




## Public Outreach Update

WAC-TAC Meeting  
May 2, 2022

Outreach  
materials  
distributed  
to SMSWP  
Partners  
for Spring  
Campaign

STILL  
↓  
**DROUGHT IS HERE**  
**SAVE WATER** 

Aún  
↓  
**La Sequía está Aquí**  
**AHORRE AGUA** 

# Additional Drought Messaging

**MAKE A  
CHANGE TO  
SAVE WATER** 

**HAZ UN  
CAMBIO Y  
AHORRA AGUA** 



# Alternate “Make A Change” Message





# Bilingual Drought Messaging





# Updated Campaign for Spring



64°

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