

June 6, 2022 TAC Meeting
Agenda Item 4c




STILL
DROUGHT IS HERE
SAVE WATER

Public Outreach Update

TAC Meeting
June 6, 2022

Outreach
materials
distributed
to SMSWP
Partners
for Spring
Campaign

STILL
↓
DROUGHT IS HERE
SAVE WATER 

Aún
↓
La Sequía está Aquí
AHORRE AGUA 

Summer Outreach Campaign Planning

July Messages:

- Switch to Drip
- Irrigation maintenance
- Smart Irrigation Timer
- Upgrade to WaterSense timer



August Messages:

- Tree Care
- Use Mulch
- Drive a Dirty Car
- Install Graywater System

September Messages:

- Rainwater Harvesting
- Pick WaterSmart plants
- Use the WaterSmart Plant Picker



Online Eco-Friendly Garden Tour Results

Tour featured 11 gardens in:

- Windsor
- Forestville
- Guerneville
- Sebastopol
- Santa Rosa
- Novato
- San Anselmo
- Tiburon

Virtual garden tour had:

- 5,203 views day of the tour
- 7,038 views to date

FREE Eco-Friendly Garden Tour **FREE**
SONOMA AND MARIN COUNTIES

SATURDAY MAY 14, 2022
10am

This online, self-guided tour promotes sustainable landscaping practices by showcasing inspiring gardens throughout Sonoma and Marin counties.

Registration is required, however there is no charge to attend. Please visit:
www.savingwaterpartnership.org

Tour Partners:

SONOMA-MARIN SAVING WATER PARTNERSHIP
water smart plant
daily acts
California Native Plant Society

Eco-Friendly Garden Tour

Tour event included:

- Live Q&A day of the tour
- Participants could ask questions on anything garden-related or on the webinar presentations that were on the website.
- Webinar series on biodiversity in the garden, drought garden design, favorite local natives, and building healthy soils.

Event Marketing included:

- Paid and earned advertising in Sonoma County Gazette, Press Democrat, Marinscope papers and Facebook ads reaching 26,895 people and received 45,640 impressions.



Bilingual Spring Campaign





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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