not applicable.

Phase II Permit Requirement

Not applicable

Budget

The budget for this program is $9,844 exclusive of in-kind services. ODC includes $550 for purchasing food for operators (see Attachment 1, Appendix C for budget spreadsheet).

APPENDIX A: 2025-2026 RRWA Work Plan - Master Budget - Adopted February 27, 2025

	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	$33,146	*$0*	$33,146	$2,003	$1,910	$2,207	$5,468	$1,950	$2,368	$2,291	$9,095	$3,465	$2,388	$33,146
A.2 Member Agency Staff	$45,466	*$0*	$45,466	$2,748	$2,619	$3,027	$7,500	$2,675	$3,249	$3,142	$12,476	$4,754	$3,276	$45,466
A.3 General Administration	$90,737	*$30,250*	$120,987	$7,311	$6,970	$8,055	$19,959	$7,119	$8,645	$8,362	$33,199	$12,649	$8,718	$120,987
	$169,349	*$30,250*	*$199,599*	*$12,062*	*$11,499*	*$13,289*	*$32,927*	*$11,744*	*$14,263*	*$13,795*	*$54,770*	*$20,868*	*$14,382*	*$199,599*
B- General Benefit Projects														
B.1 Outreach Strategies	$144,732	*$11,935*	$156,667	$9,467	$9,026	$10,431	$25,845	$9,218	$11,195	$10,828	$42,989	$16,380	$11,289	$156,667
B.2 Russian River Friendly Landscaping Event	$26,819	*$2,200*	$29,019	$1,754	$1,672	$1,932	$4,787	$1,707	$2,074	$2,006	$7,963	$3,034	$2,091	$29,019
B.3 Regulatory Forum and Advocacy	$30,693	*$0*	$30,693	$1,855	$1,768	$2,044	$5,063	$1,806	$2,193	$2,121	$8,422	$3,209	$2,212	$30,693
B.4 Regional Stormwater Program Support	$22,648	*$26,950*	$49,598	$2,997	$2,857	$3,302	$8,182	$2,918	$3,544	$3,428	$13,610	$5,186	$3,574	$49,598
	$224,892	*$41,085*	*$265,977*	*$16,073*	*$15,323*	*$17,709*	*$43,877*	*$15,649*	*$19,006*	*$18,383*	*$72,984*	*$27,808*	*$19,165*	*$265,977*
C- Special Benefit Projects														
C.1 Phase 1 Permit Renewal	$27,486	*$0*	$27,486	$3,054	$3,054	$3,054	$3,054	$3,054	$3,054	$0	$3,054	$3,054	$3,054	$27,486
C.2 Phase I Child Outreach Plan	$2,347	*$22,000*	$24,347	$0	$0	$0	$0	$0	$12,174	$0	$12,174	$0	$0	$24,347
C.3 Regional Our Water Our World Contract	$6,382	*$19,250*	$25,632	$3,662	$0	$3,662	$0	$0	$3,662	$3,662	$3,662	$3,662	$3,662	$25,632
C.4 Sonoma State WATERS Project	$8,633	*$19,250*	$27,883	$2,051	$1,967	$2,232	$5,138	$0	$2,376	$0	$8,370	$3,354	$2,394	$27,883
C.5 Streets to Creeks Administration	$1,909	*$16,500*	$18,409	$1,841	$1,841	$1,841	$1,841	$1,841	$1,841	$1,841	$1,841	$1,841	$1,841	$18,409
C.6 Streets to Creeks Campaign 1	$1,020	*$6,160*	$7,180	$0	$2,817	$0	$0	$0	$0	$4,363	$0	$0	$0	$7,180
C.7 Streets to Creeks Campaign 2	$14,847	*$68,640*	$83,487	$6,138	$0	$6,680	$15,358	$5,997	$7,110	$0	$25,010	$10,029	$7,163	$83,487
C.8 Streets to Creeks Promotional Items	$1,437	*$9,610*	$11,047	$812	$779	$884	$2,036	$0	$941	$0	$3,316	$1,329	$948	$11,047
C.9 Grant Support	$17,706	*$0*	$17,706	$0	$0	$0	$5,902	$0	$0	$0	$0	$5,902	$5,902	$17,706
C.10 Operators' Forum	$9,294	*$550*	$9,844	$1,969	$0	$0	$1,969	$0	$1,969	$0	$0	$1,969	$1,969	$9,844
	$91,061	*$161,960*	*$253,021*	*$19,527*	*$10,459*	*$18,354*	*$35,298*	*$10,892*	*$33,127*	*$9,865*	*$57,426*	*$31,139*	*$26,933*	*$253,021*
RRWA Total for FY 2025-2026	$485,302	$233,295	$718,597	$47,661	$37,281	$49,351	$112,102	$38,286	$66,396	$42,043	$185,180	$79,816	$60,481	$718,597

Allocation Notes:

C.1: Divided evenly between all member agencies except Mendocino County

C.2: Divided evenly between Ukiah and Sonoma County

C.3: Divided evenly between Cloverdale, Healdsburg, Ukiah, Mendocino County, Sonoma County, Sonoma Water, and Windsor

C.4: 50% of the total budget divided evenly between all member agencies except Sebastopol and Mendocino County plus 50% of the total budget times the total operating budget percentages assigned to each agency excluding Sebastopol and Mendocino County

C.5: Divided evenly between all member agencies

C.6: 50% of the total budget divided evenly between Cotati and Mendocino County plus 50% of the total budget times the total operating budget percentages assigned to Cotati and Mendocino County

C.7: 50% of the total budget divided evenly between all member agencies except Cotati and Mendocino County plus 50% of the total budget times the total operating budget percentages assigned to each agency excluding Cotati and Mendocino County

C.8: 50% of the total budget divided evenly between all member agencies except Sebastopol and Mendocino County plus 50% of the total budget times the total operating budget percentages assigned to each agency excluding Sebastopol and Mendocino County

C.9: Divided evenly between Santa Rosa, Sonoma Water, and Windsor

C.10: Divided evenly between Cloverdale, Santa Rosa, Ukiah, Sonoma Water, and Windsor

APPENDIX A: 2025-2026 RRWA Work Plan Executive Director Services - Adopted February 27, 2025

		RRWA STAFF/ CONSULTANT SERVICES										Assumptions/Comments
		Executive Director	Project Manager	Technical Support	Program Specialist	Program Support	Total Hours	Total Labor Costs	Sub/ODC Markup	Other Direct Costs (ODCs)	Cash Totals	
		$369	$317	$255	$224	$185			10.0%			
A.1 Board of Directors		36	34	4	36	0	110	$33,146	$0	$0	$33,146	
A	Board of Directors (BOD) Coordination & Meeting Participation	30	28	0	28	0	86	$26,218	$0	$0	$26,218	Prepare and plan Board of Directors (BOD) meeting presentations, agendas, guest speaker coordination, handouts, and minutes. Assumes four, 2-hour in-person BOD meetings per year or the equivalent. Participation by Executive Director (ED) and one staff member at all meetings.
B	BOD Field Trip	6	6	4	8	0	24	$6,928	$0	$0	$6,928	Planning, presentations, guest speakers, handouts, and logistics for a field trip event. Assumes one half-day event during the work plan year as directed by the BOD. Participation by ED and two staff members.
A.2 Member Agency Staff		40	54	12	47	0	153	$45,466	$0	$0	$45,466	
A	Executive Programs & Initiatives Committee (EPIC) Coordination & Meeting Participation	12	20	0	15	0	47	$14,128	$0	$0	$14,128	Prepare and plan EPIC meetings. Up to four, one-hour meetings per year. Meeting preparation and deliverables include agendas, handouts, and summary of action and discussion items. Meeting summaries will also be provided to Technical Working Group (TWG). Participation by two staff members at all meetings.
B	Technical Working Group (TWG) Coordination & Meeting Participation	28	34	12	32	0	106	$31,338	$0	$0	$31,338	Prepare and plan TWG presentations, agendas, handouts, and summary notes. Two optional hybrid and two virtual 2-hour TWG meetings per year. Hybrid meetings to be in April and October. Meetings structured to discuss the workplan project tasks in detail with focus on task scoping, progress reporting (metrics, dates, % complete, etc.), completed milestones, and cost reporting. Participation by up to two staff members at all meetings.
A.3 General Administration		42	79	72	119	28	340	$90,737	$2,750	$27,500	$120,987	
A	General Association Communications	15	25	10	80	0	130	$33,930	$0	$0	$33,930	General communication (e-mails, phone calls etc.), mailing and distribution lists, and miscellaneous 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, Respect Russian River, Russian River Confluence, SMART, Tribes, and The Great Redwood Trail Agency. Promote fundraising events and resources for entities that implement programs supporting member agency objectives. Respond to inquiries from members and potential new members.
B	Project Management and Controls	6	24	22	30	0	82	$22,152	$600	$6,000	$28,752	Budget tracking, internal process meetings, quarterly financial progress reports, and invoicing. $6,000 ODC to Administrative Agency (City of Ukiah) for their time administering the contract and processing invoices.
C	Legal Services	1	2	0	1	0	4	$1,227	$400	$4,000	$5,627	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. ODC includes contract cost.
D	Strategic Plan	8	8	0	0	28	44	$10,668	$1,750	$17,500	$29,918	Conclude previous year's planning efforts and begin implementation of the three-year RRWA strategic plan. Provide EPIC and TWG progress updates at regular meetings during the year. Efforts include preparing draft documents, facilitating EPIC, TWG, and BOD comments, follow-up communications and meeting scheduling.
E	Coordinate and Develop the 2026-27 Work Plan	12	20	40	8	0	80	$22,760	$0	$0	$22,760	Coordinate and develop 2026-2027 Work Plan and budget. Provide New Board Member orientations.
Executive Director Services Totals		**118**	**167**	**88**	**202**	**28**	**603**	**$169,349**	**$2,750**	**$27,500**	**$199,599**	

APPENDIX B: 2025-2026 RRWA Work Plan General Benefit Projects - Adopted February 27, 2025

		RRWA STAFF/ CONSULTANT SERVICES										Assumptions/Comments
		Executive Director	Project Manager	Technical Support	Program Specialist	Program Support	Total Hours	Total Labor Costs	Sub/ODC Markup	Other Direct Costs (ODCs)	**Cash Totals**	
		$369	$317	$255	$224	$185			10.0%			
B.1 Outreach Strategies		66	79	106	205	121	577	$144,732	$1,085	$10,850	$156,667	
A	Outreach Communications, Development, and Implementation	12	50	40	48	5	155	$42,155	$0	$0	$42,155	Respond to BOD & TWG requests to support watershed-wide initiatives as identified during the work plan year. 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	Sponsorships and Events	8	17	44	22	0	91	$24,489	$820	$8,200	$33,509	Sponsor clean-up events including $1,500 for Russian Riverkeeper cleanup, $500 for coastal cleanup, and $300 for Mendocino County cleanup; provide $1,000 for Daily Acts cobranding support; sponsor Steelhead Festival at $1,000 level; sponsor Fiesta de Independencia at $1,000 level; provide $500 for Mendocino County Earth Day; provide $300 for Cloverdale's La Familia Sana and/or Resilient Cloverdale; provide $1,000 for California Product Stewardship Council; and provide $1100 for California Landscape Contractors Association. 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. Includes staffing at two tabling events.
C	Regional RRWA Program Outreach Coordination and Participation	44	4	10	71	18	147	$39,288	$0	$0	$39,288	Prepare, plan, and participate in RRWA Program Advisory Committee (PAC) meetings. Meeting frequency as directed by PAC. Meeting preparation and deliverables include agendas and handouts. Participation by two staff members at all meetings. • Respond to inquiries and requests for use of Russian River Friendly Landscaping (RRFL) Guidelines. Continue enhancing/maintaining website library of RRFL materials. Maintain RRFL signage program in conjunction with RRFL PAC. Coordinate and facilitate residential and commercial outreach strategies for the program as directed by the RRFL PAC. • Regional coordination between member agencies and with program partners regarding efforts to oversee Stewardship Programs implemented by PhRMA in conjunction with the Safe Medicine Disposal PAC. Provide support services and outreach for events and campaigns. • Support development of the RR watershed network as part of DWR's grant-funded RR Resiliency Plan managed by Sonoma Water.
D	Website Maintenance	0	2	0	12	28	42	$8,502	$90	$900	$9,492	Maintain website content such as posting of meeting dates, agendas and summaries, and updating content. ODC for 12-month website maintenance and technical support plan.
E	Watershed Map	0	2	0	32	0	34	$7,802	$75	$750	$8,627	Maintain online interactive map of the Russian River watershed. Execute updates, such as improve existing layers or adding layer sources on map updates. ODC includes web map hosting.
F	Social Media	2	4	12	20	70	108	$22,496	$100	$1,000	$23,596	Maintain existing social media account(s) to engage online community and to promote events, programs, projects, and member agency content. Create content and 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 outreach performance metric updates to TWG.

		RRWA STAFF/ CONSULTANT SERVICES										Assumptions/Comments
		Executive Director	Project Manager	Technical Support	Program Specialist	Program Support	Total Hours	Total Labor Costs	Sub/ODC Markup	Other Direct Costs (ODCs)	**Cash Totals**	
		$369	$317	$255	$224	$185			10.0%			
B.2 Russian River Friendly Landscaping Event		14	4	12	60	21	111	$26,819	$200	$2,000	$29,019	
A	Event for Landscape Professionals	14	4	12	60	21	111	$26,819	$200	$2,000	$29,019	Coordinate and facilitate an in-person event as directed by and in conjunction with the RRFL PAC. Create RRFLG materials supporting the event. ODC for speaker and facility fees and incidental event purchases.Topics would include stormwater management, tree care during turf replacement, LID maintenance, weed management, integrated pest management, and soil health.
B.3 Regulatory Forum and Advocacy		32	13	0	56	12	113	$30,693	$0	$0	$30,693	
A	Research, read, review, & author response letters. Verbal comments as appropriate.	16	4	0	44	12	76	$19,248	$0	$0	$19,248	Research, view-point/opinion compilation, writing, review, prepare drafts, coordinate signatures and distribution of up to 12 comment letters. Monitor member agency permitting and policy issues and Coordinate responses of member agencies. Support agencies in the review of state and federal initiatives that may affect member agencies.
B	Presentation at Regional Board Meeting	7	0	0	6	0	13	$3,927	$0	$0	$3,927	Coordinate and prepare annual presentation to RWQCB by Board of Directors Chair and Executive Director. The once-per-year presentation to RWQCB provides an overview of RRWA, information about the Russian River watershed, the regional collaboration achieved by RRWA members, and highlights the many successful RRWA programs.
C	Bi-annual Meeting with Regional Board Executive Officer	9	9	0	6	0	24	$7,518	$0	$0	$7,518	Two meetings and up to one contingency meeting per year between RRWA BOD Chair and Vice-Chair, RWQCB Executive Officer and staff, and RRWA Executive Director including meeting preparation, participation, and travel time.
B.4 Regional Stormwater Program Support		1	14	0	59	25	99	$22,648	$2,450	$24,500	$49,598	
A	Stormwater Activities Memorandum	1	10	0	6	0	17	$4,883	$0	$0	$4,883	Develop Technical Memo describing all Stormwater related activities undertaken on behalf of member agencies during the 2024-2025 Fiscal Year. Report delivered by the end of August 2025 for incorporation into Annual Reports.
B	CASQA Group Membership	0	2	0	12	0	14	$3,322	$2,290	$22,900	$28,512	Coordinate CASQA group membership, including invoicing and managing the membership, subscription to the Industrial/Commercial and Construction Best Management Practice (BMP) Manuals, includes four membership slots for RRWA staff. Task also includes area-wide funding for centralized Our Water Our World (OWOW) program coordination and administration. ODCs are $13,750 for group membership and $8,250 for OWOW program subscription fee, and $900 for BMP Manuals.
C	Educational Placemats	0	0	0	25	25	50	$10,225	$160	$1,600	$11,985	Continue to provide partners with bilingual placemats and continue to seek out new partners throughout the watershed. Maintain metrics on distribution totals by location. ODC includes material costs.
D	Creek Week	0	2	0	16	0	18	$4,218	$0	$0	$4,218	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.
TOTAL General Benefit Projects		**113**	**110**	**118**	**380**	**179**	**900**	**$224,892**	**$3,735**	**$37,350**	**$265,977**	

APPENDIX C: 2025-2026 RRWA Work Plan Special Benefit Projects - Adopted February 27, 2025

		RRWA STAFF/ CONSULTANT SERVICES										Assumptions/Comments
		Executive Director	Project Manager	Technical Support	Project Specialist	Program Support	Total Hours	Total Labor Costs	Sub/ODC Markup	Other Direct Costs (ODCs)	**Cash Totals**	
		$369	$317	$255	$224	$185			10.0%			
C.1 Phase 1 Permit Renewal	*Cloverdale, Healdsburg, Santa Rosa, Ukiah, Sebastopol, Sonoma County, Sonoma Water, Cotati, Windsor*	4	30	56	0	12	102	$27,486	$0	$0	$27,486	
A	Phase 1 Permit: General Support	4	30	56	0	12	102	$27,486	$0	$0	$27,486	At the direction of the TWG, provide collaborative program implementation support for the Phase I Permit. This project may include preparing and administering an RFP to update the Stormwater Low Impact Development Manual and calculator and issuing an RFP for developing a monitoring workplan. No subconsultant costs are included.
C.2 Phase I Child Outreach Plan	*Ukiah, Sonoma County*	1	2	0	6	0	9	$2,347	$2,000	$20,000	$24,347	
A	Water Education Program Coordination	1	2	0	6	0	9	$2,347	$2,000	$20,000	$24,347	Coordinate Ukiah, and County of Sonoma's participation in Sonoma Water's Water Education Program; includes contract administration, coordinating with Sonoma Water to set up the program, and assistance with soliciting participation to local schools. ODC includes contract cost at $10,000 (not to exceed) per participating agency.
C.3 Regional Our Water Our World Contract	*Cloverdale, Healdsburg, Ukiah, Mendocino County, Sonoma County, Sonoma Water, Windsor*	0	6	0	20	0	26	$6,382	$1,750	$17,500	$25,632	
A	Regional Our Water Our World Program Implementation	0	6	0	20	0	26	$6,382	$1,750	$17,500	$25,632	Coordinate agency participation in the regional OWOW program which implements pesticide, herbicide, and fertilizer-related education and outreach at nurseries and hardware stores. The OWOW program provides outreach to the public and training for retail staff to educate on less toxic products and practices. There are currently nine locations participating in the program through RRWA within the participating agencies' geographical boundaries. ODC includes contract cost. Labor hours include contract administration, program oversight, event promotion, material ordering, and optimizing unified messaging with other RRWA programs. Printing costs and purchase of other promotional supplies are not included, but may be purchased if budget is available.
C.4 Sonoma State WATERS Project	*Cloverdale, Healdsburg, Santa Rosa, Ukiah, Sonoma County, Sonoma Water, Cotati, Windsor*	6	2	0	25	1	34	$8,633	$1,750	$17,500	$27,883	
A	Sonoma State WATERS Project	6	2	0	25	1	34	$8,633	$1,750	$17,500	$27,883	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. ODC includes contract cost. The program will include refocused themes for input and feedback by EPIC and TWG forums and eventual presentation to the BOD.

		RRWA STAFF/ CONSULTANT SERVICES										Assumptions/Comments
		Executive Director	Project Manager	Technical Support	Project Specialist	Program Support	Total Hours	Total Labor Costs	Sub/ODC Markup	Other Direct Costs (ODCs)	**Cash Totals**	
		$369	$317	$255	$224	$185			10.0%			
C.5 Streets to Creeks Administration	*All RRWA Members*	0	2	5	0	0	7	$1,909	$1,500	$15,000	$18,409	
A	Streets to Creeks Administration	0	2	5	0	0	7	$1,909	$1,500	$15,000	$18,409	Facilitate and administer Street to Creeks vendor payment. ODC includes vendor fees.
C.6 Streets to Creeks Campaign 1	*Cotati, Mendocino County*	0	1	1	2	0	4	$1,020	$560	$5,600	$7,180	
A	Streets to Creeks Campaign 1	0	1	1	2	0	4	$1,020	$560	$5,600	$7,180	Support further development of the Streets to Creeks outreach campaign and campaign material; incorporate outreach material into RRWA materials and social media. ODC includes vendor fees.
C.7 Streets to Creeks Campaign 2	*Cloverdale, Healdsburg, Santa Rosa, Sebastopol, Ukiah, Sonoma County, Sonoma Water, Windsor*	3	15	25	10	2	55	$14,847	$6,240	$62,400	$83,487	
A	Streets to Creeks Campaign 2	3	15	25	10	2	55	$14,847	$6,240	$62,400	$83,487	Support further development of the Streets to Creeks outreach campaign and campaign material; incorporate customized outreach material into RRWA materials and social media. Customized outreach material examples include, but are not limited to, trash focused outreach and/or other messaging around pollutants of concern. ODC includes vendor fees.
C.8 Streets to Creeks Promotional Items	*Cloverdale, Cotati, Healdsburg, Santa Rosa, Ukiah, Sonoma County, Sonoma Water, Windsor*	0	1	0	5	0	6	$1,437	$874	$8,736	$11,047	
A	Streets to Creeks Promotional Items	0	1	0	5	0	6	$1,437	$874	$8,736	$11,047	Support ordering promotional items for tabling events. ODC includes vendor fees for promotional items.
C.9 Grant Support	*Sonoma Water, Santa Rosa, Windsor*	4	18	36	6	0	64	$17,706	$0	$0	$17,706	
A	Grant Support and Advocacy	4	18	36	6	0	64	$17,706	$0	$0	$17,706	Support grant funding opportunities for member agency projects and regional projects. Research and report upcoming funding opportunities.
C.10 Operators' Forum	*Sonoma Water, Santa Rosa, Ukiah, Windsor, Cloverdale*	0	2	18	0	22	42	$9,294	$50	$500	$9,844	
A	Operators' Forum Support	0	2	18	0	22	42	$9,294	$50	$500	$9,844	Support ongoing Wastewater Operators' Forum for regional facilities. Support TWG's management and implementation to convene a bi-annnual working group comprised of wastewater operation staff to tour local treatment facilities, network, and identify potential cost saving measures through regional information sharing. Staff time includes event facilitation assisstance and participation. ODC includes food costs and event materials. Forum attendence by up to two staff members.
TOTAL Special Benefit Projects		**18**	**79**	**141**	**74**	**37**	**349**	**$91,061**	**$14,724**	**$147,236**	**$253,021**	