

# Sonoma-Marin Saving Water Partnership



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[www.savingwaterpartnership.org](http://www.savingwaterpartnership.org)

# SMSWP Background



- Collaboration of 12 utilities in Sonoma and Marin Counties
- Formed in 2010 to maximize the cost effectiveness of water conservation in Sonoma and Marin and identify water use efficiency programs
- Updated MOU in 2018
- Regional and coordinated approach



# 2021 Winter Outreach Campaign

- SMSWP Outreach Subcommittee
  - Discuss the focus of campaign
- SMSWP Quarterly Meeting
  - Technical staff input of draft ads
- TAC Update
  - Confirm focus with Partners
- Final TAC approval and launch



# Recognition of low overall rainfall received coupled with practical tips to reduce water use:

## It's a dry year. Save water with us.

**Save water now by turning off your irrigation system.**

Plants need much less water during the winter. Manually water only when the soil below the surface is dry.

For more water saving tips visit  
[SavingWaterPartnership.org](http://SavingWaterPartnership.org)



## It's a dry year. Save water with us.

**Save water now by turning off the water while you:**

- Lather with soap
- Shave
- Brush your teeth

For more water saving tips visit  
[SavingWaterPartnership.org](http://SavingWaterPartnership.org)



# Series of ten different ads covering both indoor and outdoor savings:



**It's a dry year.  
Save water with us.**

**Save water now by using a broom instead of a hose.**

Sweep off patios, decks, sidewalks and driveways.

For more water saving tips visit [SavingWaterPartnership.org](http://SavingWaterPartnership.org)



**It's a dry year.  
Save water with us.**

**Save water now by replacing inefficient toilets with new high-efficiency models.**

Top performing models use just 0.8 gallons per flush.

For more water saving tips visit [SavingWaterPartnership.org](http://SavingWaterPartnership.org)





# Ads bring attention to water saving practices as well as programs:



**It's a dry year.  
Save water with us.**

**Relandscape your yard with  
low water use plants.**

Rebates are available for  
replacing lawns and irrigation  
system upgrades.

For more information, visit  
[SavingWaterPartnership.org](http://SavingWaterPartnership.org)



**It's a dry year.  
Save water with us.**

**Relandscape your yard with  
water smart plants.**

Look for the label at participating  
local nurseries.

See the lists at  
[SavingWaterPartnership.org](http://SavingWaterPartnership.org)



# Ads formatted for Partnership logo alone or co-branding with local agency logo:



**It's a dry year.  
Save water with us.**

**Save water now by loading the dishwasher like this:**

- Scrape food scraps into the compost bin instead of the garbage disposal.
- Skip rinsing dishes before loading.
- Wait for a full load before running.

For more information, visit [SavingWaterPartnership.org](http://SavingWaterPartnership.org)



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**Save water now by loading the dishwasher like this:**

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# Ads provide multi-program benefits (water conservation, wastewater, stormwater):

## **It's a dry year. Save water with us.**

**Save water now by not using  
the toilet as a trash bin.**

Never flush wipes, tissues, masks,  
gloves or paper towels.

For more water saving tips visit  
[SavingWaterPartnership.org](http://SavingWaterPartnership.org)



## **It's a dry year. Save water with us.**

**Save water now by applying  
mulch to retain moisture and  
prevent soil erosion.**

Maintain a three inch layer of mulch  
throughout your landscape for healthy  
soil and to keep weeds down.

For more water saving tips visit  
[SavingWaterPartnership.org](http://SavingWaterPartnership.org)





# Bilingual Media Campaign

## Multi-Use Design:

- Share on Facebook
- Share on Instagram
- Share on Twitter
- E-News
- Website

Link to SMSWP  
Website

The image shows a Facebook post from Sonoma Water, dated January 21 at 5:29 PM. The post includes a bilingual message about water conservation. Below the text is a graphic with two columns: English on the left and Spanish on the right. The English text reads: "It's a dry year. Save water with us. Save water now by turning off your irrigation system. Plants need much less water during the winter. Manually water only when the soil below the surface is dry. For more water saving tips visit SavingWaterPartnership.org". The Spanish text reads: "Es un año seco. Ahorre agua con nosotros. Ahorre agua ahora, apague su sistema de riego. Las plantas necesitan mucha menos agua durante el invierno. Riegue manualmente solo cuando el suelo debajo de la superficie esté seco. Para obtener más consejos sobre cómo ahorrar agua, visite: SavingWaterPartnership.org". Both columns feature the Sonoma Water logo and the Sonoma-Marin Saving Water Partnership logo. The post has 62 reactions (likes, loves, and surprised faces) and 1 comment and 15 shares.

**Sonoma Water**  
January 21 at 5:29 PM · 🌐

[In Spanish Below]  
It's a dry year. Save water with us.  
Save water now by turning off your irrigation system.  
Learn more at [SavingWaterPartnership.org](http://SavingWaterPartnership.org)  
~~~~... See More

⚙️ · See original · Rate this translation

**It's a dry year.  
Save water with us.**

**Save water now by turning off  
your irrigation system.**

Plants need much less water during  
the winter. Manually water only when  
the soil below the surface is dry.

For more water saving tips visit  
[SavingWaterPartnership.org](http://SavingWaterPartnership.org)

**Sonoma Water**

**SONOMA - MARIN  
SAVING WATER  
PARTNERSHIP**

**Es un año seco.  
Ahorre agua con nosotros.**

**Ahorre agua ahora, apague  
su sistema de riego.**

Las plantas necesitan mucha menos agua  
durante el invierno. Riegue manualmente  
solo cuando el suelo debajo de la  
superficie esté seco.

Para obtener más consejos sobre cómo ahorrar  
agua, visite: [SavingWaterPartnership.org](http://SavingWaterPartnership.org)

**Sonoma Water**

**SONOMA - MARIN  
SAVING WATER  
PARTNERSHIP**

👍❤️😲 62

1 Comment 15 Shares

👍 Like    💬 Comment    ➦ Share

# Additional Contractor Outreach...





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California American Water- Larkfield · City of Cotati · City of Healdsburg · Marin Municipal Water District · North Marin Water District ·  
City of Petaluma · City of Rohnert Park · City of Santa Rosa · City of Sonoma · Sonoma Water · Valley of the Moon Water District · Town of Windsor

[www.savingwaterpartnership.org](http://www.savingwaterpartnership.org)