Public Outreach Update

WAC and TAC
Meeting
February 7, 2022





"Drought is Here" Messaging

- Winter Campaign under way:
 - Indoor Water Savings (February)
 - Fix-A-Week Leak (March)
- Bilingual advertising:
 - Social media
 - Print
 - Bill Inserts



Bilingual Drought Messaging: Save Water Indoors





Social Media Ads





Bill Inserts

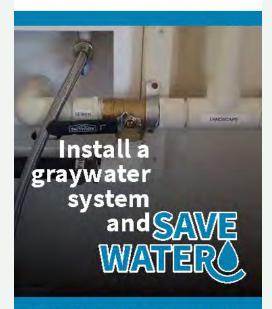


Replace your thirsty lawn with a beautiful low-water use landscape and save thousands of gallons of water per year.





SavingWaterPartnership.org



Did you know the average family of four uses 5,000-8,000 gallons of water annually for washing clothes? Reuse this water in your landscape by installing a simple laundry-to-landscape graywater system.





SavingWaterPartnership.org



Did you know that 1 inch of rain on a 1,000 square foot roof will generate 620 gallons of water? Install a rain barrel system to harvest the rain and reuse it in your landscape.





SavingWaterPartnership.org

Fix-A-Leak Week Campaign Planning







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California American Water- Larkfield · City of Cloverdale · 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

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