



## **Drought Outreach Messaging & TUCO Term 9 Reporting – May 3, 2021**

### *Drought Outreach Messaging*

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). Partnership outreach subcommittee staff continue to meet twice monthly and are now finalizing work on a refocused message that emphasizes drought conditions with a new corresponding tag line, *Drought is Here. Save Water.*

### **Outreach Subcommittee Meeting on April 8, 2021**

- Discussion was provided by Sonoma Water staff on the winter outreach campaign ad placements to date and to solicit input about additional opportunities for ad placement. Use of billboards was raised as a potential option, along with further refinement of digitally targeted ads.
- Reviewed broadcast radio ad placements covering both Sonoma and Marin counties. Regional coverage is occurring using KCBS & KQED in Marin County, and KFGY, KSRO, KVRV, and KBBF in Sonoma County.
- Roundtable input was received on a new drought focused tag line and revised ad campaign. Input and approval of the revised tag line by the full TAC Water Conservation Subcommittee would be solicited before submittal to Sonoma Water's graphic design firm for development of draft advertising materials for use throughout the summer season.
- A planning sub-group was formed to better coordinate the planning and purchasing needed to support a regional drought-drive up event at multiple locations on June 12.

### **Meeting on April 29, 2021**

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

May 3, 2021 WAC/TAC Meeting

Agenda Item # 8b

- Review and input on a new drought tag line and 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)
- Recap of Santa Rosa's Earth Day Event
- Update on regional drive-up event coordination
- A verbal report out of the meeting outcome will be provided.

#### *TUCO Term 9 Reporting*

The first monthly TUCO Term 9 report was filed with the State Board on April 1, 2021. The report detailed the full range of program offerings of the Sonoma-Marín Saving Water Partnership, along with programmatic participation and water savings for the month of February 2021 as directed in the term. The report also detailed the Partnership's winter/spring outreach campaign efforts. Program metrics from the contractors have been received for March for inclusion in the next status report due to the State Board by May 1.