

Progress Public Affairs and the RBRA



About Progress Public Affairs



Juliana Bunim
Managing Partner and Co-
Founder



Will Reisman
Partner and Co-Founder



Jason Overman
Partner and Co-Founder



Anne Matelich
Partner and Co-Founder



Alex Clemens
Partner and Co-Founder



Marjory Ruiz
Project Manager

Clients we've served



Partnership With RBRA

- Will Reisman and Alex Clemens began working with the RBRA in February 2022
 - Provide strategic communications assistance, particularly in regards to conditions on the anchorage
 - Focus has been on BCDC agreement, eelgrass protection and relations with individuals living on the water
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Services Provided

- Timely media responses to late-breaking inquiries
 - Proactive positive media pitches
 - News releases highlighting agency achievements
 - Quarterly newsletter and other external communications
 - Strategic communications counsel
 - Social media content creation
 - Weekly meetings with staff
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Media Outreach

- Updates on critical policy, programming, environmental and public safety initiatives
 - Human interest stories focusing on RBRA employees
 - Responses to conditions on the water
 - Focus has been on local media
 - General tenor of coverage has been positive
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Media Coverage

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 Gretchen Lang · Jun 13, 2023 · 2 min read

Richardson Bay agency secures \$2.8-mil grant for eelgrass revival



San Francisco Chronicle 

@sfchronicle

"Tow it, baby": Some hard-core Sausalito anchor outs embrace new life on land after program helps them transition from living on their boats.

LOCAL NEWS

Richardson Bay monitors cite signs of eelgrass recovery

☰ Marin Independent Journal

Editorials | Editorial: Anchor-outs must abide by Richardson...

OPINION > EDITORIALS

Editorial: Anchor-outs must abide by Richardson Bay rules



LOCAL NEWS

Richardson Bay harbormaster gets statewide award



News Releases and External Comms



THE RBRA ROUNDUP

Winter 2024
www.rbra.ca.gov



RBRA RECOGNIZES BANNER YEAR FOR PROTECTING LOCAL ENVIRONMENT AND COMPLYING WITH STATE MANDATES

The RBRA celebrated several major milestones in 2023, as its collaborative and compassionate approach to its mission helped protect the environment and comply with state and federal laws to remove illegally anchored vessels from Richardson Bay.

With the help of \$3 million in state funds, the RBRA was able to establish an innovative housing voucher program in 2023, allowing four boaters previously living on the water to move into safe, secure housing on land. Another 11 individuals are participating in the program, and at the time of this writing, X more persons were housed and XX have vouchers in hand and are actively seeking new housing, all of which is funded through a one-time allocation secured by State Senator Mike McGuire.

Additionally, eight vessels were purchased by the RBRA in 2023, and X more at the time of this writing, through its Vessel Buyback Program, which offers eligible participants money based on the length of their boat, or floating home (\$150 per foot) if they turn their vessel into RBRA for proper disposal. Nearly \$40,000 was disbursed to boat owners as part of the program in 2023.

THE RICHARDSON BAY REGIONAL AGENCY NEWSLETTER, VOLUME 2

Welcome to the second edition of our quarterly newsletter, which will provide all the latest news, accomplishments and milestones of the Richardson Bay Regional Agency!

The RBRA is a local government agency serving Belvedere, Mill Valley, Tiburon and unincorporated Southern Marin. The RBRA is dedicated to maintaining and improving the navigational waterways, open waters and shoreline of Richardson Bay.



JUDGE AFFIRMS RBRA'S RIGHT TO MANAGE RICHARDSON BAY

A federal judge recently affirmed the RBRA's right to patrol and manage the waters of Richardson Bay.

In December, Judge William Orrick of the U.S. District Court for Northern California dismissed a lawsuit claiming that the RBRA did not have jurisdiction to enforce the anchorage rules.

In citing legal code, Judge Orrick noted federal "regulations...establish Richardson's Bay as a "special anchorage area" and direct mariners to comply with the RBRA's Permit Scheme."

RICHARDSON BAY
REGIONAL AGENCY

FOR IMMEDIATE RELEASE:

June 9, 2023

MEDIA CONTACT:

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RICHARDSON BAY REGIONAL AGENCY AND PARTNERS SECURE \$2.8 MILLION FROM US EPA FOR EELGRASS RESTORATION

Funding support from the Environmental Protection Agency will support efforts to restore and protect critical part of Richardson Bay ecosystem

Sausalito, CA—The Richardson Bay Regional Agency (RBRA) and its partners at Audubon California and San Francisco State University have secured a \$2.8 million federal grant to support eelgrass restoration and protection efforts.

"Eelgrass is the foundation of the ecosystem in Richardson Bay, and all that we love about the bay," said Marin County Supervisor and RBRA Board Member Stephanie Moulton-Peters. "It supports fisheries, provides protection from climate change and stabilizes our shoreline. This transformational funding will help us continue our efforts to protect this critical natural resource."

The grant, provided by the Environmental Protection Agency (EPA) San Francisco Bay Water Quality Improvement Fund, is aimed at restoring at least 15 acres of eelgrass over four years through an innovative public-private partnership. The funding will bolster the continued implementation of the RBRA's Eelgrass Protection and Management Plan while also supporting the creation of a new 10-year Restoration and Adaptive Management Plan.

By partnering with San Francisco State University and Audubon CA, the grant will also fund community support and engagement programs, as well as ongoing eelgrass research, monitoring, and management initiatives.

"West Coast eelgrass beds are the lynchpins of ecosystems that support everything from terns to whales," said Richardson Bay Audubon Center Director Casey Arndt. "Richardson Bay provides a vital spawning ground for herring that permit the survival of a network of animals across the food chain. Their success depends on the health of the Bay's eelgrass beds. This funding will help ensure that eelgrass is resilient to climate change and healthy for generations to come."

Eelgrass is a critical component of a healthy and vibrant Richardson Bay. It supports herring runs, reduces erosion, sequesters a surprising amount of carbon and is a crucial ecological resource for harbor porpoises and sea lions. However, when anchors, chains, and other ground tackle scrape along the Bay bottom, they essentially act as a lawn mower for all living plants. This creates

Social Media



Richardson Bay Regional Agency @RBRAgency · Jan 9

The @marinij just posted this great editorial showcasing the progress the #RBRA has made in "restoring and protecting the Bay's environmental quality."

We are proud to see our collaborative efforts paying off in Richardson Bay.



← Post



Richardson Bay Regional Agency
@RBRAgency

The agenda for Thursday's #RBRA Board of Directors meeting has posted. Find all the details here rbra.ca.gov/files/Oebc255b...

Posts

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Richardson Bay Regional Agency - RBRA
January 16

From protecting the eelgrass to starting an innovative housing program, it was a busy 2023 for the #RBRA! Read more about all that we accomplished last year.



RBRA.CA.GOV
RICHARDSON BAY REGIONAL AGENCY RECOGNIZES BANNER YEAR FOR PROTECTING LOCAL...
FOR IMMEDIATE RELEASE: Tuesday, January 16, 2024

Looking Ahead

- Continue to focus on earning coverage for positive developments on the anchorage, including the relocation of individuals into safe, secure housing
 - Monitor developments as BCDC anchorage deadline nears
 - Mark important milestones and achievements related to eelgrass protection and restoration
 - Maintain productive, collaborative relationships with agency and media partners
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Thank you.

Ask us anything!

www.progress-pa.com
