



RUSSIAN RIVER CONFLUENCE ANNUAL PROGRAM REPORT

July 1, 2019 – June 30, 2020



Conservation Works (also known as North Coast Resource Conservation & Development Council) is the Fiscal Sponsor for the Russian River Confluence. This report summarizes activities conducted between July 1, 2019 and June 30, 2020 and funded by Sonoma County Agriculture and Open Space District and City of Ukiah via West Yost Job Number: 592-60-19-10

INTRODUCTION

Conservation Works (also known as the North Coast Resource Conservation & Development Council) is a 501(c)3 non-profit organization serving as the fiscal sponsor for the Russian River Confluence (RRC). The mission of the RRC is to drive community action towards a healthy, resilient and regenerative Russian River watershed. Its vision is for a healthy, vibrant, accessible Russian River Watershed representing the economic, environmental, recreational and spiritual heart of the region. To follow its mission and attain the vision, the RRC has received funds for the Fiscal Year 2019-2020 to accomplish several key tasks:

- Program Management and Reporting
- Maintain and Expand RRC Brand
- Events and Promotion
- Information Sharing and Building Relationships
- Pursue Capacity Building

On April 15, 2019, the RRC entered into a fiscal sponsorship agreement with Conservation Works, a non-profit organization located in Sonoma County. Conservation Works' service area also includes Marin, Lake, and Mendocino Counties and has a mission that involves supporting conservation actions. Conservation Works' role in the fiscal sponsorship agreement is to receive funds, process funds, and disburse funds on behalf of the RRC, including invoicing of funders with appropriate supporting information. This annual report prepared by Conservation Works in coordination with the RRC represents a summary of work processed for funding through this fiscal sponsorship agreement between July 1, 2019 and June 30, 2020.

The fiscal sponsorship agreement is subject to annual review by the Board of Directors of Conservation Works, and in the July 8, 2020 monthly Board meeting, the Board of Directors directed the agreement be modified, and subsequently notice was provided to the Russian River Confluence that changes to the fiscal sponsorship agreement (FS Agreement) were needed. At the time of this writing, a modified agreement has been prepared, but not yet been finalized.

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OVERALL PROGRAM MANAGEMENT

The Executive Director, Oona Heacock, of Conservation Works is the principal program manager for implementation of the FS Agreement, and during this annual report period is the only staff person paid from the FS Agreement funds. The RRC program manager for on-the-ground implementation of the RRC efforts is Adriane Garayalde. Program management activities identified in the FS Agreement and in funder agreements include fund management, annual work plan development, budget development and reconciliation, and coordination with core partners and the key funders. Core partners include the Counties of Sonoma and Mendocino, City of Ukiah, Sonoma Water, Sonoma County Regional Parks, Sonoma County Agricultural Preservation and Open Space District, and the Russian River Watershed Association.

Fund management activities conducted by Conservation Works included invoicing the Agricultural Preservation & Open Space District (APAOSD), in coordination with the RRC, for its pledged \$20,000 donation. Funds to support the RRC were also deposited into a City of Ukiah account, which held the funds for disbursement. However, issues related to RRC organizational insurance coverage limited the ability of the City of Ukiah to have these funds directly disbursed to the RRC. Consequently, West Yost & Associates (WYA), a contractor of the City of Ukiah for administrative and implementation services of the RRC, entered into an agreement with Conservation Works to allow use of the City of Ukiah funds for reimbursing the RRC pursuant to our FS Agreement. Conservation Works was first contacted on October 31, 2019 by WYA for this purpose, and provided an agreement for review and signature. The agreement was approved by the Board of Directors of Conservation Works, and signed on January 17, 2020, and was for \$32,000 in pledged, reimbursable funds.

Subsequently, Conservation Works provided an invoice to the Sonoma County Agricultural and Open Space District for \$20,000 which was received and used to process and pay three invoices from the RRC for work to meet the RRC mission. Approximately \$3,711 remains in the RRC restricted funds account from this donation. In addition, Conservation works processed requests for reimbursement from WYA for the activities of the RRC. Invoice numbers 4 through 11 from the RRC were received and packaged with invoice reports describing the activities conducted by RRC. Payments were made to the RRC for its invoices 4 - 10 when a reimbursement check from WYA was received in August of 2020. The delay in receiving the reimbursements from WYA was related to the complex process for funding through allocations held by the City of Ukiah. Only Invoice 11 from the RRC is outstanding at the time of this writing. In summary, several invoices have been issued and payments received under this FS Agreement, as shown in the following table:

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	Garayalde Invoice Number	Garayalde Invoice Received Date	Garayalde Invoice Amount	8% amount to NCRC&DC	Total Billable Amounts to date	Reimbursement Request Date	Reimbursement Request Amount	Date Received Reimbursement	Reimbursement Request Amount Paid	Date RRC Paid	Amount RRC was Paid
SCAOSD	1	10/1/2019	\$3,082.40	\$246.59	\$3,328.99	08/08/19	\$20,000.00	09/13/19	\$20,000	10/16/19	\$3,085.14
	2	12/9/2019	\$6,000.00	\$480.00	\$9,808.99	08/08/19		09/13/19		01/13/20	\$6,000.00
	3	12/9/2019	\$6,000.00	\$480.00	\$16,288.99	08/08/19		09/13/19		01/13/20	\$6,000.00
				\$0.00	\$16,288.99			09/13/19			
				\$0.00	\$16,288.99			09/13/19			
Balance Remaining =		\$3,711.01									
WYA	4	12/9/2019	\$6,000.00	\$480.00	\$6,480.00	03/02/20	\$6,480.00	08/04/20	\$6,480	08/11/20	\$6,000.00
	5	2/4/2020	\$6,000.00	\$480.00	\$12,960.00						
	6	2/4/2020	\$6,000.00	\$480.00	\$19,440.00						
	7	2/4/2020	\$3,000.00	\$240.00	\$22,680.00	03/23/20	\$16,200.00	08/04/20	\$16,200	08/11/20	\$15,000.00
	8	4/27/2020	\$3,000.00	\$240.00	\$25,920.00						
	9	4/27/2020	\$2,250.00	\$180.00	\$28,350.00						
	10	4/27/2020	\$750.00	\$60.00	\$29,160.00	05/27/20	\$6,480.00	08/04/20	\$6,480	08/11/20	\$6,000.00
	11	6/30/2020	\$2,629.63	\$210.37	\$32,000.00	07/07/20	\$2,840.00				
Balance Remaining =		\$0									

The WYA agreement required that Conservation Works ensure the following ten task actions were accomplished:

1. Prepare the work plan and budget for 7/1/2020 – 6/30/2021 and address the long-term funding plan
2. Manage implementation of the initiatives in close coordination with West Yost staff
3. Deploy an online Annual Report of activities¹
4. Expand active partnerships with key watershed stakeholders
5. Report on activities of the RRC website, RRC listserv emails, social media posts, and calendar of river-related events
6. Report on RRC hosted events
7. Promote river- or watershed-related county, regional and state conferences co-hosted by the RRC or partnership-led programs relevant to the RRC.
8. Report on RRC coordination in river- or watershed-related meetings

¹ Personal Communication, Adriane Garayalde, March 16, 2020 in telecon between Conservation Works, RRC, and WYA; No Annual Report has yet been prepared for the earlier fiscal year, but a summary was prepared for Sonoma Water which identified floods and fire as priority work efforts.

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9. Support existing, or formation of new, stewardship and landowner groups that aim to improve the quality and health of the Russian River watershed.
10. Develop and implement a long-term funding plan to support the goals of the RRC program; create marketing materials, including a brochure that explains the mission and goals of the RRC; and identify and build relationships with possible funders and apply to funding organizations, businesses and others for resources and financial support

The above work has been completed with issuance of this Final Report.

Conservation Works has reviewed its fiscal sponsorship activities and determined that considerable additional effort was required for Conservation Works to process reimbursement efforts pursuant to the WYA contract than was foreseen in the initial FS Agreement. Conservation Works supported those and other unanticipated work needs for performing the fiscal sponsorship duties with volunteer effort. Our Executive Director is assisted with volunteers providing additional effort, including management and reporting work performed by an Executive Engineer with decades of experience in water resources including specifically within the Russian River Basin, and office and bookkeeping support provided by its core volunteers². A summary of in-kind support can be found in Appendix A.

Unforeseen difficulties during this portion of the fiscal year included the catastrophic Kincade Fire event above Geyserville that occurred between October 23 and November 6, 2019, during which offices were closed, and over 180,000 people were evacuated. Public Safety Power Shutoffs also affected most of the Russian River drainage during the Kincade Fire as well as earlier in October. Additional unforeseen difficulties during 2020 included the Covid19



Pandemic that started in March, with Sonoma County issuing a declaration of a Local Health Emergency on March 4, and issuance of the first Shelter in Place Order on March 17, 2020. With issuance of the Order, daily business was significantly disrupted as neither the NCRC&DC nor the RRC were designated as an essential business nor were employees designated essential employees. Both organizations continued to conduct business from home offices, but efficiency was disrupted and certain activities indefinitely postponed. In June, the NCRC&DC began developing re-opening plans, but these plans have yet to be certified and have not been implemented.

² This in-kind effort, if continued in the future, can be used as match for purposes of grant applications and implementation.

Between outages, evacuations, and the Covid19 pandemic, daily business was significantly disrupted during this fiscal sponsorship year.

COMPLETION OF THE TEN TASKS

Workplan and Long Term Funding Plan

Task 1 for Conservation Works is to ensure RRC provided a work plan (due July 31) and budget for the upcoming fiscal year of 7/1/2020 – 6/30/2021 and addressed the long-term funding plan. These two components go hand-in-hand, as generally workplan objectives require a plan for funding in order for the objectives to be met. Appendix B presents a workplan that includes a template budget to accomplish the goals and objectives of the workplan as well as a funding plan to obtain the necessary resources to implement the workplan, but the workplan term is October 1, 2020 through June 30, 2022. No funding has been committed as yet for implementing this workplan, and the remaining \$3,711 from the Sonoma County Agricultural and Open Space District will be insufficient for much more than website management and limited social media postings.

The workplan sets out goals and objectives to accomplish the mission and vision of the RRC, which is to drive community action towards a healthy, resilient and regenerative Russian River watershed. The key component of this mission is “drive community action” and its key metrics are “healthy, resilient, and regenerative.” Drive suggests taking steps that energize momentum around actions, and an implementation workplan would identify those steps. The “community” to be energized is local governments, non-governmental organizations, and individual community members. Two goals are apparent: (1) Engage community action around the Russian River Watershed; and (2) Develop metrics to determine health, resilience, and ability to heal.

The RRC vision is for a healthy, vibrant, accessible Russian River Watershed representing the economic, environmental, recreational and spiritual heart of the region. Healthy implies resource conservation and restoration components, vibrant implies energized and enthused (similar to the RRC mission to “drive”), accessible means available to all, and becoming the heart of the region implies sustainable river resources and environment for all of its community.



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The RRC took several steps to build the annual workplan. A structured workplan gives teams, both volunteers and those from core partners, a framework to help visualize goals and timelines defined for the overall project. As mentioned earlier, Appendix B contains a template workplan which breaks down the major and/or essential tasks. The workplan elements in Appendix B are based on the “SMART” approach to workplan development:

- S-Specific. What exactly are we going to do in the plan, and for whom?
- M-Measurable. What are our quantifiable objectives in the plan and how we can measure it? How can we count the results?
- A-Achievable. Can we get the plan done in the time allotted with the resources we have?
- R-Relevant. Will a particular objective have an effect on the desired mission?
- T-Time bound. When will a particular objective be accomplished?

Given that the RRC 2020-2021 fiscal year has already started, the workplan is proposed for 21 months: nine months in FY 2020-2021 and 12 months in FY 2021-2022. Developing a budget for the workplan tasks evaluates the level of effort each task requires, and determines with best available information where work will be performed by paid staff, developed by partners with staff coordination, or implemented with volunteers guided by staff. The workplan contains a template budget for the elements and this RRC budget was due August 31, 2020. No funds have yet been obtained to support this budget.

Manage Implementation of the Initiatives in Close Coordination with West Yost staff

Conservation Works met several times with Andy Rogers of West Yost Associates, and coordinated regularly by email and telephone during the 2019-2020 fiscal year of the RRC. Detailed invoice reports were submitted with all billings to West Yost Associates describing Russian River Confluence work progress and Conservation Works fiscal sponsor oversight activities. West Yost Associates has indicated that Conservation Works’ reporting and coordination is satisfactory, and the contract requirements were completed.



Deploy an Online Annual Report of Activities

A Semi-Annual Progress Report was issued for the July 1, 2019 – December 31, 2019 period and was distributed. The Semi-Annual Progress Report summarized work activities and progress on the deliverables during the first half of the RRC’s fiscal year. This Annual Report of activities covers the entire fiscal year. The half-year progress report and this Annual Report are downloadable from Conservation Works’ website (www.conservationworksnc.org), and this

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Annual Report also will be downloadable from the Russian River Confluence from its website (www.russianriverconfluence.org). The final Annual Report was due August 31, 2020, and this report represents that deliverable.

Expand Active Partnerships with Key Watershed Stakeholders

The RRC has reported several interactions with core partners and other watershed stakeholders between July 1, 2019 and June 30, 2020, and these interactions have been previously reported in each invoice report for this time period; these prior report interactions are consolidated in Appendix C. The key stakeholders contacted include:

- City of Cloverdale
- Trout Unlimited
- Sonoma Water
- US National Oceanic and Atmospheric Administration
- California Department of Fish and Wildlife
- Russian River Watershed Association
- Sonoma County Transportation and Public Works
- US Army Corps of Engineers
- State Water Resources Control Board
- Sonoma County Resource Conservation District
- Sonoma County Permit Resource Management Department
- North Coast Regional Water Quality Control Board
- Department of Water Resources
- Sonoma County Farm Bureau
- Sonoma County Agricultural Preservation & Open Space District



Fire response efforts during the Kincade Fire also provided coordination opportunities, as the RRC Coordinator helped address emergency needs related to the Fire including:

- Working the Cloverdale Emergency Operations Center (EOC).
- Assisting County EOC with Alexander Valley re-population plan
- Participating in daily fire response calls related to General and Agricultural
- Assisting with outreach for watershed protection measures, post-Kincade fire



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Report on Activities of the RRC Website, RRC Listserv Emails, Social Media Posts, and Calendar Of River-Related Events

The purpose of these activities is to foster outreach for active engagement with stakeholders and the Russian River community. Outreach helps accomplish the RRC mission to “drive community action” to attain key metrics of a “healthy, resilient, and regenerative” watershed. Social media and other online engines can create momentum around actions as well as identify a committed core of community volunteers to further the RRC mission. The “community” to be energized includes representatives of local governments, partners of non-governmental organizations with shared visions, and individual community members who wish to help make a difference in the Russian River Watershed.

Maintaining and expanding the RRC brand can be accomplished by creating an outreach plan that communicates specific messages outward for the audience to recognize mutual benefit. An outreach plan would be one component of the overall workplan, because the outreach would be designed to support targeted activities within the plan. Creating brand awareness, recruiting participants (stakeholder representatives and the general public) in activities, and building a potential fundraising base to gain resources to further a mission are the three pillars of a typical outreach plan. The development of an outreach plan is included in the Appendix B workplan.

The RRC Program Coordinator utilized social media to expand brand recognition, and also coordinated with Sonoma and Mendocino county organizations to identify upcoming river-



related events, such as river cleanups and general outreach like the winter Steelhead Festival. The RRC issued periodic emails to the RRC list serve and monthly social media posts coordinating with the Russian River Watershed Association. The RRC Program coordinator managed and maintained the RRC website. The RRC Coordinator also attended and participated in river- or watershed-related meetings and activities to provide information on the RRC, and facilitate collaboration between agencies, organizations, tribes and other stakeholders on river and watershed-related projects and issues.

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Some of the social media postings included:

- Facebook multiple postings about the “12th Annual Steelhead Festival” held at Lake Sonoma on February 8th
- Facebook re-post of a video by Sonoma Water posted on January 17th on Russian River Salmon.
- Facebook multiple postings about “Fire Smart Lake Sonoma” Partnership Project and stormwater carrying pollutants into the storm drains to the river
- Facebook postings on the *Life in the Laguna* webinars with Denise Cadman
- Facebook post congratulating Sonoma Water for their receipt of a Western Division of an American Fisheries Society Riparian Challenge Award for their Dry Creek Habitat Enhancement Project.
- Facebook Recognition in April of the 50th anniversary of Earth Day
- Facebook multiple spring postings about taking actions to be Firesafe in the watershed

Although creating a specific Calendar of Events was set out in the Ten Tasks, the calendar has not been deployed on the RRC website as many existing event lists are present on other websites. Instead, the RRC utilizes its social media outreach to highlight those Watershed-centric activities posted on other lists and calendars.

Report on RRC Hosted Events

During the July 1 – December 31, 2019 period, the RRC encouraged participation in several non-hosted events. In addition, the RRC participated in the joint Russian River cleanup near Geyserville with Clean River Alliance, along with 18 attendees who picked up 500+ pounds of trash along Hwy 128 at the Geyserville bridge and along the river in October. The pandemic limited group gatherings, but additional Cleanup Days were still able to occur on May 27 and June 14, 2020. Syar Industries partnered on the May cleanup.

Promote River- or Watershed-Related County, Regional and State Conferences Co-Hosted By The RRC or Partnership-Led Programs Relevant to the RRC.

The RRC Coordinator attended several watershed-related events relevant to the RRC, including:

- the Coho Confab in August 2019 which explores watershed restoration through the sharing and learning of restoration techniques to recover Coho salmon populations, and encourages networking and collaboration among participants.

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- the Love of the Land 2019 event produced by the Sonoma County Farm Bureau to celebrate and honor agricultural award winners who are leading the way to preserve Sonoma County’s rich farming heritage. Funds raised from this event further the Farm Bureau’s goal of preserving agriculture lands, providing agriculture education for youth of all ages, and protecting clean water for the future.
- the Eel River Forum in September 2019 with presentations on future climate predictions and how this will affect river systems
- the Stage O River Restoration training in October 2019 in Sisters, Oregon, with training in techniques that might be applicable to alluvial valley restoration in the Russian River watershed
- Coordinated with the work of the Two-Basin Solution (Eel and Russian Rivers) in relation to federal filings.

Report on RRC Coordination in River- or Watershed-Related Meetings

The RRC Coordinator routinely met with and/or attended several meetings, reporting on RRC activities at several, and ensuring awareness of the RRC. These meetings included government and NGO organizations, including those held by:

- the Russian River Watershed Association
- Russian River Regional Monitoring Program (R3MP)
- California Advisory Committee on Salmon and Steelhead
- Geyserville Citizens Organized and Prepared for Emergencies (COPE)
- Northern Sonoma County Fire Preparedness Day
- North Coast Resource Partnership
- North Coast Regional Water Quality Control Board
- Russian River Flood Control and Water Conservation Improvement District and other upper Russian River water managers
- State Salmon & Steelhead committee
- Russian River Watershed Association Technical Advisory Committee
- Regional Conservation Partnership Program meeting



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Support Existing, or Formation of New, Stewardship and Landowner Groups that Aim to Improve the Quality and Health of The Russian River Watershed.

The RRC Coordinator worked to support existing landowner and stewardship groups to aid in improving the Russian River Watershed, including:

- Ferrari Carrano Winery
- Pepperwood Preserve
- Alexander Valley Stewardship
- Dry Creek Rancheria Band of Pomo Indians
- Syar Industries
- Wood for Salmon

Develop and Implement a Long-Term Funding Plan to Support the Goals of the RRC Program, Create Marketing Materials, Including a Brochure that Explains the Mission and Goals of the RRC, and Identify and Build Relationships With Possible Funders and Apply to Funding Organizations, Businesses and Others for Resources and Financial Support.

This task has partially been discussed earlier with development of the workplan and budget. A long-term funding plan is included in the Workplan, however no funding is yet available to implement this funding plan.

Other completed work related to funding includes the addition of a “Donate” button to the russianriverconfluence.org website. When clicking on this donate button, donors are taken to the Conservation Works PayPal account where a donation can be made by credit card or PayPal and identified as support for the RRC. Plans are also underway to modify the RRC website further to create a “How To Help” menu item and associated page that includes explanation of the tax benefits as well as the various ways donations can be made support the RRC.

The brochure is completed and is included as Appendix D. The brochure will be posted on both the Conservation Works’ and RRC websites.

Potential grantors also have been researched and are part of the long-term funding plan. In addition, the RRC Coordinator participated in the Lake Sonoma Cal Fire grant communication group meeting, and assisted with coordination to host a tribal workshop at the Dry Creek Rancheria for the DWR Urban Streams and San Joaquin Grants. The Coordinator also met with the City of Cloverdale to discuss grant writing assistance for Cloverdale projects.

The RRC collaborated in several grant writing efforts and/or explorations, including:

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- Sonoma County Transportation and Public Works opportunity for partnership on Cal Fire grant
- A Kincadee Fire area proposal submitted in partnership with Conservation Works and the Sonoma County Resource Conservation District
- Sonoma Water regarding a potential grant opportunity
- San Francisco Estuary Institute regarding potential grant opportunities

APPENDIX A: In-Kind Support from Conservation Works Volunteers

Engineering Executive (at average service rate of \$100/hour): 72 hours

Financial and Bookkeeping Services (at average service rate of \$27.20): 12 hours

RUSSIAN RIVER CONFLUENCE
21-MONTH WORKPLAN OCTOBER 1, 2020 – JUNE 30, 2022

(Plan Dependent Upon Funding Level)



(This plan was prepared by Conservation Works in consultation with the Russian River Confluence, and represents a proposed model for moving forward with Conservation Works fiscal sponsorship.)

INTRODUCTION

The Russian River Confluence was first imagined in 2016, kicked off with a river trek from the base of Coyote Dam in Mendocino County to the mouth of the river at Jenner. Meetings and gatherings continued through 2017 and 2018, as Core Partners firmed up the concept of the Russian River Confluence as a coordinated energizer for action throughout the watershed. Core Partners included the Russian River Watershed Association, Sonoma County Agricultural Preservation & Open Space District, and the Sonoma County Water Agency (now Sonoma Water). These partners and other local government entities within the Russian River watershed recognize the need to have a defined plan for the role and function of the Russian River Confluence to fully realize its mission of “driving community action towards a healthy, resilient and regenerative Russian River watershed.”

In 2019, an agreement and task order was developed on behalf of the Core Partners, City of Ukiah, and other members of the Russian River Watershed Association to direct development of workplan for furthering the mission of Russian River Confluence (RRC) through the following key tasks:

- Program Management and Reporting
- Maintain and Expand RRC Brand
- Events and Promotion
- Information Sharing and Building Relationships
- Pursue Capacity Building

West Yost Associates contracted with Conservation Works to facilitate completion of the agreement and task order. Conservation Works prepared and issued *A Russian River Confluence Annual Program Report (July 1, 2019 – June 30, 2020)* on September 21, 2020 reporting on the that agreement and task order. One of the deliverables of the task order was development of a workplan for 2020-2021. This workplan is for 21 months to guide accomplishing needed activities. Its main presumption is that the Russian River Confluence remains fiscally sponsored as a program within Conservation Works. The Logic Model for this workplan depicts the needed resources for the work activities and outputs to achieve identified short, medium and long term outcomes.

This workplan sets out, goals, objectives, and tasks over the October 1, 2020 – June 30, 2022 time period for the RRC to achieve measurable progress to address these key tasks and achieve progress on fulfilling its mission: “to drive community action towards a healthy, resilient and regenerative Russian River watershed.”

GOALS AND OBJECTIVES

The key component of the RRC mission is “drive community action” and its key metrics are “healthy, resilient, and regenerative.” Drive suggests taking steps that energize momentum around actions, and an implementation workplan should identify those steps. The “community” to be energized is local governments, non-governmental organizations, and individual community members. Two goals are apparent: (1) Engage community action around the Russian River Watershed; and (2) Develop metrics to determine health, resilience, and ability to heal.

Goal 1: Engage Community Action

Outreach to engage the community depends on three prongs: Access, Connect, and Engage. Access can be thought of as “which doors to knock on,” Connect can be “what message will make the door open,” and Engage can be “passing through the door to interact with the people inside.” The RRC wants to knock on all doors, but barriers can exist, such as language barriers; bi-lingual messaging can improve access to reach more doors, for example. Connecting with a message is facilitated by using the speech patterns, including vernacular, of the intended audience, as well as platform for delivering the message. Instagram, for example, is more youth-oriented than Facebook, but Facebook can reach a wider audience of businesses. Youth involvement can facilitate adult involvement, and magnify the opportunity for enduring change in behaviors. Business involvement can often produce an opportunity for more immediate change, and help engage volunteers to accomplish watershed work efforts. Outreach needs to utilize all platforms that can produce meaningful results for the message. Lastly, engagement requires that the message be compelling and delivered in a way that hooks the reader or listener to take the next step of involvement. Creating effective outreach, then, requires a plan and schedule, and then must be deployed according to the plan.

Objective 1 of this Goal is to enhance community engagement within Mendocino and Sonoma Counties to encourage participation in river and subwatershed stewardship activities, especially among youth

Tasks to achieve this objective:

- 1.1.1 Develop and implement an outreach plan that utilizes social media platforms for frequent messaging, including periodic advertising campaigns on either Facebook or Instagram
- 1.1.2 Connect with the Santa Rosa Junior College media center for development of a short Public Service Announcement related to litter control as a class assignment
- 1.1.3 Issue quarterly E-news to RRC mailing list to keep existing interested parties engaged
- 1.1.4 Add a “join our mailing list” link to the Russian River Confluence webpage
- 1.1.5 Implement the fundraising plan to acquire resources to achieve this objective

Objective 2 of this goal is to generate action within the community related to stewardship.

Tasks to achieve the objective:

- 1.2.1 Foster “Take Action” projects (these could be cleanup days, public works grant projects such as culvert replacements, and other actions) among local government and NGOs within the watershed
- 1.2.2 Engage with youth for outdoor efforts during Creek Week
- 1.2.3 Encourage youth to use Litterati app to document litter observations
- 1.2.4 Deploy annual River Trek Assessment project from Coyote Dam to Jenner (the assessment should be qualitative and based on observations as documented by photography)
- 1.2.5 Implement the fundraising plan to acquire resources to achieve this objective

Goal 2: Develop metrics to determine health, resilience, and ability to heal

Success in achieving the mission of the RRC requires capturing data to compare present conditions to changed conditions over time. The definition of “conditions” is broad, and can be knowledge, attitudes, skills, behaviors, water quality parameters, and more. For the Russian River Confluence, metrics for measuring change relate best to knowledge, attitudes, and behaviors. Capturing this information is accomplished through direct observation as well as surveys. Surveys can be conducted via social media platforms, websites, and direct mail.

Objective 1 of this goal is to establish the numerical metrics for this 21-month planning project that address the efforts conducted under Goal 1, and match the available funding level for the RRC as defined by a Starting Budget³.

Tasks to achieve the objective

- 2.1.1 Determine the percent increase in government funding from FY 2019-2020 achievable over the next two years
- 2.1.2 Determine the percent increase in business and individual funding from FY 2019-2020 achievable over the next two years
- 2.1.3 Determine the number of direct grants acquired on behalf of the RRC that are achievable over the next two years
- 2.1.4 Determine the number of community members which can be effectively engaged per year
- 2.1.5 Determine the number of youth who can be effectively engaged per year

³ No current or ongoing funding yet exists for the Russian River Confluence, and no funding of a related program within Conservation Works activities exists. Consequently, before this workplan or a scalable version of this workplan can begin to be implemented, a Starting Budget that represents a basic level of funding must first exist.

- 2.1.6 Determine the number of social media posts which can be achieved per year
- 2.1.7 Determine the pre-workplan project knowledge and attitudes regarding stewardship
- 2.1.8 Determine the annual changes in knowledge and attitudes regarding stewardship
- 2.1.9 Implement the fundraising plan to acquire resources to achieve this objective

Objective 2 of this goal is to take measurements to allow assessment of metrics identified in Objective 1

Tasks to achieve this object

- 2.2.1 Assess Starting Budget to actual at quarterly intervals
- 2.2.2 Count the number and magnitude of grants acquired at annual intervals
- 2.2.3 Count the number of “followers” on Facebook at quarterly intervals
- 2.2.4 Count the number of social media posts annually
- 2.2.5 Conduct semi annual surveys of attitudes via social media
- 2.2.6 Count the number of presentations to schools, Boards, and Councils annually
- 2.2.7 Count the number of subscribers to E-news annually
- 2.2.8 Evaluate the qualitative results of the River Trek Assessments through photographs as well as survey of participants
- 2.2.9 Count the number of “Take Action” projects annually
- 2.2.10 Prepare Annual Report in August of each year
- 2.2.11 Implement the fundraising plan to acquire resources to achieve this objective

Workplan objectives and tasks to reach goals need to be realistic and based on staffing and funding levels along with amount of volunteer involvement and coordination. Too many expectations or underfunding an organization makes goal achievement unlikely. A brief analysis of the prior year funding levels is needed to determine achievable tasks for the coming fiscal year.

Based on fiscal year 2019-2020, the funding level for the RRC processed through Conservation Works fiscal sponsorship was approximately \$52,000. \$4,160 of that amount was assigned to Conservation Works for its fiscal sponsorship activities, leaving \$47,840 to fund the RRC personal services and all needed supplies for a project year. A budget need of \$117,732 for nine months of FY20-21, and \$157,222 for FY 21-22 would be needed to fulfill this workplan as set out with the resources identified in the Logic Model. The budget in Table 1 represents the depicted Logic Model. However, this workplan has scalable tasks and associated metrics, dependent on the level of funding, if any.

INPUTS	ACTIVITIES	OUTPUTS
<i>PROJECT RESOURCES</i>	<i>CORE PROJECT ELEMENTS (WHAT WE WILL DO)</i>	<i>IMPLEMENTATION EVIDENCE: DIRECT PRODUCTS FROM ACTIVITIES</i>
Project Staffing Team: <ul style="list-style-type: none"> Executive Director Conservationist Youth Intern for social media engagement Volunteer Principal Engineer Volunteer Bookkeeper Volunteer videographer Volunteer photographer 	Implement fundraising plan for key grants, local government appeals, and peer-to-peer fundraising Deploy an outreach plan for community engagement within Mendocino and Sonoma Counties to encourage participation in stewardship activities, especially among youth Engage with youth for outdoor efforts during Creek Week	<ul style="list-style-type: none"> Outreach Plan % increase in gov't funding % increase in community funding # grants acquired # of community members engaged Deployment of annual River Trek Assessment # of social media posts # of "Take Action" partnering projects identified, planned, or implemented # of community surveys conducted via Facebook # of presentations to schools, Boards and Councils # of E-news issued
Contract Support: <ul style="list-style-type: none"> RRC Conservationist Linguistic Services 	Issue quarterly E-news updates to RRC mailing list Deploy annual River Trek Assessment project from Coyote Dam to Jenner Foster "Take Action" projects among local government and NGOs within the watershed	

EVIDENCE OF CHANGE		
SHORT TERM OUTCOMES	MEDIUM TERM OUTCOMES	LONG TERM OUTCOMES
<i>CHANGES IN KNOWLEDGE, SKILLS, AND ATTITUDES</i>	<i>CHANGES IN ACTIONS</i>	<i>MEANINGFUL & ENDURING CHANGES</i>
Community members report more awareness of RRC role Community members report feeling more knowledgeable about stewardship actions. Community members report feeling more empowered to make change. Community members report more awareness of how simple changes cumulatively can lead to big impacts. Community members report taking actions to effect change Government policy-makers report better understanding of RRC role Youth report more awareness of watershed stewardship needs	Outreach engenders pollution prevention among residents and businesses. More stream cleanup days to clear litter and invasive species along specific stream reaches. RRC funding becomes stable Community volunteers form Youth Action Groups for subwatershed stewardship work.	RRC becomes recognized as a permanent watershed group and key instrument for driving change Watershed stewardship becomes integrated with local school curricula. Litter impacts, erosion discharges, and other impairments are reduced Several engaged youth go on to become community leaders for watershed stewardship.

Table 1. Budget RRC						
	OCT 2020- JUNE 2021			JULY 2021- JUNE 2022		
	Funding Support	Inkind Match	Total Program Costs	Funding Support	Inkind Match	Total Program Costs
Income						
Local Government Sonoma & Mendocino Counties	\$20,000.00		\$20,000.00	\$15,000.00		\$15,000.00
Sonoma County Ag & Open Space	\$15,000.00		\$15,000.00	\$5,000.00		\$5,000.00
Sonoma County Water Agency	\$20,000.00		\$20,000.00	\$20,000.00		\$20,000.00
Grants from Foundations & Trusts	\$30,000.00		\$30,000.00	\$100,000.00		\$100,000.00
Corporate Sponsorships	\$10,000		\$10,000.00	\$15,000		\$15,000.00
Individual Contributions	\$500		\$500.00	\$1,000		\$1,000.00
Fundraising Peer to Peer	\$2,500.00		\$2,500.00	\$5,000.00		\$5,000.00
Fundraising Spaghetti Feed	\$5,000.00		\$5,000.00	\$10,000.00		\$10,000.00
In-Kind Services		\$17,360.00	\$17,360.00		\$10,160.00	\$10,160.00
Other	\$500.00		\$500.00	\$500.00		\$500.00
TOTAL INCOME	\$103,500.00	\$17,360.00	\$120,860.00	\$171,500.00	\$10,160.00	\$181,660.00
Expenses						
Personnel						
Executive Director @ \$40/hour	7200		\$7,200.00	9600		\$9,600.00
Conservationist @ \$25/hour	18000		\$18,000.00	24000		\$24,000.00
Intern Conservationist @ \$20/hour	3600		\$3,600.00	20800		\$20,800.00
Payroll Taxes			\$0.00			\$0.00
Volunteer Principal Engineer @\$120/hour		14400	\$14,400.00		7200	\$7,200.00
Volunteer Bookkeeper @ \$40/hour		960	\$960.00		960	\$960.00
Volunteer Videographer @ \$40/hour		1000	\$1,000.00		1000	\$1,000.00
Volunteer Photographer @ \$40/hour		1000	\$1,000.00		1000	\$1,000.00
Contract RRC Conservationist	45000		\$45,000.00	60000		\$60,000.00
Contract Linguistic Services	5000		\$5,000.00	5000		\$5,000.00
Meetings/Travel	2000		\$2,000.00	2000		\$2,000.00
Equipment			\$0.00			\$0.00
Supplies	4000		\$4,000.00	4000		\$4,000.00
Printing/Copying	1000		\$1,000.00	1000		\$1,000.00
Postage	500		\$500.00	500		\$500.00
Advertising	480		\$480.00	480		\$480.00
Other	500		\$500.00	500		\$500.00
TOTAL DIRECT EXPENSE	87280	17360	\$104,640.00	127880	10160	\$138,040.00
			\$0.00			\$0.00
Indirect (rent, insurance, etc) at 15%	13092		\$13,092.00	19182		\$19,182.00
Subtotal	100372	17360	\$117,732.00	147062	10160	\$157,222.00
NET	\$3,128.00	\$0.00	\$3,128.00	\$24,438.00	\$0.00	\$24,438.00

FUNDING PLAN

The long-term goal of a fundraising plan for the Russian River Confluence is the same for any program operating for the public benefit--to develop an income stream that stabilizes funding to allow long-range planning, development, and implementation of projects to further a mission. A diverse set of income streams is usually needed, along with a recognition and commitment that fundraising is an integral and ongoing part of the mission.

This funding plan relies on obtaining income from six revenue streams:

- Local Government
- State & Federal Grants
- Private Individuals
- Corporations and Businesses
- Foundations & Trusts
- Events

Local Government

Local government has been the main source of funding to date, but local government budgets have been strained by wildfires and the pandemic, and may be less reliable in the future than previously. The intent for FY 20-21 is to acquire a similar level of funding as was available in 2019-2021 to allow significant workplan implementation.

Task 1: Request support by October 31 from Core Partners (Sonoma County, Sonoma Water, and the Sonoma County Agriculture Preservation and Open Space District)

Task 2 Apply by October 31 to other local governments within the Russian River Watershed for support including City of Ukiah, County of Mendocino, City of Cloverdale, City of Sebastopol, City of Santa Rosa, City of Rohnert Park, Town of Windsor, and City of Healdsburg, with an objective of achieving a 25% funding response, with an average of \$2,000 per responding entity

State & Federal Grants

Competition for state and federal grants to support environmental protection and resource conservation is fierce. However, funding for specific projects that further the mission of the RRC which are less typical of areas where other organizations specialize may be successful—an example could be outreach to youth on the impacts of litter within the watershed, and facilitating the use of the Litterati mobile app for tracking litter. Application for state and federal grants typically need to be very specific to a particular request for proposals, but the RRC could partner with Resource Conservation Districts (Mendocino, Gold Ridge, and Sonoma) to perform tasks

on a project that serve the RRC mission as well as the purpose of the Resource Conservation District.

Potential grantors include:

- o California Coastal Conservancy
- o CalFire
- o California Department of Fish & Wildlife
- o North Coast Regional Water Quality Control Board Supplemental Environmental Projects

Private Individuals

Peer-to-peer fundraising for a good cause can be as simple as fundraising through Facebook, or mounting a significant End of Year campaign through social media as well as with mailouts and other community appeal mechanisms. With the 2020 Holidays approaching, a peer-to-peer fundraising effort through the RRC's Facebook page, at a minimum, should be started. An email to its mailing list would also be helpful, as the end of the year is when most people donate.

Several compelling posts with images of the watershed's beauty as well as images of problem areas, with a short appeal and a link to the RRC donate button should commence just before Giving Tuesday and continue until December 31st. The goal would be to raise approximately \$1,000 through peer-to-peer fundraising over the Holidays and another peer-to-peer effort for \$1,500 after the winter flooding season. The RRC should advertise on Facebook for a volunteer to assist with this effort.

Corporations & Businesses

The RRC should ask three wineries and three large businesses throughout Mendocino and Sonoma Counties and within the watershed for a significant donation to fund its efforts. Corporations and sponsors may also be requested to sponsor fundraising events. Some potential sponsors include:

- o Press Democrat
- o Big John's Market
- o Kendall Jackson
- o Gallo

Foundations & Trusts

Foundations represent the logical main supplement to government income. The following grantors fund efforts like the RRC, and general support and/or project funding are appropriate:

The first requests should be of grantors specific to Sonoma or Mendocino County, such as:

- Bradford Foundation (Mendocino County)
- Mendocino County Community Foundation (Mendocino County)

- Sonoma County Community Foundation
- Anthony Crabb & Barbara Grasseschi Foundation

Other appropriate grantors include:

- Rose Foundation: Applicants can seek up to \$5,000 in general support from the Northern California Grassroots Fund, which opens for application submittal on a quarterly basis. The next due date is November 1st.
- The Lawrence Foundation which funds environmental projects and general support; the Foundations has two grant cycles, with the next closing on October 31st.
- The Clarence E Heller Charitable Foundation funds work that promotes the long-term good health and viability of communities and regions
 - by supporting programs to prevent harm to human health from toxic substances and other environmental hazards;
 - by encouraging planning and development at the regional level, aimed at integrating economic and social goals with sound environmental policies; and
 - by supporting initiatives for sustainability in agriculture and food systems.
- The Gaia Fund makes grants to organizations helping California address its pressing environmental problems, but is currently undergoing a transition period; a check back in 2021 is advisable.
- 1% for the Planet is an innovative funder that pairs an environmental organization with a business interested in providing 1% of its revenue (total or from a product line) to support an environmental cause.

Grantstation should be reviewed quarterly to identify potential funders for specific work elements.

The RRC should apply to three foundation funders for grants of general funds or workplan programmatic work to obtain \$30,000 in grant funds during the remaining nine months of FY 2020-2021, and \$100,000 for FY 2021-2022

Events

The RRC should hold a fundraiser, such as a spaghetti feed next spring, to raise \$5,000 with the venue and food donated. The RRC should advertise for a volunteer to organize and produce this fundraiser.

FUTURE FUNDRAISING NEEDS

The RRC needs to recruit a volunteer to develop a sponsorship package which will identify the benefits for any business or corporate sponsorships, including recognitions.

- Develop a Sponsorship Package
- Identify one fundraiser event for sponsorship
- Identify one river event for sponsorship

The RRC also needs to recruit a volunteer to develop a project “snapshot” portfolio for future funding of specific projects that are most appropriate for Foundation & Trust grant applications. The process could be to deploy a survey form to elicit key information from local government and private stakeholders on priority needs addressing riparian corridor, stream ecosystems, groundwater dependent ecosystems, stormwater, flood attenuation, land conservation, and pre-disaster mitigation. Following the collection of the surveys, the volunteer could assemble brief 2-page forms including contact information, map of target area, paragraph description of issue, estimated cost, other entities/partners, and project objective. These “snapshots” could be utilized to match a project with a grant funder.

APPENDIX C: Excerpts from the submitted July 1, 2019 – June 30, 2020 invoice reports detailing interactions between the RRC Coordinator and stakeholders

- Meeting on 9/5/2019 with City of Cloverdale Mayor Melanie Bagby regarding trash and homeless issues, etc., in Cloverdale
- Meeting with EBA on 9/10/2019 regarding a bank erosion project
- Conference call on 9/11/2019 with consultant and ESA on Floodplains for the Future program in Washington state in consideration on how a program such as this could be beneficial in the Russian River
- Telephone call on 9/12/2019 with Charlie Schneider, Trout Unlimited, regarding collaboration in the Russian River
- Meeting on 9/12/2019 with Councilwoman Marta Cruz, City of Cloverdale, regarding concerns with homeless and trash
- Coordination of meeting on 9/18/2019 of the Upper Russian River Water Managers, with reports on items of interest, plus an update on the Potter Valley Project
- Telephone call on 9/19/2019 with NRCS engineer on the River Road bank erosion project
- Telephone call on 9/19/2019 with Susan Haydon, Sonoma Water, regarding the upcoming NCRP meeting and the kick off of the Cal Fire grant
- Participating a site visit on 9/20/2019 to the River Road project and Gill Creek with Regional managers of NOAA and CDFW
- Meeting on 9/23/2019 with Andy Rodgers and Melanie Bagby of the Russian River Watershed Association regarding trash issues and membership expansion
- Attending the Geyserville Planning meeting on 9/24/2019 to give an update on river issues, including flooding, drainage and river clean-up
- Participating in a site visit on 9/30/2019 with hydrologist to evaluate eroding river bank on River Road
- Participated in the kick-off meeting for the Lake Sonoma Fire Prevention Project on 10/1/2019
- Attended the Russian River Regional Monitoring Program (R3MP, <https://www.rrwatershed.org/project/regional-monitoring/>) meeting for further development of the R3MP on 10/3/2019
- Met with Matt O'Connor, O'Connor Environmental, Inc., on River Road bank project on 10/3/2019
- Attended Wood for Salmon meeting on development of projects to improve instream habitat, as well as coordinating permitting to get projects on the ground in a timely manner on 10/9/2019
- Meeting with Sonoma County Transportation and Public Works (TPW) regarding River Road bank project on 10/14/2019

- Meeting with Susan Haydon, Sonoma Water, regarding biochar on 10/15/2019
- Meeting with Sonoma County TPW regarding River Road bank project on 10/16/2019
- Meeting with a Geyserville landowner to look at issues with his ditch on 10/17/2019
- Telephone call with US Army Corps of Engineers (ACOE) regarding River Road bank project on 10/17/2019
- Attended North Coast Resource Partnership (NCRP) meeting in Lolita; ride share with Grant Davis (Sonoma Water) and Supervisor Gore to review Russian River issues of concern and next steps on 10/18/2019
- Telephone call with all with Bob Solecki of the State Water Resources Control Board regarding Mark West Creek coordination and outreach on 11/1/2019
- Coordination on the River Road bank project with EBA engineering on 11/4.2019 and 11/7/2019
- Attended North Coast Salmon Project meeting regarding participation in Mark West Creek salmonid recovery (Mark West Creek is one of five priority stream systems selected as part of the 2014 California Water Action Plan effort) on 11/5/2019
- Coordinated with Matt O'Connor, O'Connor Environmental, Inc., on River Road bank project 11/8/2019
- Participated in Social Media group meeting for coordinating posts from RRWA to RRC Facebook page on 11/13/2019
- Participated in Lake Sonoma Cal Fire grant communication group meeting on 11/14/2019
- Worked on design options for River Road project on 11/15/2019
- Reviewed Prop 1 grant (Kincade Fire Recovery, Resilience and Restoration in the Russian River) application by Conservation Works in partnership with Sonoma Resource Conservation District for RRC participation on 11/18/2019
- Submitted input on Kincade Fire Recovery, Resilience and Restoration in the Russian River Prop 1 grant application 11/19-20/2019
- Telephone call with Charles Gardiner of the Catalyst Group on Russian River next steps following completion of the Russian River Pilot report by the Department of Water Resources which is a supporting document to the just completed California Water Plan Update (the report, Toward Russian River Sustainability, is available from: <https://sites.google.com/view/dwr-russian-river-pilot>), and call was on 11/20/2019
- Met with Susan Hayden (Sonoma Water) on fire grants, biochar, Steelhead Festival planning, and more on 11/22/2019
- Attended the Geyserville Planning meeting with Senator McGuire on 11/26/2019
- Met with Oona Heacock and Andy Rogers re: partnership for RRC. to discuss developing a contract between NCRC&D and West Yost on 11/27/2019
- Meeting with Steve Spacek, TPW for partnership on Cal Fire grant 12/3/2019
- Assisted in submittal by Cloverdale Fire Protection District Fire Prevention Project for CalFire grant on 12/4/19

- Participated in NCRC&D meeting on 12/4/2019
- Met with Jeremiah Puget and other North Coast Regional Water Quality Control Board (NCRCWQCB) staff on the general vineyard waste discharge requirements/permit development on 12/5/2019
- Met with Oriana Hart of Sonoma County Permit Resource Management Department regarding possible projects in Mark West Creek watershed on 12/10/2019
- Telephone call with Carlos Diaz of Sonoma Water regarding the Russian River on 12/10/2019
- Submitted Geyserville Drainage Feasibility and Planning application to FEMA Hazard Mitigation Grant Program on 12/11/2019
- Met with NCRWQCB staff meeting on the general vineyard waste discharge requirements on 12/16/2019
- Met with Janet Leisen, property owner in area damaged by fire, to discuss infrastructure issues related to a Mark West Creek culvert on 12/16/2019
- Met with engineer on River Road bank project on 12/16/2019
- Telephone call with Charles Gardiner and Mike Thompson (Sonoma Water) on Alexander Valley issues on biggest threats including gravel/flooding and water flows related to the Potter Valley Project on 12/17/2019
- Telephone calls with representatives of Syar Industries and Sonoma County regarding gravel issue and how to proceed with stream restoration on 12/17/2019
- Met on 1/3/2020 with Chris Ott of Dry Creek Rancheria on river issues and Potter Valley
- Met on 1/3/2020 with David Noren of EBA Engineering on river bank project
- Met with Clayton Creager, North Coast Regional Water Quality Control Board, on Stewardship. 1/3
- Met on 1/6/2020 with Susan Haydon of Sonoma Water regarding Cal Fire grant and the upcoming Steelhead Festival booth
- Met on 1/8/2020 with Melanie Bagby, Cloverdale City Council, and members of the Air Resources Board on biomass use from fuel load reduction in consideration of a possible grant application for Feasibility Study
- Met on 1/15/2020 with interested parties to talk about options for restoring the failing river bank in Geyserville
- Met on 1/16/2020 with Kristen, consultant assisting Cloverdale, to discuss possible funding options and projects addressing Russian River flooding issues
- Call on 1/17/2020 with Mark Menne on Mill Creek issues with fuel load and coho protection; the hatchery stocks coho on his property and discussed potential for future projects in the watershed
- Call on 1/22/2020 with Bob Coey, National Oceanic and Atmospheric Administration, regarding river bank project coordination

- Call on 1/23/2020 with Denny Murphy regarding an Alexander Valley Association meeting
- Call on 1/23/2020 with Mickey Henderson regarding Mill Creek forest management, and how to coordinate for watershed management
- Call on 1/24/2020 with David Noren of EBA Engineers regarding river bank project next steps
- Call on 1/28/2020 with Mike Thompson of Sonoma Water regarding Russian River coordination
- Call on 1/28/2020 with Kelsey Cody, North Coast Regional Water Quality Control Board, on coordination of a Laguna Total Maximum Daily Load (TMDL) workshop in May
- Met on 1/29/2020 with Carlos Diaz of Sonoma Water on Russian River modeling
- Call on 1/29/2020 with Karen Gaffney of Sonoma County Ag + Open Space to re-group after Kincadee fire and Alexander Valley event planning
- Participated on 2/2/2020 in a Community Wildfire Protection Plan (CWPP) meeting
- Participated on 2/6/2020 in a Fisheries Restoration Grant Program (FRGP) Peer Review Committee planning
- Participated on 2/7/2020 in a Laguna de Santa Rosa meeting planning with North Coast Regional Water Quality Control Board staff
- Attended on 2/8/2020 the Alexander Valley Association meeting where RRC program and coordinator were introduced by Supervisor Gore
- Call on 2/10/2020 with Susan regarding the Lake Sonoma Fire Smart project
- Participated on 2/11/2020 in a Fire Smart project coordination call for planning for community meeting and project kick-off
- Performed a site visit on 2/12/2020 at Munselle bank with Bryan of the US Army Corps of Engineers (ACOE) and David Noren of EBA Engineering
- Coordinated on 2/13/2020 with the National Oceanic and Atmospheric Administration (NOAA) for a tour for Sonoma State students to the Munselle project
- Call on 2/13/2020 with Matt O'Connor, O'Connor Environmental, Inc., regarding Munselle project hydrology
- Met on 2/14/2020 with Clayton Creager, North Coast Regional Water Quality Control Board, on stewardship, funding and projects
- Worked on 2/14/2020 with Lorie on marketing brochure
- Met on 2/25/2020 with Supervisor Gore on a variety of topics and river issues
- Participated on 2/28/2020 on a Cloverdale Emergency Planning workshop
- Participated on 2/29/2020 in a Community Wildfire Protection Plan meeting, include updates on plan completion, preparing for 2020 fire season, and fuel load reduction grant progress
- Participated on 2/29/2020 in the Lake Sonoma Fire Smart grant kick-off at Lake Sonoma

- Call on 3/3/2020 with John with Gallo regarding the formation of a local district/entity formation related to the Asti bridge. 3/3
- Call on 3/3/2020, 3/4/2020 and 3/11/2020 with David Noren of EBA regarding the Munselle project
- Meeting on 3/6/2020 with Clayton Creager of the North Coast Regional Water Quality Control Board regarding Stewardship for Alexander Valley
- Meeting on 3/9/2020 with Matt St. John of the North Coast Regional Water Quality Control Board on Stewardship & Munselle project
- Participated on 3/10/2020 on planning for Upper Russian River Water Managers meetings.
- Provided update on 3/10/2020 to the Geyserville Chamber of Commerce on river signage/trash, disaster planning and coordinating a town Drainage Day in the Fall
- Call on 3/16/2020 with Joseph of the Federal Emergency Management Agency (FEMA) regarding the FEMA Discovery report.
- Participated on 3/17/2020 in a coordination call among the RRC, NCRCD&DC & West Yost Associates.
- Participated on 3/17/2020 in a Russian River Coordination call with Bob/John for planning for upcoming meeting with land manager
- Participated in a kick-off call on 3/18/2020 for the Woody Biomass Business Competition, led by Sonoma County Air Pollution Control District
- Participated on 3/25/2020 in a Geyserville Municipal Advisory Council meeting discussion with Supervisor Gore regarding formation of the committee
- Participated on 4/1/2020 in planning calls regarding the Asti Permanent Bridge project
- Conference call on 4/7/2020 with John Mack, Sonoma County PRMD regarding Asti bridge and fire grant
- Conference call on 4/8/2020 with Marshal Turbeville of Geyserville Fire Department regarding potential grant opportunities
- Conference call on 4/8/2020 with Yvonne Shu, Grants Program Manager County of Sonoma, to discuss options for grants
- Participated in conference call on 4/15/2020 with Jen Mendoza and Supervisor Gore for Geyserville MAC meeting planning
- Conference call on 4/15/2020 with David Noren, EBA, regarding River Road, Munselle project
- Participated on 4/16/2020 in Wood Products Business Competition meeting
- Participated in coordination meeting on 4/16/2020 on the River Road, Munselle project
- Coordinated on 4/20/2020 with Hunter McLaughlin, Sonoma County Transportation and Public works

- Discussion on 4/21/2020 with Janet Leisen about Mark West Creek culvert replacement; Leisen's Bridgeway Farms is a small diversified family farm in Sonoma County along the banks of Mark West Creek
- Met on 4/21/2020 with Cosette Trautman-Sheiber regarding a Geyserville public bathroom
- Conference call on 4/23/2020 with Matt Clifford on planning the next Peer Review Committee meeting
- Conference calls on 4/30/2020 with Geoff Peters of the Anderson Valley Citizens League and Johannes Hoervertz, Director of Transportation & Public Works in Sonoma County, on the Asti Bridge project. Planning for presentation to the Board of Supervisors
- Conference call on 5/6/2020 with Yvonne Shu, Grants Program Manager County of Sonoma, regarding the Asti bridge project
- Discussed River Road project on 5/6/2020 with David Noren, EBA, and received project updates
- Coordination call on 5/6/2020 with Hunter McLaughlin, Sonoma County Transportation and Public works
- Discussed Asti bridge project on 5/6/2020 with John Nagle of Gallo
- Discussed on 5/11/2020 possible development of river access for Cloverdale/Geyserville with Steve Ehret of Sonoma County Regional Parks
- Conference call on 5/11/2020 with Yvonne Shu, Grants Program, and Christel Querijero of Sonoma County Fire Resiliency regarding broadband needs and possible inclusion with Asti bridge build
- Discussed on 5/11/2020 grazing for fuel load reduction with Sheri Emerson of Sonoma County Agricultural Preservation and Open Space District
- Participated in conference call to discuss grant management coordination on 5/12/2020 with Lisa Huelette of Sonoma County Grants and Hunter McLaughlin of Transportation and Public Works for submitting applications to CalOES/FEMA for projects in the watershed
- Conference call on 5/12/2020 with Don McEnhill, Riverkeeper, for support of the Asti bridge project
- Conference call on 5/14/2020 with Karen Gaffney, Sonoma County Agricultural Preservation and Open Space District to discuss coordination
- Conference call on 5/18/2020 with Jay Jasperse, Sonoma Water, for planning Upper Russian River Water Managers meeting, and discussion of Potter Valley Project updates
- Conference call on 5/20/2020 with Hunter McLaughlin, Sonoma County Transportation and Public works on Hazard Mitigation Grant Program (HMGP)

FROM THE ALEXANDER VALLEY
CITIZENS LEAGUE NEWS...our AVCL
Board Member Geoff Peters and
Adriane Garayalde have been working
together to find grant money for the
bridge. Working with the County,
they have put together, and have just
submitted, a grant application to the
California Department of
Transportation that could possible
provide as much as \$3.5M in funding
for the design, planning and
permitting for the bridge. The
proposed bridge matches the criteria
set forth for such grants, so it has a
fair chance of success. Also, Gallo
continues to seriously consider
providing a land easement for the
possible addition of secure parking
and river access at the west end of
the bridge. Such an addition could
open up other potential sources of
funding from agencies such as the
Sonoma County Agricultural
Preservation and Open Space District
and the State of California Wildlife
Conservation Board...

- Participated on 5/22/2020 in call with Supervisor Gore, Senator McGuire and Johannes Hoervertsz, Director of Transportation & Public Works in Sonoma County for Asti Permanent Bridge coordination and funding
- Met on 5/26/2020 with Scott McDonald of Cal Trans regarding trash at Geyserville bridge, parking, signage
- Conference call on 5/26/2020 with David Noren, EBA regarding the River Road, Munselle project and coordination of additional needed studies
- Participated on 5/27/2020 in Geyserville Municipal Advisory Council (Geyserville MAC) meeting with overview of MAC committee development and membership
- Participated on 5/28/2020 on Asti bridge coordination call
- Distributed on 6/1/2020 the Upper Russian River Water Managers meeting agenda
- Participated on 6/3/2020 in the California Department of Fish and Wildlife FRGP Peer Review committee meeting for coordination with Ca Fish & Wildlife on the fisheries grants and modifications to make the program better
- Attended on 6/3/2020 the Upper Russian River Water Managers meeting for updates on water, drought and the Potter Valley Project relicensing
- Coordination on 6/3/2020 with Alexander Valley landowners regarding trespassing along the river
- Participated on 6/3/2020 in a call to landowner with issues from neighboring hog farm and impact to neighbors and waterway
- Coordination on 6/4 with agencies on river trash, hog farm issues, etc.
- Participated on 6/5 in a conference call on Woody Biomass competition planning
- Attended on 6/9 Board of Supervisor's meeting regarding Asti bridge funding request
- Conducted on 6/12/2020 a site visit of the Mill Creek failing culvert site with fish passage needs
- Participated on 6/13/2020 in coordination of river cleanup with Clean River Alliance and Geyserville community members
- Participated on 6/16/2020 in conference call on Asti bridge replacement, involving Sonoma County TPW & Alexander Valley Citizens League.
- Coordinated on 6/17/2020 with Steve Ehret of Sonoma County Regional Parks regarding planning for river access and related issues
- Discussed on 6/18/2020 with John Nagle of Gallo river access issues in Asti
- Attended on 6/18/2020 presentation on Laguna TMDL with history, changes, restoration activities, etc.
- Attended on 6/19/2020 the meeting of the North Coast Resource Partnership with IRWM group updates, upcoming funding
- Participated on coordination call on 6/19/2020 regarding the Asti bridge replacement
- Discussed on 6/19/2020 trash issues and river use with Katie McClain
- Discussed on 6/22/2020 river trash and trespassing issues with Rob McPherson of Syar

- Submitted report on 6/24/2020 to Supervisor Gore on river trash issues with public health concerns due to unregulated use in Cloverdale/ Geyserville area
- Participated in coordination call with involved agencies on 6/25/2020 on Mill Creek culvert design
- Made RRC coordination call on 6/29/2020 with Jen from Supervisor Gore's office and Elisa, from Supervisor Hopkins' office regarding re-booting RRC with re-branding, etc
- Made calls on 6/29/2020 with County and contractor to try to acquire pathogen testing in river at key sites where lots of people gather amid very low flows
- Participated on 6/30/2020 in trash removal in Geyserville
- Worked on 6/30/2020 in gathering Letter of Support for Prop 1 funding for Mark West Creek., partnership project between Sonoma County PRMD, Transportation and the Russian River Watershed Association
- Participated on 6/30/2020 in call with Economic Development Board and Supervisors Gore and Hopkins staff to start developing the Russian River Recovery and Resilience Project, with funding to come from Federal flood recovery funds, County and other partners
-

APPENDIX D. The brochure is follows this page.

*One River
One Watershed
One Future*



The River belongs to all of us. Its uses for fishing, recreation, drinking water, and more are all meant to be shared, as its water sustains us and allows us to take joy in its grandeur. Help us give back to the river, so that generations to come can enjoy its beauty, bounty, and resilience.



Connect with the RRC



russianriverconfluence.org



Russian River Confluence

Contact the RRC



**Adriane Garayalde is
the Executive Director
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Confluence**

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Support the RRC

Make a tax-deductible donation to support the Russian River Confluence today by donating online at russianriverconfluence.org or by sending your check, made payable to Conservation Works, with a notation that your gift is in support of the RRC and mail to: Conservation Works, P.O. Box 6417, Santa Rosa, CA 95406

Conservation Works is a 501(c)3 non-profit organization providing fiscal sponsorship to the Russian River Confluence



***Driving community action towards a
healthy, resilient and regenerative
Russian River watershed
www.russianriverconfluence.org***

ONE WATERSHED TOGETHER

The Russian River Confluence (RRC) has a vision of a watershed that is healthy, vibrant, accessible and is the economic, environmental, recreational and spiritual heart of the region.

From the headwaters in Mendocino County to the ocean at Jenner, we depend upon this river system, our most pivotal of our Natural Resources, for the water we drink, the food we eat and the beauty that surrounds us. The only way to ensure a healthy future for our environment, our economy, and our community is through committing to the regeneration of our river and watershed.



Confluence

*From What is,
To What Could Be...*

The RRC works with partners and community members, drawing together diverse interests from the public, private and nonprofit sectors.

BUILDING SUSTAINABILITY

We envision a one-watershed plan for supporting and restoring stream ecosystems and protecting groundwater dependent ecosystems as well as for addressing stormwater issues, flood attenuation, land conservation, and pre-disaster mitigation.



Confluence

*Celebrating the Russian River
Watershed...*

Building partnerships is the core job of the Confluence. Strong partnerships result in creative solutions that engage the community around the future health and vitality of the Russian River.

The Russian River Confluence Partnership engages stakeholders, encourages storytelling and identifies actions to promote a holistic approach to a vision of a One Watershed plan that ensures the river's resiliency and renewal.

NOW & IN THE FUTURE



Confluence

*Become Part
Of the Solution...*

We need people to help with outreach, social media engagement, mapping, project development, and more. If you want to be a part of the team working on the heart of our region—contact us!

VOLUNTEER! Share your experience and ideas and spread awareness of the Russian River Confluence and its goals.

DONATE to us to support taking action and making a difference. You may donate online at russianriverconfluence.org, or send a check as described on the back of this brochure.