

# Public Outreach Update

WAC and TAC  
Meeting  
February 7, 2022

A hand holding a silver stopwatch against a bright blue background. The stopwatch face shows approximately 5 minutes and 10 seconds.

**Take a  
5 minute  
power shower  
to SAVE  
WATER**

A smaller version of the Sonoma-Marín Saving Water Partnership logo, featuring a blue water drop and the text "SONOMA - MARIN", "SAVING WATER", and "PARTNERSHIP".

# “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

Take a  
5 minute  
power shower  
to **SAVE  
WATER**

  
[SavingWaterPartnership.org](http://SavingWaterPartnership.org)

**AHORRE  
AGUA**  
Tome  
duchas rápidas  
de 5 minutos

  
[SavingWaterPartnership.org](http://SavingWaterPartnership.org)



# 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](http://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](http://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](http://SavingWaterPartnership.org)



# Fix-A-Leak Week Campaign Planning



Complete a 10-minute  
Fix-a-Leak Week  
challenge to **SAVE  
WATER**



Realice el Reto de los  
10 minutos para  
Reparar Fugas  
para **AHORRE  
AGUA**





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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

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