



September 13, 2011

## FOR IMMEDIATE RELEASE

# Rivanna Conservation Society and Rivanna River Basin Commission Named Clean Water Campaign Coordinator for Charlottesville/Central Virginia

### Contacts:

Robbi Savage (RCS)  
[exec@rivannariver.org](mailto:exec@rivannariver.org)  
(434) 985-1802

Leslie Middleton (RRBC)  
[middleton@rivannariverbasin.org](mailto:middleton@rivannariverbasin.org)  
(434) 971-7722)

**Charlottesville, VA** – The Rivanna Conservation Society (RCS) and Rivanna River Basin Commission (RRBC) have been awarded a grant from the Clean Water Campaign (a program of The National Wildlife Federation) to coordinate a clean water education programs for Charlottesville and Central Virginia. The two groups will work together to provide opportunities for elected officials and community residents to discuss the Chesapeake Bay watershed cleanup plan and to identify options for how the plan can help localities improve local water quality.

As a part of the comprehensive Bay cleanup and protection program, Virginia is developing Phase II of the Watershed Implementation Plan (WIP) for the Virginia waters that drain to the Chesapeake Bay, including the Rivanna and James Rivers.

Virginia's Department of Conservation and Recreation (VA DCR) is responsible for developing the Phase II plan. For the last several months, VA DCR has been providing information about the clean up plan to local governments and regional organizations such as the Rivanna River Basin Commission and the Thomas Jefferson Planning District Commission.

Over the next year RCS and RRBC will be reaching out to business groups, homeowner associations, citizen groups, and local governments to explain the economic, social, cultural and biological value in maintaining and restoring local water quality -- and show how strategies that can be employed to help restore local streams will also benefit the Chesapeake Bay.

The RCS/RRBC project team will coordinate efforts with other ongoing activities within central Virginia to minimize confusion on the part of elected officials, local government staff, and the public about the Bay TMDL (Total Maximum Daily Load, or "pollution diet") and related programs.

The plan will provide details about how the Commonwealth will reduce pollution from various sources, such as wastewater, farm fields, and urban stormwater, in order to help bring the Bay into compliance with the Clean Water Act. The Phase II plan, due to US EPA in 2012, will be implemented fully by 2025 in accordance with federal requirements.

(More)



VA DCR is asking local governments to provide information about potential strategies for improving water quality at the local level, such as retrofitting existing stormwater management facilities, improving sediment controls at construction sites, and developing nutrient management plans for public properties. In addition, localities are also being asked to tell VA DCR the amount of money they will require to implement these strategies.

RCS, a membership based watershed organization with more than 20 years of service to the community, will assume primary responsibility for public outreach and engagement with the goal of mobilizing citizens to support protection and restoration of local waters and Chesapeake Bay waters.

During the campaign, RRBC will continue work begun in 2010 coordinating the Piedmont Regional Pilot Project in partnership with the Thomas Jefferson Planning District Commission and the Thomas Jefferson and Culpeper Soil and Water Conservation Districts. RRBC will work with local government decision-makers and staff, and DCR Watershed Implementation Team leaders to ensure information and tools are available to local governments to develop strategies and developing cost estimates for implementing these strategies.

XXX

For further information contact:

Ms. Robbi Savage, Executive Director, Rivanna Conservation Society  
([exec@rivannariver.org](mailto:exec@rivannariver.org) and (434) 985-1802)

Ms. Leslie Middleton, Executive Director, Rivanna River Basin Commission  
([middleton@rivannariverbasin.org](mailto:middleton@rivannariverbasin.org) and (434) 971-7722).

Rivanna Conservation Society (RCS) is a 501(c)(3) nonprofit organization created in 1990 to serve as the "Voice of the Rivanna." RCS's mission is to safeguard the ecological, recreational, historical, cultural, and scenic resources of the Rivanna River and its tributaries. RCS sponsors events and hosts activities throughout the watershed, which gives it access to thousands of citizens throughout central Virginia. For further information: click onto [www.rivannariver.org](http://www.rivannariver.org).

The Rivanna River Basin Commission (RRBC) is a public entity of local government, which provides guidance for the stewardship and enhancement of the water and natural resources of the Rivanna River Basin and serves as a forum in which local governments and citizens can discuss issues affecting the Basin's water quality and quantity and other natural resources. The RRBC was formed through enabling state legislation in 2004 and consists of elected officials from the governing bodies of Greene, Fluvanna, and Albemarle counties and the City of Charlottesville, as well as board members from the Thomas Jefferson and Culpeper Soil and Water Conservation Districts, and citizen members appointed from each watershed locality. For further information: click onto [www.rivannariverbasin.org](http://www.rivannariverbasin.org).