



## **It's A Dry Year. Save Water With Us.**

### **Water Supply Conditions Public Outreach Messaging – March 1, 2021**

The Sonoma-Marín Saving Water Partnership is conducting a winter/spring outreach campaign to raise awareness of this year's below normal rainfall and reservoir levels, which comes on the heels of last year's low rainfall – the third lowest on record. The campaign's tag line, "It's a Dry Year. Save Water with Us" pairs easy to implement water saving tips with a website link to more complete program information at [www.savingwaterpartnership.org](http://www.savingwaterpartnership.org).

#### **Meeting on February 11, 2021**

Following the launch of the campaign's social media ads, the Partnership Outreach Subcommittee met on February 11, 2021 to discuss ramping up outreach in recognition of continued dry weather. Input and approval was received on a draft Partnership radio script for placement on local broadcast and streaming stations. Sonoma Water staff reported on the development of simplified water supply info graphics that were near to completion. Additional items discussed included:

- Work to further refine the social media ads to increase their suitability and success for a planned digital ad campaign spend
- Sharing and leveraging of existing outreach materials such as an email signature block image and other graphics, and internal talking points for agency staff and public officials
- Identify and pursue influencers and earned media
- Direct outreach communication to community groups
- Undertaking a community event or challenge as was done in previous years with the Drought Drive Up Event or 20-Gallon Challenge
- Continued use of bill inserts, website messages, and E-News

#### **Meeting on February 25, 2021**

The next scheduled meeting was to occur after the submittal of this report. Items planned for discussion included:

- Review and input on five revised ads prior to final touch up by graphic design consultant. Ads are to be used for digital media placement (online media outlets/ news aggregator websites, other)
- Release of newly developed water supply info graphics (tentative)
- Further discussion of previously raised community event or challenge

A verbal report out of the meeting outcome will be provided.