

Standards and Procedures for Russian River Watershed Association (RRWA) Member Agency Use of *Russian River-Friendly Landscape Guidelines* (RRFLG) Content

RRWA published the RRFLG in 2010 as a General Benefit Project for all RRWA member agencies. The RRFLG was adapted from the Alameda County Waste Management Authority's (Authority) *Bay-Friendly Landscape Guidelines* (BFLG). RRWA entered into a Memorandum of Understanding (MOU) with the Authority which included a commitment to maintain the integrity of the 7 principles and 55 practices that are the core of the BFLG.

These Standards and Procedures are provided to assure that all RRWA member agencies have access to RRFLG content for their outreach and education programs while also maintaining a standard of use for RRFLG content throughout the Russian River Watershed.

Content means all materials, information (including Practices and Principles), text, photography, logo and other creative elements included in and associated with the RRFLG document.

Standards and Procedures

RRWA member agencies can use and incorporate RRFLG content for local training, publications and events with the following requirements:

- The use of RRFLG contents for training, publications and events requires explicit alignment with the Principles and Practices of the RRFLG, while not also presenting information that opposes RRFLG Principles and Practices in any significant way.
For example: A publication or training about "sheet mulching" aligns with RRFLG because it implements Principles 2 (Landscape for less to the landfill) and 3 (Nurture the soil); as well as many Practices (including: keep plant debris on site; protect soil from compaction; feed soils naturally). Therefore this publication or training could use RRFLG content. If this publication or training also promoted practices that oppose RRFLG Principles and Practices, such as use of high water use plants, synthetic fertilizers and/or chemical pesticides, it would not be permissible to use RRFLG content.
- If RRFLG content is used, some reference to the full document must be included in the initiative so the audience is exposed to all RRFLG Principles and Practices.
- The member agency must provide RRWA staff with a synopsis of the training, publication or event prior to the date of the event or prior to publication. The synopsis will include a specific discussion of how the member agency initiative aligns with the RRFLG.
- RRWA may post the event or training on the RRWA web site, or inventory the publication in the RRWA resources web library.
- Member agencies may limit attendance at trainings or events, or the scope of publications to their service area only; or may choose to open the use to a broader population in the Russian River Watershed or beyond.