



October 14, 2021

Mr. Brendan Thompson
North Coast Regional Water Quality Control Board
5550 Skylane Blvd., Suite A
Santa Rosa, CA 95403

SUBJECT: Submittal of the City of Cotati 2020/21 Phase I MS4 Annual Report

Attached is the City of Cotati's (City) 2020/21 Annual Report summarizing storm water management activities and best management practices.

As the legally responsible person for the City's Phase I National Pollutant Discharge Elimination System (NPDES) Permit Co-Permittee for the Municipal Separate Storm Sewer System (MS4) Order No. R1-2015-0030, #CA0025054:

"I certify under penalty of law that this report and all attachments were prepared under my supervision in accordance with a system designed to assure that qualified personnel properly gathered and evaluated the information submitted. Based on my inquiry of the persons who manage the system or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information including the possibility of fine and imprisonment for knowing violations." (40 CFR subsection 122.2(d)).

If you should have any questions, please do not hesitate to contact Jon Caldwell of my staff at 707-665-4238 or jcaldwell@cotaticity.org.

Thank you,

A handwritten signature in blue ink that reads 'Craig A. Scott'. The signature is fluid and cursive.

Craig A. Scott
Public Works Director/City Engineer



2020/2021 Municipal Storm Water Annual Report

October 2021

*City of Cotati
Municipal Storm Water
2020/2021 Annual Report*

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Question	Answer	Comment	
Non-Storm Water BMP Plan			
1	Did you implement BMPs identified in the approved Non Storm Water BMP Plan to applicable planned discharges of non-storm water? (III.C.5.)	Yes	
2	Did you have any planned discharges from potable water sources which were superchlorinated?	No	
3	If yes, was appropriate monitoring conducted?	N/A	
4	Did you have any planned discharges from potable water sources which were greater than 325,850 gallons?	No	
5	If yes, did you notify the Regional Water Board prior to discharging?	N/A	
6	If yes, was appropriate monitoring conducted?	N/A	
7	Did you have any planned discharges of well development and/or rehabilitation water?	No	
8	If yes, was appropriate monitoring conducted?	N/A	
Fiscal Resources			
9	Attach the 2020/2021 fiscal year analysis. (V.D.)		Attached

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Question	Answer	Comment
Public Information and Participation Program		
10	Did you continue to implement the Residential Outreach Program as described in section VI.B.2?	<p style="text-align: center;">Yes</p> <p>A summary of the City's residential outreach program is attached.</p>
11	Did you conduct storm water pollution prevention public service announcements and advertising campaigns? (VI.B.2.a.v) Describe the service announcements and advertising campaign.	<p style="text-align: center;">Yes</p> <p>The City participated in the Phase II Streets to Creeks regional outreach campaign consisting of targeted storm water messaging centered around ash maintenance, car washing, pet waste, yard care, and trash. The campaign included digital display advertising, google display geotargeting, bill inserts, social media photo contest, and promotional items. The Phase II campaign also include the "Creek Protector" program, geared towards children, which includes an activity booklet and patches. The Phase II campaign also included the launch of a website, which lists recommended BMPs for both residents and businesses.</p> <p>In total, the Streets to Creeks outreach campaign had over 13.6 million impressions. The Streets to Creeks outreach was also published in Spanish.</p> <p>As a member of RRWA, the City supports the High School Video Contest. The theme for this year was "Know where Water Goes" to aim awareness about the difference between waste water and storm water. A total of four high school's participated in the contest, with eleven participants entering nine videos. Winning videos are used as PSA on local TV stations, websites, and on social media.</p> <p>The City is a sponsor of Daily Act's "Be the Change" campaign. The campaign promotes individual pledges to environmental sustainability in the areas of growing a garden, save resources, build civic engagement and practice self care. These actions in part promote reducing non-storm water discharges, primarily in the form of over-irrigation. A total of 1,259 have participated in making a pledge to the campaign.</p>
12	Did you work with local watershed groups or committees to educate the public about storm water pollution prevention? (VI.B.2.a.vi.) List groups and/or committees and describe the work conducted with each group.	<p style="text-align: center;">Yes</p> <p>As a member of the RRWA, the City supports various efforts to work with local watershed groups and committees. This primarily includes Creek Week support. Creek Week took place from September 21-28, 2020. The RRWA work with groups to help promote creek and river cleanup events and sponsors cleanup events. RRWA provided sponsorships to support the Russian River Cleanup Committee, Coastal Cleanup Sonoma County, Mendocino County Resource Conservation District, and Daily Acts.</p> <p>Due to the COVID-19 pandemic, traditional clean up events did not take place, but rather individual contributions was encouraged. As part of the 2020 Creek Week Cleanup over 34,000 pounds of trash was removed from the Russian River watershed.</p> <p>Additionally, Cotati provides direct sponsorship and support to Daily Acts. Daily Acts, through the support of sponsors, works to educate the community to create more nourishing, connected, and resilient communities. They provide education, action campaigns, and strategic alliances to connect people in topics such as environmental health, sustainable living and water conservation.</p>

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	Question	Answer	Comment
13	Did you organize or participate in events targeted to residents to educate and involve the community in storm water and non-storm water pollution prevention and clean up? (VI.B.2.a.vii.) Describe the events and your municipality's role in each event.	Yes	<p>Due to the COVID-19 pandemic, in-person events were not held during the 2020/2021 reporting period. Mainly virtual events were held instead. This includes the RRWA's Russian River Friendly Landscaping event, attended by 375 participants. The theme of the event was "Rehydrating the Russian River Watershed."</p> <p>Daily Acts provided four webinars during the reporting period. Webinars included: July 30, 2020 and November 19, 2020: Drip Irrigation Webinar, 159 participants September 24, 2020: Go On Your Own Creek Cleanup informational webinar, 22 participants October 7, 2020: Fall Garden Webinar, included information on use of native plants for water conservation</p> <p>Daily Acts was able to host one in-person event on September 23, 2020. The event was seasonal maintenance day with 9 volunteers.</p> <p>The City is a participant in the Our Water, Our World (OWOW) providing outreach and education to employees and the general public at retail nurseries and landscape centers. As a participant in the OWOW program, the City provides education and outreach at Home Depot in Rohnert Park. This effort is shared with the City of Rohnert Park. Information items are on display at the store. Additionally, OWOW made three visits to restock outreach materials and interact with both the public and staff on a variety of topics.</p> <p>The OWOW program usually includes in-person events to promote alternatives to pesticides and fertilizers. To accommodate COVID-19 restrictions, the program adapted to other forms of outreach, including social media, radio interviews, and virtual events. This included:</p> <p>Social media "Pest of the Month" content for October and November - reaching 813 people.</p> <p>Three interviews on Nuestra Tierra with Hugo Mata aired on KBBP on April 26, 2021, May 10, 2021 and May 24, 2021.</p> <p>One virtual event "Organic Pest Control for Home and Garden." The event was attended by 15 people.</p>
14	Describe your strategy for distributing residential outreach materials. (VI.B.2.d)		The City distributes educational material through a variety of methods including printed material at City Hall, the City's website, the RRWA website, Streets to Creeks website, social media, RRWA environmental articles in a variety of news print and online websites and distribution at community events. Many of these materials are also available and distributed in Spanish.

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	Question	Answer	Comment
15	Did you continue to implement the Children Outreach Program as described in section VI.C.3.?	Yes	<p>The City's children outreach program includes participation in the Sonoma Water's Water Education program. The program provides extensive education and outreach to students within the City's school district. The program reaches students from kindergarten through high school and includes a variety of information on topics including: storm drain pollution, water conservation, climate change, aquatic species, watershed ecosystem, water supply, and the salmon life cycle. The program includes field instructions for transitional kindergarten, kindergarten, 3rd grade through high school. Also included are class room materials for all grades, teacher workshops, a ZunZun musical watershed assembly, distribution of the "Kid's Scoop" publication, and a variety of water education activities.</p> <p>For the 2020-2021 school year the program reached 76 students with in the City's school district. Unfortunately, due to the COVID-19 pandemic, opportunities to provide instruction to students under this program were significantly limited, resulting in limited and reduced participation.</p> <p>As a member of the RRWA, the City supports the distribution of the Jr. Member Guide, which is distributed at outreach events. The Jr. Member Guide is distributed in Spanish. The City also supports the RRWA's children's placemat that is distributed to restaurants in the watershed. Both the Jr. Member Guide and the placemat target younger children with basic watershed concepts and provided an interactive approach at engagement. The placemat is used by twelve restaurants throughout the watershed including Wing Man, Acme Burger, and The Twins Restaurant in Cotati. A total of 15,400 placemats have been distributed since the program began in 2019. There was a decline in distribution of placements due to the COVID-19 pandemic.</p>
16	Did you conduct a public survey to assess whether the PIPP is effective in increasing the understanding of storm water, storm water pollution, and storm water pollution prevention?	Yes	In collaboration with the other Co-Permittees, the public education effectiveness assessment was conducted as an RRWA project. The survey was conducted in the summer of 2020 and the final report was submitted to the Regional Water Board in the fall of 2020.
17	If yes, did you complete this requirement as part of the RRWA effort? If no, attach the results of the survey.	Yes	

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Question	Answer	Comment	
Industrial/Commercial Facilities			
18	Did you distribute resources for storm water pollution prevention educational materials to businesses as described in the Business Assistance Program at least once during the permit? (VI.C.1.b.)	Yes	The City provided applicable businesses with BMP specific outreach materials. A total of 19 businesses were provided with outreach.
19	Did you maintain an inventory of facilities within your jurisdictional boundary that are identified as critical sources of storm water pollution? (VI.C.2.b.iii.)	Yes	
20	Did you notify the owner/operated of all inventoried critical sources of the BMP requirements applicable to the site/facility at least once during the permit term? (VI.C.2.c.)	Yes	The City provided critical source businesses with BMP specific outreach materials. A total of 48 businesses were provided with outreach materials.
21	Did you inspect all critical source facilities for a second time at least six month after the first inspection? (VI.C.d.ii). Fill out chart.	Yes	
22	Did you meet at least annually with inspection staff to review the critical source inspection requirements and to discuss the status of inspections? (VI.C.d.iii.(c)) Attach documentation of the meetings.	Yes	Inspection reports are provided by inspectors on a quarterly basis. Enforcement concerns are identified as appropriate.

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Question	Answer	Comment	
Planning and Land Development			
23	Were any high priority road construction projects approved during the reporting period?	Yes	
24	If yes, please report the number of projects approved. Report if the project implemented LID requirements as described in the LID Manual or if an alternative method of compliance was implemented. Report the type of alternative method of compliance implemented for each project approved. (VI.D.2.iii.2.(a-c))	2	City of Cotati 2020 Street Construction & Improvements Project West School Street Pathway Project Neither project triggered LID requirements.
26	Report the number of public projects triggering Low Impact Development requirements that were approved during the reporting period?	0	
26	Report the number of private projects triggering Low Impact Development that were approved during the reporting period?	0	
27	Did you provide annual training to key stakeholders on the LID Manual? (VI.D.7.)	Yes	Regional LID training took place on December 2, 2020 with 80 attendees. Cotati contributed to the presentation by discussing "Case Study 2" involving the Kessing Ranch development LID requirements.
28	Report the number of projects triggering requirements of the Hydromodification Control Plan. (VI.D.8.)	0	
29	Provide a status summary of the off-set mitigation program. (VI.D.9)		The off-site mitigation plan was submitted to the Regional Water Board in January 2020. Implementation of the program is pending Regional Water Board approval of the proposed plan.
30	Provide a summary of any retrofit projects implemented in conjunction with VI.D.10.	0	
31	Did you have a tracking system for projects with post-construction BMPs? (VI.D.12.b.) Please attach a list of all projects currently being tracked within this requirement.	Yes	Village Walk, 690 E. Cotati Avenue Rosen Ranch Subdivision, 8830 Old Redwood Highway Cotati Cottages, 8239 Highway 116 Lowe's, 7921 Redwood Drive Peet's Coffee, 7764 Old Redwood Highway Kessing Ranch (47 lot subdivision) - under development
32	Did you inspect all applicable development sites during post-construction BMP installation to ensure proper installation of all post-construction BMPs? (VI.D.12.c.)	Yes	
33	Do you have inspection procedures to inspect post-construction BMPs at least once every two years? (VI.D.12.d.)	Yes	LID BMPs were last inspected in September 2019. The next set of inspection is scheduled for August 2021.

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Question	Answer	Comment
CEQA		
34 Did you incorporate procedures necessary for considering potential storm water quality impacts and providing for appropriate mitigation when preparing and reviewing CEQA documents? (VI.E.1.)	Yes	The City contract with M Group to prepare CEQA documents and Moe Engineering for general engineering assistance including evaluating the adequacy of post construction BMPs. M Group considers storm water quality impacts and Moe Engineering evaluates the mitigation measures.
General Plan		
35 Did you have an update to the General Plan during the reporting period?	No	
36 If yes, did you amend, revise, or update the General Plan to include storm water quality and storm water management considerations and policies as needed to remain consistent with the Order? (VI.E.2)	N/A	

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Question	Answer	Comment	
Development Construction			
37	Did you prohibit grading on hillsides with 10% or steeper slope between October 1st and April 30th? (VI.F.2.a.)	Yes	
38	Did you grant an exception to any projects with a grading restriction? (VI.F.2.c)	No	
39	If yes, how many projects were granted an exception?	N/A	
40	If yes, did you require each project with an exception to conduct the required monitoring? (VI.F.2.d.)	N/A	
41	Did you require all construction site that cause less than one acre of land disturbance to implement erosion and sediment control BMPs? (VI.F.3.a.)	Yes	
42	Did you use an electronic system to inventory grading permits, encroachment permits, demolition permits, building permits, or construction permits? (VI.F.4.b.)	Yes	The City uses Incode to track all permits and is in the process of evaluating other software for increased effectiveness.
43	Report the number of active building/grading permits for construction sites with less than one acre of land disturbance as of September 1, 2020?	3	Kessing Ranch (43 of total 47 single family homes pulled Building Permits) 8150 La Plaza (Major renovations including frontage improvements) 714 West School Street (New detached ADU)
44	Report the number of active building/grading permits for construction sites with one acre or more of land disturbance as of September 1, 2020?	1	Kessing Ranch
Questions 46-55 refer to projects that cause one acre or more of land disturbance.			
45	Did you implement procedures to review and approve relevant construction plan documents such as an erosion and sediment control plan or storm water pollution prevention plans? (VI.F.4.c)	Yes	
46	If yes, report the number of plans approved during the reporting period.	0	
47	Describe the process used to confirm that site operators have coverage under the Construction General Permit. (VI.F.4.c.i.(f))		Conditions of Approval
48	Describe the process used to confirm that site operators have coverage under a 401 Water Quality Certification, as applicable. (VI.F.4.c.i.(f))		Conditions of Approval
49	Did you require all construction sites that cause one acre or more of land disturbance to implement BMPs at all projects requiring an erosion and sediment control plan (or equivalent)? (VI.F.4.d.i)	Yes	
50	Report the number of public projects considered to have a high threat to water quality as of September 1, 2020. (VI.F.4.e.i.(b))	2	City of Cotati 2020 Street Construction & Improvements Project West School Street Pathway Project

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	Question	Answer	Comment
51	Report the number of private projects considered to have a high threat to water quality as of September 1, 2020. (VI.F.4.e.i.(b))	1	Kessing Ranch
52	Report the number of construction projects inspected between September 1 and October 1. (VI.F.4.e.ii.(a))	3	
53	Report the number of projects inspected with 2 business days of the first quarter inch of rain in a 24 hour period at the start of the rainy season. (VI.F.4.e.ii.(b)) Report the dates of inspection.	3	
54	For each month between October and April, report the number of high threat to water quality construction projects inspected. (VI.F.4.e.ii.(c))	3	

Construction Project Enforcement

55	Report the number of construction projects that failed to adequately implement all necessary BMPs. (VI.A.5.b.)	1	Kessing Ranch
56	Report the number of follow-up inspections conducted to assess construction projects with previously identified inadequate BMPs. (VI.A.5.b)	1	Kessing Ranch
57	Report the number of enforcement actions taken related to construction project violations and the type of enforcement taken (Corrective Action, Stop Work, Fine, etc.). (VI.A.5.c)	1	Verbal communication

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Question	Answer	Comment	
Public Agency Activities			
58	Did you implement and maintain activity-specific BMPs listed in Table 9 when such activities occur at Co-Permittee owned and operated facilities, or job sites, as listed in the Public Facility Inventory? (VI.G.3.a.)	Yes	
59	Did you inspections of each facility listed in the Public Facilities Inventory to assess BMP effectiveness at least once during the permit term? (VI.G.5.)	Yes	Yes, the Corpartion Yard was inspected in 2019 and 2021.
60	Did you implement a jurisdiction-wide integrated pest management program? (VI.F.7.)	Yes	The City Council adopted an integrated pest management program on November 26, 2019.
61	Did you maintain catch basins, storm drain inlets, and other conveyance structures on a regular basis to remove larger pollutants? (VI.G.8.a.i.(a))	Yes	The City's Public Works crew removes trash and debris from the storm drain system periodically throughout the year and as needed when there are larger pollutants/clogs.
62	Did you conduct visual monitoring of prioritized Co-Permittee owned open channels and other drainage structures for debris at least annually prior to the rainy season? (VI.G.8.a.i.(b))	Yes	
63	Did you manually remove trash and debris, as needed from open channels and roadside ditches in priority areas a minimum of once per year, prior to the rainy season. (VI.G.8.a.i.(c))	Yes	The City's Public Works crew removes trash and debris every fall prior to first flush, and intermittently throughout the year.
64	Did you use adequate BMPs to eliminate the discharge of contaminants and pollutants during MS4 maintenance and clean outs, and during subsequent rain events? (VI.G.8.a.i.(d))	Yes	
65	Report the amount of material removed during the reporting period. (VI.G.8.a.i.(e))		We have requested the Public Works crew to report the approximate volume of trash removed, but it has proven impractical so we do not have that information. We are discussing more feasible ways to quantify this metric, such as having the maintenance crew let us know when they do cleaning of the storm drain system and where.
66	Was all material removed properly disposed? (VI.G.8.a.i.(e))	Yes	
67	Did you implement a proactive approach to labeling unlabeled storm drain inlets? (VI.G.8.b.i)	Yes	The vast majority of any remaining unlabeled or worn/faded storm drain markers in Cotati were taken care of last year, however we continue to fill in any gaps as they are found. We placed "No Dumping - Drains to Creek" medallions on another 38 storm drain inlets during this reporting period.
68	Did you require trash management BMPs at all public events, permitted private events, or other events where a foreseeable amount of substantial trash could be generated? (VI.F.9)	Yes	
69	Did you conduct street sweeping activities? (VI.G.10.a.iv.)	Yes	The City of Cotati operates a street sweeping program as an element of its Franchise Agreement for collection, disposal and processing of solid waste, recyclables and compostable materials and related activities.
70	Report the estimated amount of waste collected as a result of street sweeping. (VI.G.10.a.ii.)	60.8 tons	Per quarterly reports submitted to the City by Recology.
71	Did you implement the Guidelines for Protecting Aquatic Habitat and Salmon Fisheries for County Road Maintenance, or equivalent, for road maintenance projects? (VI.F.10.b)	Yes	

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	Question	Answer	Comment
72	Did you implement required BMPs at any road project involving roadbed or street paving, repaving, patching, digouts, or resurfacing roadbed surfaces? (VI.F.10.c)	Yes	
73	Were all municipal and contracted employees whose interactions, jobs, and activities may affect storm water quality properly trained to understand the requirements of the overall storm water management program, identify which activities in their scope of duties have the potential to pollute storm water and identify opportunities to require, implement, and maintain appropriate BMPs in their line of work? (VI.G.12) Attach records of trainings conducted including staff attendance and training topics covered.	Yes	Due to the COVID-19 pandemic, in-person training was not held this year. Instead, training was provided in a virtual setting. The City provided staff with a series of training videos to view on demand. Topics were focused on storm water terms and concepts, MS4 permit requirements, and rain ready activities.

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Question	Answer	Comment
Illicit Connections and Illicit Discharge Elimination		
74	Did you maintain an up-to-date outfall map? (VI.H.2.)	Yes
75	Do you have procedures for conducting investigations to identify the source of all suspected illicit discharges? (VI.H.4.a.)	Yes
76	Report the number of illicit discharges investigated.	1 A Cotati resident reported pressure washing activities at the Jaded Toad (500 E. Cotati Avenue patio/hardscapes) which they suspected was creating excess runoff. We addressed the matter with the restaurant manager and they were responsive.
77	Report the number of illicit discharge investigations that resulted in an enforcement action.	0 No enforcement action needed in the Jaded Toad case.
78	Did you respond to suspected illicit connections within seven days of discovery? (VI.H.4.b)	Yes
79	Did you initiate investigation of all spill complaints within in one business day of the incident report? (VI.H.6.b.)	Yes

MS4 Storm Water Permit Annual Report – City of Cotati
Order No. R1-2015-0030 (V.D.)
Reporting Period 7-1-2020 through 6-30-2021

- a. **Description of the source of funds used in the past year;**
 The General Fund was the primary source of funds for implementing the Storm Water Program with water and sewer enterprise funds used when efforts were due to the operation of those respective utilities.
- b. **Description of the source of funds proposed for the coming year;**
 Same as for the past year.
- c. **Legal restriction on the use of funds**
 The use of General Funds is not restricted. The use of enterprise (water and sewer utilities) funds are restricted to the operation of those utilities.
- d. **Storm Water budget for the prior reporting period and actual expenditures for implementation of the storm water program.**

Storm Water Budget for FY 20/21: \$101,774

Actual Expenditures for FY 20/21

Wages/Salaries/Benefits	\$39,014
Materials and Supplies	\$500
Contract Services	\$41,263
Utilities	\$475
Repair and Maintenance	\$1,650
Other Expenses (a)	\$15,380
Total	\$98,282

- (a) Consists of Advertisements, Dues and Subscriptions, Equipment rental, meeting and training, postage, printing, regulatory fees, small tools and equipment, travel, and vehicle fuel expense.

Street Sweeping: The City has a franchise agreement with Recology for garbage pickup and street sweeping services. The City receives a quarterly revenue summary from Recology which does not separate out the revenues collected to cover the street sweeping services. Therefore, these services are estimated to be about 25% of Recology’s annual expenditures.

- e. Storm Water budget for the upcoming year, using estimated expenditures for the implementation of the storm water program.

Storm Water Program Budget for FY 21/22

Wages/Salaries/Benefits	\$38,280
Materials and Supplies	\$500
Contract Services	\$44,918
Utilities	\$400
Repair and Maintenance	\$1,700
Other Expenses (a)	\$15,108
Total	\$100,906

- (a) Consists of Advertisements, Dues and Subscriptions, Equipment rental, meeting and training, postage, printing, regulatory fees, small tools and equipment, travel, and vehicle fuel expense.

Permit Section	Requirement	City of Cotati	Streets to Creeks	Russian River Watershed Association	Sonoma County Waste Management Agency
IV.B.2.a.i.	Only Rain Down the Drain/General Storm Water Messaging	Website Ours to Protect creek signage Storm drain labels	Social Media Website Print Media Video Media	Urban Creek Care Guide Social Media Environmental Article	
IV.B.2.a.ii (a)	Vehicle Waste Fluids	Website	Website	Environmental Article	Website Recycle Guide
IV.B.2.a.ii (b)	Household Waste Materials	Website	Social Media Website Print Media Video Media	Urban Creek Care Guide Safe Med Disposal Grease Scrapers Social Media Environmental Article	Website Recycle Guide
IV.B.2.a.ii (c)	Construction Waste Materials	Website	Website		
IV.B.2.a.ii (d)	Pesticide and Fertilizer Waste	Website	Social Media Website Print Media Video Media	OWOW Social Media Environmental Article	
IV.B.2.a.ii (e)	Green Waste	Website	Website	Social Media	Website Recycle Guide Compost Guide
IV.B.2.a.ii (f)	Trash	Website	Social Media Website Print Media Video Media	Social Media	Website Recycle Guide
IV.B.2.a.ii (g)	Animal Waste	Signage Website	Social Media Website Print Media Video Media	Urban Creek Care Guide	
IV.B.2.a.iii.	Proper Lawn Care and Water Conservation, including Pesticide and Fertilizer Application and Irrigation	Website Sonoma Marin Saving Water Partnership	Social Media Website Print Media Video Media	Slow it, Spread it, Sink it Brochure Russian River Friendly Landscape Guidelines Our Water, Our World Social Media	
IV.B.2.a.iv.	Car Washing	Website	Social Media Website Print Media Video Media	Urban Creek Care Guide	



Summary Report: Diving into Drip Irrigation II

On November 19th 2020, Daily Acts partnered with the City of Cotati and Kris Loomis of Sonoma Water to host the second part of our Diving into Drip Irrigation webinar series. Kris has more than 20 years of experience and understanding of irrigation components, as well as a Certificate in Irrigation Design and Landscape Irrigation Auditing from the Irrigation Association.

While the first webinar focused on drip irrigation basics to build your own system, this webinar was focused on trouble shooting and maintaining existing drip irrigation systems. Contrary to what one might think, building a brand new irrigation system is usually simpler than trouble shooting an existing irrigation system, especially if the system is inherited. During the webinar, Kris discussed common irrigation controller programming mistakes, how to program a controller for winter on the West Coast, how to trouble shoot an irrigation valve and controller, and why participants should prevent mixing hydrozones in their landscapes. Kris also demonstrated her favorite tool to detect drip irrigation issues. Throughout the presentation, participants were able to get their specific questions about their own drip systems answered.

Webinar at-a-Glance	Webinar Metrics
Number of Participants	34
Contract Deliverable	1c) Water-Wise Skill-Building Presentations

Webinar Goals

- 1) Demonstrate common drip irrigation mistakes and how to fix them.
- 2) Give participants the confidence to troubleshoot and maintain their own drip irrigation systems.
- 3) Create a resource on existing drip irrigation systems that can be accessed at any time.

Webinar Outcomes

- 1) During the webinar, Kris described common drip irrigation mistakes and ways that participants could figure out how to fix them. One example of a common drip irrigation mistake that can have a large impact on water use is how participants schedule their irrigation controller. Oftentimes, irrigation controllers are not scheduled correctly and run more often than intended, which can lead to overwatering. Kris taught participants how to go through several types of irrigation controllers to check for these mistakes.
- 2) Different ways of troubleshooting and maintaining drip irrigation systems were covered during the webinar. Kris explained the tricky but useful process of figuring out whether drip irrigation system

problems are coming from the drip valve or the irrigation controller, and she provided solutions and step-by-step processes for fixing both types of issues. Kris also covered how to find breaks in drip irrigation lines, and the importance of running irrigation tests since many drip irrigation systems run at nighttime when no one is awake. While drip irrigation systems are touted for their efficiency, a drip irrigation system that is not properly set-up or maintained can waste a significant amount of water. Participants gained the skills to troubleshoot their systems to ensure efficiency and save water resources.

- 3) Oftentimes at our in-person irrigation installation programs, we get questions about participants' existing drip irrigation systems. The questions are not usually relevant to the installation, because troubleshooting is much more in depth than the installation of the system itself. This webinar will provide a lasting resource to address issues that a participant might be having with their existing drip irrigation system, and give them easy to follow step-by-step instructions to resolve issues.

Webinar Participants

Name	City	Email
Jorin Hawley	Cloverdale	jorinhawley@gmail.com
Mignon Moskowitz	Cloverdale	mignonsm@gmail.com
Maria Alvarez	Cotati	henry75@sonic.net
Norman Astrin	Cotati	normanastrin@yahoo.com
Kim Collins	Cotati	kc3990@gmail.com
Debora Hammond	Cotati	hammond@sonoma.edu
Teresa Lozoya	Cotati	teresalozoya@sbcglobal.net
William Theis	Cotati	williamtheis@hotmail.com
Sundong Kwong	Danville	smkwong@greenremodelforum.com
Christina Burress	Del Mar	christinamburress@gmail.com
Nancie Ryan	Dublin	nancieryan@yahoo.com
Katy Yeager	Los Altos	katyyeager@hotmail.com
Nan Sabino	Napa	nsabino@yahoo.com
Barbara Clifton Zarate	Novato	abzarate@comcast.net
Hal Beck	Oakland	halthebeck@gmail.com
Gerry Brady	Penngrove	gerry.fb@att.net
Leslie Hart	Penngrove	lesliehart@yahoo.com
Isabelle Osterlund	Penngrove	nd@isaviking.com
Maria Wacker	Penngrove	wackerfive@gmail.com
Chad Hamm	Petaluma	Chad628@pacbell.net
Lorraine Linstrom	Petaluma	lorraine.linstrom@gmail.com
Sara Thyr	Petaluma	sara@DrThyr.com
Jennifer Brass	Richmond	jenniferwbrass@gmail.com

Clare Gallardo	Santa Rosa	clearlaughingbird@hotmail.com
Kathy Matonak	Santa Rosa	kathy.matonak@gmail.com
Phil McRae	Santa Rosa	philbarb611@comcast.net
Michelle Morey	Santa Rosa	michelle@varart.com
Dean Parsons	Santa Rosa	monte2500@att.net
Cheryl Paulus	Santa Rosa	csp@sonic.net
Maggie Stockel	Santa Rosa	mstockel@gmail.com
Roger Bucholtz	Sebastopol	rsbucholtz@comcast.net
Thomas Johnson	Ukiah	jmfjohnson22@yahoo.com
Jessica Swenson	Walnut Creek	jesskswenson@gmail.com
Paul Piazza	Windsor	landgrant.collage@gmail.com

Outreach and Promotion

Outlet/Network/Channel/Location (e.g. Listserve, Facebook, Newspaper, etc)	Type of Outreach/Promotion (e.g. post, flier, email, etc)	Date submitted
Facebook	Social Media	11/17/2020
Instagram	Social Media	11/17/2020
SpinGo	Online calendar	11/10/2020
NextDoor	Message board	11/10/2020
Wacco BB	Online calendar	11/10/2020
Go Local	Online calendar	11/10/2020
KZST Radio Event Page	Online calendar	11/10/2020
North Bay Bohemian	Online calendar	11/10/2020
Daily Acts Newsletter	Email blast	11/03/2020
Targeted Email: Diving into Drip I participants	Email	11/10/2020
Targeted Email: Kris' Irrigation Students	Email	11/10/2020
Targeted Cotati Outreach	Email blast	11/16/2020
Facebook Event Page	Social Media	11/10/2020
Cotati Facebook Event Share	Social Media	11/15/2020

Link to Webinar: <https://dailyacts.org/2020/11/30/diving-into-drip-2/>



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Summary of Activities

2020 – 2021 Cotati Water Conservation and Stormwater Education and Outreach Program

January 1st – February 28th, 2021

Activities by Contract Deliverable

1b) Water-Wise Garden Tour (.25 hours)

- Coordinated video opportunities for event in collaboration with Sonoma Water.

1c) Water-wise Skill Building Presentations (16.5 hours)

- Began coordinating webinar titled, *Water-Wise Gardening for Birds and Pollinators* in partnership with Native Songbird Care and Conservation including:
 - Coordinating details with Veronica Bowers;
 - Developing event page and zoom webinar; and
 - Outreaching to community through social media and targeted emails.
- Communicated with City about upcoming programs.

1d) Seasonal Maintenance Workshops (6 hours)

- Performed routine maintenance including:
 - Conducting site visit;
 - Pruning trees; and
 - Using weed whacker.
- Updated World Centric project profile.

3b) Quarterly Reporting (1 hour)

- Reviewed hours and prepared invoices and report for work completed during January 1st – February 28th, 2021.



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Summary of Activities

2020 – 2021 Cotati Water Conservation and Stormwater Education and Outreach Program

July 1st – August 31st, 2020

Activities by Contract Deliverable

1a) Community Creek Clean-up (8.5 hours)

- Researched local Creek Week activities to determine how best to proceed.
- Communications with Sonoma Water and Recology regarding tools and receptacles.
- Began developing content for kid friendly scavenger hunt and clean-up.

1c) Water-wise Skill Building Presentations (29.50 hours)

- Coordinated and facilitated all aspects of webinar titled *'Drip Irrigation 101'*, presented by Kris Loomis of Sonoma Water including:
 - Communicating with presenter to ensure needs are met;
 - Developing event page and zoom webinar;
 - Outreaching to community through social media and targeted emails;
 - Practicing presentation and zoom formatting with presenter;
 - Facilitating webinar with Daily Acts staff as support and answering questions in live time;
 - Sending thank-you email to attendees with additional resources; and
 - Reconciling event in Daily Acts database and reporting.
- *See summary report titled, 'Drip Irrigation Summary Report.'*

1d) Seasonal Maintenance Workshops (8.5 hours)

- Communications with City staff to update waivers with COVID policy.
- Site visit to Pocket Park to determine needs for upcoming workday.
- Coordination with World Centric to provide volunteers on September 23rd.

2b) Action Campaigns (14 hours)

- Outreach and promotion of Be the Change campaign including:
 - Creation of bilingual resources water-wise landscape practices; and
 - Developing content for Conserve Water Resources 6-week leg; and
 - Targeted outreach to Cotati residents.

3b) Quarterly Reporting (1.5 hours)

- Reviewed hours and prepared invoices and report for work completed during July - August 2020.



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Summary of Activities

2020 – 2021 Cotati Water Conservation and Stormwater Education and Outreach Program

November 1st – November 30th, 2020

Activities by Contract Deliverable

1c) Water-wise Skill Building Presentations (14.5 hours)

- Coordinated and facilitated all aspects of webinar titled, *Diving into Drip Irrigation II* in partnership with Sonoma Water including:
 - Communicating with presenter/panelists to ensure needs are met;
 - Developing event page and zoom webinar;
 - Outreaching to community through calendar posting, social media and targeted emails;
 - Practicing presentation and zoom formatting with presenters;
 - Facilitating webinar with Daily Acts staff as support and answering questions in live time;
 - Sending thank-you email to attendees with additional resources; and
 - Reconciling event in Daily Acts database.

**See summary report titled, 'Diving into Drip Irrigation II'*

1d) Seasonal Maintenance Workshops (0.58 hours)

- Site visit to assess Pocket Park

3b) Quarterly Reporting (6 hours)

- Reviewed hours and prepared invoice and report for work completed during November 1st-November 30th, 2020.
- Drafted and prepared summary reports.



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Summary of Activities

2020 – 2021 Cotati Water Conservation and Stormwater Education and Outreach Program September 1st – October 31st, 2020

Activities by Contract Deliverable

1a) Community Creek Clean-up (38.75 hours)

- Coordinated and facilitated all aspects of digital event for Creek Week including:
 - Developing event page and zoom webinar;
 - Outreaching to community through social media, targeted emails, flyers, online calendaring, monthly newsletter, and a spotlight on our website;
 - Practicing presentation and zoom formatting;
 - Creating original content for and facilitating webinar;
 - Communicating with City staff to coordinate bins; and
 - Creating and delivering presentation at City Council meeting.

**See summary report titled, 'Go on Your Own Creek Clean-up'.*

1c) Water-wise Skill Building Presentations (12.5 hours)

- Coordinated and facilitated all aspects of webinar titled, *'Fall Garden Conversations'* in partnership with the Laguna Foundation including:
 - Communicating with presenter/panelists to ensure needs are met;
 - Developing event page and zoom webinar;
 - Outreaching to community through social media and targeted emails;
 - Practicing presentation and zoom formatting with presenters;
 - Facilitating webinar with Daily Acts staff as support and answering questions in live time;
 - Sending thank-you email to attendees with additional resources; and
 - Reconciling event in Daily Acts database.

**See summary report titled, 'Fall Garden Conversations'.*

- Began coordinating upcoming webinar title *'Drip Irrigation II with Kris Loomis'*:
 - Coordinating event details with Kris;
 - Creating event page; and
 - Creating event spotlight on website.

1d) Seasonal Maintenance Workshops (27.25 hours)

- Coordinated and facilitated all aspects of seasonal maintenance workshop including:
 - Developing event page and registering participants;
 - Communicating with Janae of World Centric to organize a staff volunteer day;
 - Creating flyer for World Centric employees;
 - Conducting a site assessment;

- Refining COVID-19 event safety protocols with DAO staff;
- Gathering necessary tools from storage and packing event box;
- Performing routine maintenance with volunteers; and
- Writing activity report, uploading photos, and sending out a thank-you email to volunteers.

**See summary report titled, 'Seasonal Maintenance Work Day with World Centric'*

3b) Quarterly Reporting (1.75 hours)

- Reviewed hours and prepared invoices and report for work completed during September 1 – October 31st, 2020.



Summary Report: Drip Irrigation with Kris Loomis

On Thursday, July 30th 2020, Daily Acts partnered with the City of Cotati and Kris Loomis of Sonoma Water to host an informative webinar on drip irrigation. Kris has 20+ years of experience and understanding of irrigation components, as well as a Certificate in Irrigation Design and Landscape Irrigation Auditing from the Irrigation Association.

The presentation included an overview of where water comes from, how soil types and space will influence your irrigation system, how to design an irrigation system, and the various components that could be included in any given system. Kris' presentation also included additional resources to help participants install an irrigation system on their own. Resources included WUCOLS and puddle stompers to determine water use of plants, Agrifim and Netafim resource guides to determine component needs, as well as the Sonoma Marin Saving Water Partnership landscape templates for a more engineered resource on how to install a drip irrigation system from start to finish.

Webinar At-a-Glance	Webinar Metrics
Number of Registrants	125
Contract Deliverable	1c) Water-Wise Skill Building Presentation

Webinar Goals

- 1) Highlight the benefits of drip irrigation and water conservation on the Sonoma County scale
- 2) Give participants the skills, tools, and resources needed to install their own drip irrigation systems
- 3) Inspire, encourage, and give participants the confidence to install their own drip irrigation systems

Webinar Outcomes

- 1) This webinar began with an introduction to our watershed, and an overview of the interconnectedness of our waterways. Kris gave examples for the amount of water a small patch of grass would consume, vs the amount of water a native garden on drip irrigation would use. Through examples of different systems, Kris highlighted the many ways that switching to drip irrigation can reduce your water use.
- 2) Not every drip irrigation system is the same, in fact there are an abundance of ways that a system can be designed and installed. Through videos, photos and live parts demonstration, Kris highlighted different types of emitters, tubing, and pathways for design. In a follow up email resources were sent to

registrants to help them get more familiar with different types of components. Resources included links to additional videos, company catalogues and question forums, and system design guides.

- 3) In addition to an extensive overview of how an irrigation system work and how to include it in any sized garden, Kris was also sure to discuss the maintenance of a system and a variety of different elements that will help a system function to the best of its ability. Additional features to increase the life of a system include filters, pressure regulators and a little bit of patience when it comes to trouble shooting and cleaning out clogged emitters.

Webinar Registrants

Name	Address	City	Email
Maria Verdida	1230 E Glenwood Ave	Anaheim	sophiaverdida@yahoo.com
A. Mark Liiv	POB 49	Bodega	a.mark.liiv@gmail.com
Richard Charter	6947 Cliff Ave	Bodega Bay	waterway@monitor.net
Brett KenCairn	990 37th St	Boulder,	kencairnb@bouldercolorado.gov
Mary Ellen Campbell	45316 Pacifica Drive	Caspar	camsoupy@yahoo.com
Maureen Cruzen	19145 Mayberry Drive	Castro Valley	mobassett2000@yahoo.com
Stephen Nash	8702 E Briarwood Blvd	Centennial	rusnash@usa.net
Jorin Hawley	36000 Highway 128	Cloverdale	jorinhawley@gmail.com
Mignon Moskowitz	118 University St	Cloverdale	mignonsm@gmail.com
Noriko Kawamoto	PO Box 1402	Cobb	noriko_abroad@hotmail.com
Skye Freeman	580 West E St	Colton	skyebear92315@yahoo.com
Skye Freeman	580 West E St	Colton	skyebear92315@yahoo.com
Amy Boyd	5822 Lowell Court	Cotati	amyboyd@mac.com
Jen Farnsworth	PO Box 142	Cotati	jennifermfarnsworth@gmail.com
Seth Wright	218 Alexander St	Crockett	info@waterservice-ca.com
Frances Andrews	2459 Bucklebury Road	Davis	francesandrewsbooks@gmail.com
Christina Burress	14277 Minorca Cove	Del Mar	christinamburress@gmail.com
Ana Toepel	81 Pine Drive	Fairfax	annetoepel@gmail.com
Karen Haralson	289 Madrona Rd	Felton	ktese@cruzio.com
Christina Milne	POB 297	Forest Knolls	riversntides@gmail.com
Cheryl Koeller	8365 Templeman Road	Forestville	ckoeller@sbcglobal.net
Irene Nickels	6640 Ellen lane	Forestville	esoomos@gmail.com
Christina Pallmann	120 E Fir St	Fort Bragg	pallmann@sonic.net
John Kneemeyer	13642 Rose of Sharon Way	Grass Valley	kneey5@goskywest.com
Sarah Mitchem	18221 Neeley Rd	Guerneville	smitchemwin@yahoo.com
Brett Lee	13 Palm Ave	Healdsburg	Brettallenlee@gmail.com
Brian Wortmann	760 Rose Ln	Healdsburg	bkwortmann@gmail.com
Charlotte Mandrier	27 Front Street Apt E	Healdsburg	charlotte.gordon@gmail.com
Gregor Nelson	4040 Mill Creek Road	Healdsburg	gregor@ndesign.com

Tinujei DuRee	229 Alexandria Dr	Healdsburg	tinujeid@yahoo.com
Vikki DuRee	233 Alexandria Dr	Healdsburg	vduree@yahoo.com
Kecia Stickney	18525 S State Hwy 29	Hidden Valley Lake	kecia@frontierfarmco.com
Connie Grace	1850 Severinsen St	Hollister	conniesnjs@aol.com
Kellie Mertz	926 Junipero Ave.	Long Beach	kmertz4@hotmail.com
Katy Yesger	58 Sevilla Drive	Los Altos	katyyeager@hotmail.com
Erika Galvan	1522t Timm way	Middletown	erikasrose@yahoo.com
Joe Eckhart	PO Box 1053	Middletown	jeckhart02@gmail.com
L t	122 Almonte Blvd	Mill Valley	loudmouth91@hotmail.com
N Sabino	1606 Muller drive	Napa	nsabino@yahoo.com
Barbara Clifton Zarate	193 Montego Ky	Novato	abzarate@comcast.net
Pat Becker	880 Via Escondida	Novato	patbeauvre@yahoo.com
Amy Lemmer	PO Box 781	Occidental	amylemmer@comcast.net
Dave Lemmer	PO Box 781	Occidental	davidlemmer@comcast.net
Ken Dunn	15290 Coleman Valley Rd	Occidental	kcdunnigan0023@yahoo.com
Landy Figueroa	1746 Locust St.	Pasadena	landykf@gmail.com
Antonia Navarra	103a Dana Street	Petaluma	antonianavarra@gmail.com
Benjamin Grangereau	17 Cleveland Lane	Petaluma	bengranger@gmail.com
Beverly Alexander	341 Liberty St.	Petaluma	smileybev@gmail.com
Cheri Page	1724 Capella Court	Petaluma	sage.page.one@gmail.com
Diana Brown	520 Yellowstone Court	Petaluma	dianarhea60@yahoo.com
Eugenie Raff	129 Upham St.	Petaluma	eraff@ix.netcom.com
Houston Porter	40 Fourth St., #228	Petaluma	houston@avant-larde.com
Kary Hess	1107 F Street	Petaluma	kary@sparktarot.com
Laurie Zerga	1826 Hartman lane	Petaluma	laurie@dailyacts.org
Lisa Menezes	17 Cleveland Lane	Petaluma	brownidgurl14@gmail.com
Lorraine Linstrom	1077 Western Avenue	Petaluma	lorraine.linstrom@gmail.com
Nolan Snook	151 Paulsen Lane	Petaluma	nolan.snook@gmail.com
Zachary Neeley	4490 D Street Ext	Petaluma	zneeley@gmail.com
Catherine Miller	PO Box 200	Point Arena	luvinlivin57@gmail.com
Hal Ferguson	PO Box 200	Point Arena	luvinlivin57@gmail.com
Jean Vierra	P.O. Box 298	Point Reyes Station	jean.x.vierra@gmail.com
Ben Couch	1400 Valley House Dr	Rohnert Park	bcouch@tradmed.com
Gen WATANABE	1533 Marcel Pl.	Rohnert Park	happymochi3@gmail.com
Gen Watanabe	1533 Marcel Pl.	Rohnert Park	happymochi3@gmail.com
David Paul	16 Norwich	San Francisco	dpaul4peace@yahoo.com
Therese Gordon	296 Kaybe Ct	San Jose	theresegordon@hotmail.com
Dianne Fruin	123 Oak Drive	San Rafael	diannefruin@mac.com
Veronica Denny	5 Bret Avenue	San Rafael	veronica@vdennydesign.com

Wendy Bolker	10 E Mission Ave	San Rafael	web.10av@gmail.com
Amie Glass	1914 Leafgreen Drive	Santa Rosa	amieglass@sbcglobal.net
Ana Castillo-Williams	1823 Manor Dr	Santa Rosa	ani@sonomarin.net
Angela Hunter	422 Saint Mary Place	Santa Rosa	angelamhunter13@gmail.com
Angelina Aviles	2329 Brompton Ave	Santa Rosa	linisavilecc@gmail.com
Angie Aviles	2329 Brompton Ave	Santa Rosa	linisavilecc@gmail.com
Brigid RYAN	5060 RINCON AVE	Santa Rosa	brigidry22@gmail.com
Carolyn Towon	1568 Laguna Rd	Santa Rosa	tows4@msn.com
Cheryl Sherwood	2683 Victoria Dr	Santa Rosa	bretsmailbox@yahoo.com
Dayla Greenfield	417 Lincoln St.	Santa Rosa	daylagreenfield@yahoo.com
Dean Parsons	2500 Montecito Ave.	Santa Rosa	monte2500@att.net
Eric Spiegel	no mail please	Santa Rosa	ericboydspiegel@gmail.com
Gregory Plumb	404 Aviation Blvd	Santa Rosa	gregory.plumb@scwa.ca.gov
Jesse Savou	PO Box 8511	Santa Rosa	jesse@bluebarrelsystems.com
Johnny Nolen	1014 Grand Ave	Santa Rosa	johnny@421.group
Judy Ulrich	1848 Lornadell Ln	Santa Rosa	judy_ulrich@yahoo.com
Kevin Tellez	2812 Liscum Street	Santa Rosa	tellez.kev@gmail.com
Laura Salo	2425 Sunrise Place	Santa Rosa	laurasalo2425@gmail.com
Lauren Fuhry	779 Summerfield Road	Santa Rosa	la.fuhry@gmail.com
Maggie Stockel	5282 Arnica Way	Santa Rosa	mstockel@gmail.com
Maria Navarro	1695 Blake Pl	Santa Rosa	marianavarro81@hotmail.com
Mary Maddux-Gonzalez	5483 Pepperwood Rd.	Santa Rosa	gonzmad@aol.com
Mary Harmon	3027 Terrimay Ln	Santa Rosa	meh2001@sbcglobal.net
Michelle Morey	3492 San Sonita Dr	Santa Rosa	michelle@varart.com
Nancy Whitman	1700 RANDON WAY	Santa Rosa	nancymclean170@comcast.net
Patrick Schafer	1908 Elsinore Way	Santa Rosa	lighthouse4u2@gmail.com
Sarah Underwood	2045 Illinois Ave.	Santa Rosa	skunderwood@gmail.com
Shelle Carroll	2212 Windsor Ct	Santa Rosa	shellec@sonic.net
Stella Keller	1104	Santa Rosa	pacificlady@sonic.net
Thomas Gilleran	1022 Del Mar Drive	Santa Rosa	thomasgilleran1999@gmail.com
Troy Moya	333 Richmond Dr	Santa Rosa	troymo@gmail.com
Tuan Huynh	241	Santa Rosa	tuanduhu@gmail.com
Woody Hastings	P.O. Box 3785	Santa Rosa	woody@theclimatcenter.org
Autumn Summers	PO BOX 2131	Sebastopol	AutumnS@sonic.net
Bobbi Berens	7516 belle view ave	Sebastopol	groundedmagic@comcast.net
Inna Soroka	8340 Valley View Ct	Sebastopol	inka0270@gmail.com
Isis Howard	2827 Blucher Vly Rd	Sebastopol	isis@goldridgercd.org
Jean Tillinghast	881 Dorthel St	Sebastopol	pickle@sonic.net
Jessica Kleiderman	8167 Whited Road	Sebastopol	jessicakleiderman@gmail.com
Jill Butler	5850 Fredricks Road	Sebastopol	parkrangerjill@gmail.com
June Brashares	7760 Dos Palos Lane	Sebastopol	june.brashares@gmail.com

Katharine Gabor	511 Grandview Road	Sebastopol	kgabor@2geeks.org
Kathy Doran	5339 Daywalt Lane	Sebastopol	forkona@sonic.net
Patrick Numair	659 FERGUSON RD	Sebastopol	patricknumair@gmail.com
Richard Norton	4397 Burnside Rd.	Sebastopol	nativespeciesunlimited@gmail.com
Wendy Simone	760 First St	Sebastopol	lookylou@graetzlaw.com
Sharel McVey	3 South Temelec Circle	Sonoma	slmcvey@comcast.net
ROBIN SUNBEAM	PO BOX 1133	Ukiah	bodhirobin@pacific.net
Susan Blake	P.O. Box 1210	Valley Springs	stblake1@hotmail.com
Al Redwine	111 Crickett Court	Windsor	alredwine42@gmail.com
Helen Rodrigues	1098 Elsbree Lane	Windsor	helengues@gmail.com
Michael Maxson	1098 Elsbree Lane	Windsor	mgmaxson@gmail.com
Sue McQuiddy	416 Cayetano Ct	Windsor	mcbatch4@comcast.net
Terri Cogorno	9756 Dawn Way	Windsor	tamcogo@hotmail.com

Outreach and Promotion

Outlet/Network/Channel/Location	Type of Outreach/Promotion	Date
Daily Acts E-Blast	Targeted Email	7/16/2020
Sonoma West Times and News	Online Calendar	7/16/2020
WaccoBB	Online Calendar	7/16/2020
Harmony Connects	Online Calendar	7/16/2020
SpinGo.com	Online Calendar	7/16/2020
Go Local	Online Calendar	7/16/2020
iGrow	Online Calendar	7/16/2020
KZST	Online calendar	7/16/2020
North Bay Bohemian	Online Calendar	7/16/2020
Daily Acts Facebook Page	Social Media Post	7/27/2020
City of Cotati Facebook Page	Social Media Post	7/27/2020
Daily Acts Newsletter	Targeted Email	7/27/2020

Link to webinar: <https://dailyacts.org/2020/07/31/diving-into-drip/>



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Summary Report: Webinar: Fall Garden Conversations with Laguna de Santa Rosa Foundation

On October 7th, 2020, Daily Acts Senior Programs Coordinator Liz Platte-Bermeo and Programs Coordinator Connor DeVane partnered with April Owens of the Habitat Corridor Project and California Native Plant Society (CNPS) and Allison Titus of the Laguna de Santa Rosa Foundation for a webinar discussion of fall garden considerations and questions. The event served as both an educational opportunity as well as a means to promote the CNPS native plant sale.

Liz and Connor welcomed guests into the event and each panelist introduced themselves and offered some background on their respective organizations. April discussed the details of the upcoming CNPS sale and shared photos of some of the plants. The panelists started the conversation by discussing what they are doing and noticing in their own gardens this time of year. Allison and Liz then took turns asking questions submitted by the guests, which all panelists offered answers for and insight on. Questions ranged from requests for native plant suggestions to designing drip systems; choosing fire safer plants to protecting fruit trees from harsh summer sun, and more. The panelists riffed off one another organically, with each's experiences and expertise complementing the others'.

Webinar at-a-Glance	Webinar Metrics
Number of Participants	67
Contract Deliverable	1b) Water-Wise Skill Building Presentation

Webinar Goals

- 1) Host a fun, friendly and informative webinar “conversation” with experts from partner organizations.
- 2) Answer questions about fall gardens from participants.
- 3) Promote ecologically sound, water-saving practices.

Webinar Outcomes

- 1) Daily Acts was happy to reprise the Garden Conversation model with partners at the Laguna Foundation, Habitat Corridor Project, and CNPS Milo Baker chapter. Through this partnership, the event brought a range of perspectives to a variety of gardening questions. All four panelists share a friendly working relationship, so the conversation had a fun and organic feel to it. Topics discussed included: maintenance, design, plant selection, fire considerations, and more. Participants expressed gratitude for what they learned and were sent a follow-up email with many resources related to the topics discussed.

- 2) The panelists were offered insight or direct answers to each question raised. In some cases, questions played to particular panelists' strengths, but more often than not, each panelist contributed something in response. April in particular has a wealth of knowledge on native plant gardening and fire resilient landscapes. Allison's connection to the Laguna grounded her answers in a strong sense of place, and she continually circled back to the suggestion to observe naturally occurring native landscapes to find inspiration for native gardens. Liz and Connor brought in the Daily Acts permaculture-informed perspective, which proved useful for questions more related to food forests, rain gardening, and more.
- 3) The focus on native plants set the program off on the right foot with regards to promoting ecologically sound practices that save water, create habitat, benefit pollinators and sequester carbon. Liz and Connor sang the praises of sheet mulching and water harvesting swales, and Allison touched on the importance of considering the watershed when making choices in the garden. By advertising the CNPS native plant sale, participants were further encouraged to choose water saving plants.

Webinar Participants

Name	City	Email
Ellen Gordon	Cotati	glassln@sonic.net
Erika Clark	Petaluma	gleebglorb@gmail.com
Sarah Tatum	Petaluma	Setatum94@gmail.com
Steve Ayala	Petaluma	stevayla@sonic.net
Leslie Keenan	Petaluma	lesliekeen@me.com
DK Jacobsen	Petaluma	djmail@globalraj.com
Diana Brown	Petaluma	Dianarhea60@yahoo.com
Kim Jellicoe	Petaluma	kimacarpenter@yahoo.com
Kellie Gillingham	Windsor	kmgillingham@hotmail.com
Alicia Torres	Windsor	Alicia186@live.com
Isaac Hastings	Windsor	Issachemail-shop1@yahoo.com
Jennifer Taddei	Windsor	jtaddei@wusd.org
Dr. Jeanne Knapp	Windsor	jeanneknapp@gmail.com
Vanessa Carter	Bel Tiburon	vanessalouisecarter@gmail.com
Joe Wiedman	Cloverdale	jwiedman@gmail.com
Lauren Meiklejohn	Forestville	Laurengould887@gmail.com
Anna Laura Jansma	Graton	aljansma@impulse.net
D Waller	Guerneville	deborahwaller@comcast.net
Wendy Smit	Healdsburg	Wsmit8000@gmail.com
Barbara Benson	Kenwood	Bbenson212@gmail.com
Krista Odden	Monte Rio	kristaodden@gmail.com
Nan Sabino	Napa	nsabino@yahoo.com
Catherine George	Napa	cathygeorgedesign@gmail.com
Jenni Kessler	Novato	Jenni.kessler@juno.com

Peggy Thow	Novato	cellobag@hotmail.com
Yiyi Zeng	Palo Alto	Yiyi.zengs@gmail.com
Megan Meder	Penngrove	meganmeder@yahoo.com
Judith Broadhurst	Port Angeles	jaebroadhurst@gmail.com
Carol Steinfeld	San Mateo	carol@carol-steinfeld.com
Sharon S	San Rafael	sharonss@me.com
Patricia Acosta	Santa Rosa	Patricia.lolley@gmail.com
Maria Aguirre	Santa Rosa	eaguirre@srcs.k12.ca.us
Marianne Causely	Santa Rosa	enrgy@pacbell.net
Pamela Horton	Santa Rosa	phorton@sonic.net
Gail Frederickson	Santa Rosa	gailfreder@att.net
Erin Casteel	Santa Rosa	erin@erincasteel.com
Jim Allen	Santa Rosa	Jimallen94920@gmail.com
Deb Lane	Santa Rosa	drumlane@sbcglobal.net
Corby Hines	Santa Rosa	corby@sonomalandtrust.org
Kitty Ritz	Santa Rosa	Kritz414@sbcglobal.net
Tom McBride	Santa Rosa	tmcbride@sonic.net
Terri Griffin	Santa Rosa	Tgriffin335@gmail.com
Betty Young	Santa Rosa	Youngb0721@msn.com
Kit Carson	Sebastopol	wildwest@sonic.net
Kelley McNeal	Sebastopol	riversongk@gmail.com
James Cross	Sebastopol	Jamescross286@gmail.com
Connie Gardner Rosenthal	Sebastopol	congarose@gmail.com
Jennifer Chadwick	Sebastopol	sichad@gmail.com
Judith Stone	Sebastopol	revjstone@aol.com
Nell Kneibler	Sebastopol	nellk@sonic.net
Anaaliese Hettinger	Sebastopol	annaliesehettinger@gmail.com
Jennifer Bice	Sebastopol	jbice@redwoodhill.com
Sarah Hollister	Sebastopol	srhollister@hotmail.com
Susan Kelley	Sebastopol	smkelley@sonic.net
Mark Obrien	Sonoma	Mark_06@hotmail.com
Ginny Magan	Tomales	ginnymac@sonic.net

Outreach and Promotion

Outlet/Network/Channel/Location	Outreach/Promotion	Date
Facebook Event Page	Social Media	9/15/20
Facebook, Instagram, Twitter	Social Media	9/24/20
Facebook, Instagram, Twitter		10/3/20
Resilience Rising FB page		10/6/20
Sonoma West Times and News		10/6/20

WaccoBB		10/6/20
Harmony Connects		10/6/20
Petaluma Argus Courier		10/6/20
SpinGo		10/6/20
KZST event calendar		10/6/20
KZST Radio announcement		10/6/20
North Bay Bohemian		10/6/20
Press Democrat		10/6/20

Link to Webinar: https://www.youtube.com/watch?v=K5Oz_BpHan0



Summary Report: Go On Your Own Creek Cleanup

On September 24th, 2020, programs coordinator Sarina Consulter led a webinar to encourage Cotati residents to partake in their own creek or neighborhood trash clean-ups in honor of Creek Week. The Russian River Watershed Association's Annual Creek Week was September 21st - September 28th, 2020.

During this webinar, participants learned about our local watershed, defining features of a healthy creek, and ways their families can prevent trash from entering our watershed. There was an interactive guessing game activity for kids to learn about how to sort common trash, recycling, and compost items properly, which was based on local guidelines from Recology. The webinar provided Cotati residents with knowledge and inspiration to be effective stewards of the Russian River Watershed. This year, instead of just seeing the product of mismanaging our waste, Cotati residents were able to learn about ways they can prevent that waste from entering our watershed to begin with. The webinar concluded with photos that were received of individuals trash clean-ups, and a reflection of patterns noticed and ways we can all reduce storm water pollution in our day-to-day lives.

Webinar at-a-Glance	Webinar Metrics
Number of Participants	22
Contract Deliverable	1a) Community Creek Clean-up

Webinar Goals

1. Host a successful Creek Week event without having to depend on in-person gatherings
2. Create a creek week resource that Cotati Residents can use year-round
3. Raise awareness of the types of trash found in our local waterways from every-day life

Webinar Outcomes

- 1) This year holds different meanings for success. While webinar participants did not submit specific amounts of trash collected, photos submitted showed that participants enjoyed getting out to do their own creek clean-ups. Participants also claimed that the “What Goes Where” exercise was especially relevant, as they learned that they hadn’t been properly disposing of their waste before.
- 2) The [creek week resource](#) that was created which includes the webinar, scavenger hunt and reflection, and a map of walkable creek paths in Cotati allows for residents to go on their own creek clean-ups year round.

While Creek Week motivates and rallies residents to get out in a specific timeframe, our watershed could use cleaning all year long!

- 3) Since the most common type of trash found in our creeks comes from households, it was important to educate Cotati residents about what they can do at home to decrease the amount of trash that enters our watershed. The webinar included information from the Russian River Watershed and Streets to Creeks Program about ways to modify household practices to decrease stormwater pollution. The webinar also included how to properly manage waste on the household scale so that it doesn't end up in our creeks.

Webinar Participants

Name	City	Email
Heather Noyes	Cloverdale	noyesh@cusd.org
Mary Elise Conzelmann	Cotati	mconzelmann@cotaticity.org
Nicholas Courter	Cotati	courterang@gmail.com
Charlotte Courter	Cotati	courterang@gmail.com
Angela Courter	Cotati	courterang@gmail.com
Sandra Knoy	Cotati	gardenedsandra@gmail.com
Brittany Murphy	Cotati	brittany.ridley@gmail.com
Craig Scott	Cotati	cscott@cotaticity.org
Ashley Wilson	Cotati	awilson@cotaticity.org
Carolyn Harrison	Healdsburg	terrycar3438@gmail.com
Terry Harrison	Healdsburg	terrycar3438@gmail.com
Mae Carter	Penngrove	tscarter828@gaill.com
Kate Carter	Penngrove	reader6k@gmail.com
Aisling Cullen	Petaluma	a.cullen@latticeeducation.com
Jon Caldwell	Rohnert Park	jondas55@hotmail.com
Ulises Coria Chavez	Rohnert Park	andrezuzu31@gmail.com
Andrea Coria Chavez	Rohnert Park	andrezuzu31@gmail.com
Amy Exelby	Rohnert Park	amy@dailyacts.org
Harper Koeniges	Rohnert Park	amy@dailyacts.org
Emily Sanborn	Rohnert Park	emilysmailbox@hotmail.com
Carol Steinfeld	San Mateo	flowscapes@gmail.com
Bronwen Arthur	Santa Rosa	bronwenarthur@gmail.com

Outreach and Promotion

Outlet/Network/Channel/Location (e.g. Listserve, Facebook, Newspaper, etc)	Type of Outreach/Promotion (e.g. post, flier, email, etc)	Date submitted
NextDoor	Message board/calendar	08/26/2020
Facebook	Social Media	08/26/2020
Instagram	Social Media	08/26/2020
Twitter	Social Media	10/5/2020
SpinGo	Online calendar	08/26/2020
Sonoma West Times and News	Online calendar	08/26/2020
Wacco BB	Online calendar	08/26/2020
Go Local	Online calendar	08/26/2020
iGrow	Online calendar	08/26/2020
North Bay Bohemian	Online calendar	08/26/2020
Harmony Connects	Online calendar	08/26/2020
Press Democrat	Online calendar	08/26/2020
Daily Acts Newsletter	Email blast	09/03/2020
Targeted Email: RRWA	Email	09/09/2020
Targeted Cotati Outreach	Email Blast	09/11/2020
Facebook Event Page	Social Media	09/09/2020
Facebook/Instagram	Social Media	09/09/2020
Facebook/Instagram	Social Media	09/17/2020
Facebook/Instagram	Social Media	09/21/2020

Link to Resource: <https://dailyacts.org/faq-items/creekweek/>



because every choice matters

Summary Report: Seasonal Maintenance Day with World Centric

On September 23, 2020, Daily Acts hosted its first in-person event since the COVID-19 pandemic began: a volunteer workday at Pocket Park with staff from World Centric, hosted by Senior Programs Coordinator Liz Platte-Bermeo and Programs Coordinator Connor DeVane. Daily Acts’ Operations Coordinator Sarah Tatum oversaw COVID protocols, including sanitation of tools, temperature and wellness checks, and more.

Liz, Connor and Sarah welcomed the group to the Pocket Park food forest garden, which was both quite weedy after months of shelter-in-place and also robust and full of fruit. As the group gathered in the shade of the walnut tree, some volunteers commented on the number of pomegranates and persimmons fruiting on the trees. There was a common theme of gratitude for being outdoors, being in community and getting hands in the dirt. Liz and Connor led the group on a tour of the site, explaining various features, sharing its history, discussing the seasonal habits of plants in the garden, and demonstrating pruning techniques for plants in need of deadheading. Over the next hour and a half, volunteers pulled weeds and deadheaded shrubs while maintaining social distance of at least six feet – producing so much green waste it took two truckloads to compost.

Workday at-a-Glance	Workday Metrics
Number of Participants	9
Contract Deliverable	Seasonal Maintenance Workshop

Workday Goals

- 1) Host a successful in-person volunteer work day with proper safety techniques in line with COVID-19 protocols.
- 2) Educate and inspire as many people as we can safely gather.
- 3) Provide the Pocket Park Food Forest Garden with much needed maintenance.

Workday Outcomes

- 1) Daily Acts developed robust and comprehensive COVID-19 protocols for hosting in person events after a long hiatus. With Sarah’s help, we were able to have a sanitation station, signage about our protocols, temperature and wellness checks, hand sanitizer, extra masks, and surgical gloves for the volunteers. We capped event registration at 9 volunteers, so as to not exceed the state and county guideline of keeping groups to 12 or fewer people. Certain aspects of our typical programming are

incompatible with these times, such as being able to provide volunteers with gardening gloves, but fortunately most participants brought their own gloves and even some tools.

- 2) Daily Acts enlisted a group of employees from the company World Centric, many of whom hadn't seen one another in months. One member was hired over Zoom after the pandemic had already begun, and so he met many of his coworkers for the first time at this event. Participants expressed gratitude for the opportunity to be away from screens, moving their bodies, engaging with nature and giving back to the community. A few plan on returning later in fall and early winter to do some light maintenance and harvest persimmons and pomegranates.

- 3) Due to the constraints of the pandemic, especially back in the spring, Daily Acts' model sites are all a bit unruly. Pocket Park was no exception before this workday – the weed growth, perhaps bolstered by the creek, was impressive. In a mere hour and a half, with just twelve people including Daily Acts staff, the site looked significantly better. Dead blooms were removed, a few shrubs and fruit trees that were completely hidden by weeds were unveiled, and two truck beds' worth of green waste was removed from the site.

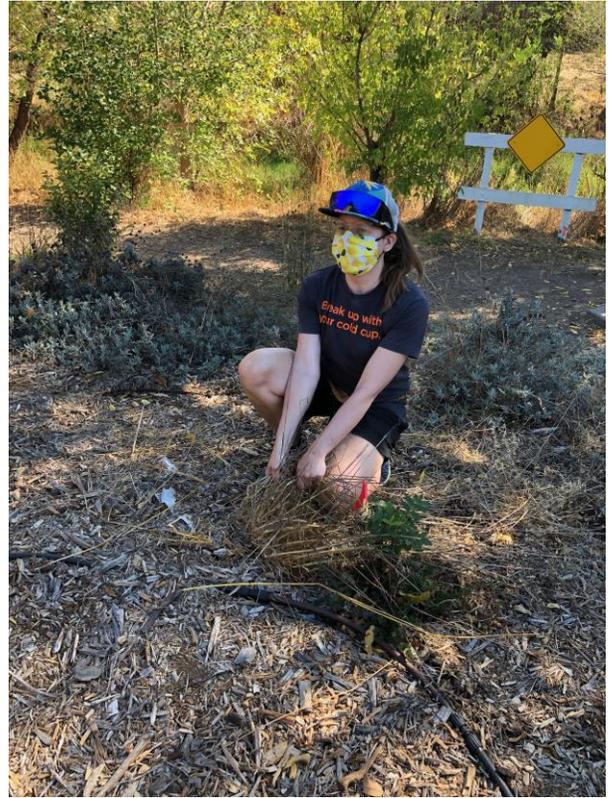
Workday Participants

Name	City	Email
Samantha Smith	Napa	sams@worldcentric.org
Kim Hartford	Petaluma	kimh@worldcentric.org
Adrienne Bragg	Petaluma	Aharmon20@hotmail.com
Sydney Dean	Petaluma	sydneyd@worldcentric.org
Sanjeev Ujagar	Rohnert Park	sanjeevu@worldcentric.org
Don Forsyth	Rohnert Park	donf@worldcentric.org
Lauren Olson	Rohnert Park	laureno@worldcentric.org
Joseph Felix	Rohnert Park	joef@worldcentric.org
Robert Martin	Santa Rosa	rob@worldcentric.org

Outreach and Promotion

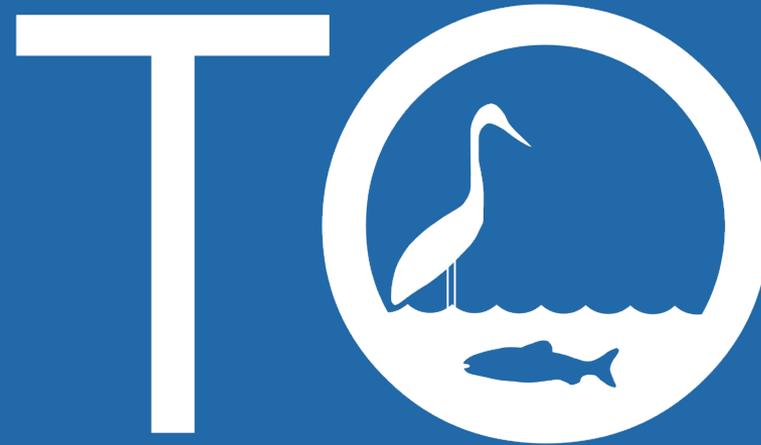
Outlet/Network/Channel/Location	Type of Outreach/Promotion	Date
Coordinated with World Centric directly		

Photos



STORM DRAINS CONNECT

STREETS



CREEKS

OURS TO PROTECT

ANNUAL REPORT

JULY 2020 – JUNE 2021

CAMPAIGNS

Developed, Shared & Promoted

LITTER CAMPAIGN

July – Aug 2020

Social Media, Digital Display Advertising



Santa Rosa Water
July 21, 2020 · 🌞

Storm drains connect [#StreetsToCreeks](#) that flow into our Russian River. It's up to each of us to make sure there's [#OnlyRainDownTheStormDrain](#). Simply lending a hand can make a big impact. Like picking up litter or trash. If you pick it up before water or wind arrives, it won't end up in our creeks. Learn more at [StreetsToCreeks.org](#) [#OursToProtect](#)

Los desagües pluviales conectan las [#CallesArroyos](#) que desembocan en nuestro río Russian River . Depende ... [See More](#)

See Translation

STORM DRAINS CONNECT
**STREETS
TO
CREEKS**
OURS TO PROTECT

PICK IT UP!

LITTER CAMPAIGN

July – Aug 2020

GOOGLE DISPLAY GEOTARGETING

IMPRESSIONS – 1,685,633

ENGAGEMENT – 5,685

SOCIAL MEDIA

IMPRESSIONS – 10,920

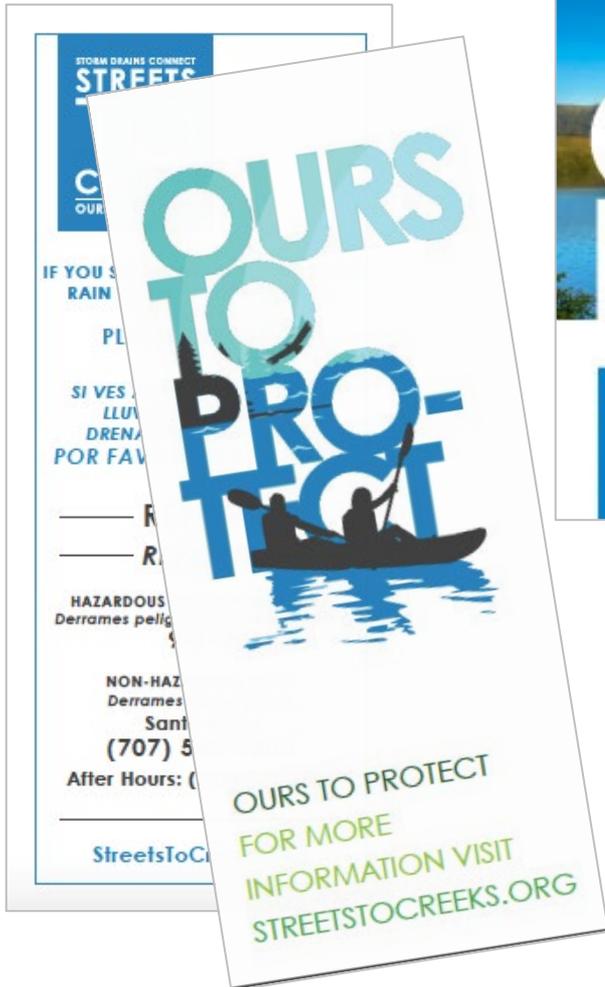
REACH – 8,319

ENGAGEMENT - 469

PHASE II CAMPAIGN

Aug – Dec 2020

Bill Inserts, Social Media, Digital Display Advertising



PHASE II CAMPAIGN

Aug – Dec 2020

GOOGLE DISPLAY GEOTARGETING

IMPRESSIONS – 5,201,846

ENGAGEMENT - 3,084

GOOGLE DISPLAY RETARGETING

IMPRESSIONS – 4,053,999

ENGAGEMENT – 2,973

SOCIAL MEDIA

IMPRESSIONS – 391,473

REACH – 71,569

ENGAGEMENT – 3,856

VIDEO THRU PLAYS – 190,810

ASH CAMPAIGN

Oct – Nov 2020

Social Media, Digital Display Advertising, Best Practices

SAFE ASH CLEAN-UP AFTER A FIRE

Caution

 People with heart or lung conditions should not help.

 Use an N-95 protective mask and avoid skin contact with ash.

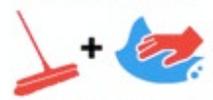
 Consult with hazmat experts and get help before cleaning up burned structures.

Control

 Do not use a leaf blower.

 Use a household vacuum with a HEPA filter.

Contain

 Gently sweep, then mop or wipe with a damp cloth.

 Place in regular trash.

Capture

In large amounts, ash can be harmful for the environment.

 If water runs around an ash pile, it can wash ash into storm drains.



StreetsToCreeks.org

POLLUTION PREVENTION GUIDES

USING WEIGHTED WATTLES

DID YOU KNOW?
UNLIKE THE SANITARY SEWER, STORM DRAINS FLOW DIRECTLY INTO CREEKS WITHOUT ANY TREATMENT OR FILTRATION.

WHAT IS A WEIGHTED WATTLE?

Weighted wattles (also known as weighted fiber) are made of straw, cob, curled wood fiber, or biodegradable materials bound into a tight mat with an imbedded ballast core material (gravel or sand).

WHERE CAN WEIGHTED WATTLES BE INSTALLED?

Weighted wattles are ideal for use on improved, paved surfaces or other areas where staking in place is not practical or desired. This includes:

- Driveways, pathways, patios, and other hard/rocky areas;
- Along the perimeter of the property and sidewalk planter strips;
- Around backyard drains and stockpiles;
- As check dams in ditches with minimal grade;
- Along the toe, top, face, and at grade breaks of exposed and erodible slopes to shorten slope length and spread runoff as sheet flow.
- Weighted wattles should NOT be used in public sidewalks, streets or gutters unless specifically approved by your local agency, as this creates a safety hazard and blocks street sweepers.

IT IS IMPORTANT TO INSTALL WATTLES

Wattles should be placed at property perimeters and on the top face of slopes along the contours, they will prevent runoff, reduce its flow velocity, release off as sheet flow, and provide removal of sediment and debris (such as ash and other pollutants from fire damaged properties) from the storm drain. By interrupting the length of a slope, wattles also reduce sheet and rill erosion until vegetation is re-established.



WWW.STREETSTOCREEKS.ORG



LEARN ABOUT SAFE ASH CLEAN UP >

ASH CAMPAIGN

Oct – Nov 2020

GOOGLE DISPLAY GEOTARGETING

IMPRESSIONS – 1,603,097

ENGAGEMENT - 809

SOCIAL MEDIA

IMPRESSIONS – 30,302

REACH – 18,762

ENGAGEMENT – 1,041

STREETSTOCREEKS.ORG

/SAFE-ASH-CLEANUP-AFTER-WILDFIRES

IMPRESSIONS – 1,035

REACH – 961

TIME ON PAGE – 2:15

PHOTO CONTEST

April 2021

Social Media



- 1 TAKE A PHOTO**
that inspires you to protect your streets, storm drains, creeks, or river.
- 2 UPLOAD THE PHOTO**
in the comments of this post.
- 3 SHARE**
this post to encourage likes on your photo.
- 4 WIN!**
One winner, with the most likes, will receive a kayak or paddle board tour for two and Street

WINNER WILL BE ANNOUNCED APRIL 28

 **Annie Loveland Sherman** I took this right before the floods at Armstrong redwoods and it inspires me every day to conserve water and make sure our storm water drains at work and home only have rain in them. (Copyright Annie Sherman 2019)



  23

Like · Reply · Message · 1w · Edited

PHOTO CONTEST

April 2021

SOCIAL MEDIA ORIGINAL CONTEST

IMPRESSIONS – 16,260

REACH – 9,115

LIKES & REACTIONS - 167

COMMENTS – 104

SHARES - 51

ENTRIES – 36

SOCIAL MEDIA WINNER ANNOUNCEMENT

REACH – 964

LIKES & REACTIONS – 93

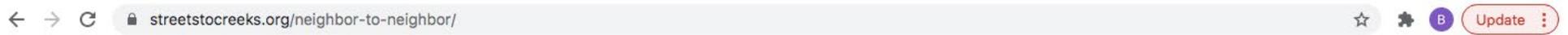
COMMENTS – 42

SHARES - 12

NEIGHBOR TO NEIGHBOR

May – June 2021

Digital Display Advertising Targeting Test



- RESIDENTIAL
- COMMERCIAL
- GET INVOLVED
- RESOURCES
- SPILL NUMBERS
- EN ESPANOL



NEIGHBOR TO NEIGHBOR

Storm Drains connect streets to creeks. Protecting our creeks can also include conserving water. Our community understands how to reduce water use and prevent unwanted pollutants from entering our creeks and rivers.

Pollutants can be transported by wind, rain, irrigation, or other water runoff into the creeks.

STORM DRAINS CONNECT
**STREETS
TO
CREEKS**
OURS TO PROTECT

**IF IT'S IN OUR
STREETS, IT CAN
GET IN OUR CREEKS**

LEARN ABOUT LANDSCAPE DELIVERY BEST PRACTICES >



NEIGHBOR TO NEIGHBOR

May – June 2021

GOOGLE DISPLAY GEOTARGETING

IMPRESSIONS – 615,964

ENGAGEMENT – 2,138

STREETSTOCREEKS.ORG

/RESIDENTIAL/

IMPRESSIONS – 2,883

REACH – 2,411

TIME ON PAGE – 1:48

GEOTARGETING TEST SUCCESS – 2 MILE PERIMETER FROM
REPORT, FULL PROGRAM LAUNCH AUGUST 2021

SOCIAL MEDIA

Jan – May 2020

Multi-topic Social Media



STORM DRAINS CONNECT
**STREETS
TO
CREEKS**
OURS TO PROTECT

PREP & PLAN WITH OUR CREEKS IN MIND



STORM DRAINS CONNECT
**STREETS
TO
CREEKS**
OURS TO PROTECT

ARE YOU RAIN READY?



STORM DRAINS CONNECT
**STREETS
TO
CREEKS**
OURS TO PROTECT

CREEK FRIENDLY CAR WASHING >



STORM DRAINS CONNECT
**STREETS
TO
CREEKS**
OURS TO PROTECT

**YARD CARE
BEST PRACTICES >**

SOCIAL MEDIA

Jan – May 2021

ORGANIC SOCIAL MEDIA

IMPRESSIONS – 294

TOPICS

JANUARY – RAIN READY

FEBRUARY – PESTICIDE USE

MARCH – STOCK PILES & LANDSCAPING

APRIL – PHOTO CONTEST

MAY – CAR WASHING

PROMOTIONAL ITEMS

T-shirts, Litter Collection Bags, Stickers, Pet Bag Dispensers



PROMOTIONAL ITEMS

PHASE II CAMPAIGN

T-SHIRTS

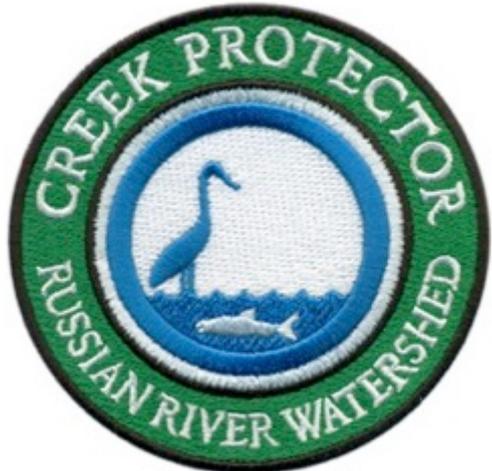
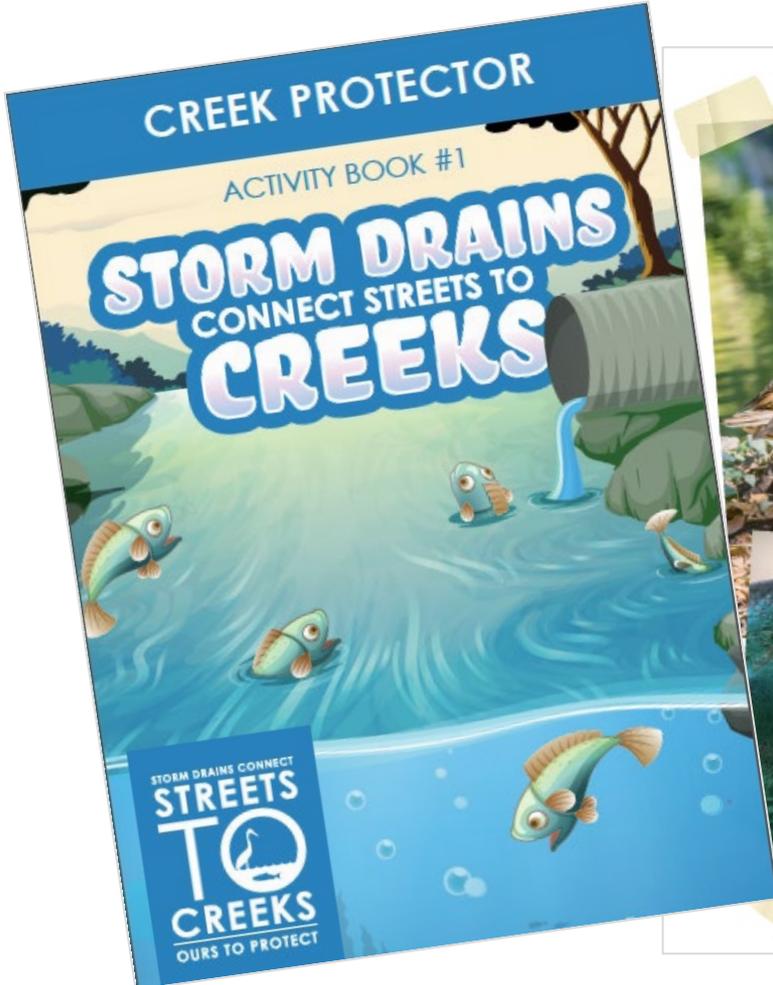
LITTER COLLECTION BAGS

STICKERS

PET BAG DISPENSERS

CREEK PROTECTOR

Creek Protector Activity Books, Online Mobile Book & PDF, Completions Stickers & Patches



CREEK PROTECTOR



FOCUS ON BIRDS

WHAT MAKES A BIRD A BIRD?

Did you say they fly? Remember there are other animals that can fly, like insects or bats.

What do all birds have that no other type of animal has? See if you can come up with an answer while exploring your local creek.

You are very likely to see birds while exploring creeks. Look in the sky for soaring birds. Check out the trees for perching birds. You may see birds on the ground and in water, too.

Write the answer on the next page.

WHO LIVES IN OUR CREEKS?

SPOTLIGHT: MALLARD

Characteristics:
Mallards live in our creeks year around (they do not migrate).
Their mouth is called a bill and it strains out small plants, insects and crustaceans from the water.
Males are colorful and the females are brown. This "cryptic coloration" camouflages the female while she sits on a nest.



CREEK PROTECTOR

PROMOTIONAL ITEMS

ACTIVITY BOOK #1

ACTIVITY BOOK #2

COMPLETION STICKERS

3" COMPLETION PATCH BOOK #1

3" COMPLETION PATCH BOOK 2

4" PROGRAM COMPLETION PATCH

STREETSTOCREEKS.ORG

/CREEK-PROTECTOR-ACTIVITIES/

IMPRESSIONS – 619

REACH - 64

TIME ON PAGE – 1:45

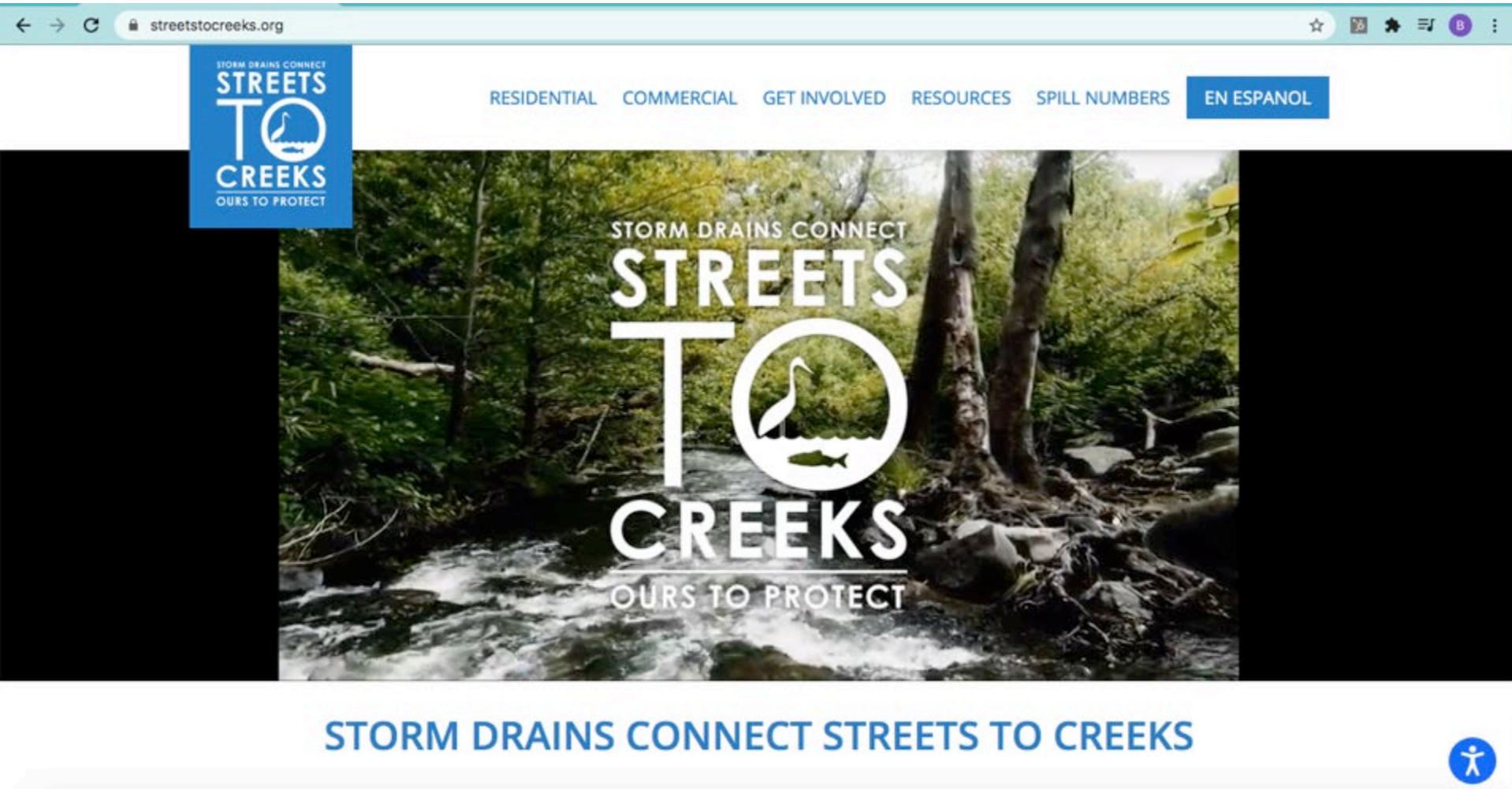
*Paid promotion of Creek Protector program planned for Spring 2022

SCOPE OF RESOURCES

Developed & Shared

STREETSTOCREEKS.ORG

Robust Content, 40+ branded BMP PDFs,
Topic Videos, & Partner Links to External Sites



STREETSTOCREEKS.ORG

July 2020 – June 2021

STREETSTOCREEKS.ORG

IMPRESSIONS – 20,733

REACH – 14,905

TOTAL PAGEVIEWS – 29,496

TIME ON PAGE – 1:43

SPANISH LANGUAGE BROWSER - 229

TOP 10 STREETSTOCREEKS.ORG PAGES VISITED (PAGEVIEWS)

1 / (Home Page) – 18,979

2 /residential/ - 2,883

3 /safe-ash-cleanup-after-wildfires/ - 1,035

4 /commercial/ - 559

5 /creek-protector-activities/section-ten/ - 451

6 /residential/car-washing/ - 230

7 /get-involved/creek-events/ - 205

8 /residential/best-practices/ - 202

9 /creek-protector-activities/ - 168

10 /resources/website-links/ - 163

BEST PRACTICES PDFS

40+ Best Practice PDFs Available on StreetsToCreeks.org for Print and Download



The screenshot shows a web browser window with the URL "streetstocreeks.org/residential/pet-waste/". The page features a blue header with the "STREETS TO CREEKS OURS TO PROTECT" logo and navigation links for "RESIDENTIAL", "COMMERCIAL", "GET INVOLVED", "RESOURCES", "SPILL NUMBERS", and "EN ESPANOL". The main content area has a background image of a dog on grass with a blue bag nearby. A "PRINT ENGLISH" button is visible in the bottom right corner. The main heading is "PET WASTE".

PET WASTE

When left in public areas or your yard, bacteria, parasites, and fungi on pet waste can be transported by rainfall and irrigation water into storm drains which lead directly to our local creeks. If discharged or disposed of improperly, domestic animal wastes can lead to bacteria, nitrogen, phosphorus, and lower oxygen levels, which are harmful to water quality and creek habitats. Low oxygen levels and ammonia can kill fish during warm weather and nutrients encourage weed and algae growth. This causes the water to become overly fertile, turning it cloudy and green - making the water unsafe for swimming, boating, fishing, and drinking.

LATINO OUTREACH

40+ PDFs translated, Short Form Video Recorded with Spanish Subtitles & Voice Over



UPDATED STYLE GUIDE

Consistent Brand Standards and Shared Assets

PRIMARY COLOR PALETTE



BLUE
HEX: 0082CA
CMYK: 100 35 7 0
RGB: 0 130 202
PMS: PROCESS BLUE

GREY
HEX: 4D4D4E
CMYK: 65 58 57 37
RGB: 77 77 78

SECONDARY COLOR PALETTE



GREEN
HEX: 1F5A2D
CMYK: 85 38 100 37
RGB: 31 90 45

GREEN
HEX: 35A849
CMYK: 78 8 100 0
RGB: 53 168 73

GREEN
HEX: 8DC63F
CMYK: 50 0 100 0
RGB: 141 198 63

TYPEFACE
CENTURY GOTHIC

Regular **Bold**

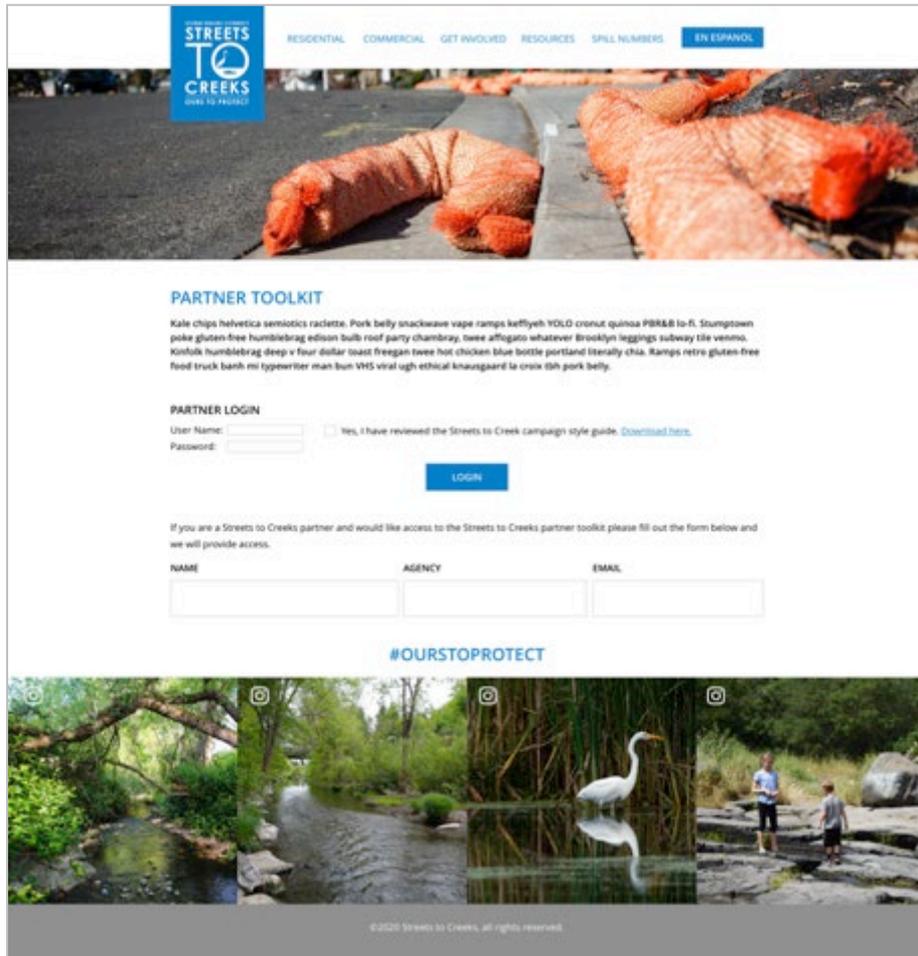
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-+=

STORM DRAINS CONNECT
STREETS
T
CREEKS
OURS TO PROTECT

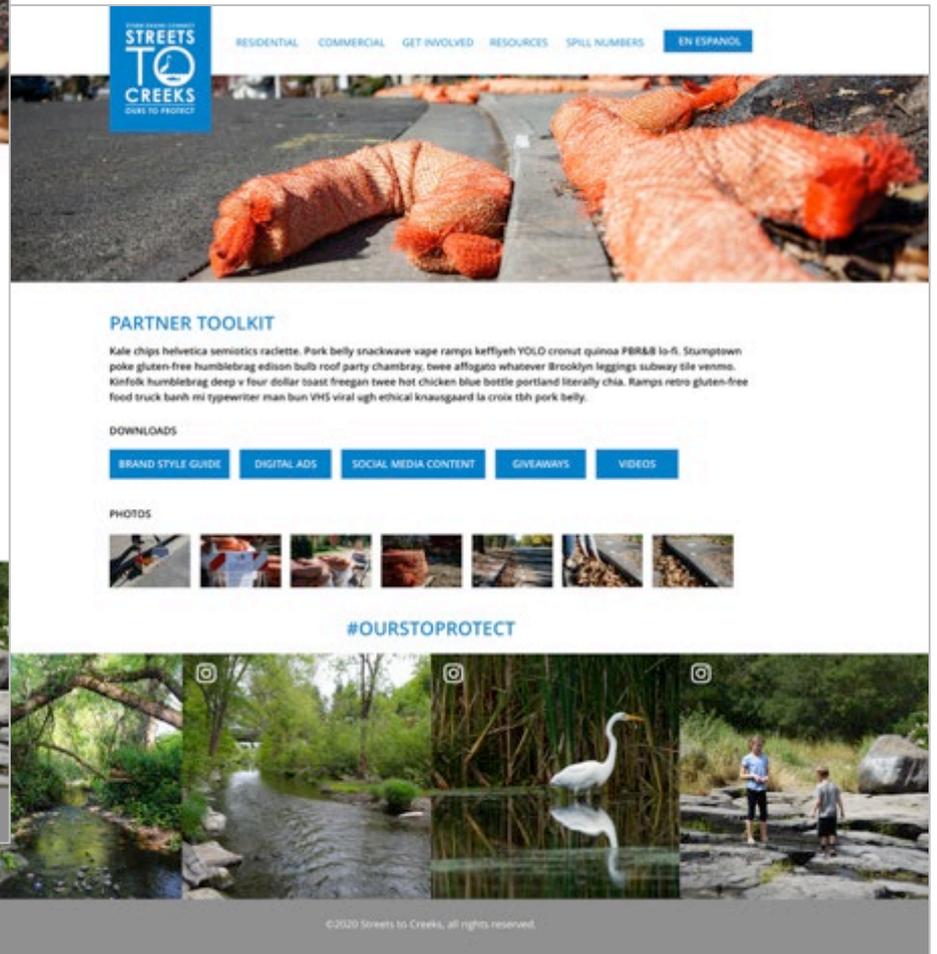
2020 STYLE GUIDE

PARTNER TOOLKIT

Online Login to Shared Files of Photo Library and Brand Assets



The screenshot shows the top navigation bar with the Streets to Creeks logo and menu items: RESIDENTIAL, COMMERCIAL, GET INVOLVED, RESOURCES, SPILL NUMBERS, and EN ESPAÑOL. Below the navigation is a large image of orange safety barriers on a road. The main content area is titled "PARTNER TOOLKIT" and contains a paragraph of placeholder text. Below this is a "PARTNER LOGIN" section with fields for "User Name:" and "Password:", a checkbox for "Yes, I have reviewed the Streets to Creek campaigns style guide. [Download here.](#)", and a blue "LOGIN" button. A form for partner registration is also present, with fields for "NAME", "AGENCY", and "EMAIL". At the bottom, there is a "#OURSTOPROTECT" hashtag and a grid of four nature-related photos: a stream, a white egret, and two people walking on a stone path.



This screenshot shows the dashboard after login. It features the same top navigation and hero image. The "PARTNER TOOLKIT" section contains the same placeholder text. Below it is a "DOWNLOADS" section with five blue buttons: "BRAND STYLE GUIDE", "DIGITAL ADS", "SOCIAL MEDIA CONTENT", "GIVEAWAYS", and "VIDEOS". Underneath is a "PHOTOS" section with a row of seven small photo thumbnails. At the bottom, the "#OURSTOPROTECT" hashtag is displayed above a grid of four nature photos, identical to the one in the login page screenshot. A copyright notice "©2020 Streets to Creeks, all rights reserved." is visible at the very bottom.

PHOTO LIBRARY DEVELOPMENT

Photo Shoots as Needed

VARIABLES: Seasonal, Water Flow, Activities



CAR WASH KIT

Branded Instructions and Assets for Streets to Creeks Friendly Car Washes



1. FIND STORM DRAIN(S)

- ___ Determine the flow path of surface water.
- ___ Locate all down slope storm drains.
(If there are no drains in the parking lot, the nearest one could be in the street curb)

2. COVER STORM DRAIN(S)

- ___ Carefully sweep area around the storm drain.
- ___ Unwrap storm drain mat (black or orange).
- ___ Completely cover the storm drain.
- ___ Place sticky side of cover face-down.
- ___ If necessary, use weights to ensure a good seal around mat (especially in the corners if the drain is in the curb).

3. SET UP TEMPORARY BERM

- ___ Unwrap berm and lay it on top of the storm drain mat in a loose "L" shape to collect water.
- ___ A berm may also be used to direct water to nearby landscaping, as shown at right.

Note: Be careful not to put berm or storm drain mat in dirty areas.

4. PREPARE SUMP PUMP

- ___ Before using any water, place the sump pump inside the berm's "L" shape.
- ___ Connect one end of the 15' garden hose directly to the pump.

Storm Drain Mat



(1) Case for Storm Drain Mat



Submersible Pump



(1) 50' Extension Cord



Hose



(1) 50' Garden Hose



STREETS TO CREEKS TOTAL

July 2020 – June 2021

IMPRESSIONS – 13,630,521

ENGAGEMENT – 20,524

TOTAL PROMOTIONAL ITEMS – 10,000+



IN PARTNERSHIP WITH:





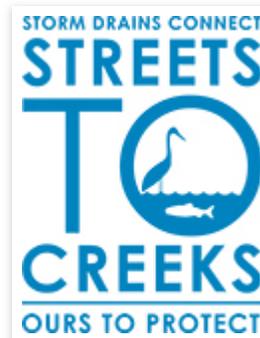
COUNTY OF SONOMA

FOR IMMEDIATE RELEASE

Streets to Creeks Multi-County Campaign Launch to Prevent Creek Pollution in the Russian River Watershed

Santa Rosa, CA – August 1, 2019 – A coalition of cities, counties, towns, and special districts that share the Russian River watershed have partnered to raise awareness about neighborhood storm drains and their connection to the vitality of our local creeks. Many community members are unaware of the fact that the storm drains in our streets, go directly into local creeks, and ultimately flow into the Russian River.

The campaign focuses on raising regional awareness about impacts to our watershed and water quality by educating residents about one essential fact – only rain should ever go down the storm drain. Neighborhood storm drains are an extension of local creeks and streams; any water, debris, or pollutants that make their way into a storm drain flow untreated to local creeks and eventually into the Russian River. To protect our region's waterways, it is important that everyone knows what they can do to help limit pollution and be part of the solution.



"The County of Sonoma is proud to be part of this coalition to prevent creek pollution," said the County of Sonoma Board of Supervisors' Chair David Rabbitt. "By working together, we can increase our success in protecting our waterways."

The campaign centers around a simple reminder – Storm Drains Connect Streets to Creeks and emphasizes that all members of the community share a responsibility – Ours to Protect. The agencies participating in the campaign each chose a creek or waterway to inspire communities to act in the best interest of our watershed.

"Our watershed creeks feeding the Russian River are truly hidden gems. We are highlighting special creeks in our communities that we are working hard to protect," said Cloverdale Mayor Melanie Bagby, Chair of the Russian River Watershed Association Board. "It's one thing to ask the community to protect our creeks, it's another to show them what they are protecting."

In addition to building awareness, the campaign also calls to action the community to help be a part of the solution. The initial campaign focuses on four easy ways to protect creeks, with simple changes that make a big impact on water quality and creek health.

The four topic areas are car washing, pet waste, yard care, and trash. The multi-media campaign will use a variety of print, digital, and radio ads to educate and encourage the community to take action. The campaign promotes simple, and creek-friendly, habits that help keep neighborhood storm drains clear of debris and pollutants. The four topic area campaign messages are as follows:

Car Washing: Washing your car at a professional car wash is ideal, where waste water is captured and treated or recycled. If you wash at home, divert water to where it can soak into the ground, like a lawn or planter strip. Use a bucket and empty soapy wash water into a sink. Remember, any water that goes into the gutter, goes directly into our creeks untreated.

Pet Waste: Scoop the poop. Sure, it's the neighborly thing to do on a walk, but managing pet waste in your backyard is important too. Scoop, and toss pet poop into your garbage bin before water has a chance to transport pollutants (i.e. bacteria) it into a backyard drain, that flows untreated to a nearby storm drain.

Yard Care: When tending to your yard or garden, check the weather and your watering schedule. Runoff from rain, or even irrigation, can wash fertilizer, herbicides, landscape materials, compost, and leaf debris into the storm drain, causing potential impacts to our local creeks. Remember – timing is everything.

Trash: Pick up all trash you see in the street before water or wind arrives and carries it to a nearby storm drain. If it is out of the street, it is away from our creeks.

"We are excited to help our community build a stronger relationship with our creeks. Simple changes make a big impact." said Santa Rosa City Councilwoman Victoria Fleming, a member of the Russian River Watershed Board. "This will be a multi-

year effort to increase our community's connection with our beautiful creeks and change behaviors to reduce creek pollution."

[StreetsToCreeks.org](https://www.streetstocreeks.org) »

Participating 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 Sonoma, Russian River Watershed Association, Sonoma County Water Agency, Town of Windsor.

About The Russian River Watershed

The Russian River watershed is a rich and diverse region of nearly 1,500 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, 238 streams and creeks, and 63 species of fish – three of which are listed as threatened or endangered: Chinook salmon, Coho salmon, and Steelhead trout.

The Russian River Watershed Association (RRWA) 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, habitat restoration, and watershed enhancement.

###

Contact Information

Paul Gullixson

Communications Manager
Public Information Office
County Administrator's Office
County of Sonoma

[Accessibility Assistance](#)

[Contact Us](#)

Contact us by Phone

Phone: (707) 565-3040

CA Relay Service: 711

Fax: (707) 565-3778

Address

575 Administration Drive
Suite 104A
Santa Rosa, CA 95403

Page Links

1. StreetsToCreeks.org - <https://www.streetstocreeks.org/>
2. Accessibility Assistance - <https://sonomacounty.ca.gov/CAO/Press-Releases/Streets-to-Creeks-Campaign-Launch-to-Prevent-Creek-Pollution//CAO/Accessibility-Assistance/>
3. Contact Us - <https://sonomacounty.ca.gov/CAO/Press-Releases/Streets-to-Creeks-Campaign-Launch-to-Prevent-Creek-Pollution//CAO/Contact-Us/>
4. Sign Up for Press Release Updates - https://public.govdelivery.com/accounts/CASONOMA/subscriber/new?topic_id=CASONOMA_197

5. Facebook - <https://www.facebook.com/CountyofSonoma/>
6. Twitter - <http://twitter.com/countyofsonoma>
7. YouTube [Video] - <http://www.youtube.com/officialsonomacounty>



Pollution Prevention Week and Creek Week 2021

Russian River Watershed Association Proclamation

WHEREAS, throughout the United States the week starting on the third Monday of September is recognized as National Pollution Prevention Week; and

WHEREAS, throughout much of California, including the Russian River watershed, cities, counties and other stewardship organizations are recognizing the fourth week of September as Creek Week; and

WHEREAS, our pollution prevention practices are intrinsically linked to the health of our watershed lands and waterways; and

WHEREAS, the Russian River Watershed Association supports programs to reduce pollution, increase the environmental quality of our watershed, and provide our communities with the knowledge to be effective stewards of the Russian River watershed lands and waterways; and

WHEREAS, the nearly 1,500 square miles of lands, 150 creeks, and approximately 360,000 residents of the Russian River watershed are connected and mutually support each other; and

WHEREAS, the Russian River, along with its tributaries and associated features are important resources to the people of Sonoma and Mendocino Counties; and

WHEREAS, pollution in the form of trash and debris, chemicals from industry and everyday living, and sediment from construction and many land uses and activities all have the potential to degrade the quality of life and the quality of resources within the Russian River watershed; and

WHEREAS, the Russian River Watershed Association strives to protect our lands and waterways through ongoing pollution prevention outreach which aims to raise awareness of the harmful effects of pollutants to our natural systems; and

WHEREAS, during Pollution Prevention Week and Creek Week, creek, river and ocean clean-up campaigns will take place throughout Sonoma and Mendocino Counties.

NOW, THEREFORE, The Board of Directors of the Russian River Watershed Association, proclaims on this day, July 22, 2021, that September 20-26, 2021 is Pollution Prevention Week and September 19-25, 2021 is Creek Week in the Russian River watershed, and asks all members of our community to support efforts to protect and enrich our watershed health by participating the many Pollution Prevention Week/Creek Week activities, and to take active steps to reduce pollution and care for our environment throughout the year.

Russian River Watershed Association Chair



POLLUTION PREVENTION INFORMATION FOR YOUR BUSINESS



Visit our new website where your business can access updated pollution prevention requirements. Visit us at WWW.STREETSTOCREEKS.ORG/COMMERCIAL

FIND REQUIREMENTS ON:

- Legal obligations pertaining to storm water and wash water discharges.
- Business activities and areas that have potential to impact local creeks and the Russian River.
- Best Management Practices (BMPs) for business operations to protect water quality.
- Mandatory spill reporting for discharges to the storm drain system.
- Industry specific fact sheets that can be downloaded and used for employee training.





DID YOU KNOW?

- All water and materials that enter any storm drain flows directly to a local creek or river and are **untreated**.
- Rainwater collects pollutants from your property, including trash, and washes this pollution directly into nearby creeks.
- Products labeled “nontoxic” and “biodegradable” can still harm wildlife if they enter the storm drain.
- It is illegal to allow anything other than rainwater to be discharged to a gutter or storm drain.

ONLY RAIN DOWN THE STORM DRAIN.

STAY INFORMED - STAY IN COMPLIANCE

Pollution prevention information and requirements for your business



Recology Sonoma Marin

3400 Standish Avenue
Santa Rosa, CA 95407
800-243-0291 (p)
707-586-8278 (f)

RecologySonomaMarin@Recology.com
www.Recology.com

Cotati Street Sweeping Report
3rd Quarter CY2020

	Total	Average /Day
Sweeping Days:	12	
Miles Swept	330	27.5
Hours Worked:	98.8	8.2
Tons MSW Collected:	10.4	0.9
Miles Missed	8.0	0.7
Water Used (Gallons):	5,600	466.7



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Cotati Street Sweeping Report *4th Quarter CY2020*

	Total	Average /Day
Sweeping Days:	16	
Miles Swept	440	27.5
Hours Worked:	140.3	8.8
Tons MSW Collected:	19.5	1.2
Miles Missed	41.0	2.6
Water Used (Gallons):	7,169	448.1



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Cotati Street Sweeping Report *1st Quarter CY2021*

	Total	Average /Day /Route
Sweeping Days:	13	
Miles Swept	384	29.5
Hours Worked:	114.5	8.8
Tons MSW Collected:	17.5	1.3
Miles Missed	11.0	0.8
Water Used (Gallons):	5,400	415.4



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Santa Rosa, CA 95407
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707-586-8278 (f)

RecologySonomaMarin@Recology.com
www.Recology.com

Cotati Street Sweeping Report

2nd Quarter CY2021

	Total	Average /Day /Route
Sweeping Days:	18	
Miles Swept:	426	23.7
Hours Sweeping:	118	6.6
Tons MSW Collected:	13.4	0.7
Miles Missed	16.2	0.9
Water Used (Gallons):	6,593.1	366.3

Completion time	First Name	Last Name	Agency	Department	Job title	Email address
8/24/20 14:52:45	Jon	Caldwell	Cotati	Public Works	Civil Engineer	jcaldwell@cotaticity.org
12/16/20 9:31:46	Allan	Martinoni	Cotati	Public Works	Public Works Superinten	amartinoni@cotaticity.org
12/21/20 7:04:05	Ralph	Beltz	Cotati	Public Works	Maintenance Worker 2	rbeltz@ci.cotati.ca.us
12/21/20 7:09:27	susan	wise	Cotati	Public Works	Maintenance 2	swise@cotaticity.org
12/21/20 12:07:04	Ralph	Beltz	Cotati	Public Works	Maintenance Worker 2	rbeltz@cotaticity.org
12/28/20 8:13:41	Grant	Comini	Cotati	Public Works	maintenance worker	GComini@cotaticity.org
12/29/20 10:33:44	Trevor	Brown	Cotati	Public works	Maintenance worker	Tbrown@cotaticity.org



OUR WATER - OUR WORLD

West Yost Job# 592-60-20-12 Task Order No. 05
Our Water Our World – Russian River Watershed Regional
Integrated Pest Management Retail Partnership Program

Report prepared by Suzanne Bontempo
Invoice #IPM0340

Program Overview:

The Our Water Our World retail partnership program is currently in 8 businesses throughout the Russian River Watershed Regional partnership.

1) Cloverdale Ace	Cloverdale
2) Friedman's Home Improvement	Ukiah
3) Garrett Ace	Healdsburg
4) Garrett Ace	Windsor
5) Harmony Farm & Garden Supply*	Sebastopol - *OWOW services provided as of January 2021
6) Home Depot	Ukiah
7) Home Depot	Windsor
8) Prickett's Nursery	Healdsburg
9) Sonoma Permit Office*	Santa Rosa – *has been closed due to Covid-19
10) Home Depot *	Rohnert Park – *OWOW services provided through December 2020

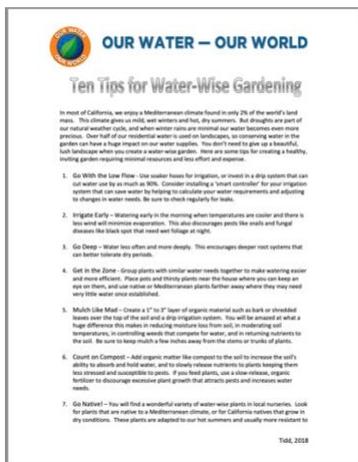
General Program notes:

- Each of the retail partner locations was visited during the month of April, May, and June. All locations have shelf talkers in place and are fully stocked with fact sheets.
- Throughout the year, I provided each store with support around assorted seasonal pest, such as aphids, earwigs, and cucumber beetle, along with leaf and plant diseases, especially powdery mildew, due to the dry conditions. Yellowjackets, gophers, rats & mice were also highlighted with many customers coming in the stores with these pests.
- I provided each retailer with additional support with specific pest questions and product sourcing due to supply chain breakdowns. Codling Moth traps and Cucumber Beetle traps were challenging to find for the retailers this year. Through the network of vendors, I was able to find alternatives to hard-to-find products.
- Educational materials provided were:
 - The UCIPM Wildlife Pest Control around Gardens and Homes

Molly, from Prickett's Nursery, with the IPM for Urban Wildlife Book



- I provided each retailer with the current publication of the UC IPM Retailer Newsletter, IPM for Cucumber Beetles, 10 Tips for Waterwise Gardening, Protecting Gardens in a Drought, and IPM for Powdery Mildew.



Mentoring and Maintenance visits throughout the year:

1) Cloverdale Ace	Received 7 visits
2) Friedman's Home Improvement	Received 7 visits
3) Garrett Ace	Received 7 visits
4) Garrett Ace	Received 7 visits
5) Harmony Farm & Garden Supply*	Received 4 visits - *OWOW services provided as of January 2021
6) Home Depot, Ukiah	Received 8 visits
7) Home Depot, Windsor	Received 7 visits
8) Prickett's Nursery	Received 7 visits
9) Sonoma Permit Office*	No visits - *has been closed due to Covid-19
10) Home Depot, Rohnert Park*	Received 3 visits - *OWOW services provided through Dec 2020

Store mentoring and maintenance activities throughout the year:

- Replenish fact sheets

- Update shelf talkers on new products
- Ask associates if they have any new or unusual pest problems coming in from their customers
- Focus on the pest of the month calendar
- Bring the quarterly UCIPM Retail Newsletter to each retailer
- Remind associates about on the OWOW website
- Demonstrate how to use the UCIPM website for pest problem assistance
- Introduce associates to the 'Bug Guide' website for assistance with pest identification
- Guide customers to less-toxic solutions in the aisle
- Mentor buyers about new eco-friendly product on the market
- Mentor associates about the current pest problems and IPM strategies for the pests
- Mentor associates around how less toxic active ingredients work
- Follow up with emails and phone calls on pest questions from associates, as well as customers

Many of the retail partners have witnessed a reduction of sales in the traditional pesticide categories and see an increase in sales with the eco-friendly alternative pesticides. Even throughout a challenging spring season, we see that people are looking for alternative to the toxic pesticides. This is trending up throughout the region. Many of the retailers have increased the number of eco-pesticides as they replace problem pesticides with these alternatives.

OWOW IPM Retailer Trainings

RRWA OWOW retailer trainings:

I conducted 5 training events at 5 locations.

Date	Store	Number Trained
10/1/20	Friedman's Ukiah	6
10/19/20	Cloverdale Ace	1
12/15/20	Home Depot Ukiah	8
2/23/21	Home Depot Windsor	13
2/25/21	Prickett's Nursery	9
Total associates trained:		37

Topics covered in the training:

- An OWOW partnership program overview
- Pesticides that are water pollutants of concern
- Where to dispose of local HHW
- How less toxic products work
- IPM principles & techniques
- Beneficial Insect Identification
- Water Conservation
- Benefits of Compost
- Benefits of Mulch
- Water-wise plant choices for our area
- Pests highlighted: Aphids, ants, powdery mildew, citrus leaf miner, earwigs, fleas, gophers, rats & mice, snails & slugs, spider mites, whitefly, fungal diseases, codling

moth, rose care without problem pesticides and how to address the many customer habits, such as how over fertilizing can increase pest populations. Also, the importance of adding compost to the soil and protecting the soil with a layer of mulch.

- Invasive pests: Asian Citrus Psyllid
- OWOW website, UC Davis IPM website, BIRC website
- The UC IPM You Tube informational channel

Resources provided to each OWOW training attendee includes:

- The Mac's Field Guide Good Garden Bugs of California
- Monthly Pest Calendar
- How to Apply Beneficial Nematode
- How Less Toxic Products Work handout
- Home Depot less toxic product list for the Home Depot Store training
- List of websites, books, and catalogs on a resource sheet
- Sheet Mulching instructions
- The CA DPR's 'How to read a pesticide label' handout
- Information on pest problem solving for the following pests: spider mites, lifecycle of grubs, whiteflies, spider mites, citrus leaf miner, codling moth, keeping rodent out of the home and reducing their activity in the garden, Asian Citrus Psyllid, and the UCIPM Quick tips for Mealybugs & Powdery Mildew
- 10 Most Wanted Bugs for Your Garden brochure
- OWOW pocket guides
- Russian River Friendly Plants
- Marin-Sonoma Vector Control Program for the Sonoma County businesses
- A one sheet informational handout on 'Sheet Mulching', 'Protecting Landscapes in a Drought' and '10 Tips for Water-wise Gardening'

Compilation of Training Feedback 2020-21 contract year

The training session provided at each retailer were well received by each of the associates. Many shared how valuable they felt the information I provided was.

Scheduling associate trainings for the retailer partners was challenging with the ongoing restrictions from Covid-19. When these restrictions started to lessen, a few of the retailers were too busy due to the early spring rush to schedule time for the OWOW training.

The training classes are well received by the associates, as they see the value and appreciate the up-to-date IPM education I provide to them. This year specifically, with the increase of new gardeners, I focused my attention on how to guide their customers, these new gardeners, through the importance of adding compost to the soil, feeding plants organically, protecting the soil with mulch, and how to water to grow healthy plants, because when we grow healthy plants, they are more resilient and less likely to be affected by pest issues.

The more recent interests have been on how to protect gardens in times of drought. Here I share resources and information about how to be very strategic with water, ways to recycle water such as easy to install laundry to landscape greywater systems, and products on the market to protect the plants with anti-transpirants and water retaining soil polymers.

In total, over last the 2020-21 fiscal contract year, 5 trainings were conducted with 37 associates trained, 37 surveys were collected.



Prickett's Nursery (top left), Home Depot Ukiah (bottom left), and Friedman's Ukiah (right)

The survey results for this contract year will follow on the next pages:

Summary of Store Training Pre-Training Surveys

A total of 37 associates trained and 37 pre-training surveys were returned. Here are the results of those surveys.

Survey Question	Yes	No	Don't Know
When water enters a <u>storm drain</u> , does it go to a treatment plant before it reaches a creek?	5%	81%	14%
When water enters a <u>sanitary sewer</u> from a house drain, like your sink or toilet, are pesticides removed at the sewage treatment plant before the treated water reaches a creek or bay?	32%	30%	38%
Is it more effective to treat an ant infestation with a bait station rather than a spray?	54%	19%	27%
Where is your local household hazardous waste collection facility located?	16% knew the location	84% did not know the location	
<p>Which sentence best describes Integrated Pest Management (IPM)</p> <ul style="list-style-type: none"> a. IPM only uses pesticides: 0% b. IPM uses pest identification, trapping, beneficial insects, and pesticides (only when needed): 89% c. IPM does not rely on identifying pests/disease before treating: 3% <p>Left blank or did not know: 8%</p>			
<p>Which of these is the most effective IPM method for managing aphids?</p> <ul style="list-style-type: none"> a. Apply fast acting fertilizers: 0% b. Spray insecticidal soap and/or prevent ants from vegetation with tanglefoot or bait station: 76% c. Use products with pyrethroids: 16% <p>Left blank or did not know: 8%</p>			

Summary of End of Training Evaluation Form

A total of 37 associates trained and 37 pre-training surveys were returned. Here are the results of those surveys.

Survey Question	Yes	No	Don't Know
When water enters a <u>storm drain</u> , does it go to a treatment plant before it reaches a creek?	0%	100%	0%
When water enters a <u>sanitary sewer</u> from a house drain, like your sink or toilet, are pesticides removed at the sewage treatment plant before the treated water reaches a creek or bay?	0%	97%	3%
Is it more effective to treat an ant infestation with a bait station rather than a spray?	97%	3%	0%
Where is your local household hazardous waste collection facility located?	95% knew the location	5% did not know the location	
<p>Which sentence best describes Integrated Pest Management (IPM)</p> <p>a. IPM only uses pesticides: 0%</p> <p>b. IPM uses pest identification, trapping, beneficial insects, and pesticides (only when needed): 100%</p> <p>c. IPM does not rely on identifying pests/disease before treating: 0%</p> <p>Left blank or did not know: 0%</p>			
<p>Which of these is the most effective IPM method for managing aphids?</p> <p>a. Apply fast acting fertilizers: 0%</p> <p>b. Spray insecticidal soap and/or prevent ants from vegetation with tanglefoot or bait station: 97%</p> <p>c. Use products with pyrethroids: 3%</p> <p>Left blank or did not know: 0%</p>			

	Disagree	Neutral	Agree
I learned at least one eco-friendly pest management method today			100%
The training will help me recommend and/or sell eco-friendly products		3%	97%
I can comfortably share what I learned with customers and/or co-workers		3%	97%
I can easily use the Our Water – Our World shelf tags and fact sheets to inform customers about less-toxic pest management			100%
Printed resource materials from this training were...	Too much 0%	Just Right 100%	Not enough 0%
<p>What part of the training was most helpful?</p> <p>All of the training was: 30% Product information/how the products work: 48% Pest problem solving: 6% The instructor: 10% OWOW materials: 3% Learning about impact of pesticides & water quality: 3%</p>			
<p>What part of the training could be improved?</p> <p>Nothing/everything was good: 95% More time: 5%</p>			

Additional comments:

'Well done!'
'It was perfect'

'It was a great class'
'Suzanne is great'

Summary of the OWOW Outreach Events for the 2020-21 contract year

I was unable to join any live in-person events over this contract year due to Covid restrictions. Alternative opportunities were provided to deliver the OWOW message to the public.

Social media posts:

'Pest of the Month' content for a post was provided to post on the RRWA's Instagram feed. The total reach of these posts was 813

- 'How to Manage Ants' was posted on October 2nd, which reached 223, impressions were 291, profile visits were 2, and received 13 likes.
- 'How to Manage Rats & Mice' was posted on November 21st, which reached 208, impressions were 259, profile visits were 2, and received 9 likes.

Radio interviews:

I provided 3 radio interviews by Hugo Mata on the KBBF, *Nuestra Tierra* bilingual radio program. These interviews were promoted on the RRWA's Instagram feed, which reached 214.

- 4/26/21: Topics discussed: An introduction to what the 'OWOW' program is and how a healthy garden without toxic chemicals
- 5/10/21: Topics discussed: A review of what the 'OWOW' program is, then a discussion on which fertilizers are best for feeding your garden and how to water
- 5/24/21: Topics discussed: A review of the previous interview, how to manage common pests of food gardens without toxic pesticides

Virtual events for the public:

On October 18th I provided an OWOW webinar on October 8th, '*Organic Pest Control for the Home and Garden*', which 23 people registered, 15 joined, and 5 submitted the post program survey which shows favorable interest in the content, that 100% were likely to use at least one IPM technique I taught, that 100% were likely to use the OWOW & UCIPM websites and gave the program an overall 9-star rating, which was terrific!

At the webinar event, I was able to answer many questions that the guests of each program live, addressing a broad assortment of pest problems. The most common this year were assorted questions about general garden health and basic pest management for new gardeners. By providing people with good strategies and moral support, I did see changes with their purchases towards a less toxic control. I also offered guidance for several general gardening questions, such as best way to fertilize plants, best ways to water plants, fruit tree care, rose care, flies around the house, aphids, ants, yellowjackets, mosquitoes, powdery mildew, and so many more.

With the rising concerns about pollinator conservation, I highlighted plant material that attracts beneficial insects and provided the '10 Most Wanted' brochure to consumers that I met in the aisles as well as offering it digitally. While sharing the importance of reducing pesticides, using pesticides at the correct time of day to reduce harming beneficial insects, I also shared the importance of attracting beneficial insect to our gardens.

Written articles for digital distribution:

I provided an article for digital distribution that addressed the popular D.I.Y. home-made pesticide recipes and how they are often times more toxic and dangerous than simply purchasing the eco-pesticide that is registered and containing application instructions.

Industry Trade Shows:

I attended the virtual L&L Distributor Trade Show in October of 2020. I look forward to attending this trade show in person this next year.

Closing comments:

Each of the retailers in the partnership have been great to work with. Each of the associates I met at these stores are in full support of the OWOW program. They are seemingly open to learning about the new eco-products their retailer sells, tips for less toxic pest management, and how to better support their customers. Each year the ecofriendly product interest seems to increase, with more awareness for less toxic choices requested by the consumer.

The associates value the OWOW partnership and support to assist them with the new products, how they work, and what product they should bring in as an alternative to the problem pesticides. In addition to mentoring retail associates, each store appreciates the assistance when helping their customers in the aisle. This support of guiding the customers to choose a product that is less-toxic, also includes other IPM tools that the retailer may sell when a pesticide isn't necessarily the best solution, such as the importance of adding compost and organic fertilizer to your soil to increase plant health, choosing water-wise plants for longer term success, and the importance of mulch for water retention and optimum soil health.

Moving forward I see the value of continuing to provide OWOW education to the public through webinar style classes as well as attending in-person events when possible.

Thank you so much for the opportunity to provide OWOW services to these retailers throughout the Russian River Watershed. An extra thanks to all of the RRWA partners for being flexible, to expand the OWOW outreach message through digital platforms, which has continued to provide me the opportunity to execute the valuable message of the OWOW program. I very much appreciate being able to share IPM knowledge while offering support around stressful pest problems, always in the least toxic way for the consumers.

Thank you so much!

~ Suzanne Bontempo

RRWA 2020-2021 Stormwater Activities

Activity	Date(s)	Completed Activities Summary	Phase I Permit Requirement	Phase II Permit Requirement
Administration				
RRWA Board of Directors (BOD) Meetings	July 23, 2020 September 24, 2020 December 17, 2020 February 25, 2021 May 27, 2021	RRWA Board meetings are publicly noticed in advance, and attended by board members, member agency staff, and members of the public. Each meeting includes updates on RRWA stormwater activities. RRWA held five Board of Directors meetings during the year. Guest speaker presentations related to stormwater: <ul style="list-style-type: none"> July 23, 2020 - Nate Pelczar, Special Projects Manager, California Product Stewardship Council (CPSC)—Senate Bill 212, DHCS Grant, and Drug Take-Back Program Overview September 24, 2020—Ryan Pedrotti, Principal Program Specialist, Sonoma County Water Agency—Sonoma Water’s Water Education Program December 17, 2020—Nick Sudano, City of Santa Rosa—Streets to Creeks Update December 17, 2020—Dr. Claudia Luke, PhD, Sustainability Programs Director, Center for Environmental Inquiry, Sonoma State University—Rising Waters Project Update—Exploring the Nexus of Water Quality and Community Members Experiencing Homelessness December 17, 2020 – Dialogue with Matt St. John, Executive Officer of NCRWQCB on watershed-wide collaboration, municipal storm water permits, R3MP, Pathogen TMDL and 303(d) Listings, Laguna de Santa Rosa TMDL, and upcoming Policy development May 27, 2021 – Elizabeth Salomone, General Manager, Russian River Flood Control & Water Conservation Improvement District and Brad Sherwood, Division Manager, Community & Government Affairs, Sonoma Water— Upper and Lower Russian River Watershed Water Supply Conditions Updates 	<u>VI.A.4.</u> 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 to reduce the cost of implementing their storm water management programs, maximize resources, and leverage existing resources when available. <ul style="list-style-type: none"> BOD meetings comprised of elected officials from each Co-Permittee provide opportunities for collaboration. 	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <ul style="list-style-type: none"> BOD meetings comprised of elected officials from each member agency provide support for a regional outreach and education collaborative effort. <u>E.7.a.(ii)(e)</u> The Permittee shall utilize public input (e.g., the opportunity for public comment, or public meetings) in the development of the Public Education and Outreach Program. <ul style="list-style-type: none"> BOD meetings provide the opportunity to hear public comment.
RRWA Technical Working Group (TWG) Meetings	July 14, 2020 September 8, 2020 October 13, 2020 November 10, 2020 December 8, 2020 February 9, 2021 April 13, 2021 June 8, 2021	RRWA TWG meetings are publicly noticed in advance, and attended by member agency staff and members of the public. Each meeting includes planning and updates on RRWA and member agency stormwater activities. Members of the public are invited to participate in the discussion. RRWA held eight TWG meetings during the year. Guest speaker presentations related to stormwater: <ul style="list-style-type: none"> July 14, 2020 – Suzanne Bontempo, Plant Harmony, IPM Advocate – Our Water Our World, October 13, 2020 – Russian River-Friendly Landscaping Subcommittee – Landscapes That Protect Our Waterways 	<u>VI.A.4.</u> 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 to reduce the cost of implementing their storm water management programs, maximize resources, and leverage existing resources when available. <ul style="list-style-type: none"> TWG meetings comprised of technical stormwater staff and managers from each Co-Permittee provide opportunities for collaboration. <u>VI.B.2.a.vi</u> Each Co-Permittee shall work with local watershed groups or committees to educate the public about storm water pollution prevention.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a countywide stormwater program and regional outreach and education collaborative effort. <ul style="list-style-type: none"> TWG meetings comprised of member agency stormwater technical staff and managers provide support for a countywide stormwater program and regional outreach and education collaborative effort. <u>E.7.a.(ii)(e)</u> The Permittee shall utilize public input (e.g., the opportunity for public comment, or public meetings) in the development of the Public Education and Outreach Program. <ul style="list-style-type: none"> TWG meetings provide the opportunity to hear public comment.
Sponsorships				
Russian Riverkeeper Watershed Cleanup	September 21-28, 2020	RRWA provided funding to the Russian River Cleanup Committee and provided promotion and outreach to RRWA stakeholders.	<u>VI.B.1.c.</u> Each Co-Permittee shall develop and implement a Public Information and Participation Program (PIPP) with the objective to involve and engage communities within the Russian River watershed to participate in mitigating the impacts to storm water pollution.	<u>E.8.(i)</u> The Permittee shall involve the public in the implementation of activities related to the Public Involvement and Participation Program and encourage volunteerism and activism in the community.
California Product Stewardship Council	Ongoing	RRWA provided funding to the California Product Stewardship Council and provided promotion and outreach to RRWA stakeholders.	<u>VI.B.2.a.vi</u> Each Co-Permittee shall work with local watershed groups or committees to educate the public about storm water pollution prevention. <u>VI.B.2.a.vii.</u> Each Co-Permittee shall organize or participate in events targeted to residents to educate and involve the community in stormwater and non-stormwater pollution prevention and cleanup.	<u>E.8.(ii)(c)</u> Create opportunities for citizens to participate in the implementation of BMPs through sponsoring activities.
Daily Acts Co-Branding	June to August 2020 and September 21-28, 2020	RRWA provided funding and co-branding promotion of Be the Change campaign (topics included education on landscaping and saving resources) and Creek Week cleanup promotion to Daily Acts.		
Coastal Cleanup Sonoma County	September 21-28, 2020	RRWA provided funding to Coastwalk for the Sonoma Coastal Cleanup and provided promotion and outreach to RRWA stakeholders.		
Mendocino County Resource Conservation District	September 21-28, 2020	RRWA provided funding and promotion to support upper watershed tributary cleanup efforts by Mendocino County Resource Conservation District.		
Outreach and Education				
Creek Week and Pollution Prevention Week Campaign	September 21 - 28, 2020	RRWA coordinated outreach, promoted events on social media platforms, and developed a dedicated Creek Week webpage on the Russian River Watershed website. The Creek Week webpage included regional event information, Best Management Practices for handling sharps, and the California Coastal Commission’s English and Spanish resource on how to participate in Creek Week activities during COVID. RRWA tracked performance metrics by event and reported results at TWG and BOD meetings. Over 34,000 pounds of trash were collected.	<u>VI.B.1.c.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to involve and engage communities within the Russian River watershed to participate in mitigating the impacts to storm water pollution. <u>VI.B.2.a.ii.(b) and (f)</u> Each Co-Permittee shall develop and distribute residential educational materials on the proper handling and disposal of household waste materials, including pharmaceuticals and trash. <u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns. <u>VI.B.2.a.vi.</u> Each Co-Permittee shall work with local watershed groups or committees to educate the public about storm water pollution prevention. <u>VI.B.2.a.vii.</u> Each Co-Permittee shall organize or participate in events targeted to residents to educate and involve the community in stormwater and non-stormwater pollution prevention and cleanup. <u>VI.B.2.b.</u> Each Co-Permittee shall maintain storm water websites that include educational materials and opportunities for the public to participate in storm water pollution prevention and cleanup activities. <u>VI.B.2.c.</u> Each Co-Permittee shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.8.(i)</u> The Permittee shall involve the public in the implementation of activities related to the Public Involvement and Participation Program and encourage volunteerism and activism in the community.
Earth Day	April 19 - 24, 2021	RRWA hosted an Earth Day event online blog highlighting member agency events throughout the watershed. Volunteers collected more than 45 bags and over 75 pounds of trash, painted over graffiti and distributed 280 drought kits and 500 "eco-bags" for children.	<u>VI.B.1.c.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to involve and engage communities within the Russian River watershed to participate in mitigating the impacts to storm water pollution. <u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns. <u>VI.B.2.a.vii.</u> Each Co-Permittee shall organize or participate in events targeted to residents to educate and involve the community in stormwater and non-stormwater pollution prevention and cleanup.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.8.(i)</u> The Permittee shall involve the public in the implementation of activities related to the Public Involvement and Participation Program and encourage volunteerism and activism in the community.



RRWA 2020-2021 Stormwater Activities

Activity	Date(s)	Completed Activities Summary	Phase I Permit Requirement	Phase II Permit Requirement
Outreach and Education (continued)				
RRWA Student Video Contest	Award Presentation May 26, 2021	RRWA, in conjunction with Sonoma Water, held a high school student video contest in which students developed short videos to be used as public service announcements on local TV stations, on member agency websites, and for social media outreach. The topic for the 2020-2021 contest was "Know Where Water Goes" which aims to raise awareness about the connection between street storm drains and local waterways and the impact of trash on local creeks. 4 high schools participated, with 11 participants entering 9 videos. Winning videos are also translated to Spanish.	<u>VI.B.1.c.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to involve and engage communities within the Russian River watershed to participate in mitigating the impacts to storm water pollution. <u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns. <u>VI.B.2.a.vii.</u> Each Co-Permittee shall organize or participate in events targeted to residents to educate and involve the community in stormwater and non-stormwater pollution prevention and cleanup. <u>VI.B.2.c.</u> Each Co-Permittee shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention. <u>VI.B.3.a.</u> Each Co-Permittee shall (i) develop age appropriate educational materials to distribute to children including general watershed education, local aquatic species, "only rain down the drain" storm water pollution prevention concept, an anti-littering campaign, and the importance of pet waste management; (ii) identify locations and frequencies at which materials will be distributed and consider a variety of locations and special events in which educational materials can be distributed to target children within in each Co-Permittee's jurisdictional boundary; (iii) identify interactive educational opportunities for children to learn about storm water pollution; and (iv) identify opportunities to partner with other community groups with an objective of maximizing the ability to provide educational opportunities to children.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues. <u>E.7.a.(ii)(i)</u> The Permittee shall provide schools with materials to effectively educate school-age children about storm water runoff and how they can help protect water quality habitat. <u>E.8.(i)</u> The Permittee shall involve the public in the implementation of activities related to the Public Involvement and Participation Program and encourage volunteerism and activism in the community.
Restaurant Placemats	Ongoing	RRWA designed children's placemats based on the previously developed Junior Member Guide activity booklet. 15,400 placemats have been distributed since June 2019 to partnering restaurants and other outlets including: <ul style="list-style-type: none"> • Russian River Brewing Company in Santa Rosa • Russian River Brewing Company in Windsor • Bear Republic Brewing Company in Rohnert Park • Healdsburg Bar and Grill in Healdsburg • Moe's Eagles Nest Deli in Cloverdale • Wing Man in Cotati • Forks Cafe in Ukiah • Mendocino Book Company in Ukiah • The Twins Restaurant in Cotati • Acme Burger Restaurant in Cotati • D's Diner in Sebastopol • Fandee's Restaurant in Sebastopol 	<u>VI.B.1.a.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to increase the knowledge of the target audience about the MS4, the adverse impacts of storm water pollution on receiving waters and potential solutions to mitigate the impacts. <u>VI.B.2.a.i.</u> Each Co-Permittee shall develop and distribute an "only rain down the drain" or similar themed campaign with the goal of providing general storm water pollution prevention education. <u>VI.B.3.a.</u> Each Co-Permittee shall (i) develop age appropriate educational materials to distribute to children including general watershed education, local aquatic species, "only rain down the drain" storm water pollution prevention concept, an anti-littering campaign, and the importance of pet waste management; (ii) identify locations and frequencies at which materials will be distributed and consider a variety of locations and special events in which educational materials can be distributed to target children within in each Co-Permittee's jurisdictional boundary; and (iii) identify interactive educational opportunities for children to learn about storm water pollution.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues.
Sonoma Water's Water Education Program	July 1, 2020 - June 30, 2021	RWA coordinated Ukiah, Cloverdale, and County of Sonoma's participation in Sonoma Water's Water Education Program. This included coordinating with Sonoma Water to set up the program and assistance with soliciting participation to local schools. The Water Education Program promotes water-use efficiency and stewardship of local watersheds through curriculum including third, fourth, and fifth-grade classroom modified programs, synchronous and asynchronous content to meet virtual learning needs. The Stormwater Education Program is one component of the overall Water Education Program. 3,208 students throughout 125 classes were involved in direct instruction which involved synchronous and asynchronous content, while 7,364 students throughout 333 classes were involved in indirect instruction. Additionally, 5,674 students throughout 195 classes were affected by program cancellations due to COVID-19.	<u>VI.B.3.a.</u> Each Co-Permittee shall (i) develop age appropriate educational materials to distribute to children including general watershed education, local aquatic species, "only rain down the drain" storm water pollution prevention concept, an anti-littering campaign, and the importance of pet waste management; (ii) identify locations and frequencies at which materials will be distributed and consider a variety of locations and special events in which educational materials can be distributed to target children within in each Co-Permittee's jurisdictional boundary; (iii) identify interactive educational opportunities for children to learn about storm water pollution; and (iv) identify opportunities to partner with other community groups with an objective of maximizing the ability to provide educational opportunities to children.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(i)</u> The Permittee shall provide schools with materials to effectively educate school-age children about storm water runoff and how they can help protect water quality habitat.
CASQA Participation	Ongoing	RRWA participated in the Conference and Phase II subcommittee monthly member meetings. Provided updates to member agencies on state-wide legislation and initiatives including Assembly Bill 377, Phase II General Permit reissuance, Construction General Permit reissuance, and state-wide trash amendments.	Support of regional watershed-wide collaboration.	
Conference Presentation	September 15, 2020	RRWA staff co-presented the Rising Waters: University – Agency Partnership for Innovative Water Quality Solutions at the CASQA conference.	Support of regional watershed-wide collaboration.	
Our Water Our World	Ongoing	RRWA retained the services of Our Water Our World consultant to bring pesticide-related education and outreach to 9 nurseries and hardware stores throughout the watershed. Outreach included print materials, special events, store employee training, and promotional labeling of environmentally-friendly products. During the 2020-2021 reporting period, the RRWA Regional program included a total of 57 mentoring and maintenance store visits, 5 IPM retailer training events, one RRWA TWG presentation, the "D.I.Y. pesticides... Are they safe?" environmental article, one webinar, and 3 radio station interviews. The radio interviews were advertised in both English and Spanish and translated to Spanish. Three social media campaigns were developed (ants, rats and mice, weeds). FY 2020/21 metrics: Social Media: 1244 total reach, 550 total impressions, and 26 engagements. 37 retail associates trained. Member agencies participating in the RRWA Regional OWOW program are Cloverdale, Healdsburg, Ukiah, Mendocino County, Sonoma County, Sonoma Water, and Windsor.	<u>VI.B.1.b.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to change the waste disposal and storm water pollution generating behavior of target audiences by developing and encouraging the implementation of appropriate alternatives. <u>VI.B.2.a.ii.(d)</u> Each Co-Permittee shall develop and distribute residential educational materials on the proper handling and disposal of pesticides and fertilizers waste. <u>VI.B.2.a.iii.</u> Each Co-Permittee shall develop and implement an outreach program to residents on proper lawn care and water conservation practices including proper pesticide/fertilizer application and the prevention of discharge of pollutants to the storm drain through proper irrigation. <u>VI.B.2.a.vii.</u> Each Co-Permittee shall 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. <u>VI.B.2.c.</u> Co-Permittees shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention through culturally effective methods. <u>VI.C.2.a.iv.</u> Each Co-Permittee shall educate industrial/commercial facilities with the objective of reducing pollutants in storm water runoff.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues. <u>E.7.a.(ii)(i)</u> The Permittee shall develop and convey messages specific to proper application of pesticides, herbicides, and fertilizers.

RRWA 2020-2021 Stormwater Activities

Activity	Date(s)	Completed Activities Summary	Phase I Permit Requirement	Phase II Permit Requirement
Outreach and Education (continued)				
Russian River Friendly Landscaping (RRFL) Program	Ongoing	RRWA added an event section on the RRWA website and maintains the website library of RRFL materials. The English and Spanish content and guidelines are available at http://www.rrwatershed.org/project/rrflg/ RRWA facilitated subcommittee meetings and planning for the 2021 RRFL event for landscape professionals. The social media campaign developed around the seven principals and practices of the RRFL guidelines is ongoing. One new RRFL sign was added around the watershed during the 2020-2021 reporting period. RRFL webpage 1,239 pageviews in FY 2020/21 (121.25% increase from FY 2019/21)	<u>VI.B.2.a.iii.</u> Each Co-Permittee shall 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. <u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns. <u>VI.B.2.a.vi.</u> Each Co-Permittee shall work with local watershed groups or committees to educate the public about storm water pollution prevention. <u>VI.B.2.a.vii.</u> Each Co-Permittee shall 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. <u>VI.B.2.b.</u> Each Co-Permittee shall maintain storm water websites or provide links to storm water websites via the Co-Permittee's website, which shall include educational materials and opportunities for the public to participate in storm water pollution prevention and cleanup activities.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues. <u>E.7.a.(ii)(g)</u> The Permittee shall convey messages to explain the benefits of water-efficient and storm waterfriendly landscaping.
Russian River Friendly Landscaping (RRFL) Event	February 2 and 3, 2021	Event planning and preparation by a RRWA facilitated RRFL subcommittee of member agency staff occurred between October 2020 and February 2021. The virtual event entitled "Rehydrating the Russian River Watershed" took place on February 2 and 3, 2021 and featured two speakers: Didi Pershouse and Walter Jenhe. RRWA staff organized and promoted the event, emceed the program, managed speakers, presentations, and follow up including a survey for participant feedback. A total of 375 registered participants included agency staff, and landscape professionals.	<u>VI.B.2.a.vii.</u> Each Co-Permittee shall 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. <u>VI.C.2.a.iv.</u> Each Co-Permittee shall educate industrial/commercial facilities with the objective of reducing pollutants in storm water runoff.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues.
Environmental Article Monthly Publication and Email Distribution		RRWA coordinates and facilitates relevant topics and authors for a monthly environmental article. The environmental column is generally published monthly in: <ul style="list-style-type: none"> • Sonoma West Publishers (The Healdsburg Tribune, The Windsor Times, Sonoma West Times & News, and Cloverdale Reveille) • Healdsburg Patch • North Bay Bohemian • Ukiah Daily Journal (estimated readers: 3,040 weekday; 3,242 Sunday; online not tracked) • Russian River Confluence • Russian River Times • The Community Voice (estimated readers: 2,000 E-edition; 5,000 printed) • West County Times • Sonoma County Gazette (estimated readers: 35,000 distributed free once a month county-wide; 4,600 online audience) • Impulso News • El Superior • La Voz Bilingual Newspaper • Soluna Outreach Solution The column is also distributed to the Press Democrat and through an RRWA article email distribution list of 402 subscribers. All articles are translated into Spanish. An archive of all columns can be viewed on the RRWA website. Starting June 2016, the English environmental column articles were published on the RRWA Blog, which can be viewed at www.rrwatershed.org/blog .	<u>VI.B.1.a.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to increase the knowledge of the target audience about the MS4, the adverse impacts of storm water pollution on receiving waters and potential solutions to mitigate the impacts. <u>VI.B.1.b.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to change the waste disposal and storm water pollution generating behavior of target audiences by developing and encouraging the implementation of appropriate alternatives. <u>VI.B.2.a.ii.</u> Each Co-Permittee shall develop and distribute residential educational materials on the proper handling and disposal of (a) vehicle waste fluids; (b) household waste materials, including pharmaceuticals, hazardous waste, and trash; (d) pesticides and fertilizers wastes; (f) trash; and (g) animal waste. <u>VI.B.2.a.iii.</u> Each Co-Permittee shall develop and implement an outreach program to residents on proper lawn care and water conservation practices including proper pesticide/fertilizer application and the prevention of discharge of pollutants to the storm drain through proper irrigation. <u>VI.B.2.a.iv.</u> Each Co-Permittee shall develop and distribute educational material on proper methods of residential car washing to prevent pollutants from entering the MS4. <u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns. <u>VI.B.2.c.</u> Co-Permittees shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention through culturally effective methods.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues. <u>E.7.a.(ii)(d)</u> The Permittee shall develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate. <u>E.7.a.(ii)(g)</u> The Permittee shall convey messages to explain the benefits of water-efficient and storm waterfriendly landscaping. <u>E.7.a.(ii)(i)</u> The Permittee shall develop and convey messages specific to proper application of pesticides, herbicides, and fertilizers. <u>E.7.a.(ii)(k)</u> The Permittee shall develop and convey messages specific to reducing discharges from organized car washes and landscape irrigation. <u>E.7.a.(ii)(l)</u> The Permittee shall conduct storm water-friendly education for organized car wash participants and provide information pertaining to car wash discharge reduction.
	July 2020	Fire-Smart and Water-Wise: Tips for a Resilient Landscape		
	August 2020	Car Washing: Clean Car - Clean Environment		
	September 2020	Creek Week – Ways to Get Involved with Protecting Our Creeks		
	October 2020	Fun Facts: Street Sweepers		
	November 2020	Get the FOG outa here!		
	December 2020	Riparian Plants and Their Humble Little Job		
	January 2021	Simple Tips to Rehydrate and Diversify your Garden		
	February 2021	Too Much Fertilizer		
	March 2021	Save Water As If Your Life Depends On It		
	April 2021	D.I.Y. pesticides.... Are they safe?		
	May 2021	Keep Our Cars and Our River Clean		
	June 2021	Eight Water Conservation Tips and Tricks		
Public Effectiveness Assessment	October 2020	RRWA developed and conducted a public survey to assess the effectiveness of the public education and outreach programs. Topics focused on the public's understanding of stormwater, stormwater pollution, and stormwater pollution prevention. RRWA staff facilitated development of the survey questions by the TWG and conducted the survey through August 2020. RRWA drafted template letters for member agency use for subsequent reporting of the assessment results in October 2020.	<u>VI.B.4.</u> Each Co-Permittee shall conduct a public survey to assess whether the PIPP is effective in increasing the understanding of storm water, storm water pollution, and storm water pollution prevention. The results of the survey shall be reported to the RWQCB.	<u>E.7.a.(ii)(b)</u> The Permittee shall implement surveys to gauge the level of awareness in target audiences and effectiveness of education tasks.

RRWA 2020-2021 Stormwater Activities

Activity	Date(s)	Completed Activities Summary	Phase I Permit Requirement	Phase II Permit Requirement
Outreach and Education (continued)				
Streets to Creeks Campaign	Ongoing Phase II Launched August 17, 2020	RRWA facilitated and promoted the Streets to Creeks watershed-wide campaign which included various outreach mechanisms, promotional items, and community partnerships. RRWA shared performance metrics at TWG and BOD meetings. www.streetstocreeks.org Campaigns and outreach materials for FY 2020/21 included: digital ads, Google display geotargeting, social media content, website, photo library, videos, BMP PDFs, a photo contest, car wash instructions, ash campaign, litter campaign, and various water quality educational content. Promotional items included: children's activity books, patches, t-shirts, litter collection bags, stickers, and pet waste bag dispensers. Social media content was also translated to Spanish along with 40+ PDFs and videos. FY 2020/21 total Streets to Creeks metrics: Impressions – 13,630,521 Engagement – 20,524 Total promotional items - 10,000+	<u>VI.B.1.a.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to increase the knowledge of the target audience about the MS4, the adverse impacts of storm water pollution on receiving waters and potential solutions to mitigate the impacts. <u>VI.B.2.a.i.</u> Each Co-Permittee shall develop and distribute an "only rain down the drain" or similar themed campaign with the goal of providing general storm water pollution prevention education. <u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns. <u>VI.B.2.a.vi.</u> Each Co-Permittee shall work with local watershed groups or committees to educate the public about storm water pollution prevention. <u>VI.B.2.c.</u> Each Co-Permittee shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues.
Website Maintenance	Ongoing	RRWA continually updates the website based on current events and incoming information. Measurable website engagement metrics are tracked using Google Analytics. Metric updates indicating a growth trend during the year were shared with the TWG and BOD. RRWA continues to monitor website use, feedback and maintain relevant content. Material content includes region-specific pollutant information, low impact development, drought information, water conservation and water quality resources, safe medicine disposal information, and other outreach regarding pesticides, drought tolerant landscaping, legislation, Storm Water Resource Plan, fats, oils, and grease. Spanish translations of various content is also available on the website. Website metrics for FY 2020/21: 9,725 users who have initiated at least one session during FY 2020/21 (103.62% increase from FY 2019/20) 9,658 first-time users during FY 2020/21 (103.93% increase from FY 2019/20) 12,920 sessions (102.66% increase from FY 2019/20) <i>A session is the period time a user is actively engaged with a website</i> 22,874 pageviews (93.26% increase from FY 2019/20) <i>Pageviews is the total number of pages viewed, including repeated views of a single page.</i>	<u>VI.B.2.a.ii.</u> Each Co-Permittee shall develop and distribute residential educational materials on the proper handling and disposal of (a) vehicle waste fluids; (b) household waste materials, including pharmaceuticals, hazardous waste, trash, cleaning paint brushes, etc; (d) pesticides and fertilizers wastes; (e) green waste; (f) trash; and (g) animal waste. <u>VI.B.2.b.</u> Each Co-Permittee shall maintain storm water websites that include educational materials and opportunities for the public to participate in storm water pollution prevention and cleanup activities. <u>VI.B.2.c.</u> Each Co-Permittee shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention.	<u>E.7.a.(ii)(h)</u> The Permittee shall develop and convey messages specific to reducing illicit discharges with information about how the public can report incidents to the appropriate authorities. The Permittee must promote, publicize, and facilitate public reporting of illicit discharges. <u>E.8.(ii)(d)</u> The Permittee shall ensure the public can easily find information about the Permittee's stormwater program.
Social Media	Ongoing	RRWA staff continues to develop campaigns and ads for posting to RRWA social media platforms, in addition to sharing member agency posts. RRWA utilizes and maintains relevant content postings on social media sites Facebook, Instagram, and YouTube. Engagement metrics have been tracked monthly since August 2016 and reported regularly to the TWG and BOD at meetings open to the general public. On average, Facebook posts are created and posted two to three times a week and Instagram posts are created and posted once a week. When available, social media posts are provided in both English and Spanish. By the end of the Work Plan year: Facebook Followers for FY 2020/21: 1030 (34% increase from FY 2019/20) Average Monthly Reach: 7,045 Average Monthly Engagement: 505 Instagram Followers for FY 2020/21: 1,403 (18% increase from FY 2019/20) Average Monthly Reach: 263 Average Monthly Impressions: 287	<u>VI.B.1.</u> Each Co-Permittee shall develop and implement a PIPP with the objective to (a) increase the knowledge of the target audience about the MS4, the adverse impacts of storm water pollution on receiving waters and potential solutions to mitigate the impacts; (b) change the waste disposal and storm water pollution generating behavior of target audiences by developing and encouraging the implementation of appropriate alternatives; and (c) involve and engage communities within the Russian River watershed to participate in mitigating the impacts to storm water pollution. <u>VI.B.2.a.ii.</u> Each Co-Permittee shall develop and distribute residential educational materials on the proper handling and disposal of (a) vehicle waste fluids; (b) household waste materials, including pharmaceuticals, hazardous waste, and trash; (d) pesticides and fertilizers wastes; (e) green waste; (f) trash; and (g) animal waste. <u>VI.B.2.a.iii.</u> Each Co-Permittee shall develop and implement an outreach program to residents on proper lawn care and water conservation practices including proper pesticide/fertilizer application and the prevention of discharge of pollutants to the storm drain through proper irrigation. <u>VI.B.2.a.iv.</u> Each Co-Permittee shall develop and distribute educational material on proper methods of residential car washing to prevent pollutants from entering the MS4. <u>VI.B.2.a.v.</u> Each Co-Permittee shall conduct storm water pollution prevention public service announcements and advertising campaigns. <u>VI.B.2.c.</u> Co-Permittees shall use effective strategies to educate and involve ethnic communities in storm water pollution prevention through culturally effective methods.	<u>E.7.a.</u> All Permittees shall comply with the requirements of Public Education and Outreach by contributing to a regional outreach and education collaborative effort. <u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues. <u>E.7.a.(ii)(d)</u> The Permittee shall develop and disseminate appropriate educational materials to target audiences and translate into applicable languages when appropriate.
RRWA Interactive Map	Ongoing	RRWA updated the platform for the Interactive Watershed Atlas. RRWA maintains the interactive map with existing layers: Russian River watershed delineation, member agency service areas, Safe Medicine drop off locations, Russian River public access points, demonstration landscapes for low impact development (LID) and RRFL, sub-watersheds, tributary creeks, water quality monitoring data, sandbag fill locations, Jr. Member Guide Locations, Our Water Our World locations, and river/beach cleanup locations. The RRWA interactive map can be found at: www.rrwatershed.org/watershed-atlas/ . The map continues to be one of the most visited pages on the RRWA website, after the home page and drought resource page. Map pageviews for FY 2020/21: 1,485 (133.12% increase from FY 2019/20)	<u>VI.B.2.a.vi.</u> Each Co-Permittee shall work with local watershed groups or committees to educate the public about storm water pollution prevention. <u>VI.B.2.b.</u> Each Co-Permittee shall maintain storm water websites that include educational materials and opportunities for the public to participate in storm water pollution prevention and cleanup activities. <u>VI.B.3.a.iii.</u> Each Co-Permittee shall identify interactive educational opportunities for children to learn about storm water pollution.	<u>E.8.(ii)(d)</u> The Permittee shall ensure the public can easily find information about the Permittee's stormwater program.
Watershed-Wide Drought Messaging Campaign	April 22 - June 30, 2021 and ongoing	RRWA developed and implemented a Website/Radio ad/ Social media drought awareness campaign through regional collaboration that included links to local, regional, and state drought information, alerts to upcoming drought related events around the watershed, water conservation ideas, archive of infographics from partners that can be downloaded and shared, RRWA water conservation articles and resources, local water supply articles and resources, and a 30-second radio advertisement. The campaign brought 209 new users to RRWA.org. Social media, radio ads, and water conservation articles were provided in English and Spanish. April 22 to June 30, 2021 • Second Highest RRWA trafficked page, after homepage • 2,921 new users to RRWA.org • Average time on drought page is 4:54 minutes • 1,080 pageviews (each individual time a page on our website is loaded by a user) • Top drought social media post reached 30,309 users and had 5,216 engagements	<u>VI.B.2.a.iii.</u> Each Co-Permittee shall develop and implement an outreach program to residents on proper lawn care and water conservation practices including proper pesticide/fertilizer application and the prevention of discharge of pollutants to the storm drain through proper irrigation.	<u>E.7.a.(ii)(c)</u> The Permittee shall develop and convey stormwater messages that focus on local pollutants of concern, target audience, and regional water quality issues. <u>E.7.a.(ii)(d)</u> The Permittee shall develop and disseminate appropriate educational materials to target audiences and translate into applicable languages. <u>E.7.a.(ii)(g)</u> The Permittee shall convey messages to explain the benefits of water-efficient and storm waterfriendly landscaping.
Bulk Purchase	Ongoing	RRWA pet waste bags were purchased and distributed to the participating agencies. <i>(Windsor, Sonoma County, and Santa Rosa)</i>	<u>VI.B.2.a.ii.(g)</u> Each Co-Permittee shall develop and distribute residential educational materials on the proper handling and disposal of animal waste.	NA

RRWA 2020-2021 Stormwater Activities

Activity	Date(s)	Completed Activities Summary	Phase I Permit Requirement	Phase II Permit Requirement
Monitoring				
Russian River Regional Monitoring Program	<p><u>Steering Committee</u> October 21, 2020 January 6, 2021 February 17, 2021 March 17, 2021 May 19, 2021</p> <p><u>Technical Advisory</u> April 27, 2021 June 9, 2021</p> <p><u>Core Team Conference Calls</u> July 9, 2020 August 4, 2020 August 19, 2020</p>	<p>The Russian River Regional Monitoring Program (R3MP) was initiated by the RWQCB through a contract with the San Francisco Estuary Institute. Regularly scheduled conference calls and meetings were held as shown. During FY2020-2021, RRWA's ED participated in outreach to stakeholders, planning, preparing meeting materials and leading meeting throughout the year, and co-chaired the steering committee with the RWQCB EO.</p> <p>Updates were provided at TWG and BOD meetings during the work plan year and information compiled and maintained on the TWG SharePoint.</p> <p>R3MP Website: https://www.rrwatershed.org/project/regional-monitoring/</p>	Support of regional watershed-wide collaboration.	E.13. Permittees are encouraged to participate in a regional monitoring program in order to costeffectively 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.
Grant Support				
Grants Alerts	July 14, 2020 September 8, 2020 October 13, 2020 November 10, 2020 December 8, 2020	RRWA developed and distributed grant alert notifications to TWG on various grant solicitations, workshops, and general grant information. A total of eight grant alerts were provided.		General program support.
Grant Support Letters	July 1, 2020 October 9, 2020 March 15, 2021	<p>RRWA developed the following support letters:</p> <ul style="list-style-type: none"> • Letter of Support for FERC Project No. 77-285; Feasibility Study Report for the Potter Valley Project • Prop 1 Grant Letter of Support – Storm Water Grant Program - Mark West Creek Stormwater Resource Management and Green Infrastructure Planning Project • Support for Sustainable Groundwater Management Watershed Coordinator Grant Program • Support letter for City of Santa Rosa's Application for WaterSMART Grant: Cash for Grass Rebate Program Expansion 		General program support.
Low Impact Development				
LID Training Promotion	December 2, 2020	RRWA promoted an LID training event on the LID Manual developed and hosted by Co-Permittees with over 100 industry attendees.	VLD.7. Each Co-Permittee shall provide annual training to key stakeholders on the LID Manual annually.	NA
Advocacy				
Regional Fee Reduction Incentive	September 30, 2020 December 9, 2020 March 30, 2021 June 9, 2021	Continued to advocate on behalf of MS4 permittees with Regional Water quality Control Board and State Water Quality Control Board staff to incentivize program efficiencies by lowering fees for permittees participating in regional collaborations for permit compliance. Attended quarterly meeting with RWQCB EO and RRWA officers to discuss strategy to continue moving this initiative forward again amidst COVID-19.		General program support.
RWQCB Hearings	February 4, 2021 April 15, 2021 June 17, 2021	<p>RRWA attended the following:</p> <ul style="list-style-type: none"> • Regional Water Board Hearing on the Russian River Pathogen TMDL • Regional Water Board Hearing on the 303(d) Integrated Report and TMDL overview presentation. • Regional Water Board Hearing on the Laguna de Santa Rosa TMDL update. 		
Permit Support				
Lower Watershed Stormwater Quality Monitoring Data	Ongoing	RRWA provided a sharepoint website to facilitate Co-Permittee monitoring data sharing for the Phase I Permit semi-annual report as required by the for Windsor, Santa Rosa, Rohnert Park, Cotati, Sebastopol, SCWA, and Sonoma County. Co-Permittees compiled monitoring data into a single location for regional monitoring reports developed by the Co-Permittees for the 2020-2021 reporting periods.	Attachment D - IV.C.1 and Attachment E - Monitoring and Reporting Program No. R1-2015-0030; Monitoring results shall be reported twice annually by January 1 and July 1 of each year.	NA
UCSB Pathogen Transmission Evaluation Work Plan	Ongoing	RRWA facilitated development of a work plan for evaluation of recycled water pond pathogen transmission for the City of Santa Rosa and Town of Windsor.	The Regional Water Quality Control Board (RWQCB) adopted the Action Plan for the Russian River Watershed Pathogen Total Maximum Daily Load, also known as the Russian River Pathogen TMDL Action Plan.	NA