

Friends of the Eel River Senior Project



Natalie McPhillips

Ivan Mendez

Ananda Thomason

10 May 2011, ENV5 410

Problem Description: The Eel River is located in Northern California and is approximately 200 miles in length. It flows primarily northwest through the North Coast Mountain Ranges and is the third largest river located entirely within the state of California. The headwaters are located above Lake Pillsbury in Lake County and the river mouth is located just south of Eureka. Historically, the river has been an essential to many important ecological functions including watershed drainage, habitat for aquatic mammals and birds, and large runs of Coho and Chinook salmon, Steelhead (all of which are listed as a Threatened Species under the Endangered Species Act) as well as numerous other fish species that are classified as rare and declining (Yoshiyama et. al. and Friends of the Eel River). Additionally, the Eel River has received both Federal and State designations as Wild and Scenic River within specific areas. This designation is used to protect the social, environmental and cultural values of rivers and to maintain rivers in free flowing conditions so that they can be preserved for generations to come (Interagency Wild and Scenic Rivers Coordinating Council, 11).

The Eel River has a long history of modification and development that have altered the river water flows, and have drastic consequences for the health of the watershed. These modifications include the Cape Horn Dam, the Scott River Dam and a diversion tunnel that diverts water from the Eel River at a minimum of 75 cubic feet per second (cfs) and a maximum of 340 cfs South to the Russian River. Collectively these infrastructure projects are known as the Potter Valley Project and are currently owned and operated by Pacific Gas and Electric (PG&E). The majority of the water is diverted south to the Russian River where it is currently being used for agricultural and municipal purposes in Mendocino and Sonoma and Marin Counties. Construction of the PVP began

in 1908 and was designed as a power source for the city of Ukiah. The Sonoma County Water Agency has stated that the PVP is no longer “economic as a hydroelectric project,” generating a minuscule amount of energy (Friends of the Eel River). Additionally, historic and current timber harvest operations including the building of roads ^{and} removal of trees have altered and destabilized the surrounding landscape and have significantly increased the amount of sedimentation in the Eel River.

The consequences to the Eel River, of both the Potter Valley Project and the alteration of the surrounding landscape primarily due to timber operations have been significant. Currently the Eel River is allocated a minimum flow of 25 cfs of water, which has proven as insufficient to support fisheries. This (along with increased levels of sedimentation) has decimated native fisheries with an overall decline of 99% in numbers from historic estimates of fish populations (Yoshiyama et. al, 2010). The Middle Fork of the Eel River is under the classification of an impaired waterbody under section 303 (d) the Clean Water Act’s (CWA) Total Maximum Daily Loads (TMDL) program because it exceeds acceptable water quality standards for temperature and sediment levels. Additionally, a study conducted by the Environmental Protection Agency on the Middle Fork of the Eel River found that many portions of the Eel River are considered lethal for fish populations because of these elevated temperatures and sedimentation (US EPA, 2-10).

Agriculture use, especially for vineyards, constitutes a significant component of water withdrawals from the Russian River. Drip irrigation systems and drought resistant vines have greatly contributed to this increase in water requirements for vineyards (Friends of the Eel). Grape growers often use water as a form of frost protection at a rate

of 1000 gallons per minute per 20-acres. In light of the significant impacts of this water usage, the National Oceanic and Atmospheric Administration (NOAA) required that the California State Water Resources Control Board regulate this aspect of water consumption in order to comply with the Endangered Species Act (ESA). However, agribusiness in both Sonoma and Mendocino counties is so influential in local politics that these new regulations have been effectively dismissed (Parrish, 2011).

Several organizations have formed in order to restore the Eel River (e.g. Eel River Restoration Project, American Rivers). Friends of the Eel River is one such organization that is currently active in restoring the river. It is a non-profit organization formed in 1994 in order to improve the health of the Eel River, and to advocate for the removal of the dams as well as decreased levels of water diversion through the diversion tunnel. As an organization they have successfully (through legal avenues) required that an Environmental Impact Report (EIR) be conducted in all components of the PVP be completed before any of the assets (dams, diversion tunnel) can be sold. They have also intervened in PG&E's process to reorganize and transfer asset to other limited liability corporations under Chapter 11 bankruptcy laws. Through this intervention, Friends of the Eel is working to ensure that Eel River watershed is not further harmed through fragmentation of ownership and also to ensure that PG&E is held liable for the damage they have caused to the ecosystem and all restoration costs. Friends of the Eel is also currently involved in negotiations with the State Water Resources Control Board in order to ensure that Sonoma County Water Agency proposed plans to increase their water withdrawals from the Russian River in order to accommodate agriculture and future growth plans is not approved, and that water diversions from the Eel River are decreased.

Problem Statement: As an agency that has been significantly involved for the last 17 years in the efforts to restore the Eel River and remove the dams and diversion tunnel that have devastating effects on the Eel River, they are in need of greater funding and general support from local residents, especially among residents of Northern Humboldt County. The headquarters of Friends of the Eel River is located in Sausalito and many of the events that they host, ~~hosts~~ as a means of raising money and gaining support in their efforts to restore the river are often located in Mendocino County, This geographic distance makes it difficult for residents of Northern Humboldt County to participate in efforts restore the Eel River, even though many either directly or indirectly experience the impacts of degradation. Friends of the Eel River could gain additional support for their cause if the residents had a tangible and realistic means of supporting restoration efforts.

Overall Goal: Provide funds and additional community support (especially from residents of Northern Humboldt County) to the non-profit organization, Friends of the Eel River as they continue in their efforts to improve the quality and environmental health of the Eel River.

Objectives:

- 1) Raise \$150 dollars to assist Friends of the Eel in the upcoming negotiations with the State Water Board by May 10, 2011.
- 2) Decrease consumption of wine produced using unsustainable irrigation practices from the Russian/Eel River at local grocery stores (North Coast Co-op and Wildberries, Eureka Natural Foods) by 8% by May 1, 2011.
- 3) Increase Friends of the Eel River membership by 50 individuals.

Strategies for implementation:

STRATEGIES	TIMELINE	RESPONSIBILITY
1) Design and implement a local campaign reaching a minimum of 1000 local residents in order to decrease water withdrawals from the Eel and Russian River by providing information to people about water consumptive wine industries and alternative local wine options that do not create such a significant impact. This includes distribution of pamphlets and information booths at HSU and local grocery stores.	Information booths will begin the weekend of April 8 th or April 15 th and will be completed by April 30 th .	Natalie, Ananda and Ivan: Staffing tables and talking with local residents. Natalie and Ivan: Design pamphlet for distribution Ananda: Obtain materials from FOER.
2) Conduct a drawing/raffle for donated case of wine donated from a local winery that utilizes sustainable irrigation practices in order to increase support for Friends of the Eel River.	Drawing will be completed by April 30 th .	Ivan: Obtain donated case of wine from local winery.
3) Obtain approximately 175 signatures for a	Completed by	Natalie, Ananda and

dam removal petition developed by Friends of the Eel River.	April 30 th	Ivan: signatures to be obtained at information booths.
4) Obtain information from local grocery stores on wine distribution and quantity of each wine sold.	Completed by April 30 th	Natalie and Ananda: Already been obtaining information from local stores.
5) Prepare an economic analysis on wine demand from local consumers.	Completed by May 1 st .	Ananda: Using information obtained in strategy 4.

Other Responsibilities (ongoing):

Natalie: prepare paperwork for class assignments, obtain a table for information booths, contact local grocery stores for permission to allow information booths (already completed), obtain information on local wine distribution.

Ivan: Obtain permission from HSU for information booth on quad.

Ananda: Contact local grocery stores for permission to allow information booths (already completed), obtain information on local wine distribution, Primary liaison with Friends of the Eel River.

*Natalie will also be attending a prayer ceremony on the Eel River the weekend of April 8th with Scott Greason, the new director for Friends of the Eel River.

Weighing Alternatives:

Strategies/Alternatives	Pros	Cons	Utilized?
1) Develop and educational campaign that reaches or communicates with people in the Eureka, Arcata, McKinleyville region of Humboldt County about the condition of the Eel and provide them with avenues they can take to help restore the river.	Can present/communicate most of information on degradation of river and potential to reach a lot of people.	Not measurable, will not be able to tell if campaign is effective. Gives people not incentive to participate.	No.
2) Research and identify the 5 major reasons why water is diverted from the Eel River and develop solutions to how these uses may be minimized.	Gives comprehensive view of issues affecting the river.	Not measurable. Will not know solutions to minimize impact have effect.	No.
3) Develop a site-specific campaign at a popular recreation site along the Eel to inform people about its diminishing health.	Specifically targets people utilizing Eel River.	Lack of funding/resources (i.e. interpretive signs).	No.
4) Research Monsanto shallow root grapes used for wine production and come up with a local campaign to curbe usage of this product in effort to reduce water consumption.	Targets on specific issue impacting river. Gives people tangible method to reduce individual impacts.	Lack of funding. Need to convince local groups to participate.	Yes, in conjunction with other strategies
5) Conduct a drawing/raffle for donated case of wine from a local winery that utilizes sustainable irrigation practices in order to increase support for Friends of the Eel	Way to raise money and meet objectives.	Need company to donate case of wine.	Yes, in conjunction with other strategies
6) Set up information booths on HSU campus and local grocery stores about water diversion from the Eel River. Provide steps that people can take to lessen this impact and reduce water consumption from the Eel River.	Reach a lot of people.	Not measurable. No way to tell if successful.	Yes, in conjunction with other measurable strategies.

Strategies/Alternatives	Pros	Cons	Utilized?
7) Develop fliers, brochures and pamphlets communicating message about the degraded state of Eel River.	Way to present information in a compact format.	No incentives provided to individual to reduce impact to river.	Yes, in conjunction with other measurable strategies.
8) Fundraiser at the Eel River Brewery, percentage of beer profits donated to the Friends of the Eel River.	Way to raise money for Friends of the Eel.	Need cooperation of brewery.	Maybe.
9) Develop a consumer Demand Survey (establishing value and willingness to pay o the Eel River).	Additional information to Friends of the Eel. May lead to new solutions to save the river	Lack of means to measure effectiveness.	No.
10) Host a silent auction in order to raise money for upcoming negotiations with State Water Board.	Way to raise money for Friends of the Eel.	Need a lot of donations. May not be feasible in time period	No.
11) Protest specific wineries that do not use sustainable water practices (that use water from the Russian or the Eel River).	Brings awareness to issue of unsustainable wineries.	Goes against mission of Friends of the Eel. No measurable results.	No.
12) Restoration project along banks of the Eel River with a local organization to reduce sediment into the river.	Reduce on threat to Eel River.	Very expensive and time consuming.	No.
13) Gaining support from other tribes (information sharing, especially involving the Yurok and their experiences with the Klamath and what has worked from them).	Utilize methods that have worked on the Klamath. Develop cooperative approach.	Different river systems and issue that affect/ threaten rivers.	No.
14) Obtain plants/materials to be utilized in river-bank restoration.	Direct way to reduce sedimentation in to river.	Expensive. Requires a lot of donations/ organization to lead restoration.	No.
15) Research ways to address landslide issue as a source of increased sedimentation.	Could be utilized by Friends of the Eel in the future	No specific and immediate results.	No.

Strategies/Alternatives	Pros	Cons	Utilized?
16) Develop newsletter about issues impacting Eel River	Way to share and distribute information	Friends of the Eel distributes a quarterly newsletter	No.
17) Letter writing campaign to FERC and/or PG&E requesting removal of dams, Ways to hold PG&E accountable for restoration	Way to increase support for dam removal.	No way to measure success in the short term.	No.
18) Develop list of water conservation techniques that individuals can implement within their own lives to reduce withdrawals from Eel/Russian river.	Spread information about conservation of Eel River.	No way to know if people implement techniques.	No.
19) Recreation groups involvement (e.g. involved in restoration project).	Way to get people involved that utilize the river.	A lot of coordination. May not be feasible in timeframe.	No.
20) Use GIS to graph the state of the Eel River along various locations (i.e. water level, temperature, sedimentation, etc)	Provide information to Friends of the Eel River.	No immediate or measurable results	Maybe.
21) Obtain approximately 175 signatures for a dam removal petition developed by Friends of the Eel River.	Support for Friends of the Eel and dam removal.	Immediate impacts?	Yes, in conjunction with other strategies.

Final Strategies for Implementation:

STEATEGIES	TIMELINE	RESPONSIBILITY
1) Design and implement a local campaign reaching a minimum of 1000 local residents in order to decrease water withdrawals from the Eel and Russian River by providing information to people about water consumptive wine industries and alternative local wine options that do not create such a significant impact. This includes distribution of pamphlets and information booths at HSU and local grocery stores.	Information booths will begin the weekend of April 8 th or April 15 th and will be completed by April 30 th .	Natalie, Ananda and Ivan: Staffing tables and talking with local residents. Natalie and Ivan: Design pamphlet for distribution Ananda: Obtain materials from FOER.
2) Conduct a drawing/raffle for donated case of wine donated from a local winery that utilizes sustainable irrigation practices in order to increase support for Friends of the Eel River.	Drawing will be completed by April 30 th .	Ivan: Obtain donated case of wine from local winery.
3) Obtain approximately 175 signatures for a dam removal petition developed by Friends of the Eel River.	Completed by April 30 th	Natalie, Ananda and Ivan: signatures to be obtained at information booths.
4) Obtain information from local grocery stores on wine distribution and quantity of each wine sold.	Completed by April 30 th	Natalie and Ananda: Already been obtaining information from local stores.
5) Prepare an economic analysis on fish demand from local consumers.	Completed by May 1 st .	Ananda: Using information obtained in strategy 4.

Description of other completed tasks as of May 10, 2011:

Completion of all submitted paperwork and final paper: Natalie McPhillips

Completion of Evaluation and Monitoring: Natalie McPhillips

Completion of Economic Analysis: Ananda Thomason

Preparation for Final Presentation: Natalie McPhillips, Ananda Thomason, and Ivan Mendez

Acquisition of case of Robert Goodman wine: Ivan Mendez

Acquisition of Gift Certificate from Wildberries: Natalie McPhillips

Pamphlet Design: Natalie McPhillips

Correspondence with Friends of the Eel and other organizations: Ananda Thomason and Natalie McPhillips

Research on vineyards and irrigation practices: Ivan Mendez

Monitoring and Evaluation Plan:

The monitoring portion of this plan will help to reveal the progress and extent to which the strategies are and have been implemented. A table relating specific objectives with indicators or measurements of progress has been developed in order to monitor progress.

Strategy	Indicator	Source of Data/Indicator	Frequency of Data Collection
1) Design and implement a local campaign reaching a minimum of 1000 local residents in order to decrease water withdrawals from the Eel and Russian River by providing information to people about water consumptive wine industries and alternative local wine options that do not create such a significant impact. This includes distribution of pamphlets and information booths at HSU and local grocery stores.	Each tabling event will be recorded, including duration location and number of people that visited tables.	Visits to table, and quantity of information distributed.	Information on number of visitors will be recorded after each tabling event.
2) Conduct a drawing/raffle for donated case of wine and gift certificate to Wildberries donated from a local winery that utilizes sustainable irrigation practices in order to increase support for Friends of the Eel River.	Amount of money raised from drawing.	Amount of tickets sold multiplied by the price of the ticket.	Tickets sold and money earned will be recorded after each tabling event.
3) Obtain approximately 175 signatures for a dam removal petition developed by Friends of the Eel River.	Number of signatures obtained,	Number of signatures on the actual petitions.	Signatures will be counted and recorded after each tabling event.
4) Obtain information from local grocery stores on wine distribution and quantity of each wine sold.	Number of dry farmed /local cases sold v. non local and irrigated.	Inventory sheets from grocery stores/ information from distributors.	Obtain information once and beginning of campaign and once at end. Should be done periodically after project is complete.
5) Prepare an economic analysis on wine demand from local consumers.	Graphs from results of Surveys.	Distributed Surveys	At each tabling event

The evaluation portion of the plan will involve examining the overall outcomes and impacts of the Friends of the Eel community outreach project within the community. This will include specific tasks involved in each objective, person that completed the task, date completed and finally the end/final result of the task.

Objective	Indicator	Source of Data	Overall Outcome
1) Raise \$150 dollars to assist Friends of the Eel in the upcoming negotiations with the State Water Board by May 1, 2011.	Money earned from the drawing for a case of wine.	Total Money collected and summed after each tabling event.	Raised \$75
2) Decrease consumption of wine produced using unsustainable irrigation practices from the Russian/Eel River at local grocery stores (North Coast Co-op and Wildberries, Eureka Natural Foods) by 8% by May 1, 2011.	Consumption or amount sold of each category of wine before and after campaign.	Inventory information from grocery stores.	Unknown (could be completed at a later date).
3) Increase Friends of the Eel River membership by 50 individuals.	Number of membership forms completed.	Completed membership forms during implementation phase.	Distributed over 50 membership forms.

* Monitoring was completed by Natalie McPhillips

Monitoring and Evaluation:

Day/Location	Number of Visits to Table	Number of Signatures	Number of Tickets Sold	Total Money	Hours and People
22 April 2011/HSU Slam Fest	75	50	1	\$3	Ivan (Natalie Intermittently) 3 hours
26 April 2011/Arcata Co-op	30	12	3	\$9	Natalie and Ivan 2.5 hours
28 April 2011/Arcata Co-op	30	30	1	\$3	Ananda 2 hours
30 May 2011/Arcata Co-op	40	40	11	\$33	Natalie and Ananda 2.5 hours
07 May 2011/Arcata Farmers Market	20	20	0	\$0	Natalie and Ananda 4 hours
TOTAL	195	152	25	\$75	14 hours

*Monitoring and Evaluation completed by Natalie McPhillips

Other evaluations that could occur at some point in the future, would be to quantify wine sales, either through local producers and distributors or through local grocery stores. We ran into problems with monitoring this portion of our objectives (increase local dry farmed wines by 8% during the course of our project) because wine distributors were not willing to provide us with this information.

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Charlotte August

ivanmendez87

Phil Ricord

Queen, Abigail

Scott Greacen

Scott Greacen

susangsmcgee

Natalie McPhillips Ivan and Ananda, Attached are the notes I started taking for

Mail Delivery System This is the mail system at host zimbra3.humboldt.edu. I'

Natalie McPhillips ----- Forwarded message ----- From: Natalie McPhillips

Ananda Thomason to me show details Feb 2

Natalie,

This looks awesome!! Thanks for taking the initiative in starting all of this. I pasted the photos under this. See you tomorrow.

Ananda

Hi Ananda,

I do remember you. Hope your 2011 is off to a great start!

For this year our primary focus is fundraising/ events are as follows...
Fundraising to support costs of scientist modeling of Eel & Russian Rivers. Ramping up challenging State Water Resources Control Board for no more diversions to the Russian River. Any fundraising ideas? Offers for locations/ guest list or to volunteer at a fundraiser?

Events will include 2 tribal prayer ceremonies (we will need volunteer help with these)
Summer equinox in Covelo (June)
Fall equinox near Lolita at Mouth of the Eel (Sept)

The only other thing I can think of is research on wineries that have boomed and the Pinot Noir grape developed at Davis that, unlike the deep rooted vines of the past, are shallow rooted requiring much water to produce and sustain.

If you have any other ideas or would like to discuss/ brainstorm. Please feel free to contact me! THANKS!!

Cheers,
Jes

[Reply](#) [Forward](#) Ananda is not available to chat

Ivan Mendez to me, Ananda show details Feb 3

Hey Girls I apologize for the inconvenience but my phone died as soon as I got to the library right now and am available til 5, if you give me a call Ivan Mendez

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Ananda Thomason to me, Ivan show details Feb 19

Hi guys,

So just wanted to let you know that I got an email from Nandananda, the Executive Dir FOER. She's really excited that we are working with them. Also, I did receive a pack mail. We have some pamphlets, petitions, brochures etc. I've been doing research Economic Report and have been taking notes. I can email them now if need be, but finished. I'll be back Monday night and in class on Tues.

Let me know if there's anything else going on or anything I can do.

Hope all is well.

Ananda

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Phil Ricord

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Scott Greacen

Scott Greacen

susangsmcgee

Ananda Thomason to rick, ricknatural, chris, me, Ivan, f [show details](#) Mar 30

Hi Rick,

My name is Ananda Thomason and I am a student at HSU. I am currently enrolled in practicum class where we form a group of students and design a project. My group Natalie McPhillips, Ivan Mendez and I, have decided to work on a campaign with the Friends of the Eel River (FOER). They have asked us to support them through raising about major issues concerning the Eel River, as well as helping to raise money for them in taking down the dams at the Potter Valley Project.

The main goal for our group is to provide information to our local community about buying and sustainably grown wine. My group members and I have recently decided that one of carrying out this project would be to table in front of local grocery stores who sell wine. We spoke with Chris today and are hoping to have the opportunity to set up a table of Eureka Natural Foods at some point in April (projected dates are listed below). We have acquired various materials from FOER pertaining to their current status in the fight to save the Eel River. We have made our own pamphlet that explains who we are (as students) and here in support of FOER. We will also be conducting a drawing that will raise money for this. For this we will be selling tickets at the table for people to have a chance to win a case of organic wine.

We believe this will be a productive and well received project in the community. We are looking forward to hearing back from you and hope we can work together.

Thanks,

Ananda Thomason

Projected tabling dates (hopefully one or two days):

- April 8th
- April 9th or 10th
- April 15th
- April 16th or 17th

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Ananda is not available to chat

from **Natalie McPhillips** ndm15@humboldt.edu [hide details](#) Mar 30

to Ananda Thomason <aet13@humboldt.edu>

date Wed, Mar 30, 2011 at 2:45 PM

subject Re: Senior Project

mailed-by humboldt.edu

Ananda,
This looks great! Sorry I didn't give you any feedback before. **Natalie McPhillips**

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Friends of the Eel River to Scott, me show details Apr 11

It was so nice to see you both at the prayer ceremonies, have a great day!

Cheers,
Jes

Executive Assistant
Friends of the Eel River
PO Box 2039
Sausalito, CA 94966
2346 Marin Ship Way, Suite 102
Sausalito, CA 94965
Tel: 415 332 9810

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Natalie McPhillips to Friends show details Apr 11

Jes,
Thanks for sending the tax ID number! It was really nice meeting you in person, and I enjoyed the prayer ceremony. Talk to you soon.

Natalie
- Show quoted text -

Reply Forward

Natalie McPhillips to Ivan show details Apr 16

- Show quoted text -

Reply Forward Reply by chat to Ivan

[Empty text input box]

Natalie McPhillips

- 18 -



Natalie McPhillips <ndm15@humboldt.edu>

friends of the eel contact

8 messages

Scott Greacen <rsgreacen@gmail.com>

Wed, Apr 6, 2011 at 12:45 PM

To: aet13@humboldt.edu

Cc: ndm15@humboldt.edu, iem6@humboldt.edu, Nandananda <nada@eelriver.org>, Friends of the Eel River <foer@eelriver.org>

hi Ananda, Natale, Ivan -

I'm writing to thank you for your tabling efforts on behalf of the wild and scenic Eel River and to introduce myself - I'm the (brand) new North Coast Director for Friends of the Eel River. Would love to talk with you about your project when we can find a moment. I'm just moving into our new office this week, so no pressure, just get in touch when you can.

I also want to let you know that this Saturday April 9, weather permitting, there will be prayer ceremonies near the diversion at the top of the Eel watershed. See below for details. I will be driving down from Arcata, and could have room for a passenger or two or three if any of you would like to attend. The ceremony itself will start at noon, and it's about a 3.5 hour drive, so I'll be leaving by 9 AM Saturday, planning to be back by 7 or 8 that night.

Also, when you're done tabling, please get in touch so you can bring the materials and stuff over to our new office - it's in the big warehouse-y building at 1385 8th St.

Scott Greacen
North Coast Director
Friends of the Eel River

scott@eelriver.org
[707-502-4555](tel:707-502-4555)

Hello Friends,

Hope this finds you all warm and dry after this week of wild weather. We have rescheduled the prayer ceremonies gathering....

Please join us April 9th at Pioneer Bridge near the actual diversion with the Feather Dancers of Round Valley to participate in prayer ceremonies for the health of the watershed and all its natural inhabitants.

A special treat for lunch; **Indian Tacos will be available** about 12:00 noon and ceremonies will begin later in the afternoon about 1:30 pm and end by mid-afternoon. Please visit our website or contact me directly for more information about this upcoming event. Location is easy to find and the roads are paved. If you would like to **carpool please contact our office** and we will help to connect you with others coming too.

<http://eelriver.org> - Directions to Pioneer Bridge at the end of this email.

Also to NOTE:

Fisheries biologist Patrick Higgins conducted an Eel River fall Chinook salmon survey for Friends of the Eel River from September through the end of December 2010. His field reports and final report are now available on <http://eelriver.org>.

Instead of finding just a few hundred fish and very low flows, as anticipated, the run was one of the **largest Chinook salmon returns** in recent time and the flows were unusually high due to early rains. An estimated 10,000 to 30,000 Chinook salmon spawned in the Eel River basin in 2010 and the report recommends speedy action to help sustain this level of return and maybe increases it to 100,000 fish.

Willits Water Festival April 15th - 17th, Friday through Sunday Boat Races, Music, Food & Fun for Everyone!!

Tickets are still available, for more info contact: Greg Israel at (707) 367-3299

Volunteers needed to help Nadananda Saturday, July 2nd at the World Famous Salmon Bar-b-que in Ft. Bragg, Noyo Harbor south bank. Please email our office or call if you can help on that day.

Pioneer Bridge Directions: 19000 Ridgeway Highway, Potter Valley

Coming from the south on Highway 101,

5 miles north of Ukiah to Highway 20 East

Coming from the north Highway 20 is after Redwood Valley, exit on right and go under freeway and you are on Highway 20 heading east.

You will pass along the north end of Lake Mendocino

5 miles to Potter Valley Rd. turn Left

3.3 miles to fork stay to the Right on East side Road,

3 miles sharp turn to Left road becomes Main Street

0.2 miles to Hooper Corner, gas and food, Right on to Eel River Rd.

4 miles through valley, up the mountain to top stay to Right on Cutoff Rd

0.5 miles to slight right back onto Eel River Rd. bridge just ahead.

There is plenty of parking on East end of bridge where gathering will occur.

Distance time:

Santa Rose is about 1 hour south of Ukiah

Garberville to Highway 20 about 1 hour 15 minutes

Potter Valley is about 15 to 20 minutes from Highway 101

Only takes a few minutes to Pioneer Bridge.

Cheers,
Jes

Executive Assistant
Friends of the Eel River
PO Box 2039
Sausalito, CA 94966
2346 Marin Ship Way, Suite 102
Sausalito, CA 94965
Tel: 415 332 9810

Natalie McPhillips <ndm15@humboldt.edu>
To: Scott Greacen <rsgreacen@gmail.com>

Thu, Apr 7, 2011 at 5:48 PM

Scott,
Thanks for getting into contact with us, and I would love to discuss our project in person - maybe sometime next week. I plan on attending the prayer ceremony on Saturday, but I am going to bring my family, so hopefully we can meet up there.
Looking forward to meeting you,
Natalie McPhillips
[Quoted text hidden]

Natalie McPhillips <ndm15@humboldt.edu>
To: Scott Greacen <rsgreacen@gmail.com>

Tue, Apr 12, 2011 at 2:09 PM

Scott,
It was nice meeting you at the prayer ceremony this weekend. I would love to meet up with you sometime this week to discuss our project if you have an opening. My schedule is pretty open - but I may have to bring my daughter, just let me know.

Natalie

On Wed, Apr 6, 2011 at 12:45 PM, Scott Greacen <rsgreacen@gmail.com> wrote:
[Quoted text hidden]

Robert Scott Greacen <rsgreacen@gmail.com>
To: Natalie McPhillips <ndm15@humboldt.edu>

Tue, Apr 12, 2011 at 2:37 PM

Sounds good. I'm single dad this week so AM is my best window, esp weds & third

Sent from my iPhone
[Quoted text hidden]

Natalie McPhillips <ndm15@humboldt.edu>

Tue, Apr 19, 2011 at 2:08 PM

To: Robert Scott Greacen <rsgreacen@gmail.com>

Scott,

Sorry I didn't get back to you last week, things ended up getting a little to hectic for me. This week should be less crazy and I would love to stop by your new office. I also had a couple of questions for you regarding transfer of money for our fundraiser (drawing for a case of wine and gift certificate to Wildberries). Mornings also work best for me, so just let me know when would be a good time to stop by.

-Natalie

[Quoted text hidden]

Scott Greacen <scott@eelriver.org>

Tue, Apr 19, 2011 at 3:23 PM

To: Natalie McPhillips <ndm15@humboldt.edu>

Hi Natalie

Tomorrow - Weds - or Friday would be the good mornings for me, as I've a dentist appt on Thurs morning and you won't want to talk to me then.

scott

Scott Greacen
North Coast Director
Friends of the Eel River

1385 8th St.
Arcata CA 95521

scott@eelriver.org
707-502-4555

[Quoted text hidden]

Natalie McPhillips <ndm15@humboldt.edu>

Wed, Apr 20, 2011 at 8:03 AM

To: Scott Greacen <scott@eelriver.org>

Scott,

Friday morning sounds good. What time do you want me to stop by? Good luck at the dentist tomorrow.

Natalie

[Quoted text hidden]

Scott Greacen <scott@eelriver.org>

Fri, Apr 22, 2011 at 9:52 AM

To: Natalie McPhillips <ndm15@humboldt.edu>

hey Natalie - looks like I did not get back to you, sorry - here till at least 12:30 before I have to go pick up a kid

scott

[Quoted text hidden]



Natalie McPhillips <ndm15@humboldt.edu>

Humboldt State Senior Project

6 messages

Natalie McPhillips <ndm15@humboldt.edu>

Tue, Apr 5, 2011 at 9:45 AM

To: phil@wildberries.com

Cc: Ananda Thomason <aet13@humboldt.edu>, Ivan Mendez <iem6@humboldt.edu>

Hello.

My name is Natalie McPhillips and I am a student at Humboldt State. I am currently enrolled in a senior practicum class where a small group of students designs and implements a community project. My group members, Ananda Thomason, Ivan Mendez and I, have decided to work on a campaign with the non-profit organization, Friends of the Eel River (FOER). The main goal of our project is to raise awareness about the degraded state of the Eel River as well as to raise funds for FOER in order to support their efforts to remove the dams from the river.

One way that we plan on gaining the support of the local community in supporting the health of the river is to provide information about the benefits of supporting local and sustainably produced wine. Water withdrawals from the river for agricultural purposes, especially vineyards, in Mendocino and Sonoma counties are a major contributor to the continued degraded state of the Eel River. We plan on conducting a drawing that will provide people with a chance to win a donated case of sustainably produced wine.

Ananda and I visited your store last Friday afternoon to inquire after setting up an information booth on premises in order to sell tickets and provide information to local community members about the Eel River in general and about the benefits of purchasing local/sustainable wine. We were instructed that it is not your policy to allow such tables due to shortage of space and other issues, which we completely understand. We were wondering if Wildberries would be willing to support our cause/project in another capacity such as allowing tickets for the drawing to be sold on site or by making a donation (e.g. food product, gift certificate etc) that would help to supplement our drawing and overall cause.

Thank you for your time and consideration!

Very Respectfully,

Natalie McPhillips

(707) 444-0413

Phil Ricord <phil@wildberries.com>

Tue, Apr 5, 2011 at 9:10 PM

To: Natalie McPhillips <ndm15@humboldt.edu>

Certainly a Friend and willing to help. I'll be out of town til next week. e-mail me then please as a reminder.

Thanks

[Quoted text hidden]

--

Wildberries Marketplace

Phil Ricord

Pres. and Gen. Mgr.

23

.707.822.0095 ext 12
fax 707.822.0221

Natalie McPhillips <ndm15@humboldt.edu>
To: Phil Ricord <phil@wildberries.com>

Tue, Apr 12, 2011 at 2:16 PM

Phil,
Just a reminder that we will be setting up our information table (at various locations throughout the community) starting this next weekend (April 15th). Any help that you could offer would be greatly appreciated.

Thanks again,
Natalie McPhillips
[Quoted text hidden]

Phil Ricord <phil@wildberries.com>
To: Natalie McPhillips <ndm15@humboldt.edu>

Tue, Apr 12, 2011 at 2:50 PM

Would a \$20 gift Certificate be of any help?
[Quoted text hidden]

Natalie McPhillips <ndm15@humboldt.edu>
To: Phil Ricord <phil@wildberries.com>

Thu, Apr 14, 2011 at 5:28 PM

Phil,
A \$20 dollar gift certificate would be the perfect addition to our drawing. We really appreciate your generosity and will be sure to update you on the outcome of the outreach campaign. Would it be easiest for me (or one of my group members) to stop by Wildberries to pick up the gift certificate in time for this weekend? Just let me know.

Thanks again,
Natalie McPhillips
[Quoted text hidden]

Phil Ricord <phil@wildberries.com>
To: Natalie McPhillips <ndm15@humboldt.edu>

Thu, Apr 14, 2011 at 7:08 PM

Stop by Friday if possible and we'll have it ready at the Customer Service window. Thanks for the work you do on behalf of the Eel!
[Quoted text hidden]



Natalie McPhillips <ndm15@humboldt.edu>

Farmers Market

7 messages

Amanda Thomason <aet13@humboldt.edu>

Wed, May 4, 2011 at 1:05 PM

To: Scott Greacen <rsgreacen@gmail.com>, Natalie McPhillips <ndm15@humboldt.edu>, Ivan Mendez <iem6@humboldt.edu>

Hi Scott,

I wanted to let you know that our HSU group will be setting up a table for FOER this Saturday at the Farmer's Market in Arcata. We won't be allowed to sell raffle tickets to raise funds, however we will be petitioning and having people fill out an economic analysis survey that I created. Feel free to stop by, it would be great to meet you.

Thanks,

Ananda

Scott Greacen <scott@eelriver.org>

Mon, May 9, 2011 at 10:27 AM

To: Amanda Thomason <aet13@humboldt.edu>

Cc: Natalie McPhillips <ndm15@humboldt.edu>, Ivan Mendez <iem6@humboldt.edu>

[Quoted text hidden]

Hey y'all - don't forget to let me know when & where on the class for Tuesday... great work!

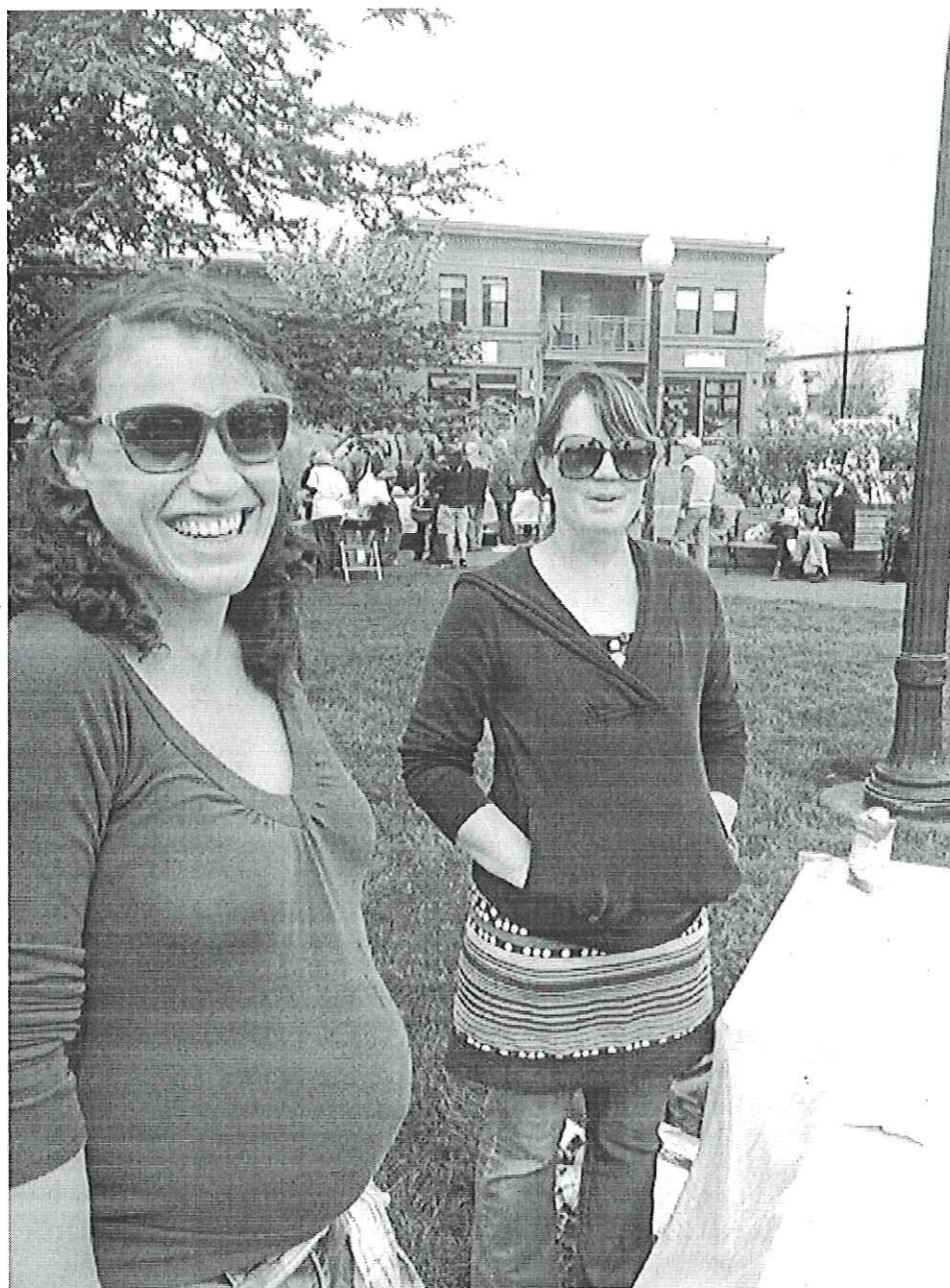
scott

please note **new coordinates:**

Scott Greacen
North Coast Director
Friends of the Eel River

scott@eelriver.org
707-502-4555

- 25 -



Natalie McPhillips <ndm15@humboldt.edu>

Mon, May 9, 2011 at 10:50 AM

To: Scott Greacen <scott@eelriver.org>, Ananda Thomason <aet13@humboldt.edu>, Ivan Mendez <iem6@humboldt.edu>

Scott,

The class is in the natural resources building room 223 (the animal and nutrition lab). If you could get there around 4:00 pm tomorrow (Tuesday the 10th) that would be perfect. Our presentation will focus on the history/degradation of the Eel River, the various components of our project, and the impacts that vineyards continue to have on the Eel and Russian rivers. I was hoping that you would be able to give a brief overview of your role in the non-profit and the projects that you plan to undertake. If you need better directions to the classroom, just let me know. We really appreciate your willingness to come and talk to our class!

Thanks,
Natalie

- 26 -

[Quoted text hidden]

Scott Greacen <scott@eelriver.org>

Mon, May 9, 2011 at 10:59 AM

To: Natalie McPhillips <ndm15@humboldt.edu>

Cc: Ananda Thomason <aet13@humboldt.edu>, Ivan Mendez <iem6@humboldt.edu>

xcInt thanks Natalie, I'll be there then

scott

[Quoted text hidden]

[Quoted text hidden]

Natalie

[Quoted text hidden]

[Quoted text hidden]

<IMG_0222.jpeg>

Natalie McPhillips <ndm15@humboldt.edu>

Tue, May 10, 2011 at 9:35 AM

To: Scott Greacen <scott@eelriver.org>

Scott,

Would it be possible for you to come to our class at 3:30 instead of 4:00? I was confused on the time of our presentation and accidentally gave you the wrong time -- sorry. I know you said you had a radio engagement, so if you cannot change the time no big deal I will work it out with our professor. Just let me know when you get a chance either via e-mail or phone (971) 404-6229.

Sorry and Thanks again,

Natalie

[Quoted text hidden]

Scott Greacen <scott@eelriver.org>

Tue, May 10, 2011 at 9:39 AM

To: Natalie McPhillips <ndm15@humboldt.edu>

no prob. that's actually better for me. see you there at 3:30.

[Quoted text hidden]

Natalie McPhillips <ndm15@humboldt.edu>

Tue, May 10, 2011 at 9:55 AM

To: Scott Greacen <scott@eelriver.org>

Great!! See you then.

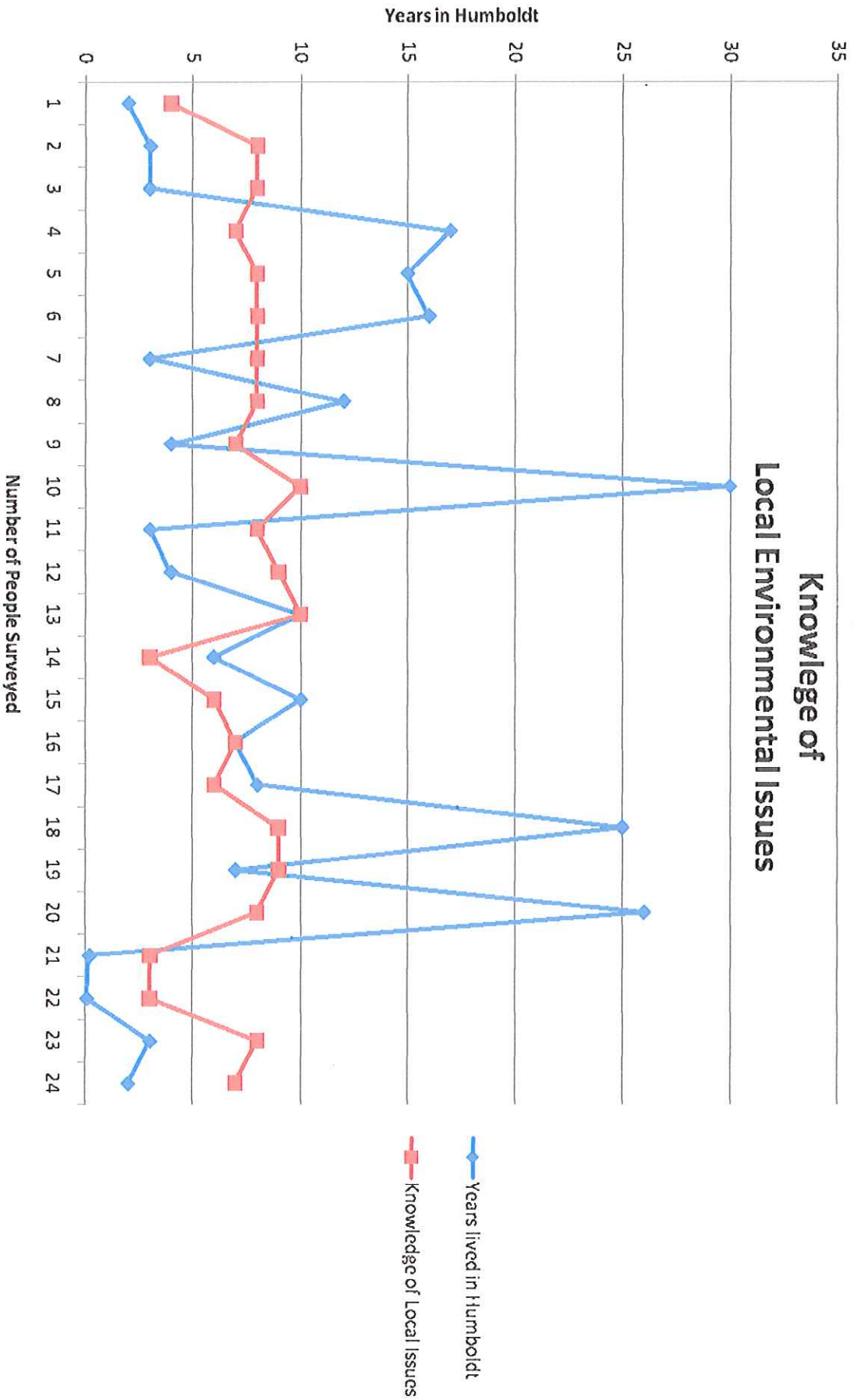
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The Survey

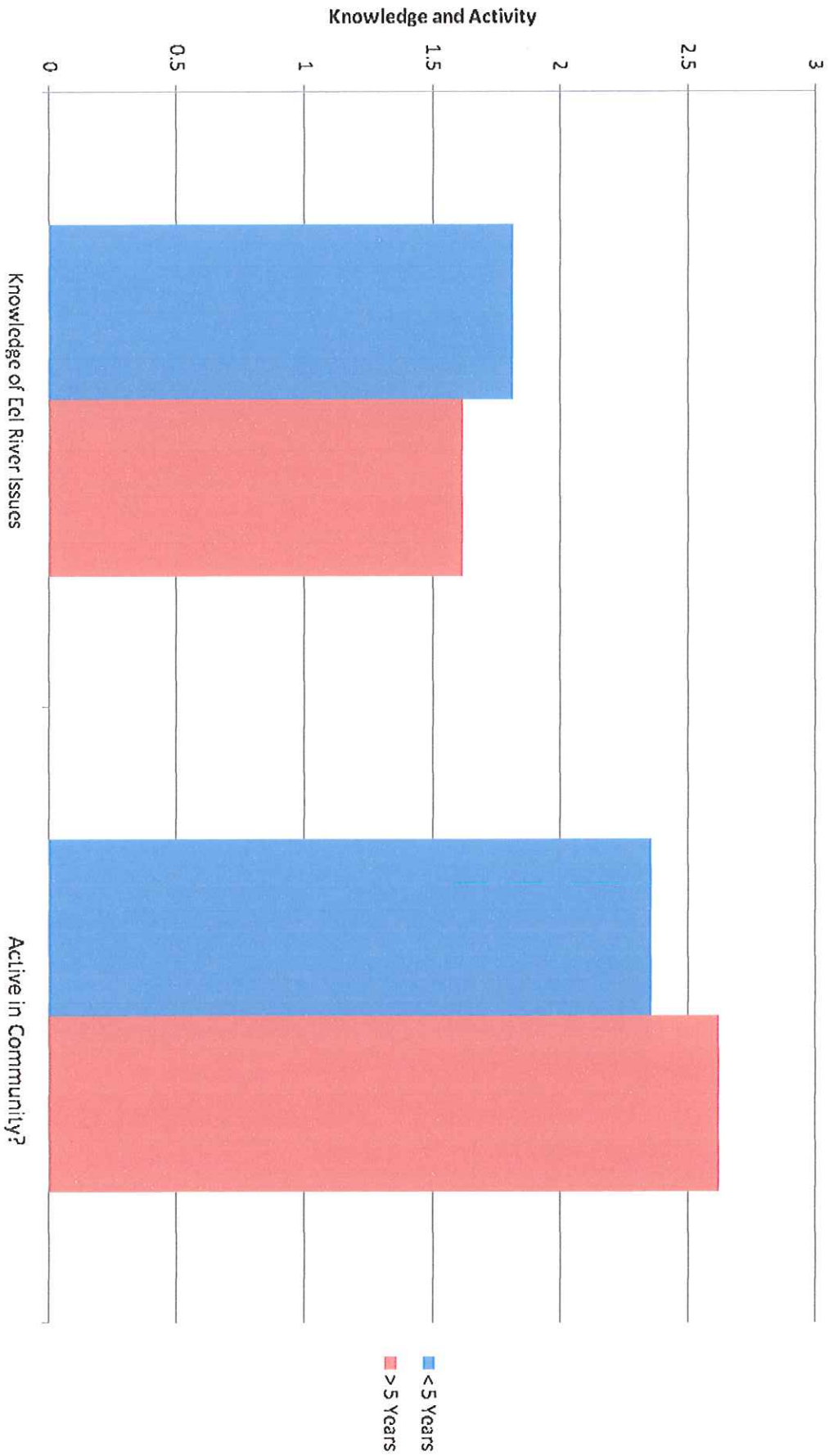
- Do you live in Humboldt County?
- If yes, how long have you lived here?
- Do you live with roommates or family members?
- How many people reside in your household?
- Are you familiar with local environmental issues?
- Do you consider yourself an active member in the community?
- Are you familiar with the Eel River and/or issues surrounding it?
- Do you eat fish?
- How often? (X/month)
- Where do you buy your fish?
- On average, how much would you say you pay for fish /month?
- Do you fish?
- If yes, how much did you pay for your permit?
- Have you ever paid a fishing guide to take you?
- If yes, how much did it cost?

The Results

Knowledge of Local Environmental Issues



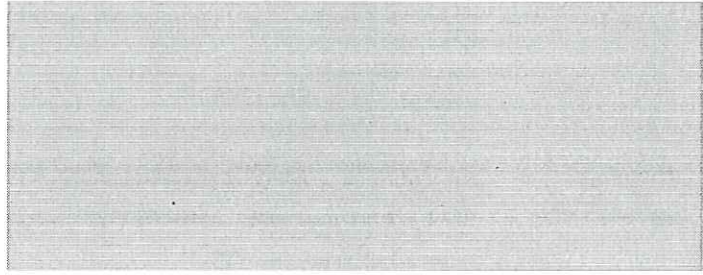
Local Residents Knowledge and Action



30-

How Familiar w/ Local Issues are You?

10
9
8
7
6
5
4
3
2
1
0

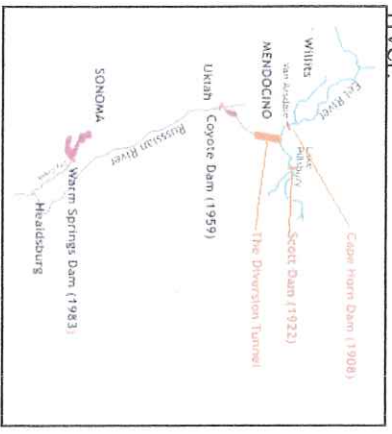


Familiarity

< 5 Years Residence > 5 Years Residence

Specific Environmental Impacts

- Cape Horn Dam
- Scott River Dam
- Diversion tunnel that diverts the vast majority water from the Eel River to the Russian River. Agriculture use, especially for vineyards, constitutes a significant component of water withdrawals from the Russian River.
- Historic and current timber harvest operations that have destabilized surrounding landscapes and increased amount of sedimentation in the river.



The Story...

The Eel River is located in Northern California and is approximately 200 miles in length. It flows primarily northwest through the North Coast Mountain Ranges and is the third largest river located entirely within the state of California. The headwaters are located above Lake Pillsbury in Lake County and the river mouth is located just south of Eureka.

The Eel River has a long history of modification and development that have altered the river water flows, and have drastic consequences for the health of the watershed. The fishery was the first to fail on the North Coast.



Friends of the Eel

Restoring the Eel River

Friends of the Eel River

www.eelriver.org

Tel: (415) 332-9810



Humboldt State University
 Senior Project
 Natalie McPhillips
 Ivan Mendez
 Ananda Thomason

Reasons to Get Involved...



- The dams on the Eel River are not “economic as a hydroelectric project” and are not designed for flood control
- The degradation of the Eel River has caused a substantial economic loss in Humboldt County (6 million per year) due to loss of fisheries, recreation and general productivity
- Water withdrawals from the Russian River could be used more efficiently and within local water limits. This includes implementing sustainable irrigation practices for vineyards.
- The river has been an essential to many important ecological functions including watershed drainage, habitat for aquatic mammals and birds, and large runs of Coho and Chinook salmon, Steelhead (all of which are listed as a Threatened Species).

Upcoming Events

PRAYER CEREMONY AT DIVERSION TUNNEL

April 9th 2011

PRAYER CEREMONY AT ROUND VALLEY

June 18th 2011

PARYER CEREMONY AT THE MOUTH OF THE EEL RIVER (LOLITA)

September 24th 2011

DRAWING FOR A FREE CASE OF LOCAL AND SUSTAINABLE WINE

Tickets on sell at the North Coast Co-op and Eureka Natural Foods beginning April 17th 2011.

How you can help

- Visit www.eelriver.org and become a member
- Make a donation
- Participate in drawing for a free case of local, sustainable wine
- Sign the Potter Valley Project removal petition
- Volunteer your time

FRIENDS OF THE EEL RIVER

www.eelriver.org

Phone: (415) 332-9810

The Eel River

The Eel River is located in Northern California and is approximately 200 miles in length. It flows primarily northwest through the North Coast Mountain Ranges and is the third largest river located entirely within the state of California. The headwaters are located above Lake Pillsbury in Lake County and the river mouth is located just south of Eureka. The Eel River is California's third largest salmon producing river, and second largest steelhead producing river. The fishery was the first to fail on the north coast.



Friends of the Eel River

Friends of the Eel River is a non-profit organization that formed in 1994 in order to improve the health of the Eel River, and to advocate for the removal of the antiquated dams as well as decreased levels of water diversion to the Russian River.

Natalie McPhillips
ndm15@humboldt.edu
Ivan Mendez
lem6@humboldt.edu
Ananda Thomason
Aet13@humboldt.edu



How you can help

- Visit www.eelriver.org and become a member
- Make a donation
- Participate in drawing for a free case of local, sustainable wine
- Sign the Potter Valley Project removal petition
- Volunteer your time

Humboldt State

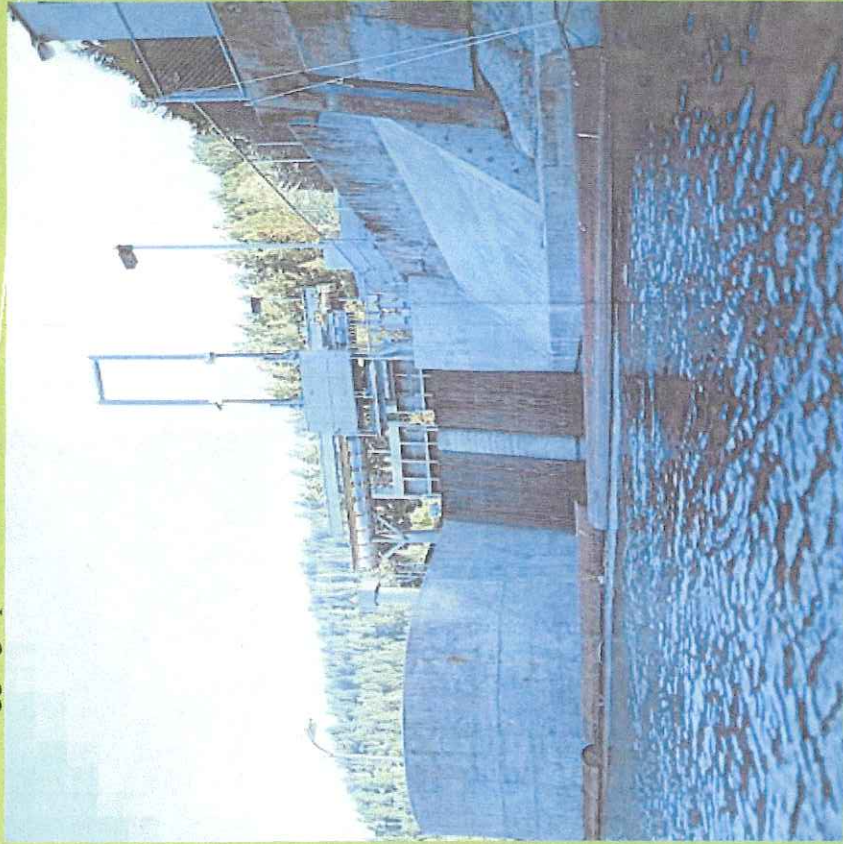
Senior Capstone Project

Threats to the River

The Eel River has a long history of modification and development that have altered the river water flows, and have drastic consequences for the health of the watershed.

- Cape Horn Dam and Scott River Dam
- Diversion tunnel that diverts the vast majority of water flows from the Eel River to the Russian River. Agriculture use, especially for vineyards, constitutes a significant component of water withdrawals from the Russian River.

Increases in sedimentation and adverse temperature fluctuation primarily due to logging operations.



Reasons to get involved...

- The dams on the Eel River are not “economic as a hydroelectric project” and are not designed for flood control
- The degradation of the Eel River has caused a substantial economic loss in Humboldt County (6 million per year) due to loss of fisheries, recreation and general productivity
- Water withdrawals from the Russian River could be used more efficiently and within local water limits. This includes implementing sustainable irrigation practices for vineyards
- The river has been an essential to many important ecological functions including watershed drainage, habitat for aquatic mammals and birds, and large runs of Coho and Chinook salmon, Steelhead (all of which are listed as a Threatened Species under the Endangered Species Act).

Petition to all State and Federal elected officials.
Demand for Return of Water that is Natural to the Eel River

We will not allow Eel River Water to be treated as a commodity. It belongs in its natural course. For 100 years the Eel River headwaters have been diverted into the Russian River via the PG&E Potter Valley Hydroelectric Project (PVP). The severe impacts to both river systems have been well documented and violate the Public Trust. More than 100 miles of prime Coho and Steelhead habitat have been lost behind the PVP dams. Billions of dollars have been lost from the economy of Humboldt and Mendocino counties by the impact of this diversion on its fisheries. Both dams and tunnel are old and in questionable condition, putting downstream homeowners at risk. It is imperative that PG&E's PVP diversion be removed so that water necessary for the health of the mainstem of the Eel River can be returned. We the undersigned insist on the return of the Eel River water to its natural system. A 100-year-old mistake must not be allowed to continue.

Name:	Signature:
Address:	
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Please return to: Friends of the Eel River, PO Box 2039, Sausalito, CA 94966

This petition will also be sent to relevant local, state and federal agencies. If you would like to gather more signatures, simply copy this page. Petition gatherers please put your name and current contact information at the bottom or back of the paper, in case we need to reach you. If you have any questions, please call us at (415) 332-9810 Thanks!

References

- Interagency Wild and Scenic Rivers Coordinating Council. "A Compendium of Questions and Answers Relating to Wild & Scenic Rivers." Washington, D.C. June 2006. <http://www.rivers.gov/publications/q-a.pdf>.
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- Parrish, Will. "Drinking Our Rivers Dry: The Wine Industry's Assault on Water Resources." *CounterPunch*. February 2011. Available at URL: http://www.alternet.org/water/149834/drinking_our_rivers_dry%3A_the_wine_industry's_assault_on_water_resources
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- Scheide, R.V. June 2004. *North Bay Bohemian*. "A Tale of Two Rivers: The Russian, the Eel and why you should care about both every single time you turn on the tap."
- United States Environmental Protection Agency. 2006. "Final Middle Main Eel River and Tributaries: Total Maximum Daily Loads for Temperature and Sediment."
- Yoshiyama, Ronald and Peter Moyle. UC Davis, Center for Watershed Sciences. "Historical Review of Eel River Anadromous Salmonids, with emphasis on Chinook Salmon, Coho Salmon and Steelhead." 2010.