

Russian River Watershed Association

RRWA

Staff Briefing

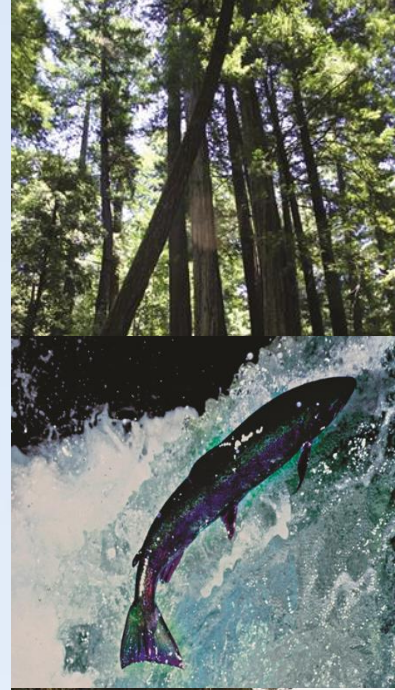
June 2, 2015



About the Russian River Watershed

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

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



The Russian River Watershed Association is a coalition of eleven cities, counties and special districts in the Russian River Watershed that have come together to coordinate regional programs for

clean water,

fisheries restoration,

and watershed enhancement.



Member Agencies

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



RRWA's Support Role

Governance

Board of Directors

Working Group

Technical agency staff

**Admin / Executive
Support**

Consulting firm

**Regulatory
Compliance**

Built in to Work Plan





Russian River Watershed Association

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MEMBER AGENCIES

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

Executive Director
Andy Rodgers

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The Russian River Watershed Association is a coalition of eleven cities, counties and special districts in the Russian River Watershed that have come together to coordinate regional programs for **clean water, fisheries restoration** and **watershed enhancement**. The Association works to promote cooperation and implementation of projects that protect watershed resources, restore fisheries and improve water quality at reduced cost to our member agencies and communities they serve.

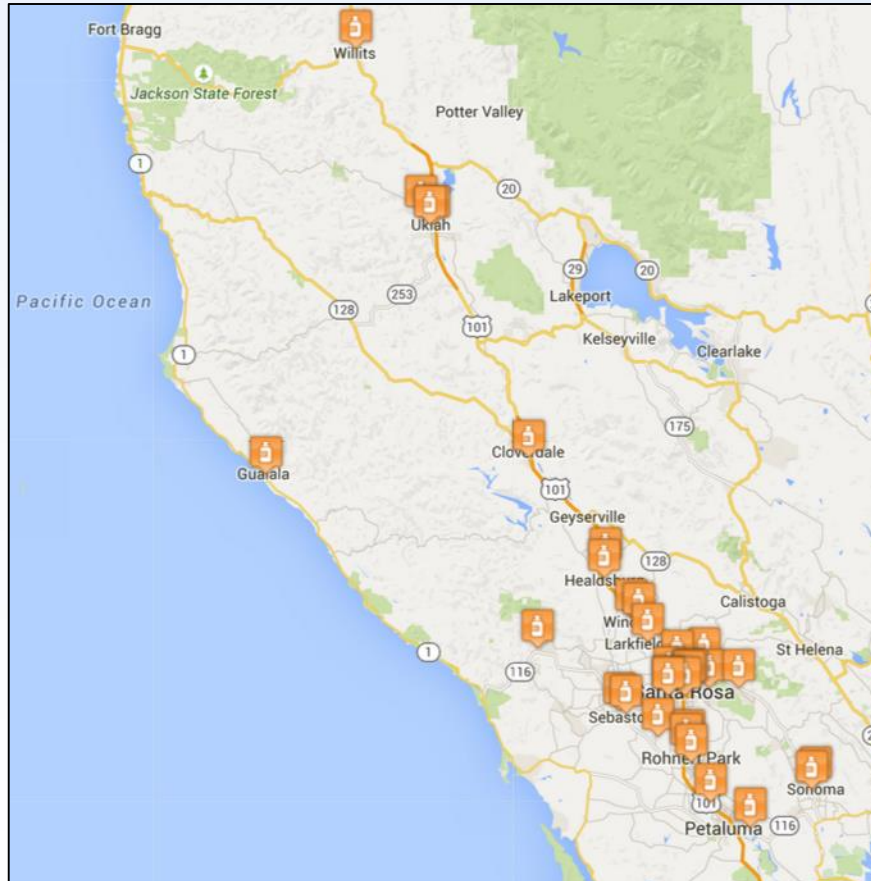
The Russian River watershed is a rich and diverse region of nearly 1500 square miles of forests, agricultural lands and urban lands in Mendocino and Sonoma Counties. The mainstem of the Russian River flows 110 miles from its headwaters near Redwood Valley and Potter Valley to the Pacific Ocean near Jenner. The watershed is home to approximately 360,000 people, 150 streams and creeks, and about 30 species of fish - three of which are listed as threatened or endangered, Chinook salmon, Coho salmon and Steelhead trout.

The Russian River Watershed Association was formed in 2003 to create opportunities for our member agencies to expand their stewardship role in the watershed.

INTERACTIVE MAP!



Safe Medicine Disposal



SAFE MEDICINE
DISPOSAL PROGRAM

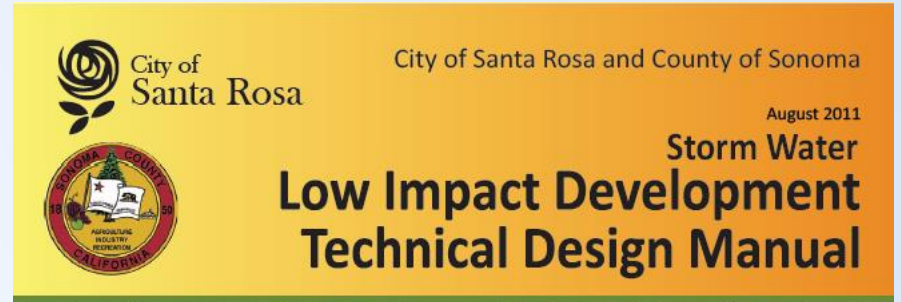


80,000 lbs
of medications have been collected
by the program so far!



Stormwater Training

- Low Impact Development
- Best Management Practices
- Basic stormwater awareness



Environmental Columns

- Written by member agency staff and distributed by RRWA
- Published in local newspapers throughout the watershed in English and Spanish monthly
 - January – Think before flushing!
 - February – Bacteria as a Water Quality Concern
 - March – Used Oil and Filters
 - April – Riparian Buffers and Corridors
 - May – A Healthier Way to Manage your Garden

Your Watershed

Russian River
Watershed Association
www.rrwatershed.org



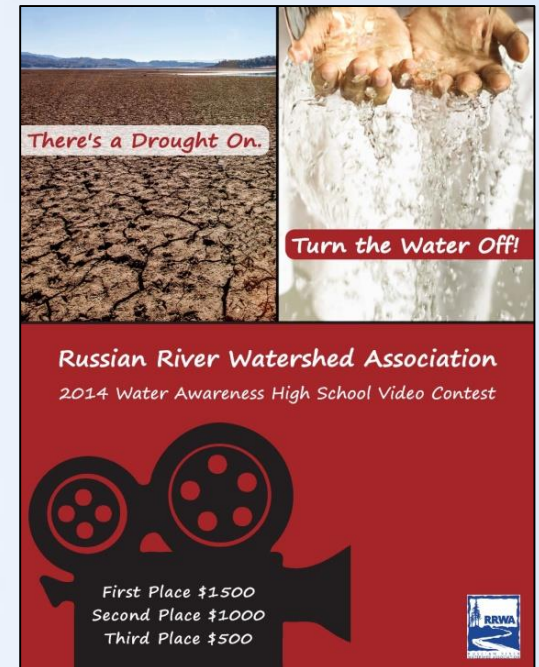
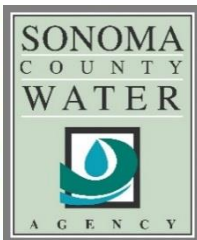
It's Time to Plant a Rain Garden

The term "rain garden" is being used more and more by landscape architects and gardeners alike. It is a fanciful term that conjures images of a garden that magically creates rain. What a rain garden is, however, is one of many landscape



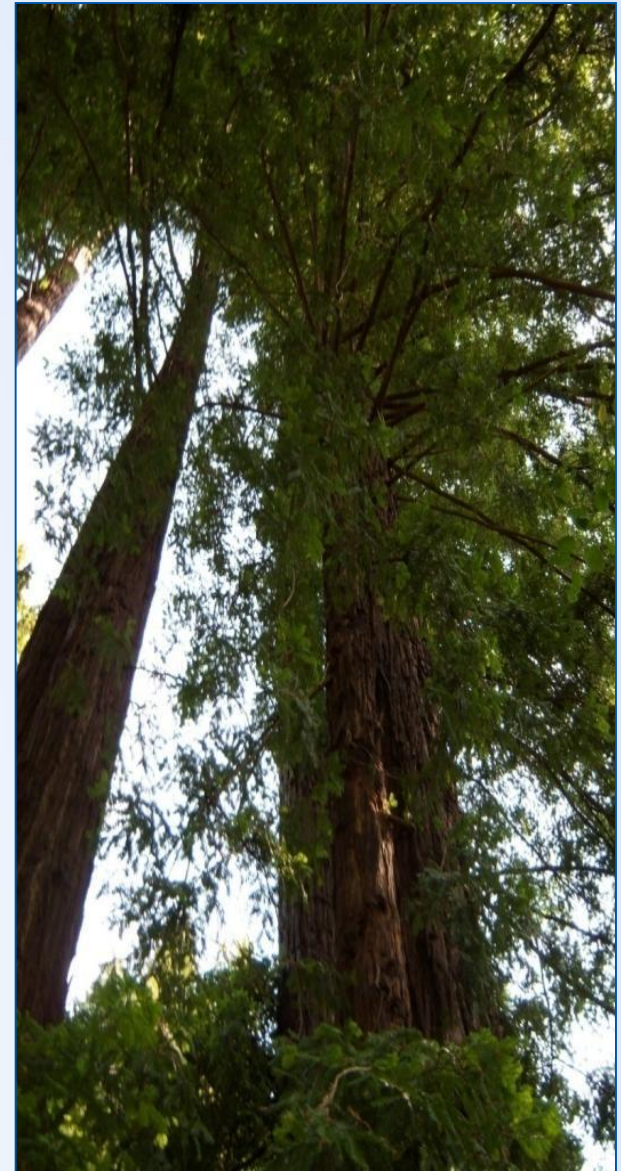
High School Video Contest

- Winning videos used as
 - Public service announcements
 - Educational outreach materials
 - Movie theater previews
 - www.scwa.ca.gov/video-contests



2015-2016 Work Plan Year

- Regional monitoring development support
- Involvement with homeless encampment task force
- Legislative Support & Advocacy
- Spanish translation
- Website update
- Social media campaign
- Grant solicitation



Questions?

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