



North Coast Regional Water Quality Control Board

Regional Water Quality Control Board North Coast Region Staff's Summary Report December 12-13, 2023

ITEM: #8

SUBJECT: Report on the Respect Russian River Campaign (Elise Weiland, Russian River Confluence)

BOARD ACTION: This is an informational item; no action will be taken by the Board.

BACKGROUND: The Russian River Confluence, in coordination with Sonoma County and aided by professional consultants, came together to create the Respect Russian River campaign to create awareness around the health of the Russian River and spark an active community of river stewards. The project enlisted the input of numerous stakeholders to help guide the direction of the overall campaign.

The Respect Russian River campaign encourages the community to:

- Represent the river by sporting merchandise purchased from local businesses; raising awareness, promoting the beauty of the region, and providing a donation through purchase.
- Protect the river by following the Leave No Trace principles.
- Learn about the issues and ecology of the river, and take steps to conserve water, repair riparian corridors, otherwise support the health of the river.
- Donate to programs and projects that benefit the river.

The Russian River Confluence includes organizations involved in the Russian River including, to name just a few, tribal representatives, Conservation Works, Russian Riverkeeper, Sonoma Land Trust, Land Paths, Sonoma County Water Agency, Regional Parks, Sonoma and Gold Ridge Resource Conservation Districts, Chambers of Commerce, the Regional Water Board, and more.

Elise Weiland of the Russian River Confluence will present information on the development of the campaign and early successes in its implementation.

RECOMMENDATION: N/A

SUPPORTING DOCUMENTS: [Respect Russian River — Russian River Confluence](https://www.russianriverconfluence.org/respectrussianriver)
(<https://www.russianriverconfluence.org/respectrussianriver>)

HECTOR BEDOLLA, CHAIR | VALERIE QUINTO, EXECUTIVE OFFICER